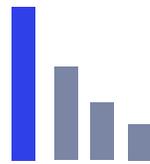


ON24 WEBINAR BENCHMARKS REPORT 2019



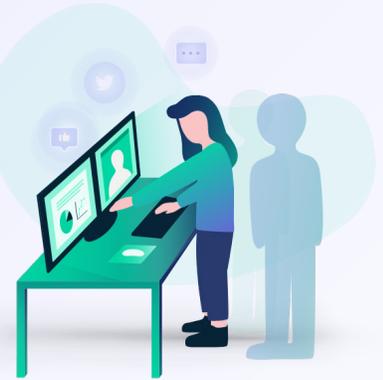
MANUFACTURING TRENDS



ON24

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EXECUTIVE STATEMENT

The manufacturing sector is at a tipping point. Industry 4.0 is disrupting long-standing operating models and the traditional supply chain by combining standard automation with digital technologies such as artificial intelligence and the Internet of Things to accelerate the pace of transformation.

Adapting to change in a rapidly-evolving business environment is challenging, but one constant remains: success is built upon a collaborative ecosystem with prospects, partners, sales and clients working together to create value in novel, disruptive ways.

But what do webinars have to offer here? When your prospects and partners are looking for answers, webinars can help strengthen your position as an innovator and thought leader, supporting your brand building efforts and enabling you to build partnerships with leading organizations in your sector. Producing a series of educational webinars, where the focus shifts away from pitching to delivering insights and sharing expertise, enables you to deepen engagement and relationships with your audience, both within and beyond your supply chain.

Webinars also play a key role in supporting your lead management process, from attracting large audiences and generating a steady stream of leads, to facilitating engagement at scale for your nurturing programs.

To help you maximize the benefits of your webinar program, we've analyzed all webinar benchmark data from events produced by manufacturing organizations on our platform in 2018 and looked at how practices used by manufacturers differ from those employed by their peers operating in other industries. We've also looked at how five key sectors—automotive, chemicals, electrical, machinery and industrial and oil and energy—use webinars to drive engagement and increase their pipeline.

Here at ON24®, we believe it's an exciting time to be supporting manufacturers in their digital transformation journey. We hope this report will inspire you to find more ways to optimize your webinar program.

METHODOLOGY

ON24, the world's leading webinar platform, compiled the data in this report. The events included in this analysis were selected from a sample of ON24 webinars conducted globally by manufacturers in 2018.

-  ON24 measured 3,780 webinars in this analysis.
-  All webinars were held between January and December of 2018.
-  Events represent a cross-section of more than 120 manufacturers.

In addition, those working for manufacturing companies were surveyed to find out more about how they are using webinars and their effectiveness.

This study examines statistics across a webinar's lifecycle, including webinar promotion and registration metrics,

interactivity metrics, audience viewing habits, and both live and always-on attendance and conversion metrics. Unless otherwise noted, this study uses the following definitions:

-  **Live webinars**—Audio or video-based events streamed on a specific day and time.
-  **Always-on webinars**—Audio or video-based events attendees can view always-on, including archived live webcasts.
-  **Registrants**—Prospects registered to view an event.
-  **Attendees**—Prospects who registered to view an event and attended that event.

PRE-WEBINAR BENCHMARKS

PROMOTIONAL CYCLE

71%

of manufacturers say that webinars enable them to reach targeted accounts.

Promoting a webinar is critical to running a successful event and email is the best medium to reach out to a large audience without losing the personal touch. A carefully planned email campaign that makes good use of segmentation, personalization and split testing can significantly boost open rates, click rates and registrations.

Across our entire manufacturing sample, more than two-fifths (43 percent) of registrants sign up for a webinar at least eight days before the

event. It's important to start your campaign early —ideally at least two weeks before your planned webinar date so you have plenty of time to build up excitement with teaser snippets, but also make sure to communicate a sense of urgency as you get closer to the date.

Around three in five (57 percent) register up to one week before, so don't underestimate the importance of email reminders. Our data shows that three in five organizations send at least three pre-event promotional emails.¹

Only 5 percent of automotive registrants enroll at least 15 days before the event, putting the sector significantly below the overall manufacturing average of 24 percent. At the other end of the spectrum, the electrical and oil and energy sectors have the largest shares of early registrants—31 percent and 28 percent respectively.

1. 5 Elements of Great Webinar Promotion Emails, ON24

DISTRIBUTION OF REGISTRATIONS ACROSS PROMOTIONAL CYCLE

Manufacturing Average



PRE-WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:



	DAY OF	1-7 DAYS BEFORE	8-14 DAYS BEFORE	MORE THAN 15 DAYS BEFORE
Automotive	36%	45%	14%	5%
Chemicals	33%	28%	17%	22%
Electrical	13%	37%	19%	31%
Machinery/Industrial	7%	43%	32%	18%
Oil & Energy	5%	41%	26%	28%

ON24 TIP

USE A LONGER PROMOTIONAL CAMPAIGN TO DRIVE MORE REGISTRANTS.

Start promoting your webinar at least two weeks prior to the event and use well-crafted headlines to build a sense of progression throughout the campaign. Segment email recipients based on the activity with the first email and use targeted copy to increase the sense of urgency as you get closer to the event. Don't forget to use our tips for [crafting great webinar promotion emails](#).

BEST DAYS TO SEND PROMOTIONAL EMAILS

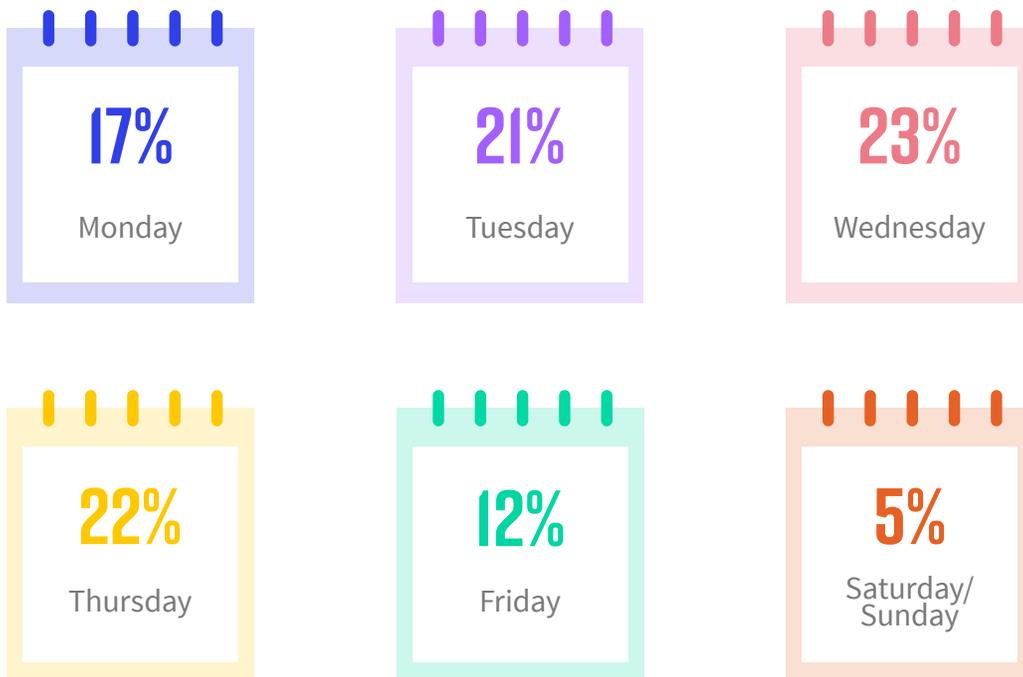
86% of manufacturers believe that webinars help them lower their cost per lead.

Mid-week promotional emails are the best performers, with Tuesday, Wednesday and Thursday accounting for over two-thirds (66 percent) of registrations in the manufacturing industry.

These emails perform particularly well in the chemicals sector, accounting for seven in ten registrations and even exceeding the average of 67 percent across all sectors on our platform.

While mid-week emails are the clear winners in manufacturing overall, our data shows that the electrical sector is an outlier. Emails sent early in the week (Monday and Tuesday) account for nearly half (46 percent) of all registrations in this sector, 8 percentage points above the manufacturing average (38 percent).

Manufacturing Average



PRE-WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY/ SUNDAY
Automotive	16%	17%	18%	26%	16%	7%
Chemicals	16%	24%	19%	27%	11%	3%
Electrical	24%	22%	19%	18%	11%	6%
Machinery/Industrial	20%	20%	24%	20%	13%	3%
Oil & Energy	20%	21%	21%	20%	11%	7%

ON24 TIP

MID-WEEK EMAILS TYPICALLY PERFORM BEST, BUT DON'T BE AFRAID TO EXPERIMENT.

As is the case in other sectors, the middle of the week is the best time to send promotional emails. However, remember that not all audiences are created equal. What works best for one company or sector might not have the same results for you. More advice is in our eBook on [Enhancing Webinar Promotions](#).

BEST DAYS FOR WEBINAR ATTENDANCE

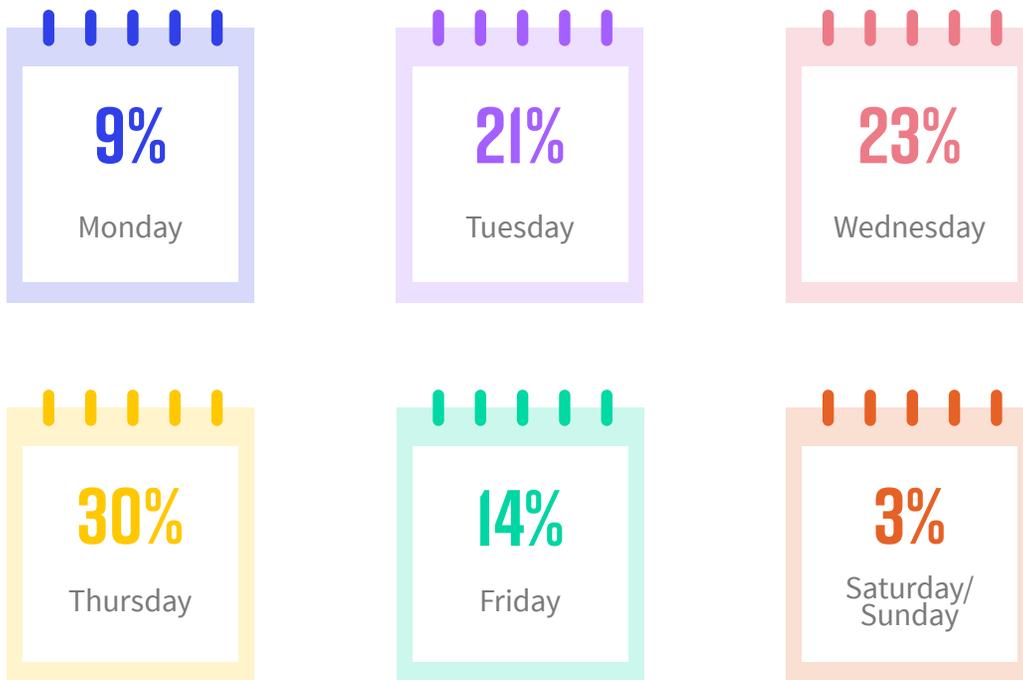
As highlighted in previous annual benchmarks reports, mid-week is also the best time to run a webinar, with Wednesday and Thursday emerging as clear winners.

It's worth noting that Thursday emerged as the strongest performer for the manufacturing

industry overall (30 percent). Wednesday performed particularly well in the machinery/ industrial and oil and energy sectors (40 percent and 30 percent respectively). Tuesday had the lowest attendance rates for webinars in the machinery and industrial sector.

DISTRIBUTION OF ATTENDEES BY DAY

Manufacturing Average



PRE-WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY/ SUNDAY
Automotive	14%	20%	20%	22%	17%	7%
Chemicals	11%	22%	21%	32%	12%	2%
Electrical	12%	21%	23%	27%	14%	3%
Machinery/Industrial	7%	10%	40%	28%	12%	3%
Oil & Energy	7%	23%	30%	27%	10%	3%

ON24 TIP

**WEDNESDAY AND THURSDAY
ARE THE BEST DAYS TO GET LIVE
ATTENDEES.**

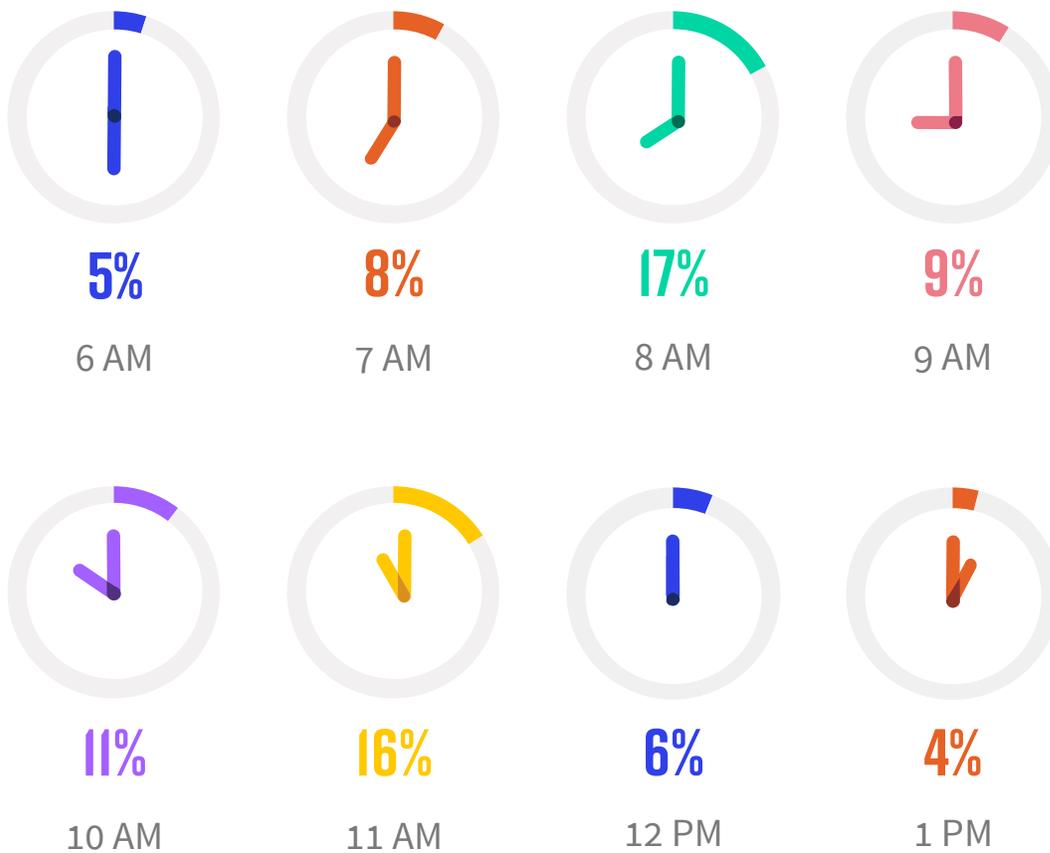
While mid-week webinars seem to attract the largest numbers of attendees, these are also the days when most companies hold their webinars. Have a look at your analytics data to find out when your audience is most engaged with your site and use those insights as a starting point.

BEST TIME TO RUN WEBINARS

Nearly three in five (59 percent) webinars produced by manufacturers on our platform are run between 8 a.m. and 1 p.m. Interestingly, there's a close race between 8 a.m. PST (17 percent) and 11 a.m. PST (16 percent).

As seen below, the optimal time to run a webinar varies greatly by sector so it's important to find the sweet spot for your audience by experimenting with different times.

Manufacturing Average



PRE-WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:



ON24 TIP

WEBINARS ARE MOSTLY ATTENDED AROUND LUNCHTIME BUT PICK A TIME THAT WORKS FOR YOUR AUDIENCE.

If your audience is spread across the globe, remember to accommodate multiple time zones. But if you primarily cater to a local audience, prioritize a time your registrants are most likely to tune in, for example when they're less likely to be in meetings.

WEBINAR BENCHMARKS

AVERAGE VIEWING TIME

Our data show the average viewing time for webinars produced by manufacturers, including a ten to 15-minute Q&A session, was 43 minutes. This is significantly lower than the average of 58 minutes recorded across all sectors on our platform.

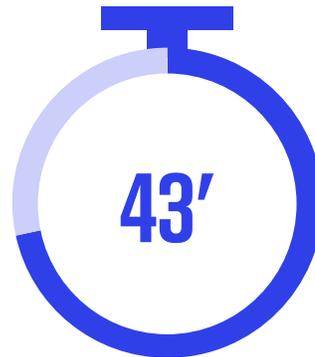
This might suggest that manufacturing audiences prefer shorter webinars, as they lend themselves particularly well for short product demos for time-pressed sales reps who want to get up to speed and learn the fundamentals. However, it might also highlight an inherent problem in the sector:

focusing entirely on product information instead of building up engagement with content that goes beyond product attributes or sales training.

There's a lot of variances across the five sectors we looked at. The average viewing time in the automotive sector was only 35 minutes, compared to almost 54 minutes in the chemicals sector.

Three in five manufacturers using webinars for training say their sessions last about 30 minutes. The typical lesson length for those offering continuing education programs is one hour.

AVERAGE VIEWING TIME IN MINUTES:



Manufacturing Average

WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:



Automotive



Chemicals



Electrical



Machinery/Industrial



Oil & Energy

ON24 TIP

THE OPTIMAL WEBINAR LENGTH WILL DEPEND ON YOUR AUDIENCE AND TOPIC.

While it's sometimes important to be brief to accommodate busy schedules or answer quick questions from distributors or end users, make sure you don't use that as a rule of thumb for all your webinars. Use a mix of product-focused and educational webinars, and plan around your content and your audience's needs.

WEBINARS BY CATEGORY

On average, around half (48 percent) of webinars run by manufacturers in 2018 were for marketing purposes, with 42 percent for continuing education, training and learning. The remaining 7 percent was for communications webinars.

However, there are significant differences between different sectors. For example, close to 9 in 10 (89 percent) of the webinars run by automotive firms were for continuing education, training and learning. Meanwhile, 78 percent of sessions run by those in the oil and energy category were for marketing.

The exact purpose of your webinar will depend on who your audience is and what goals you are looking to achieve. However, there are potential efficiencies to be gained by having everyone in your organization running from the same webinar platform. If your colleagues in HR or another department are using a separate system, find out whether you can both save time by bringing your efforts together.

WEBINARS BY CATEGORY:



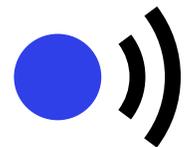
7%

Communications



42%

Training/Continuing
Education

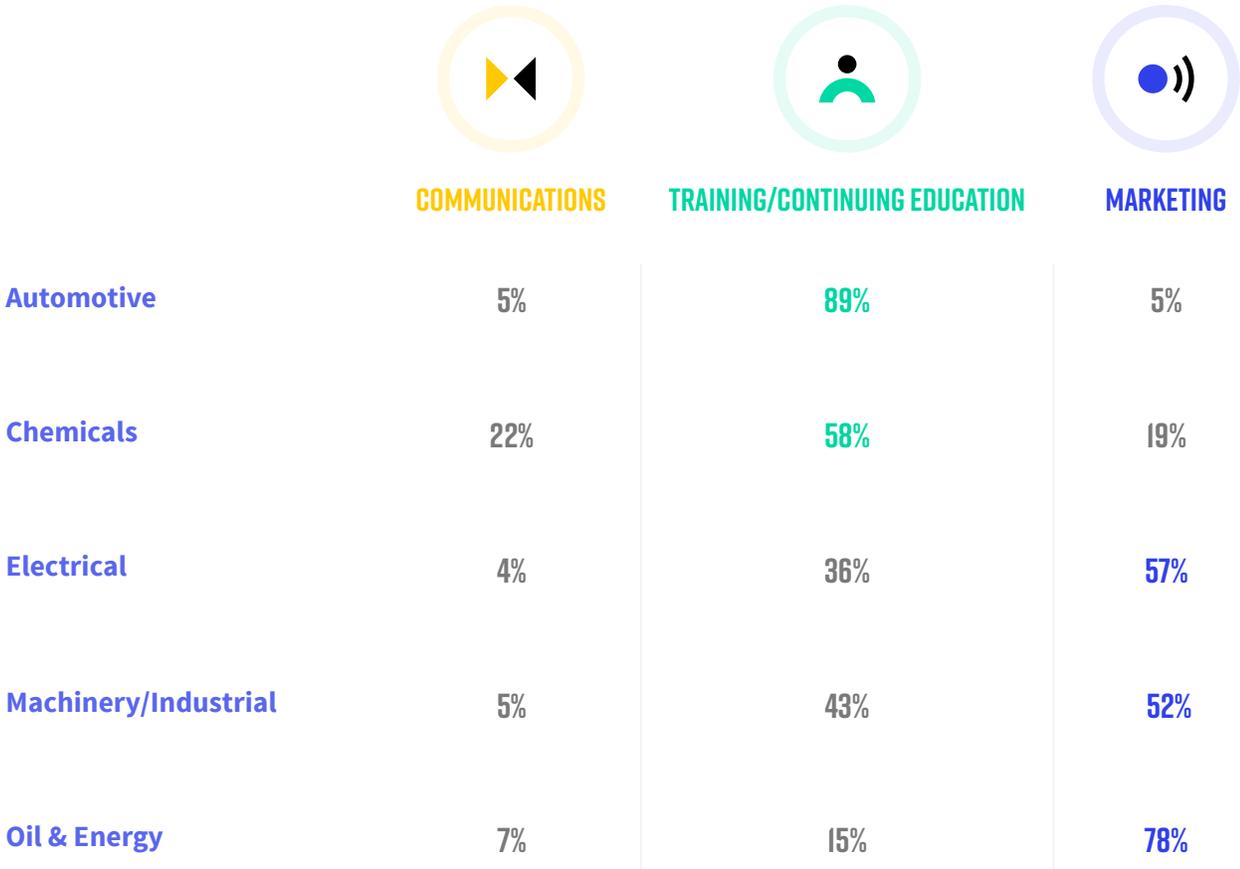


48%

Marketing

WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:



ON24 TIP

WHATEVER YOUR USE CASE, MAKE WEBINARS A REGULAR PART OF YOUR OUTREACH PLAN.

To keep audiences engaged over the long term, the best benefits will come from developing a regular program of webinars that your audience can learn from—whether live, or as ‘always-on’ content. For a case study, hear how AutoTrader and Ericsson have developed their content in our webinar on [‘From Webi-Nah to Webi-Nirvana’](#).

REGISTRANT TO ATTENDEE CONVERSION

When setting out goals for your webinar program, the registrant to attendee conversion rate is one of the key metrics you need to consider. While a 35 to 45 percent conversion rate is typically considered to be good, the higher the better.

In 2018, the average registrant to attendee conversion rate for manufacturing webinars was 69 percent, significantly higher than the rate recorded across all sectors on our platform, 55.9 percent.

According to our data, webinars used for training/ learning and communications recorded the highest conversion rates across the five sectors we looked at.

Training webinars perform particularly well in the automotive and machinery and industrial sectors, with conversion rates above 80 percent (86 percent and 83 percent, respectively). Marketing-focused webinars have below-average conversion rates in many sectors, ranging from 43 percent in oil and energy to 64 percent in the chemicals sector. This is not surprising when taking into consideration that some manufacturers still prioritize sales messages to the detriment of brand building, as highlighted in the introduction.

AVERAGE WEBINAR CONVERSION RATE FOR WEBINARS WITH MORE THAN 100 ATTENDEES:



69%

Manufacturing
Average

80%

Automotive

81%

Chemicals

69%

Electrical

58%

Machinery/
Industrial

54%

Oil & Energy

WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:

	 COMMUNICATIONS	 TRAINING	 MARKETING	 CONTINUING EDUCATION
Manufacturing Average	82%	96%	51%	66%
Automotive	71%	86%	47%	N/A
Chemicals	91%	78%	64%	75%
Electrical	82%	65%	53%	68%
Machinery/Industrial	58%	83%	45%	56%
Oil & Energy	63%	46%	43%	N/A

ON24 TIP

BE PREPARED TO FOLLOW UP WITH THOSE WHO REGISTERED BUT DIDN'T ATTEND.

It might be tempting to focus all your attention on the webinar attendees because they're more likely to convert, but it's also important to reach out to those who didn't attend. Deliver on your promise by sending them the webinar recording to watch at their leisure. Once they've interacted with your webinar, use a more targeted follow-up email to continue the conversation.

AVERAGE ATTENDEE RATE

Just under a third (30 percent) of webinars delivered by manufacturers on our platform attract at least 100 attendees.

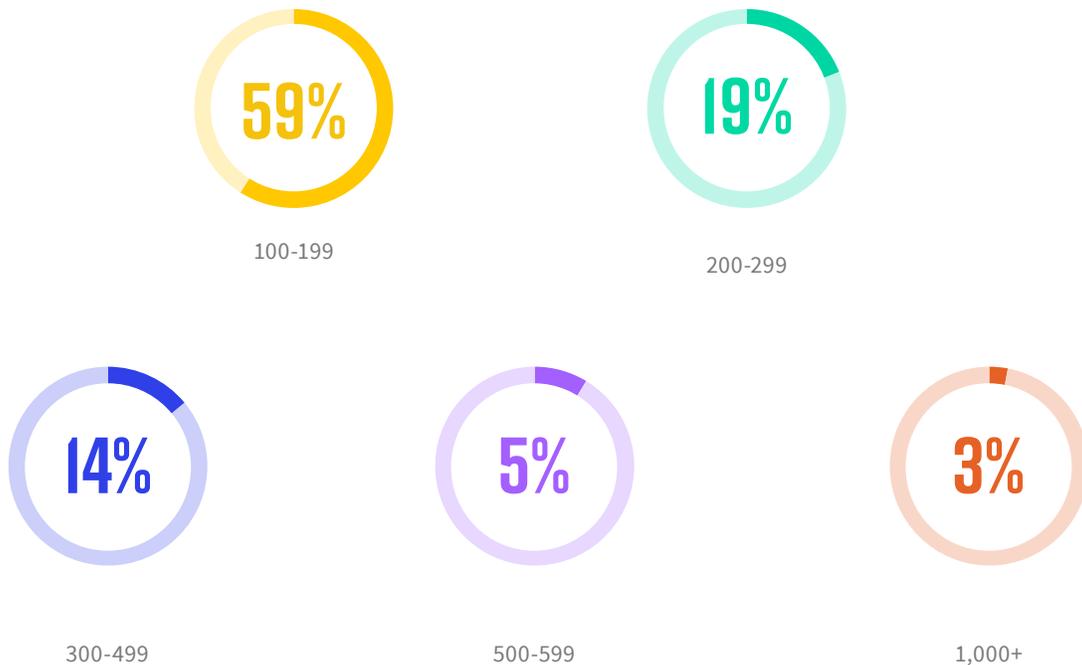
When looking at distribution by size for webinars with at least 100 attendees, the automotive and machinery and industrial sectors are most likely

to attract at least 200 attendees (61 percent and 65 percent, respectively), compared to a manufacturing average of 41 percent.

Attendance rates are lower in the chemicals, electrical and oil and energy sectors, with two-thirds of webinars produced by these organizations attracting up to 200 attendees.

DISTRIBUTION OF WEBINAR BY SIZE, AS A PERCENTAGE OF WEBINARS WITH MORE THAN 100 LIVE ATTENDEES:

Manufacturing Average



WEBINAR BENCHMARKS: MANUFACTURING TRENDS

THE BREAKDOWN:



ON24 TIP

SECURE A COMPETITIVE ADVANTAGE BY ADOPTING A TWO-PRONGED APPROACH: INFORM AND INSPIRE.

Better product content drives more revenue and empowers your partners. Use diagrams and videos to explain a product's specifications and functions, compatibilities with other products and what sets it apart from the competition. But don't forget to look beyond its features and applications, and explain how it enables the end user to do their job better for example.

INTEGRATION OF ENGAGEMENT TOOLS

57%

of manufacturers say it's 'extremely important' to have access to engagement insights.

Research conducted by the Content Marketing Institute showed that only a quarter of manufacturers always or frequently incorporate interactive features in their content, while a third rarely or never do so.

Our survey results revealed there's a gap between perception and reality. While 86 percent of manufacturers surveyed claim they build their webinars with interactivity in mind, they only rate their webinars' interactivity as 2.7 on a five-point scale.

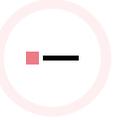
The questions and answers widget emerged as a popular choice to drive audience interaction (78 percent). Two-thirds (67 percent) of manufacturers surveyed claim that Q&A widgets have driven the most engagement in their webinars.

More than half, 56 percent of manufacturers are integrating resource lists into their webinars, less than the all-sector average of 69 percent. Resource lists can provide distributors and end users with quick and easy access to documentation related to new products, market issues and accurate product attributes, making use of a wide variety of content formats such as diagrams, videos, case studies and whitepapers. In return, distributors will keep manufacturers in the loop on product feedback, local market trends, targeted accounts and special customer needs.

Our data shows that the automotive sector is lagging behind the rest of the manufacturing industry. While the vast majority are using Q&A widgets, only a minority are employing other engagement tools.

WEBINAR BENCHMARKS: MANUFACTURING TRENDS

AVERAGE PROPORTION OF WEBINARS INTEGRATING ENGAGEMENT TOOLS:

	 Q&A	 RESOURCES	 SURVEY	 SOCIAL	 POLLING	 GROUP CHAT
Manufacturing Average	78%	56%	36%	30%	25%	11%
Automotive	59%	11%	4%	1%	5%	0%
Chemicals	81%	29%	15%	3%	18%	15%
Electrical	69%	56%	29%	18%	18%	11%
Machinery/Industrial	76%	57%	14%	39%	28%	13%
Oil & Energy	95%	64%	47%	56%	12%	3%

ON24 TIP

EXPLORE HOW YOU CAN USE VARIOUS TOOLS TO BUILD ENGAGEMENT-DRIVEN AUDIENCE EXPERIENCES.

It's important to use all the interactive tools at your disposal to get top of mind and drive engagement. Learn how you can tick all the boxes by seeing how one manufacturer used a combination of [real-time social interactions](#), [polling](#) and [comprehensive resource libraries](#) to host an impressive webinar.

INTEGRATION OF VIDEO

83 % of manufacturers using webinars for product demos incorporate video.

Manufacturers rate the importance of video integration as 7 on a ten-point scale, but only a quarter of all webinars delivered by manufacturing organizations in 2018 featured some type of video.

Those not currently using video claim that video production is too expensive for them. While video has traditionally been perceived as a big-budget endeavor, production costs have plummeted in recent years thanks to webcams. Video is an accessible and powerful medium, and creating engaging video doesn't have to break the bank.

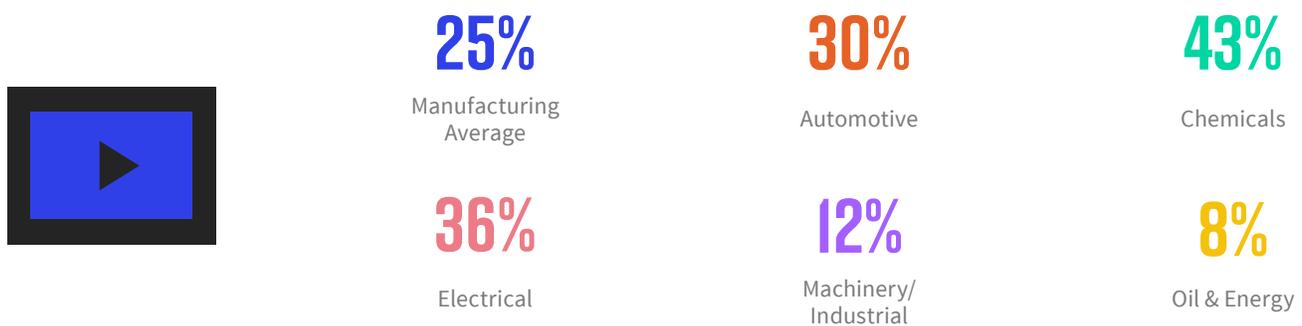
Experimenting with streaming and screen sharing is an easy starting point.

The chemicals sector is leading the pack, with over two-fifths (43 percent) of webinars making use of video. The machinery and industrial and oil and energy sectors are significantly below average at 12 percent and 8 percent respectively.

For ON24 webinars, videos include:

- Studio produced
- Webcam presentations
- Integrated video clips
- Streaming and screen sharing

Average proportion of webinars integrating video:



ON24 TIP

USE VIDEO TO DRIVE BOTTOM-OF-THE-FUNNEL WEBINARS—YOU'RE BOUND TO SEE THE BENEFITS RIGHT AWAY.

Video is a particularly effective format for bottom-of-the-funnel campaigns. From quick demos to deep product dives, you can host interactive how-to sessions that encourage participation and engagement. Check out our eBook on [how you can use video to enhance your webinars](#).

POST-WEBINAR BENCHMARKS

ALWAYS-ON VIEWING

Audiences now expect to have always-on access to content, particularly when it comes to learning experiences, so offering them the ability to consume content on their terms has become the norm, not just a nice-to-have.

Hosting always-on webinars in engagement hubs provides easy access to content and helps build relationships with trading partners. Access to these content portals can be offered to end users directly as well, or the webinar content can be repurposed and distributed in other formats, such as online trade magazines, to help drive engagement beyond the webinar environment.

Our survey revealed that the manufacturing industry is leading the way, as 75 percent of manufacturers make their continuing education programs available both live and on-demand, compared to an all-sector average of 67 percent.

Always-On Viewing Time

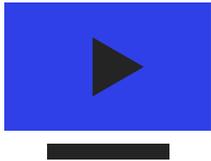
The average always-on viewing time for webinars produced by manufacturers is 32.6 minutes, significantly lower than an average of 47 minutes across all the sectors on our platform. Viewing times for always-on webinars are particularly low in the automotive sector (24.2 minutes).

A steady stream of always-on webinar content is critical to staying top of mind with audiences, no matter the industry. Our data shows that while always-on content is in high demand, manufacturers still miss the mark.

The average number of always-on attendees in the manufacturing industry is 54, a figure 34 percent lower than the average number of live attendees (82). This might suggest that manufacturers are not mapping out a comprehensive strategy for driving post-live registrations, so they're not generating as much value from their webinars as they should.

POST-WEBINAR BENCHMARKS: MANUFACTURING TRENDS

Average always-on viewing time in minutes:



32.6'

Manufacturing
Average

24.2'

Automotive

30.2'

Chemicals

34.1'

Electrical

30'

Machinery/
Industrial

33.9'

Oil & Energy

ON24 TIP

**TRANSFORM THE LEARNING
PROCESS BY DELIVERING
COMPELLING ALWAYS-ON
PRODUCT TRAINING.**

Educating on the go has become the norm, so supplement your educational content with always-on training that your distributors' sales reps can complete at their convenience. You might also want to consider providing continuing education credits to draw a larger audience—running programs to certify field application engineers, for example.

CONCLUSION

The average engagement score for all webinars produced by manufacturers on our platform was 4.3. It's encouraging to see that engagement scores for webinars used for continuing education were particularly high in the chemicals and electrical sectors, which suggests that some sectors have already mapped out an effective strategy to use training and education as a competitive differentiator.

The pace of technological change and innovation in the industrial world is relentless, so manufacturers need to build a collaborative ecosystem with their partners to remain

competitive. Leading organizations in this sector are using webinars as a platform to establish reputation as a credible and trustworthy brand, foster strong relationships with trading partners and add value to their bottom line.

So how can you emulate this approach and maximize the benefits webinars can provide? It's simple, really. Follow the roadmap highlighted in this report and harness the power of educational content, and you will be well on your way to building long-term engagement with a successful webinar program.

Average ON24 engagement score per webinar type:

	 MARKETING	 COMMUNICATIONS	 TRAINING	 CONTINUING EDUCATION
Manufacturing Average	4.2	4.3	4.1	3.7
Automotive	3.3	4.1	4.1	N/A
Chemicals	5.2	4.8	4.4	4.6
Electrical	4.1	5.1	4.5	6
Machinery/Industrial	4.4	4.6	1.6	2.6
Oil & Energy	4.6	4.2	4.1	N/A