WEBINERD AWARD WINNERS
Each year, ON24® customers conduct countless webinars. Some are large, with thousands of people attending. Some are small, with only a dozen or so. Some are in-between. Some are colorful, robust, interactive, loud, visual, descriptive, informative and memorable. Others are impactful, approachable, revenue-driving and revealing. There are certain events, however, that stand apart from this diverse crowd. These are the Webinerd Award Winners.

The Webinerd Award Winners stand out because they adopted, perfected and deployed ON24 webinars in remarkable ways. They revolutionized their marketing campaigns. They took their webinar program from zero to 10,000 miles-per-hour at the drop of a hat. They drove pipeline, revenue, and engagement that matters. What follows are a series of awards to recognize these exceptional achievements in webinars and webinar marketing.
The reason
Tableau reached beyond the standard marketing webinar by involving the partners who make a difference. By reaching out to stakeholders across their organization, the Tableau team developed webinars for a variety of use cases. In doing so, the company expanded the number of messages available for their sales team and scaled their program globally. In fact, the organization created more than 850 webinars in 2017 alone.

How they did it
Tableau deploys ON24 for both lead generation and live training to supplement their product learning. To do this, the Tableau team enrolls partners, customers, product consultants and internal speakers in informative webinar events. In the course of these events, webinar participants also promote Tableau’s product, brand, and thought leadership.

For example, in their lead generation webinars, Tableau distributes internal speakers, evangelists, customers, partners and executives to speak to audience-specific needs. These range from high-level, conceptual discussions to complex deep-dives. Over the course of these thought leadership events, however, participants and hosts showcase Tableau’s product, customer results, best practices, brand and solutions to attendees.

To produce and scale its webinars on a global level, Tableau takes advantage of ON24’s simu-live feature. With simu-live, the team can easily schedule a pre-recorded webinar to go live at a specific time and date, coordinate an event to launch with another series and more. Simu-live also enables Tableau’s product consultants to pre-record a webinar event and respond to Q&A questions in real-time—giving them the focus they need to help and engage with live attendees.

Results

<table>
<thead>
<tr>
<th>Leads Generated</th>
<th>Attendees</th>
<th>Conversion to Attend</th>
<th>Engagement Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,000</td>
<td>18,500</td>
<td>50%</td>
<td>800,000</td>
</tr>
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</table>
The reason
Every program needs to practice before it competes with the best. For NVIDIA, that meant deploying Cassandra Clark, a webinar team of one. The results have been fantastic. Cassandra came in and scaled NVIDIA’s program up to 70 webinars a year. As a result, the company pulled in more than 20,000 attendees and 40,000 registrants throughout the year.

How they did it
Tasked with building, training and executing events on her own, Cassandra boosted NVIDIA’s webinar program from 35 webinars to over 70 in a year. And she hasn’t stopped there. Cassandra has built out a network of webinar practitioners within NVIDIA, enabling the organization’s various groups to execute live events on their own.

For NVIDIA, making webinars approachable and replicable for internal teams is a smart move. The company uses its webcasting events to drive awareness and leads for the organization’s enterprise products. These include enterprise uses for NVIDIA graphics processor units—a high-demand product in the artificial intelligence arena.

“NVIDIA is known for the gaming side of the house, but GPU has many uses that are applicable across AI, self-driving vehicles, medical imaging and more. We are entering a number of new spaces so webinars are allowing us to take people down the buying journey.”

Results

<table>
<thead>
<tr>
<th>Registrations</th>
<th>Attendees</th>
<th>2018 Webinars On Pace To 100</th>
<th>MQL &amp; SQL Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>46,000</td>
<td>22,000</td>
<td>ON PACE TO 100</td>
<td>GROWING</td>
</tr>
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</table>
Everyone wants to save the world. For B2B marketing world, that means arming the sales team with the best information on the most qualified leads. Zendesk experienced its world-saving moment when it deployed the ON24 Engagement Platform to accelerate deals and increase the sales win rate.

How they did it
Zendesk used the ON24 Engagement Platform to conduct webinars across each stage of the buyer’s journey. From generating awareness and building interest, to driving preference, the organization used both live and on-demand webinars to drive registrants and attendees, ultimately fueling their sales teams.

Zendesk’s smart deployment of its on demand assets continue to fuel its nurture programs, and is paying dividends towards the company’s growth campaigns. For Zendesk, webinars reliably yield one of the highest win rates by channel, converting 55 percent of webinar attendees to closed won business. Their webinar program is so successful, in fact, that the company is ramping up its program to 12 events per-quarter.

Results

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<table>
<thead>
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<tbody>
<tr>
<td>Webinars per year</td>
<td>48</td>
</tr>
<tr>
<td>Single event registration</td>
<td>1,000+</td>
</tr>
<tr>
<td>Win rate</td>
<td>55%</td>
</tr>
</tbody>
</table>

“Webinars have been a significant contributor to pipeline opportunity. With an average of about 55% conversion to close, our webinars will yield one of the highest win rates by channel.”

The winner
Hope Villaluna,
Senior Manager, Global Online Events, Zendesk

The reason
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The reason

Few people enjoy making cold calls. Fewer enjoy taking them. So, why not warm those calls up? That’s why OutSystems decided to add some heat to their cold calls by partnering with their sales team and leveraging the ON24 Engagement Platform.

How they did it

Using ON24 webinars, OutSystems crafted a global demo series with the intention of helping sales to get ahead of cold calls. To achieve this, the marketing and sales teams team up to encourage their audiences to attend a low-pressure product demo that happens on a regular occurrence. A member of the sales team sits in on the demo and mans the live Q&A session at the end of the event. This helps to see which attendees were engaged and curious and what they’re engaged and curious about—thus, preparing the sales team for a follow-up call.

OutSystems started its simu-live demo webinar series in July 2017 and conducts four demos across three regions (two in U.S., one in EMEA and one in APAC). These demos are held every month and bring in a large number of curious prospects, with almost 2,000 people attending over the past seven months.

Results

<table>
<thead>
<tr>
<th>ATTENDEES</th>
<th>REVENUE INFLUENCE</th>
<th>AVERAGE VIEW PER EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>$2.1M</td>
<td>500</td>
</tr>
</tbody>
</table>

“The demo webinars have become a wildly successful marketing and sales tool to help qualify leads and accelerate opportunities through the funnel. And our program is only going to get bigger and better in 2018 as we work with our training team to create more diverse and relevant demos for our growing audience.”

The criteria

The Cold-Call Eliminator is a webinar who’s a favorite of the sales team for helping jumpstart their prospect calls, providing SDRs intelligence for smart follow-up and giving reps an idea of which leads to prioritize.

The winner

Lisa Hackbarth, Manager, Demand Generation, OutSystems
Account-based marketing is going through a renaissance. That’s largely because technologies are finally powerful and agile enough to justify hyper-targeted campaigns for high-reward prospects. And few organizations deploy webinars into their ABM campaigns as effectively as Demandbase.

How they did it

It all started when Demandbase experimented with its webinar format. The organization produced three different webinars: one for their broader audience, one for their customers, and one for their partners—each with slightly different messaging.

By working from different iterations, Demandbase could focus on its target audiences and accounts while controlling the experience their high-value contacts received. The organization also tested different formats for their ABM program, from product demos to customer-success stories, and saw a 178 percent increase in their opportunities.

The criteria

The ABM Trailblazer is a webinar pioneer using webinar programs to attract, engage and convert target accounts.

The winner

The reason

Rory Tokunaaga, Demand Generation Program Manager, Demandbase

“Breaking outside of the standard thought-leadership, lead-generation webinar format allowed us to really make our messaging more personalized, meaningful, and powerful for our sales team. This initiative was a testament to taking the same content and creating a personalized experience for our high-value accounts and segments.

Results

- INCREASED OPPORTUNITY: 178%
- TARGET ACCOUNTS ENGAGED: 30%
- WEBINARS PER YEAR: 25
Webinars are a great way to get a pulse on customer mentality. These events can help you to refine your marketing campaigns, messaging and more. The best part is that the more you interact with your community, the more information—whether from Q&As, polls, surveys, and more—you can draw on for your nurture campaigns.

For BrightEdge, that translated into conducting webinars that influenced their customer base, resulting in a drastic increase in both product adoption and renewal rates.

How they did it

Using webinars, BrightEdge re-imagined their nurture strategy from top to bottom to fully take advantage of what webinars have to offer. The organization’s new webinar content strategy hinged on three core topics: thought leadership, customer success stories and product releases. To enhance these efforts, the company also implemented and refined a formal marketing automation process, sales process, reporting, SEO/Content Marketing coordination, and developing a customer service engagement plan.

With their webinar marketing architecture in place, BrightEdge set out to scale their program. Over the course of a year, the new strategy drove nearly 10,000 hours of webinar engagement, saw a drastic increase to renewal rates and increased its product adoption. In fact, the organization was able to influence half of its customer base through at least one webinar.

Results

<table>
<thead>
<tr>
<th>Live Attendance</th>
<th>On Demand Attendance</th>
<th>Recording Attendance</th>
<th>New Prospect Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>40%</td>
<td>20%</td>
<td>27X Increase</td>
</tr>
</tbody>
</table>
The reason

Every marketer dreams of building a community. And why not? Communities are great resources for advocacy, testing, feedback and more. But, in some cases, building a community of like-minded members can be hard—especially when there are other online resources for them to turn to. For IBM Cloud, recruiting, retaining and building a developer-centric community was a challenge—one webinars helped them to overcome.

How they did it

IBM Cloud began its community-building journey almost a decade ago when it first built its developer-centric Middleware User Community. To keep up with the changing needs of its developer community, IBM Cloud convinced its Middleware group to use ON24 webinars to better communicate with its community members.

Thanks to ON24’s ability to capture polling, surveys and Q&A inputs, IBM Cloud could easily communicate with its technical community and capture and prioritize the functions and features that resonate best with its users. Typically, IBM Cloud webinars start with one or two customers who describe how they use the product, followed by an IBM product update and a long Q&A session. Best of all for IBM, community owners can gauge community sentiment which can help inform function and feature updates for the company’s products.

Results

<table>
<thead>
<tr>
<th>Questions per-webinar</th>
<th>Poll participants</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>72</td>
<td>470</td>
<td>6.8</td>
</tr>
</tbody>
</table>

“Developers are one of our hardest to penetrate audiences. They don’t typically buy our products, but they will be advocates when they trust and believe in our offering. Because of ON24’s abilities to capture polling, surveys and Q&A inputs, this technical community can capture and prioritize what functions and features would resonate best with the user base.”

The winner

James Gianotti, Marketing Manager, IBM Cloud
The reason

How does one captivate an audience? For S&P Global, capturing and retaining attention demands a mix of good speakers, good topics and great brand.

How they did it

S&P Global incorporates a mix of key speakers from topical industries to ensure each message and event is valuable for their attendees. For example, when their S&P Global Market Intelligence Risk Services team conducted its AMERiCAS and EMEA lead-gen webinars, they ensured there were at least three internal speakers for each event. It’s a good thing, too, as these webinars generated more than 1,000 leads across the credit, risk, banking and financial services world.

Results

<table>
<thead>
<tr>
<th>MQLs</th>
<th>Attendee Conversion Rate (Americas)</th>
</tr>
</thead>
<tbody>
<tr>
<td>226</td>
<td>50%</td>
</tr>
<tr>
<td>PROSPECTIVE LEADS</td>
<td>1,065</td>
</tr>
</tbody>
</table>
brand shine—an especially important aspect, considering webinars are often a prospect’s first point-of-contact with a brand. They leave a lasting impression. But making well-branded and memorable webinars requires effort. For Paycom, that means stylizing each webinar to match the story, and the associated content they’re promoting, to a consistent theme.

To craft a well-honed webinar story, Paycom deploys its design team to match the console background with the content of the webinar. Often, this includes other elements like live backgrounds, individual content and more. Then, the organization matches its promotional campaign to the event’s theme.

Attendees are taking notice. Paycom has generated more than 12,000 registrants in 2017 and saw more than 5,600 live attendees and an eye-popping 2,600 on demand attendees.

“We use our webinar program to build engagement with both our prospect and client audiences and generate leads that eventually lead to revenue. Our goal each year is that we build upon the last year’s through higher engagement scores, better design, and more revenue.

Jason Bodin, Director of Communications, Paycom
The criteria

The Content Re-Generator is a webinerd who uses webinars as fuel for a content engine, breaking out of the console and re-purposing webinars for on-demand multimedia consumption—everything from podcasts, blogs, white papers and beyond.

The winner

Jocelyn Robertson, Webinar Producer, Financial Engines

“Some of our clients are using these ‘vignettes’ to incentivize and reward their employees for taking action to increase their knowledge about Financial topics. Not only can this re-purposed smaller content be utilized with our current clients, it is also being used as a hook in our sales process to bring on new clients. We couldn’t have had this same offering or impact this initiative brings to our clients without making the switch to ON24.

The reason

One of the best things about webinars is the ability to use, reuse and repurpose the content and work that goes into them. This is especially true for easy-to-understand content that cuts through the jargon for the benefit of the attendee or reader. Identifying and repurposing content is a skill unto itself, and it’s one the folks at Financial Engines have mastered.

How they did it

When it comes to content repurposing, Financial Engines identifies one of its hour-long presentations and breaks them down into more than 50 bite-sized webinar “vignettes.” These five to seven-minute long videos are designed to help their clients more easily understand Financial Engines’ varied offerings and gain a better understanding of what Financial Wellness means for them. By repurposing meatier content, Financial Engines can also provide their sales team with engaging videos that can, and have, capture new clients.

Results

- 300 views in 4 days
- Lessons offered: 50+
- Sales meetings: 2 in 4 days
The reason
Crafting messages for global audiences always presents unique challenges for marketing teams. Still, running global campaigns and messaging are powerful means to share your brand, its scale and its ability to maintain a global presence. For Thomson Reuters, that meant identify and engaging in interesting topics that cut across regions.

How they did it
Thomson Reuters’ webinar program reaches many in the financial and risk community around the world. The organization seeks to provide its viewers with the right answers and the most insights from qualified industry professionals.

To do this, Thomson Reuters designs its topical webinars—from best practices for email marketing to thought leadership and other resourceful content types—to include interests from global audience members. Often, this means featuring a high-profile report as the core of the discussion, with by two well-regarded Reuters chief editors hosting the event to give the event context. By repeating this pattern, Thomson Reuters produced content resonating with professionals across the globe who are interested in insights regarding global growth, finance, culture, technology and politics.

Results

<table>
<thead>
<tr>
<th>COUNTRIES REACHED</th>
<th>LEAD CONVERSION RATE</th>
<th>REGISTRATION CONVERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>100+</td>
<td>6.8%</td>
<td>59%</td>
</tr>
</tbody>
</table>
Webinar Program Lead, Salesforce

“The reason
Webinars are one of the best ways to engage with prospects, clients and even your own organization. But getting everyone to use and engage in webinars can take some effort. Not so at Salesforce, which leverages internal tools to announce webinars, generate interest and tag relevant teams to stay up-to-date on events.

How they did it
Salesforce uses its own tool, Chatter, to announce every new webinar to its internal teams. These announcements include dates, times, hosts and every relevant piece of information a colleague may need to promote or attend the event. By tagging relevant and interested groups, Salesforce’s webinar team can get other teams to tag other relevant groups, quickly getting the word of the webinar out across the organization.

Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Pipeline YOY</td>
<td>7% INCREASE</td>
</tr>
<tr>
<td>Closed Pipeline</td>
<td>16% INCREASE</td>
</tr>
<tr>
<td>Total Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Total Registration</td>
<td>24% INCREASE</td>
</tr>
</tbody>
</table>
A marketing game-changer, well, changes the marketing game through their ingenious use of webinars. And Hortonworks has done exactly that. From internal promotion strategy to analytics, Hortonworks has made dramatic changes to their marketing campaigns by putting webinars at the center of an ongoing integrated program.

Hortonworks hosts at least one webinar a week nearly year-round to generate quality leads who come out of their events curious about their products. They achieve this through a rigorous ideation and refinement process that draws the entirety of their organization for help.

To organize and promote their events, Hortonworks prepares fully-developed campaigns for each quarter and ramps up their engagement with those campaigns as the date draws nearer. Again, the Hortonworks team draws on the whole of their organization—from members in the office to those in the field—to promote their events. After the webinar, the team offers attendees access to more content and shares the webinar’s success across the organization.

"With the ON24 Platform and its powerful integrations, we got huge engagement numbers and a great conversion rate—46 percent of registrants attend on average. No other channel would give you 15, 30 minutes or even three seconds of engagement. For us, our webinar programs are one of the top revenue drivers."

Sudeep Misra, Director, Demand Generation & Global Campaigns

Erin Cresta, VP, Digital/DemandGen

Wilfrid Butler, Senior Marketing Operations Manager

Kait Disney-Leugers, Webinar Operations and Marketing Program Manager

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