

B2B Webinar Benchmark Report

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The past couple of years have seen explosive, unprecedented growth when it comes to webinars. The Goldcast team has put on more than 100 digital events in the last two years—and we've been taking notes the entire time!



It's clear that webinars are here to stay, and as we gather more info on how people respond to our events, we're starting to see trends in the data that can help you as you create your own webinars.

Without further ado, we unveil our first Webinar Benchmark Report, in which we'll share everything we've learned about webinars so far, including when people are most likely to sign up, how engaged people are, and what kind of webinar titles work best!

Here's what we'll cover:

- **What's a "Webinar?"** **3**
- **Webinar Schedule** **4**
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- **Webinar Attendees** **9**
- **Webinar Engagement** **11**

About the data

PS: In case you're wondering where we got our numbers ...

We looked at 900+ webinars across 100 different B2B brands for this report. The data spanned from March 2021-September 2022 and included over 370,000 webinar registrants and more than 118,000 webinar attendees.

What's a "Webinar"?

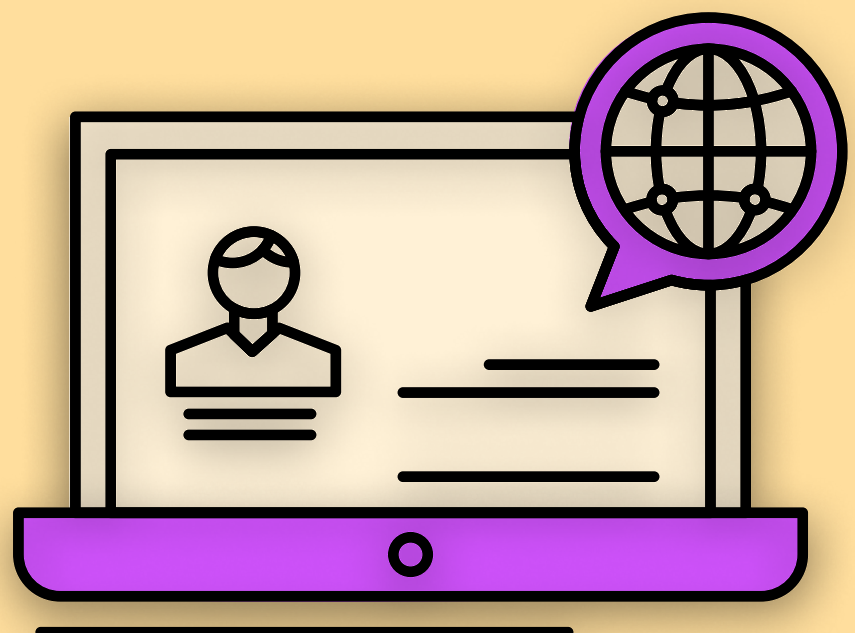
First, let's make sure we're all on the same page about what exactly a webinar is. Here at Goldcast, we define a webinar as a single-session event that's an hour or less in length.

That means that, for example, webinar events that last two hours and webinars that include multiple sessions would not be included in our data.



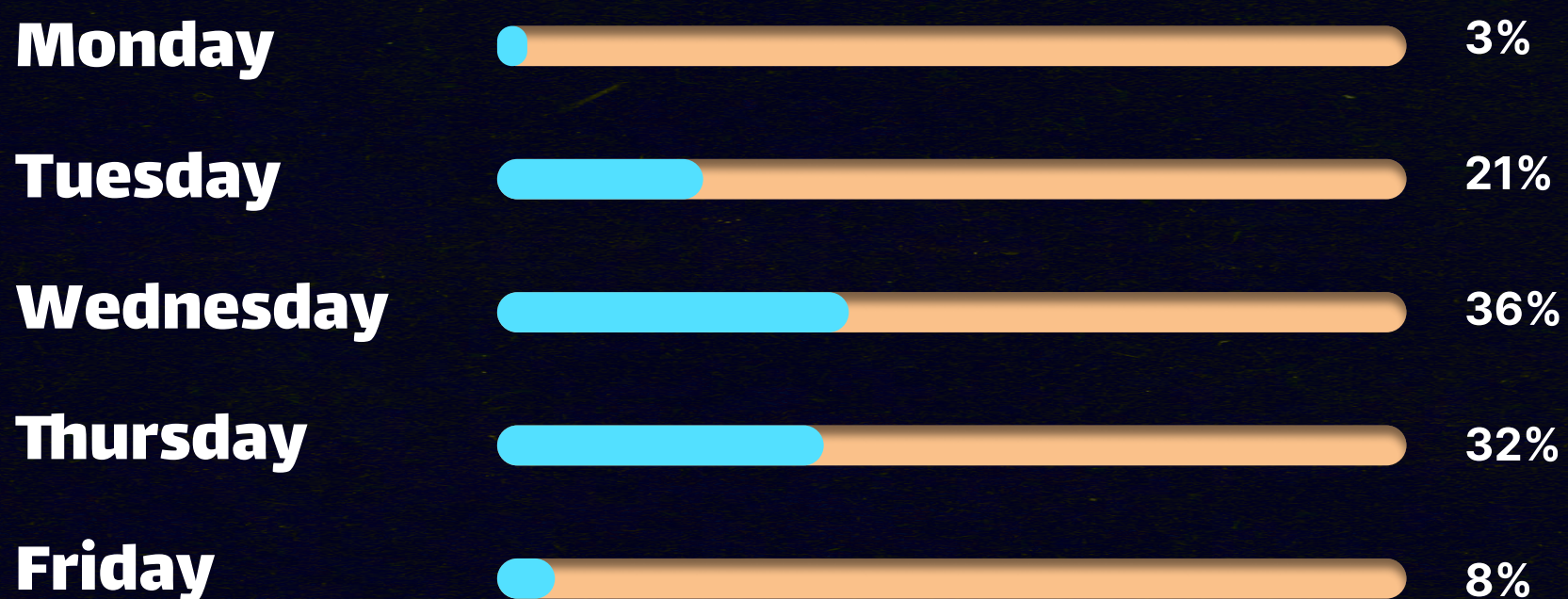
Goldcast offers three different types of webinars: Live, Simulive, and RTMP. You're probably most familiar with Live, and this is the most common type of session offered. In fact, around 80% of all webinars were Live.

Simulive are pre-recorded webinars that are played live to an audience, while RTMP involves streaming out to LinkedIn or another platform. Simulive webinars were hosted around 18% of the time, and RTMP came in at just under 2%.



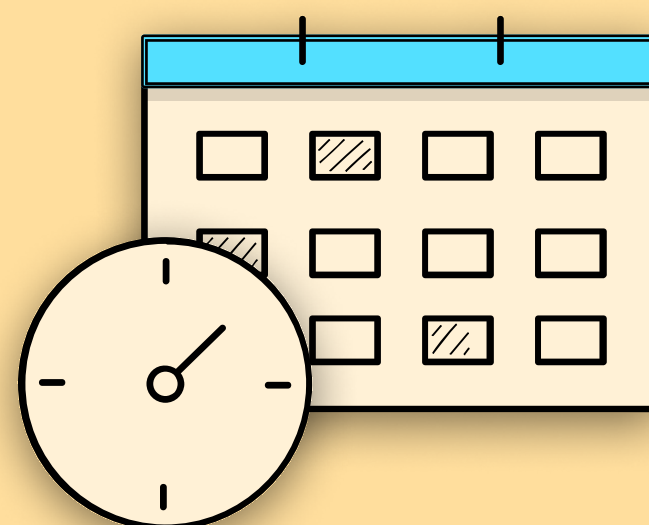
Webinar Schedule

What days of the week do organizers typically schedule webinars?

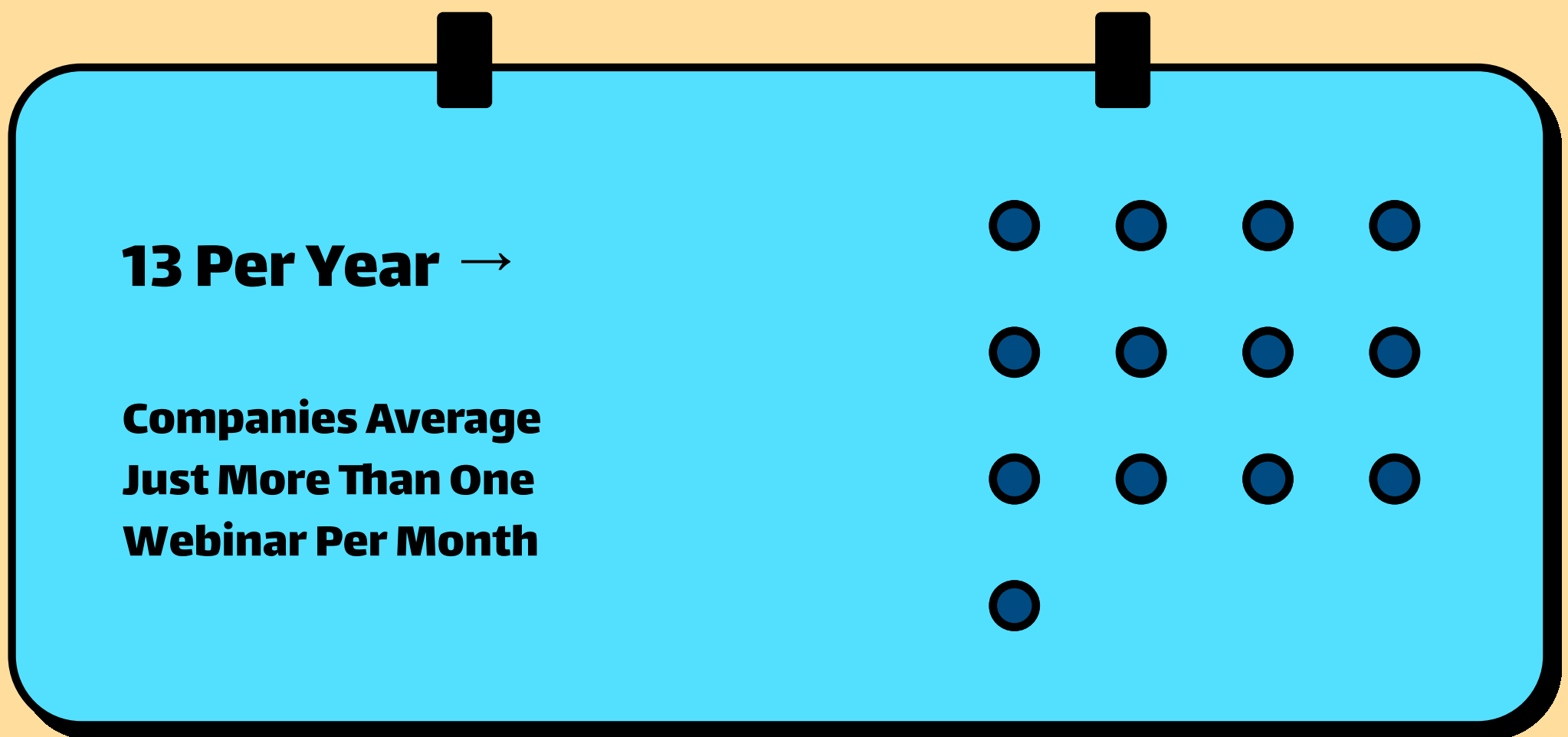


This is a question we get asked a lot, so we'll go ahead and kick off with the answer. (Pro tip: No burying the lead in webinars or other copy!)

It turns out that most companies plan their webinars mid-week, with Wednesday and Thursday being the most popular days of the week. We're guessing this is to allow attendees who have busy Mondays and Tuesdays to get back into the groove of work while also accommodating people who may be off or have more flexible schedules on Fridays.



How often are companies hosting webinars?



As of right now, companies are averaging just slightly more than one webinar each month, for a total of 13 per year. This is likely often enough to keep you on your audience's radar while still allowing you to execute meaningful and valuable events.

Webinar Hot Tip 🔥

Make Webinars Part of Larger Campaigns

Webinars shouldn't sit alone in a silo. Instead, they should support a larger initiative. For demand generation teams, this means tying webinars into larger integrated campaigns. At Goldcast, we use webinars as a way to "launch" initiatives (like webinar week!). In addition to the webinar itself, we usually have an asset (like this report), supporting materials (like blogs), and lots of promotions across social media and email.



Kelly Cheng
Head of Growth

How does using the word “webinar” in the title impact registrations and attendance?

Average # of **Registrations**
with **"Webinar" in Title**

180

Average # of **Registrations**
with **"Webinar" not in Title**

246

Attendance Rate With
"Webinar" In Title

45%

Attendance Rate With
"Webinar" Not In Title

50%



This one might surprise you—it certainly did us! Using the word "webinar" in the title of your event can actually decrease the number of people who register to attend.

While the ultimate attendance rates of webinars that have or don't have the word "webinar" in the title are pretty similar, there's almost a 50% drop in registration when people see "webinar" in the event name.

Our takeaway? We suspect this may have something to do with Zoom fatigue. The very sight of the word "webinar" could make people less interested, even if they would be otherwise.

There's also a chance that it has to do with the sheer volume of webinar content—with so many options out there, putting some extra effort into crafting your title can be worth it and draw in more people.

The good news? There's an opportunity here to experiment with using different words for your digital events. Get creative and see what works!

Looking for some inspiration? Here are a few companies crushing the webinar game:

Cold Calling Live  **cognism**

Every salesperson will instantly recognize the phrase "cold calling." With this title, Cognism is letting sales professionals know they understand one of the toughest parts of being a salesperson and want to help make it easier.

Think Tank  **Salesloft.**

A "think tank" is like an incubator where experts offer their insights and advice. Salesloft Think Tank webinars feature leading experts who weigh in on topics that matter to the Salesloft audience, like how to stand out from the competition.

Fire Talks  **Dooly**

Dooly describes this series as "where the world's top sales leaders collide with the world's hottest sauces during a live Q&A." Just like that, the audience is intrigued but also knows what to expect if they sign up for a webinar.

Clari Live  **Clari**

Clari kept it simple by simply adding the word "Live" to their company name; Clari Live is a broad umbrella term that covers any webinar they create. This strategy works well if you have solid brand recognition.

CMO Diaries  **Goldcast**

Who doesn't want to take a peek behind the curtains of a marketing executive and see how they get it all done? Our CMO Diaries events are short, half-hour or so conversations with top CMOs about how they successfully lead their teams.

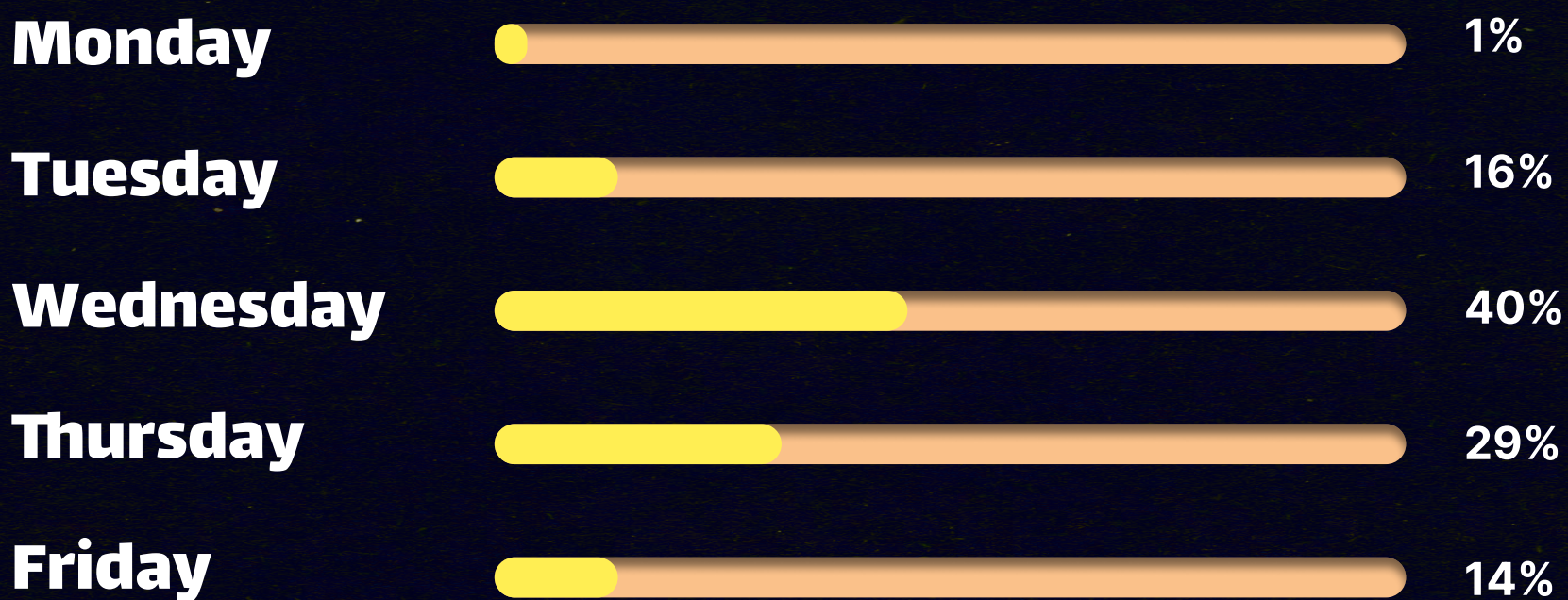
Webinar Registrants

What is the average # of webinar registrants across all Goldcast webinars?

257 Registrants Per Webinar

If you're looking for a baseline number of around how many registrants is typical, 257 is the current average of webinar signups we're seeing.

Which days of the week have the highest # of registrations?



Interestingly, the days of the week that people sign up the most match the days that the most webinars take place.

Perhaps people spend the first and last part of their weeks taking care of pressing to-do items or planning for other activities, so they're more likely to have the bandwidth to search for and sign up for webinars mid-week. For that reason, it may make sense to do promotional pushes for your webinars around these times.

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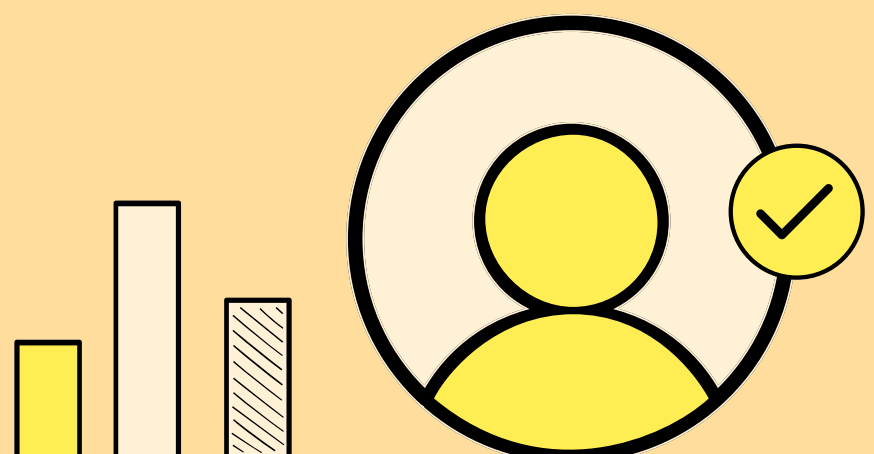
Webinar Hot Tip

Use Video for Webinar Promos

Looking for a low-lift way to increase webinar registrations? Try video! Have your speakers create a short (think: 60 seconds or less) personal invite video for social. These don't have to be fancy—you can use a video tool like Loom to record a quick clip right from your desk. Share the webinar details, what you're speaking about, and invite folks to join. Be sure to include the link to register in the post or comments. These small, personal touches go a long way to connect with registrants and put a face to the content.



Meisha Bochicchio
Senior Content
Marketing Manager



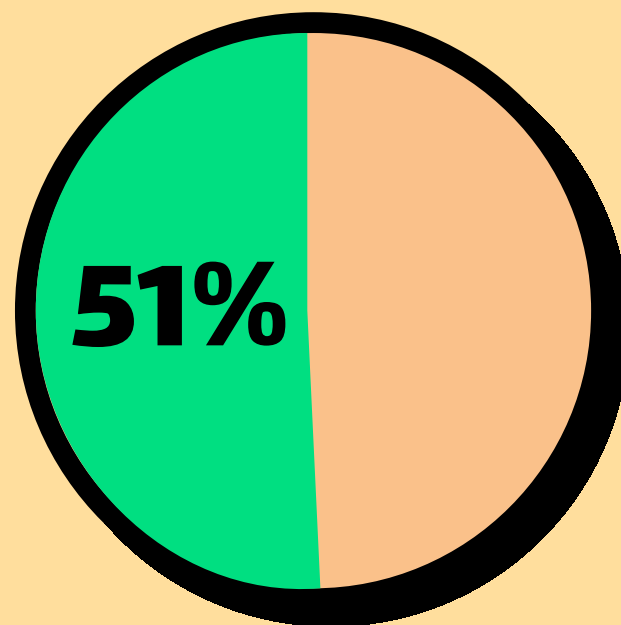
Webinar Attendees

What is the average # of webinar attendees across all Goldcast webinars?

129 Attendees Per Webinar

You might notice that this number is roughly half of the registrants we just talked about, which we'll dive into a bit more next!

What is the average webinar attendance rate across all Goldcast webinars?



Attendance is so, so critical. If you're going to go through the effort to put on a webinar, you want people to show up, right?

Though our average attendance rate is just over half of the people who registered, that's actually pretty high!

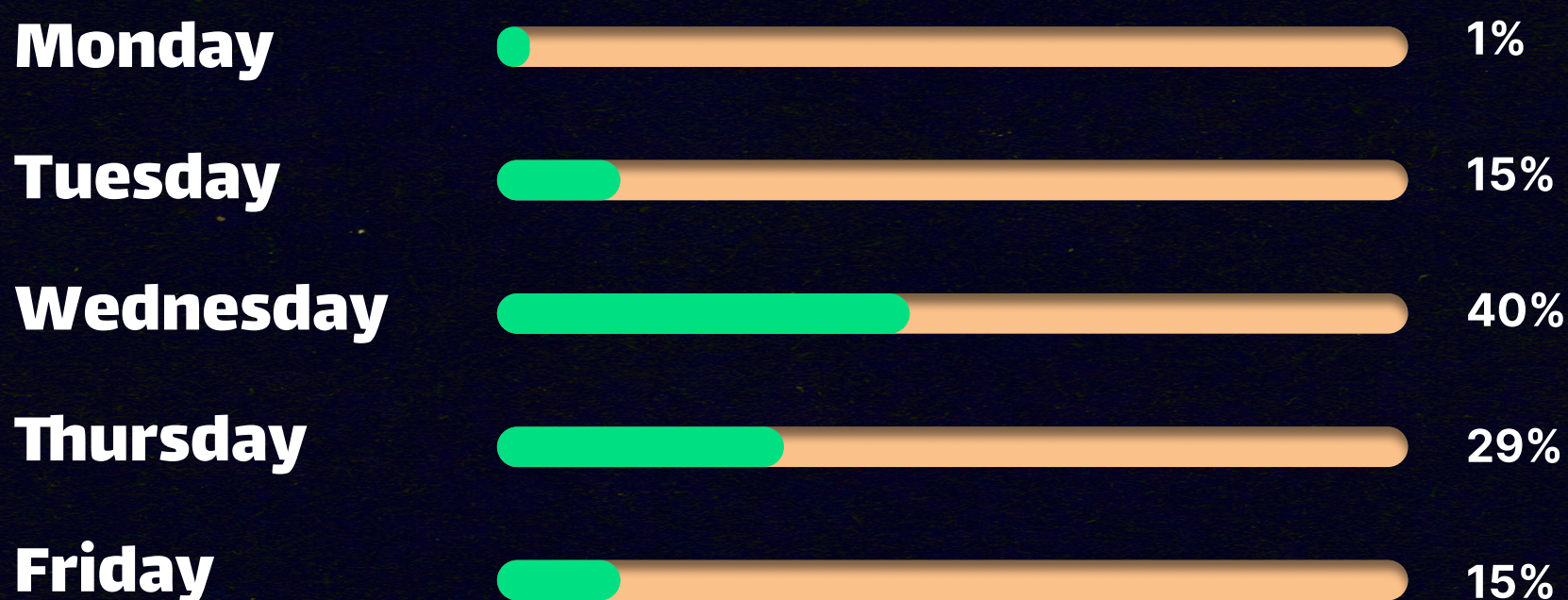
Looking for ways you can boost attendance rates? We've got three pro tips to share: <https://www.goldcast.io/blog-post/increase-virtual-event-show-rate>

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Which days of the week have the highest attendance rate?



Once again, Wednesdays and Thursdays reign supreme as days of the week with the highest webinar attendance rates. This means there's a solid potential that you could tap into Monday, Tuesday, or Friday as a day with less competition!

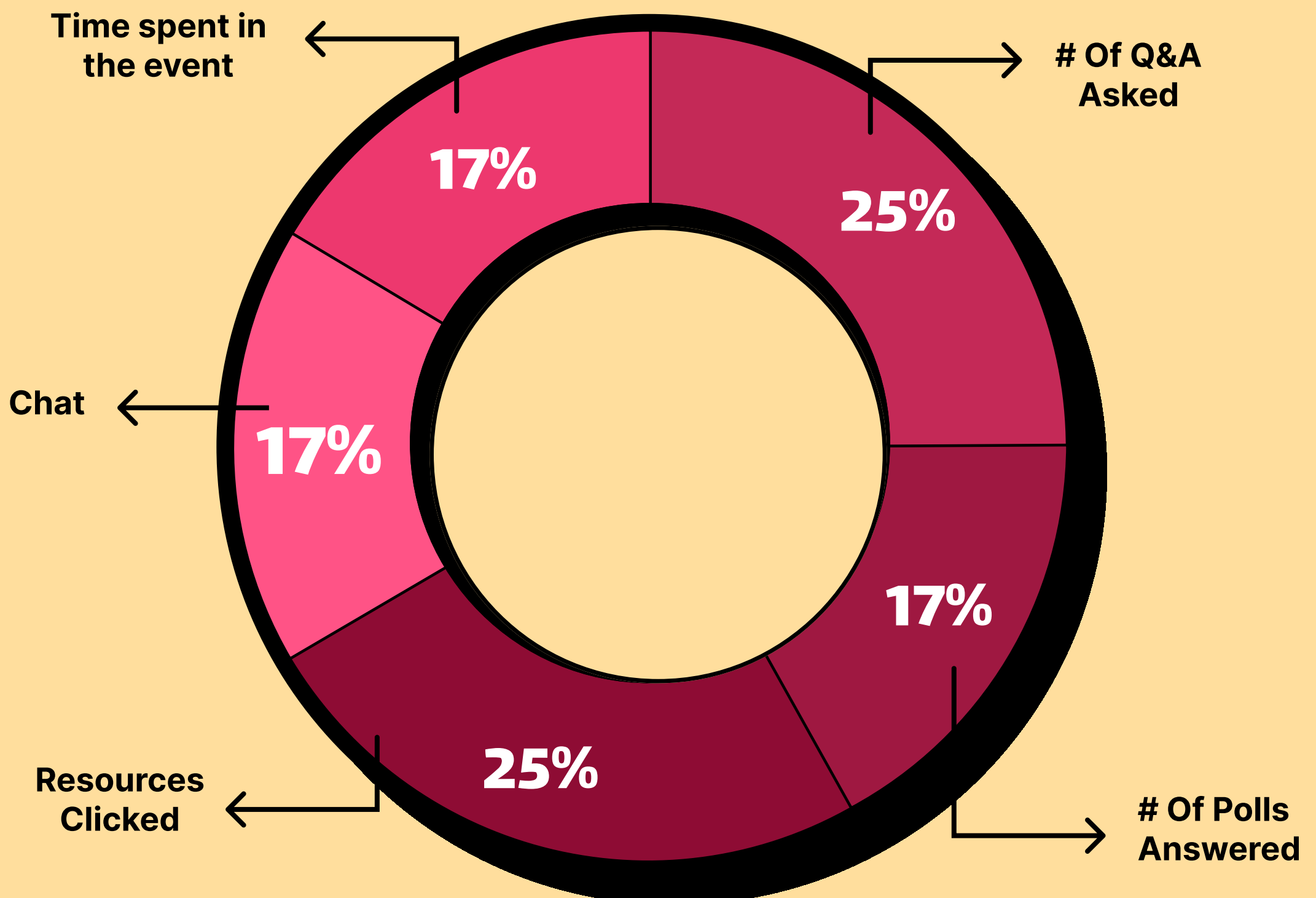
Webinar Engagement

Now that we've covered the basics of webinars, including who signs up and actually attends, let's move on to, well, more engaging topics, shall we? 🤔

We refer to "engagement rate" based on our platform's engagement scores, which are assigned after an event ends based on scoring criteria you can customize within Goldcast.

Basically, when you attend a Goldcast event, any action you take racks up engagement points and adds to your final score. So if you stay for the whole time, your score goes up. If you chat during the session, that adds to your score, too.

You can see all of the metrics we use to determine engagement scores below.

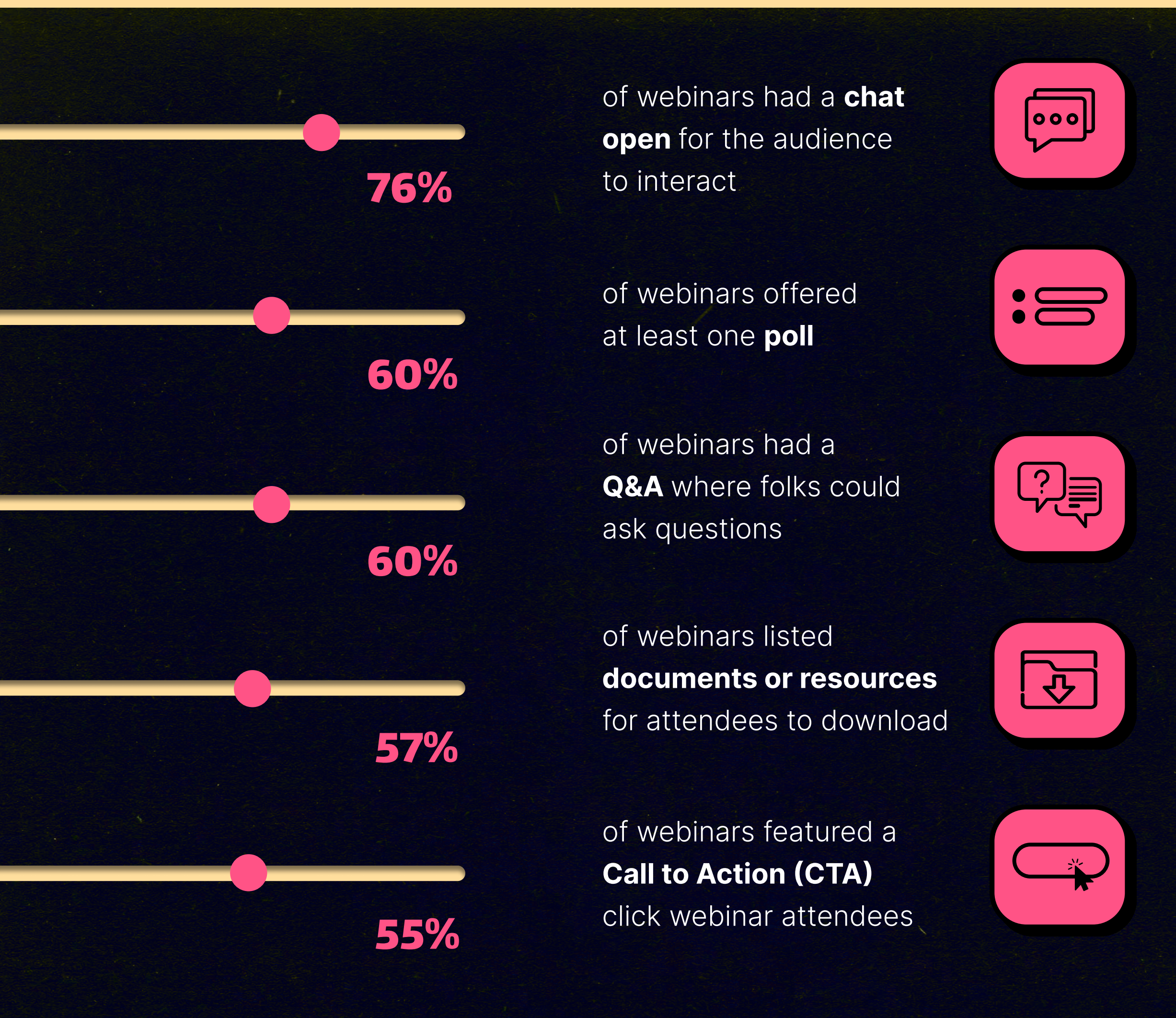


Engagement ultimately allows us to see how well webinars are capturing and holding people's attention.

How many webinars offer these features?

With Goldcast, the features we just discussed come as a given—and there's a good reason why! Most webinars across the board offer at least one of these tools.

Have a closer look:



What is the “average” engagement rate across all Goldcast webinars?

With Goldcast, the features we just discussed come as a given—and there's a good reason why! Most webinars across the board offer at least one of these tools.

Have a closer look:

Takeaway: Average engagement score normalized across attendees is 4.9. Max possible engagement score is 10

The highest possible engagement score per attendee is 10. Right now, the average engagement score comes in at just under 5.

It's tempting to view this as people being "halfway engaged," but we think this is a great score to have as a baseline goal. It means people are interacting, and there's still room to grow—both good things!

What is the “average” engagement rate across all Goldcast webinars?

For webinars that are an hour or less (remember that initial definition?), most people stay logged on for 30 minutes.



30 Min



Reagan Hochmeister
Community
Marketing Manager

Webinar Hot Tip

Engage Early And Often

At Goldcast, we start all of our webinars with an engagement prompt. Sometimes we'll start with a simple question, like asking folks to share where they're joining from in the chat. Or, sometimes, we'll tease the conversation by launching a poll. We've found that the earlier we can activate the chat and get folks interacting with us, the more successful we are at driving that engagement throughout the webinar.

How does engagement vary across:

Type of webinar

When you're looking at live webinars versus our Simulive events, engagement via chat, polls, and Q&A goes up by about 25%, which makes sense. People are going to be more engaged when something is happening in real-time.

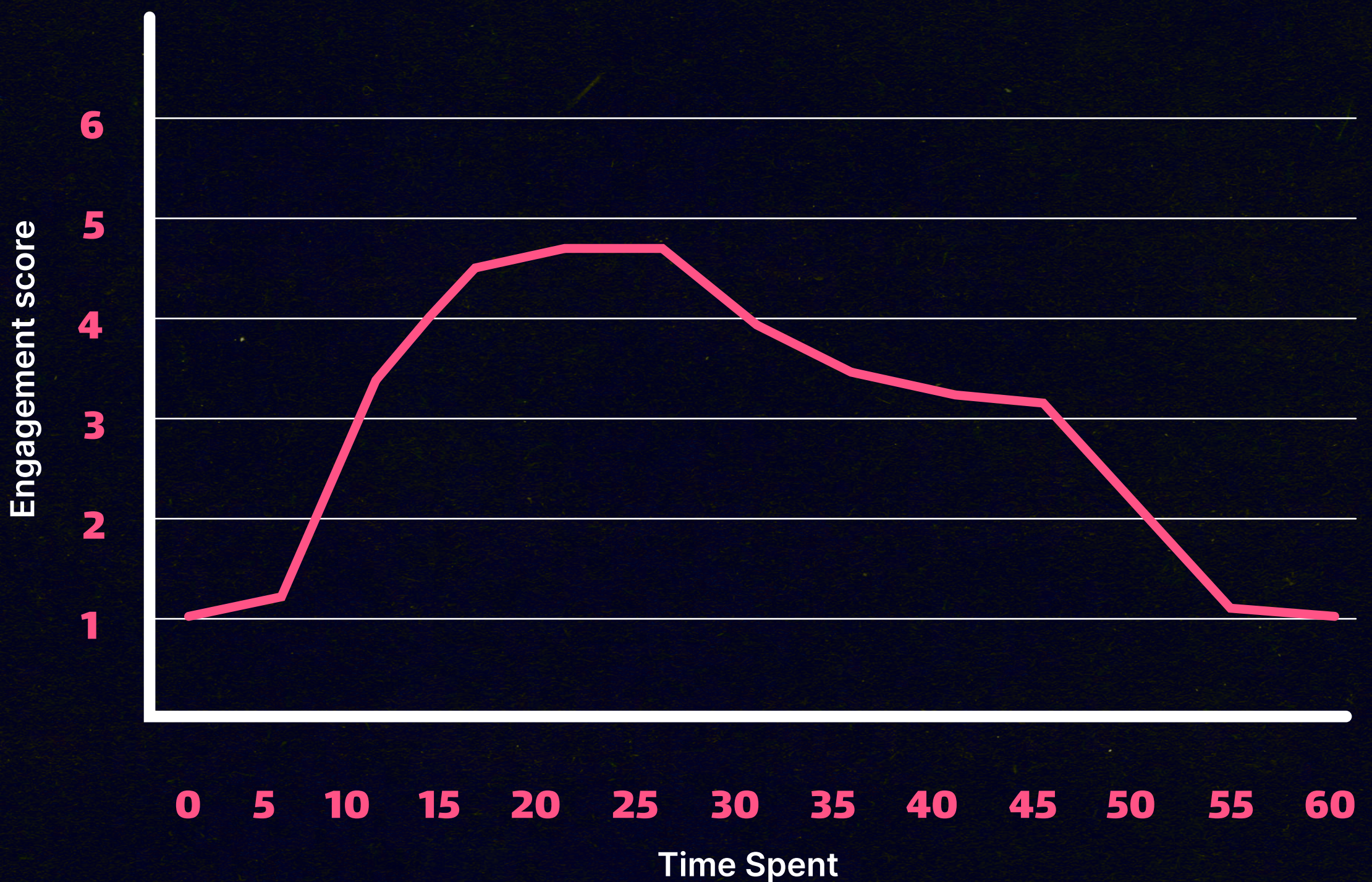


Webinar length

Engagement really picks up at the 15-minute mark and rises until the half-hour, when it starts to drop off. This might be intuitive now that you know that most people log off after 30 minutes!

This could also be a good argument for why you should front-load your most valuable content at the beginning of your webinar while also providing some teasers as to why folks should stick around.

Engagement Score



Additional Resources

There you have it! That's everything we know about webinars to date. We're excited to continue hosting events, learning more, and iterating as we go. We hope you'll join us!

In the meantime, want to learn more about putting on the best webinar possible? Check out these resources:



How To Plan A Webinar: Goldcast's 10-Step Process To Scale Webinar Programming

[Read Now](#)



Webinar Marketing Fundamentals: Five Steps To Drive Registrations And Increase Attendees

[Read Now](#)



Drift's Journey From Zoom And Doom To Scalable Webinar Programming

[Read Now](#)

Webinar Week

5 Session on Webinar Strategy

[Watch On-Demand](#)