

# THE BIG BOOK OF WEBINAR STATS

Your source for webinar benchmarks and best practices





## What's Inside

GoToWebinar analyzed data from 250,000 webinars from the past year to bring you deep, actionable insights into webinar trends and best practices.

- 01** Introduction
- 02** Who's Hosting Webinars
- 03** Promotion That Works
- 04** Scheduling Secrets
- 05** Audience Behavior
- 06** Summary
- 07** Report Methodology

► INTRODUCTION

## The Best Way to Engage Your Audience

In the digital age, communication is easier than ever. But the constant stream of emails, social media blasts and push notifications have created a noisy ecosystem where businesses struggle to connect authentically with their audience.

The good news is that more businesses are realizing webinars can help them cut through noise.

Unlike other forms of digital engagement, webinars provide a unique space for businesses to have real, two-way conversations with audiences of all sizes. Webinars are dynamic, interactive experiences where participants can ask questions, respond to polls and surveys and get to know their webinar hosts on a personal level. This kind of engagement and audience insight consistently fuels business growth.

*“With GoToWebinar, we reach thousands more leads, deliver value to current leads and make our existing customers more successful.”*

— **Shaun Juncal**, Sr. Product Marketing Manager, ProductPlan



# WHO'S HOSTING WEBINARS



## Webinar Use Cases

Webinars are personal, interactive and totally flexible. You can share a slide presentation, play a video, smile on webcam, demo software and show anything else on your screen.

This makes webinars the perfect way to deliver customer or employee training, hold large corporate meetings or connect with potential buyers.

**95%**

of trainers say GoToWebinar improves training and learning retention.

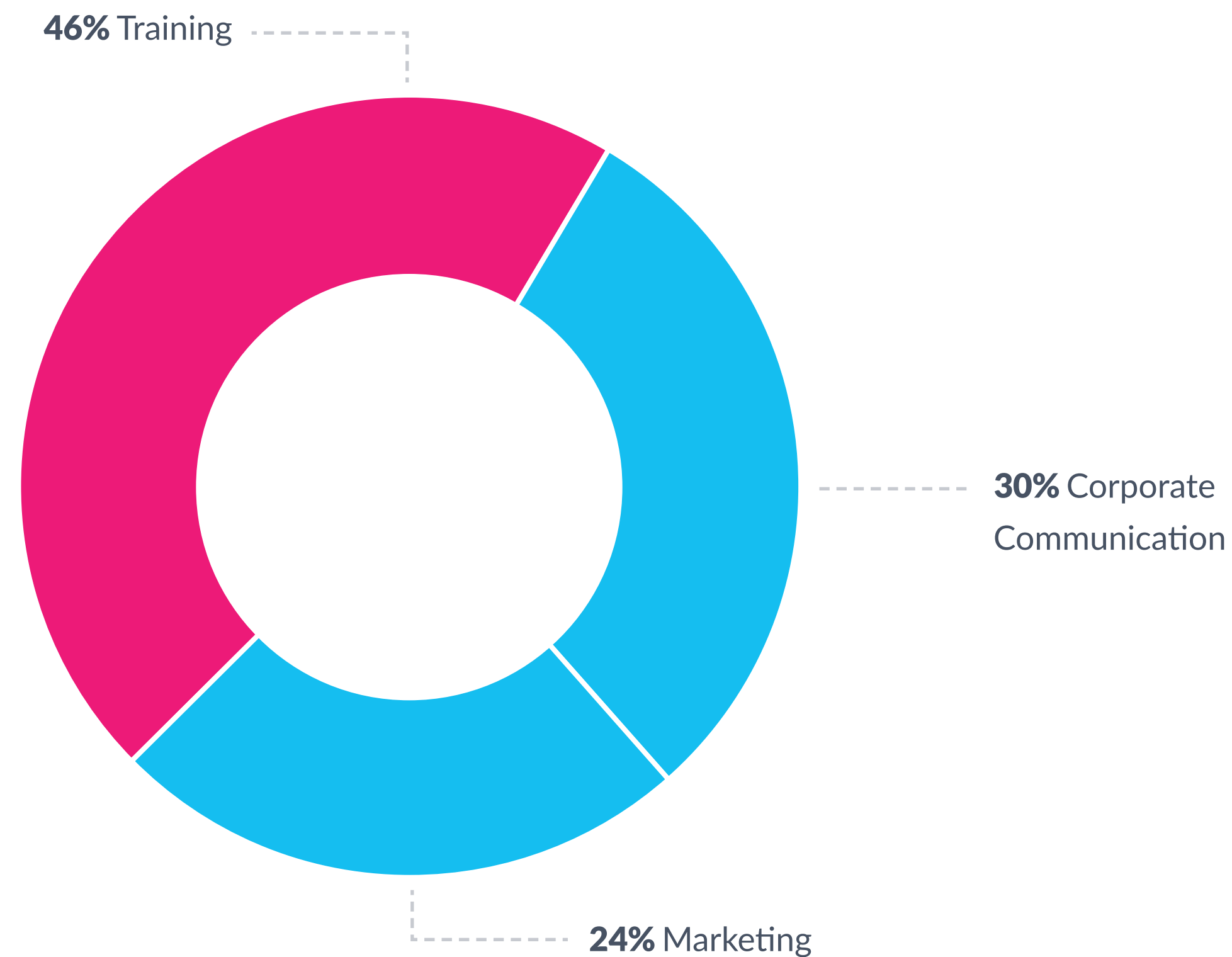
**95%**

of marketers say GoToWebinar improves their marketing performance.

**92%**

of GoToWebinar users agree a webinar is the best way to engage a large remote audience.<sup>1</sup>

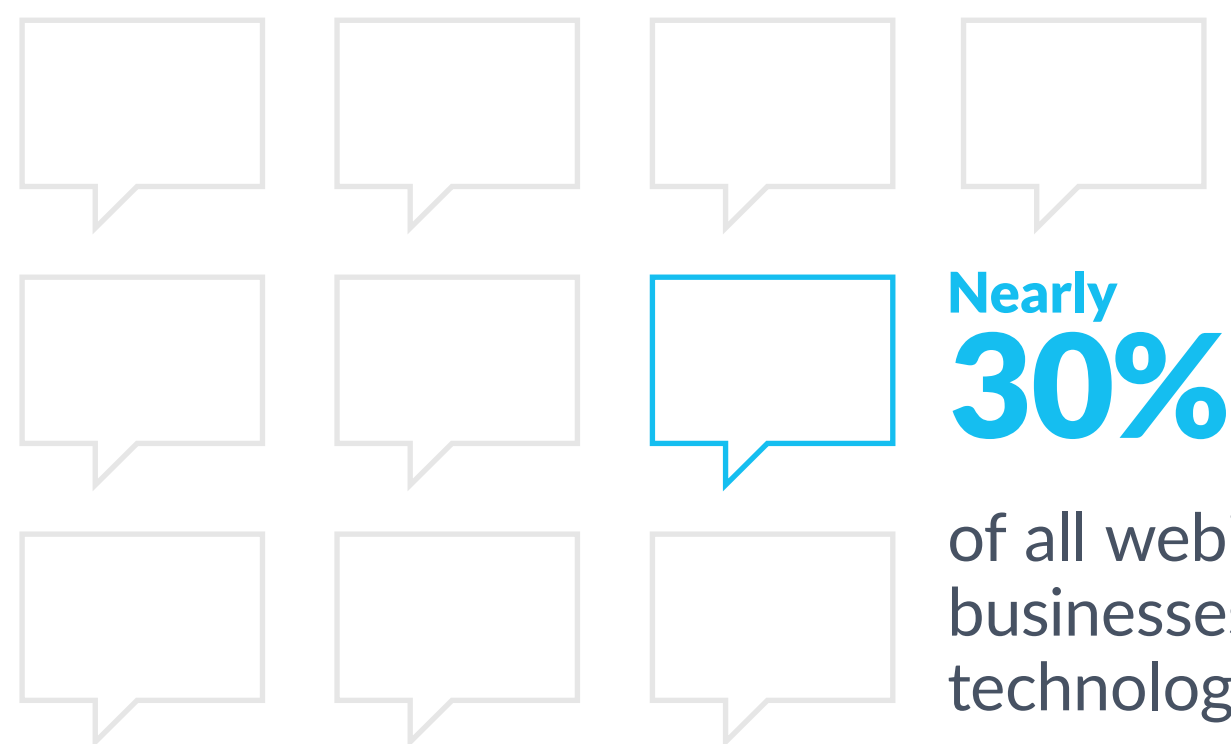
### What are the top webinar use cases?



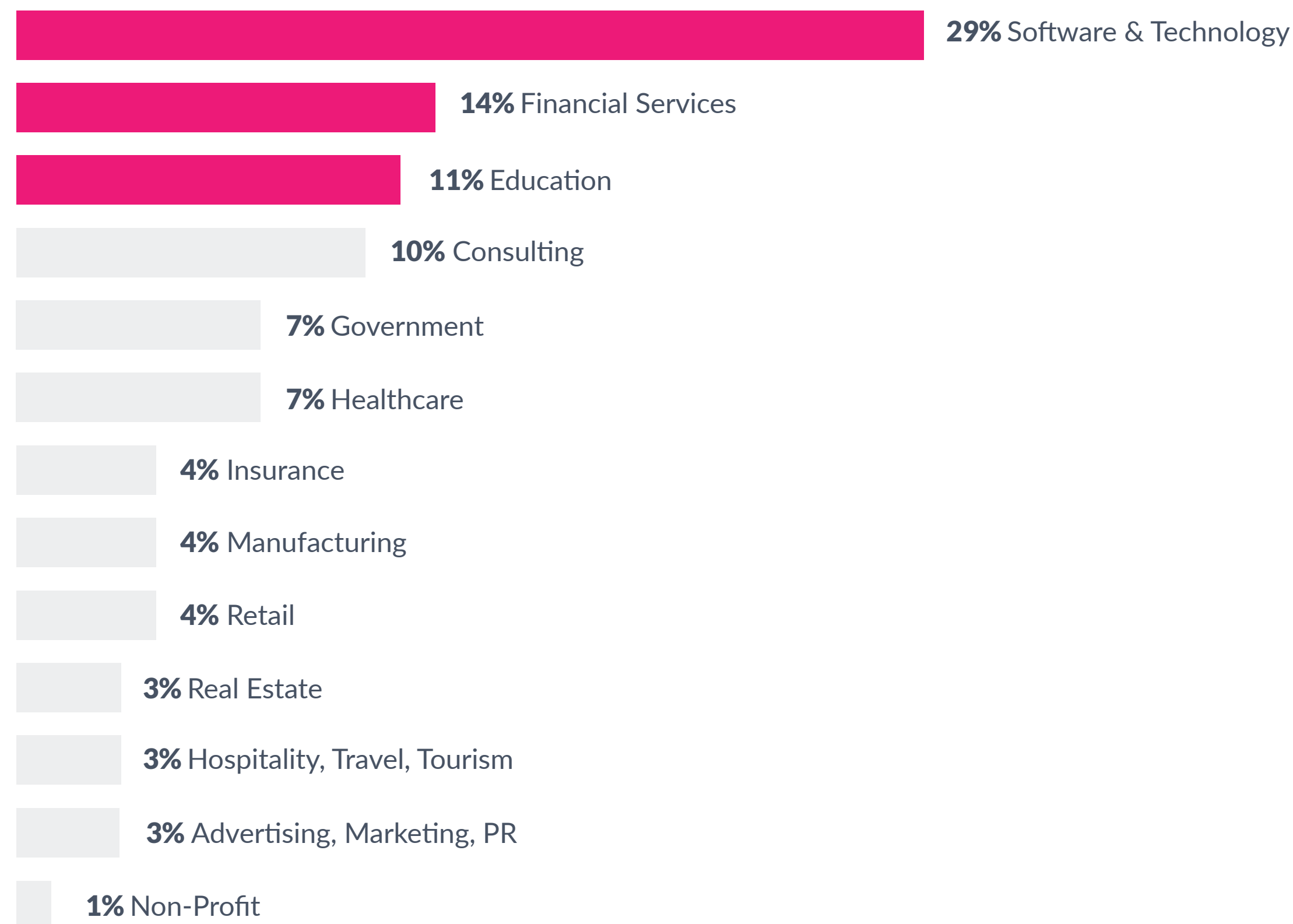
## Industries Leveraging Webinars

Professionals from a wide range of industries rely on webinars for marketing, customer training, education, corporate communications and more.

Software and technology, financial services and education top the list, producing more than half of all webinars.



## What industries produce the most webinars?





A blue-tinted photograph of a fairground. In the foreground, a large Ferris wheel is visible, its structure and passenger cars clearly defined against the sky. To the left, a sign for 'Spartan' is partially visible, featuring a large letter 'S' and the word 'Spartan' in a stylized font. The background shows other structures of the fairground, including what appears to be a roller coaster. The overall scene is captured in a low-angle shot, looking up at the Ferris wheel.

# PROMOTION THAT WORKS

► PROMOTION THAT WORKS

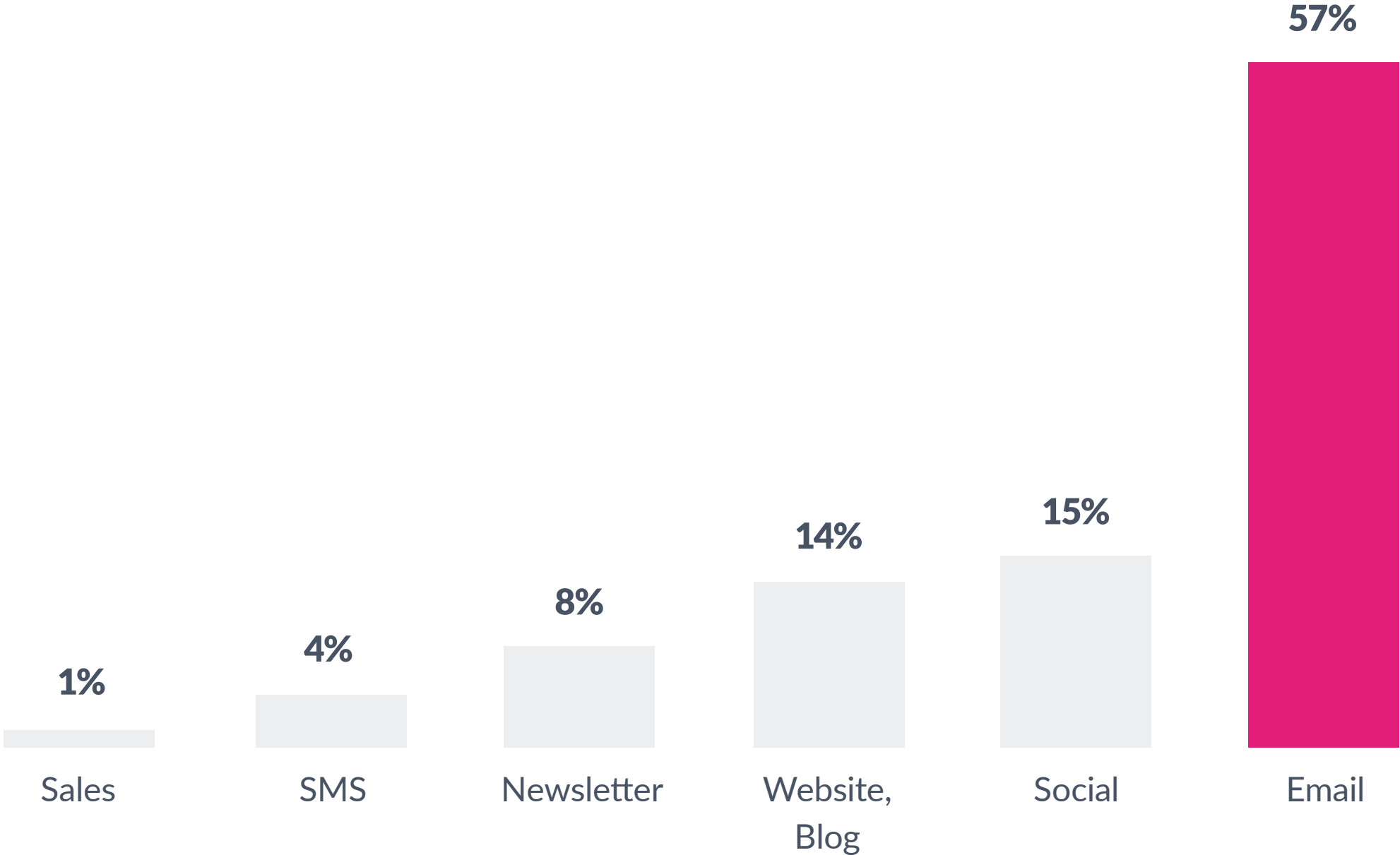
# Email Is the Go-To for Promotion

When it comes to webinars used for marketing, promotion is key to success.

We recommend relying heavily on unpaid promotional tactics – the most effective being email. But don't overlook your blog, website and social media accounts to help get the word out.

When possible, partner with an influencer or well-known company in your space and leverage their email list to drive sign-ups.

## What are the top promotional channels?

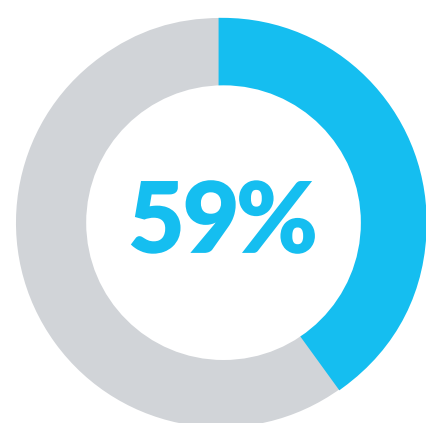




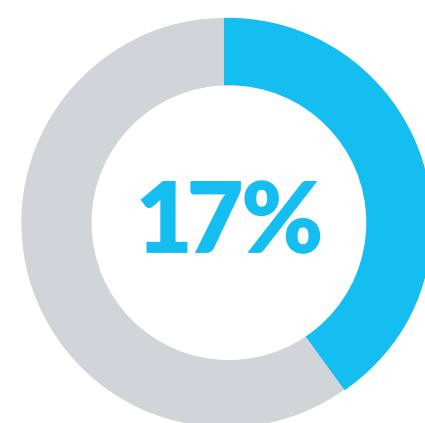
## Promote Early and Often

Promoting at least four weeks in advance of the live webinar results in 12% more registrations on average.

But the week leading up to your webinar is when promotion matters most.



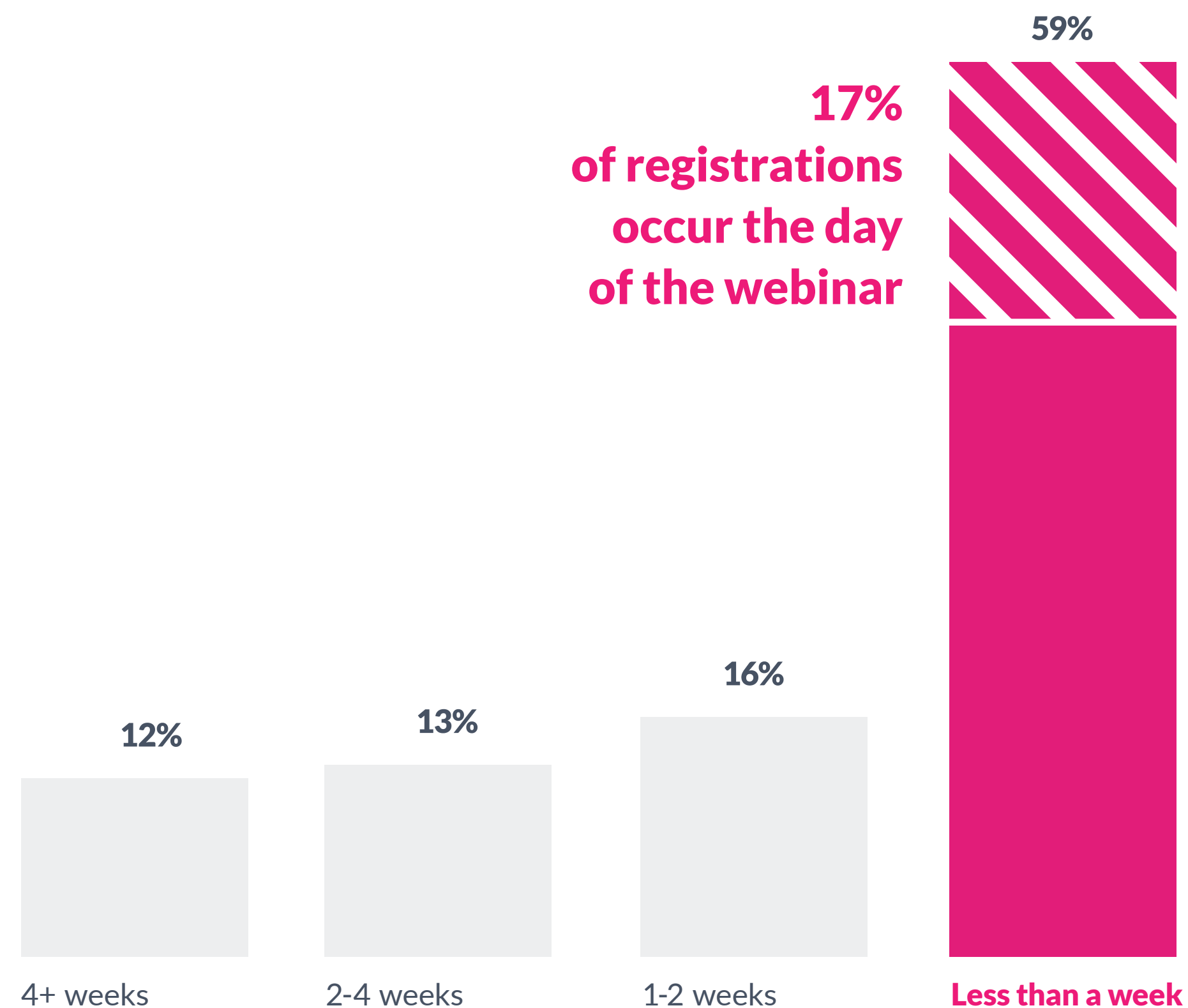
59% of registrations occur less than a week before a webinar



17% of those occur less than 24 hours before

When it comes to marketing webinars, put extra effort into promoting a week before your event, and don't be shy with your promotional social posts and emails the day of the webinar. For an extra boost, resend emails to everyone who didn't register or didn't open the initial email.

## How far in advance do people register for webinars?



► PROMOTION THAT WORKS

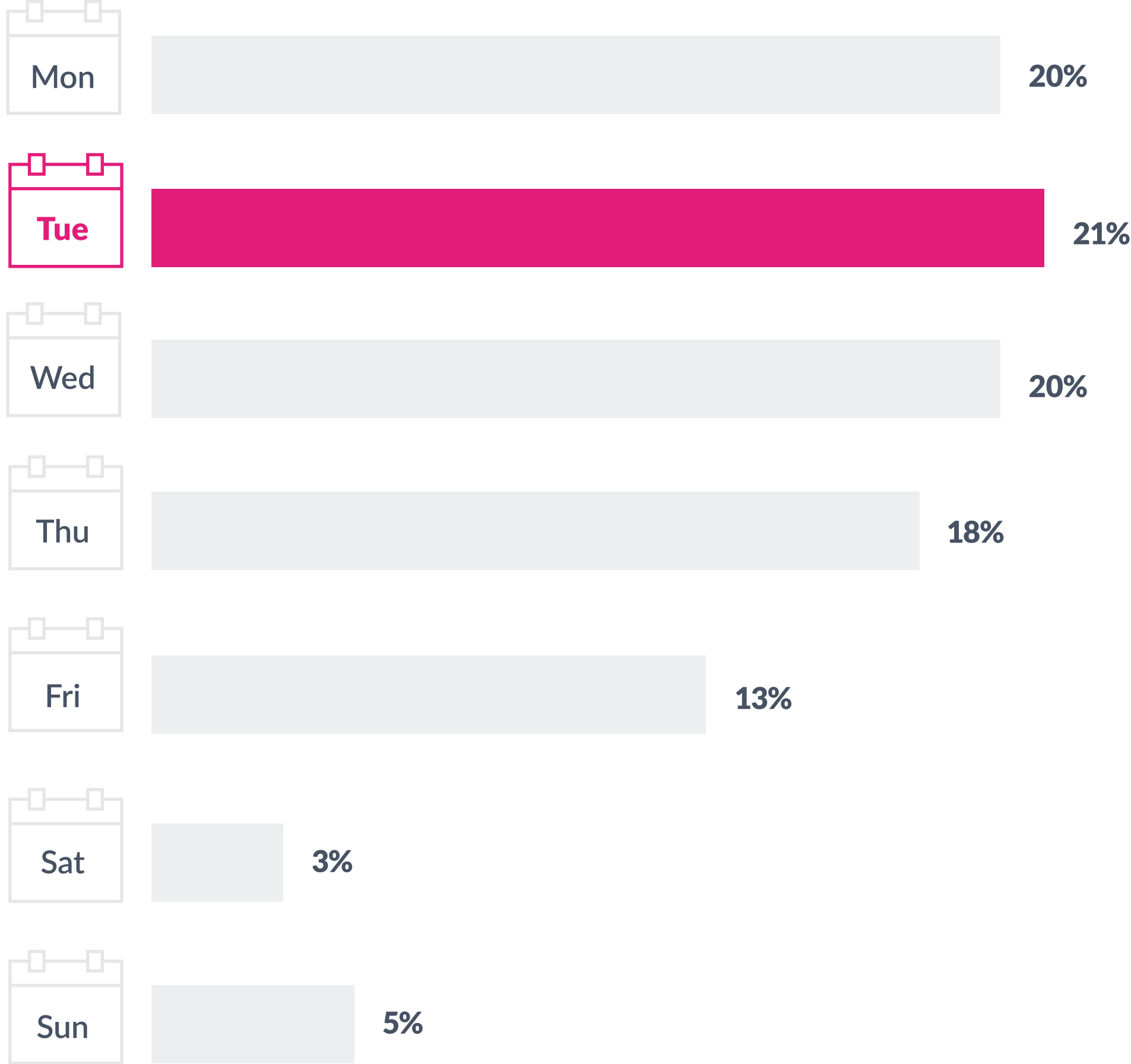
# Promote on Tuesdays

When promoting a live webinar, Tuesdays are your best friend.

More people register for webinars on Tuesday than any other day of the week. Together, Monday, Tuesday and Wednesday attract 63% of all registrations.

So don't bother sending out your email invitations or launching other promotions on Sundays or Saturdays, and you'll probably want to skip Friday too.

## Which day is best to promote?

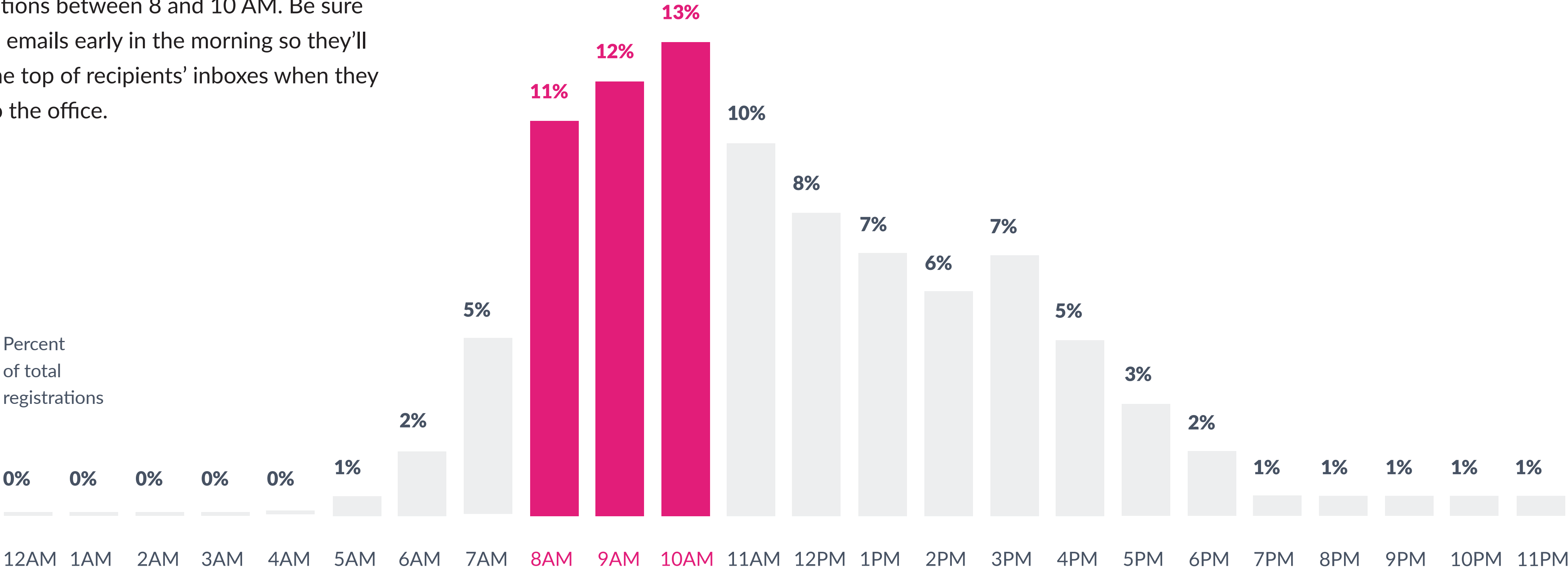





# Promote Early in the Day

While the best time of day to promote may vary by channel, there is a clear spike in registrations between 8 and 10 AM. Be sure to send emails early in the morning so they'll be at the top of recipients' inboxes when they get into the office.

### What time do people register?





A blue-tinted photograph of Grand Central Terminal, showing the iconic vaulted ceiling and the main concourse filled with people. The text "SCHEDULING SECRETS" is overlaid in the center. The word "SCHEDULING" is in a light blue color, and "SECRETS" is in white. The background shows the grand architecture of the terminal, including the large arched windows and the American flag on the left.

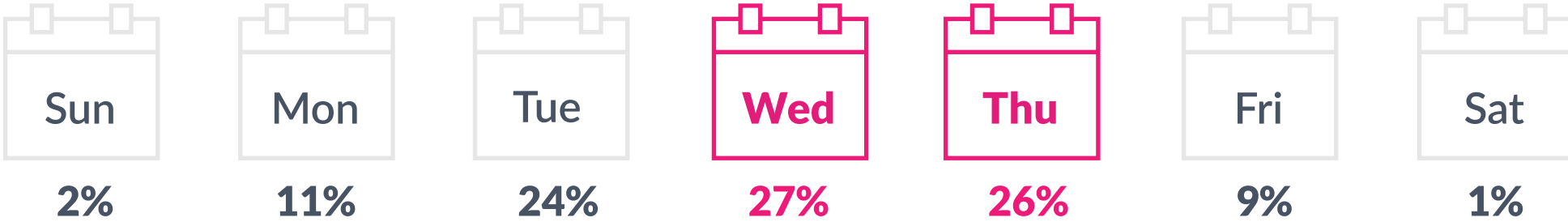
# SCHEDULING SECRETS



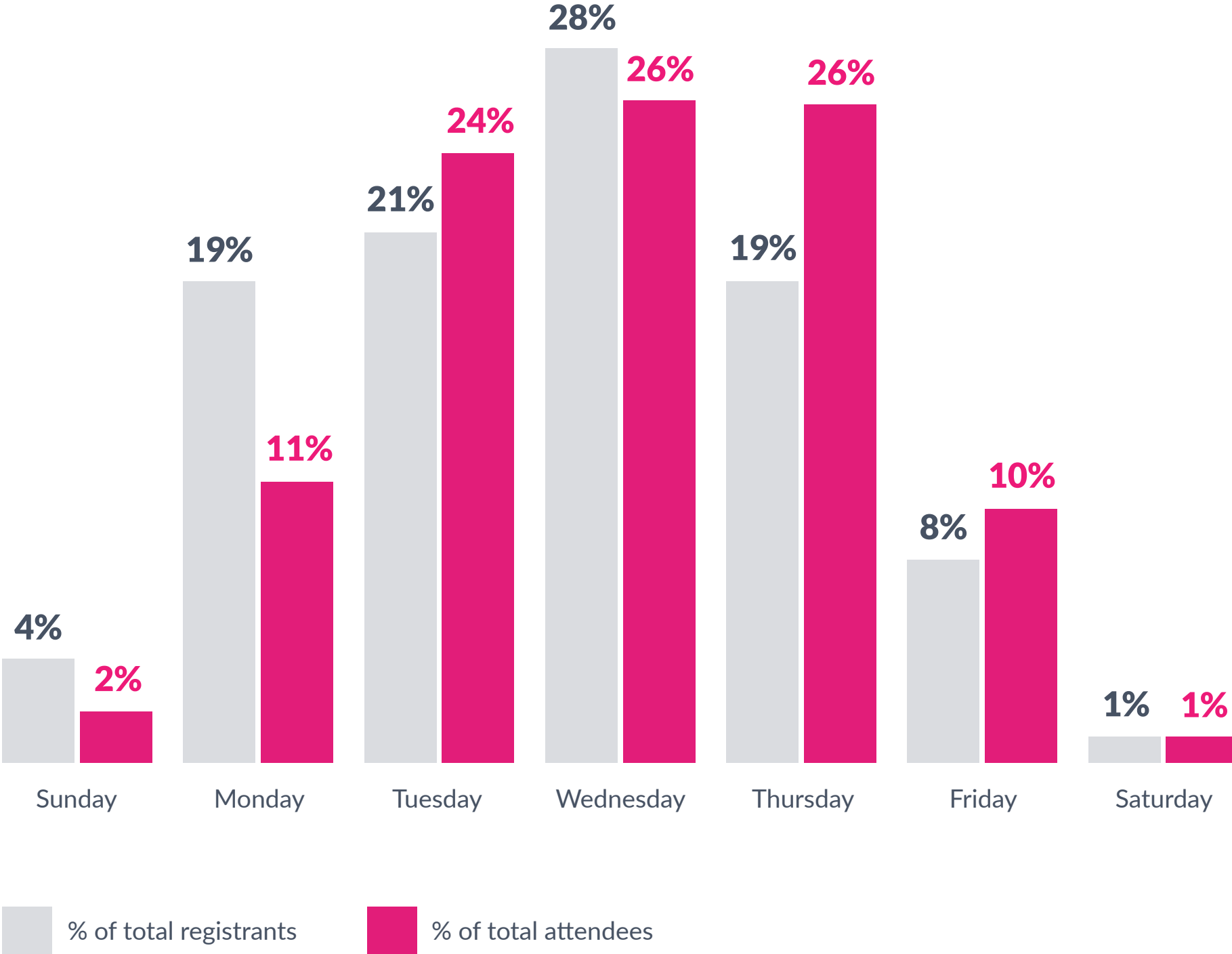
# Save Your Webinar for Wednesday or Thursday

More webinars occur on Wednesdays and Thursdays than any other day of the week – and for good reason. Attendees prefer those days. Both Wednesday and Thursday have an average attendee count higher than the rest.

### What days are most webinars held?



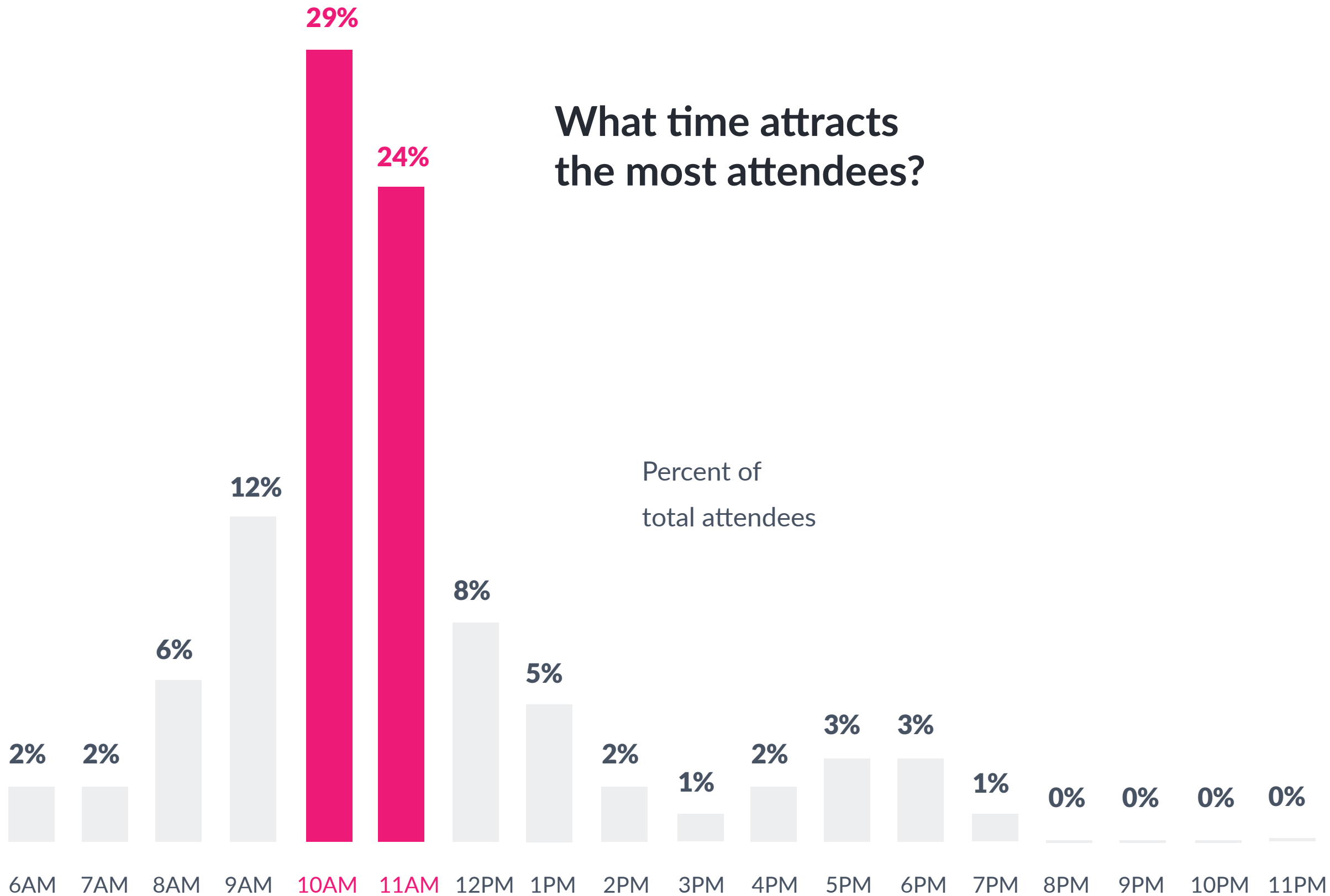
### What days are best for webinar registrations and attendance?



► Scheduling Secrets

# 10 AM Attracts the Most Attendees

The hour of 10 AM PST (1 PM EST) accounted for 29% of all attendees, closely followed by 11 AM PST (2 PM EST) with 24%. When scheduling your webinar, aim for these times to maximize attendance.





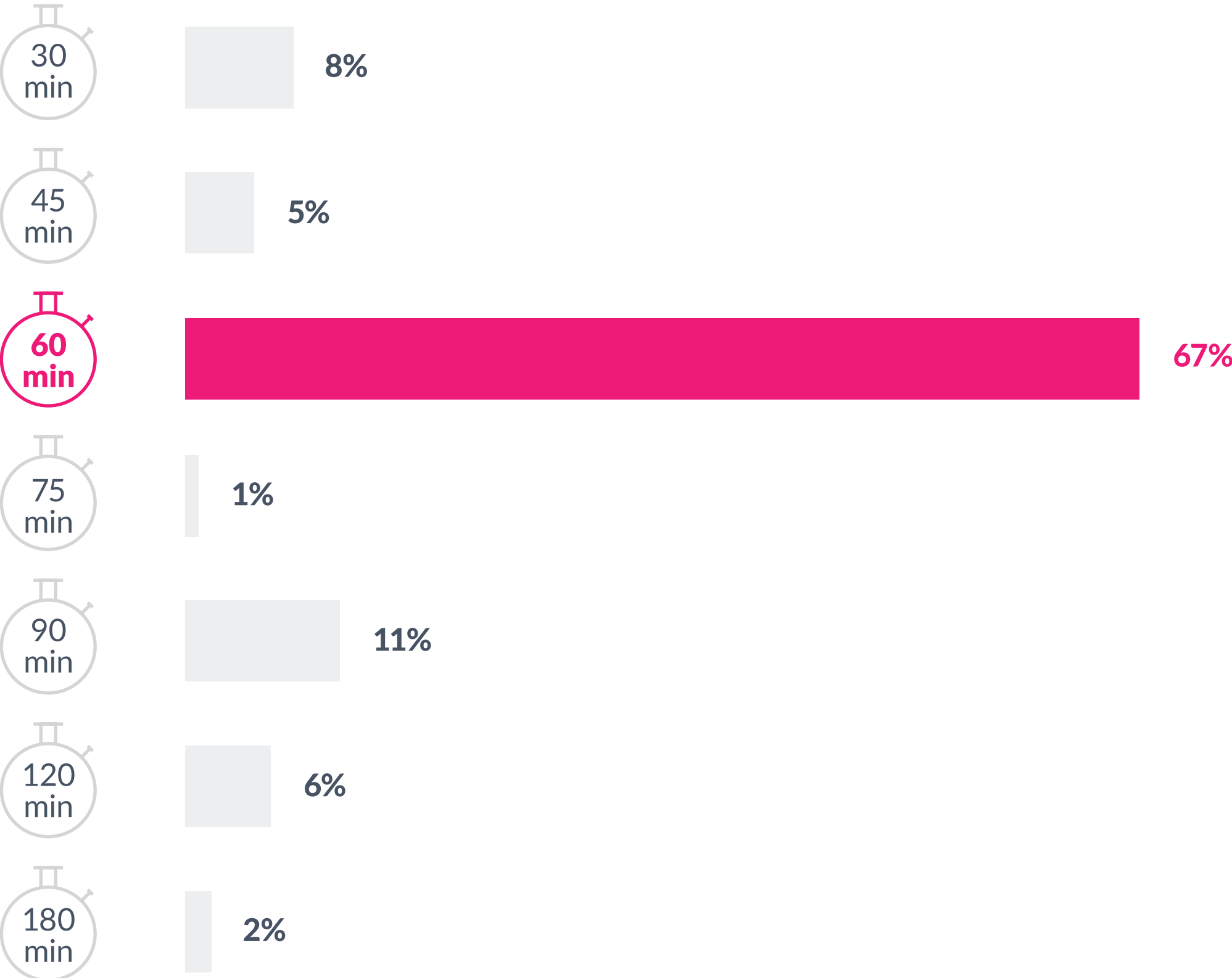
# 60-Minute Webinars Are Most Popular

Webinars anywhere from 46 to 60 minutes attracted the most registrants.

In fact, people are willing to spend more time with webinars than any other type of content.<sup>2</sup> Longer webinars indicate quality content your audience can't find in a blog post or short video.

So don't be afraid to schedule a 60-minute webinar with time at the end to answer questions. While we often think our audience doesn't have an hour to spare, your audience will appreciate the opportunity to listen to experts on a topic they're interested in.

What webinar length is most popular?



A large crowd of people at a concert or festival, with many individuals raising their hands in the air. The image is overlaid with a semi-transparent blue gradient. The text 'AUDIENCE BEHAVIOR' is centered over the image.

# AUDIENCE BEHAVIOR



## Average Attendance Length

Attendees have longer attention spans than you might expect. The average viewing time for all types of webinars is 57 minutes.

Professionals rate webinars as one of the most engaging types of content, which explains why participants are willing to spend so much time.

**52 minutes**

Marketing Webinars

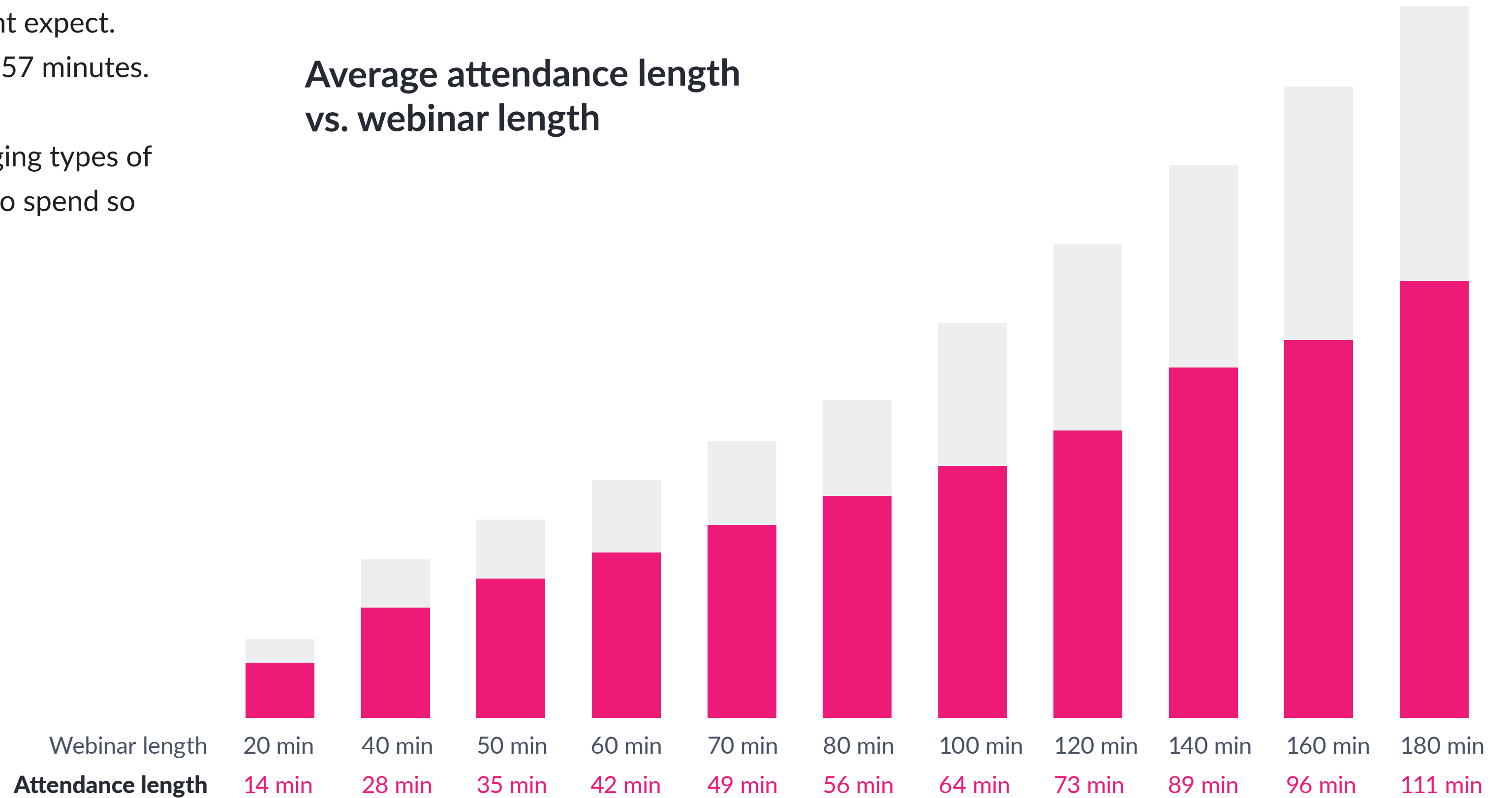
**55 minutes**

Corporate Communication Webinars

**61 minutes**

Training Webinars

### Average attendance length vs. webinar length



## Attendee Attentiveness

Length of attendance only tells half the story. The real question is, how attentive were attendees? Were they actively engaged or were they doing something else in another window on their computer? GoToWebinar can tell you just that.

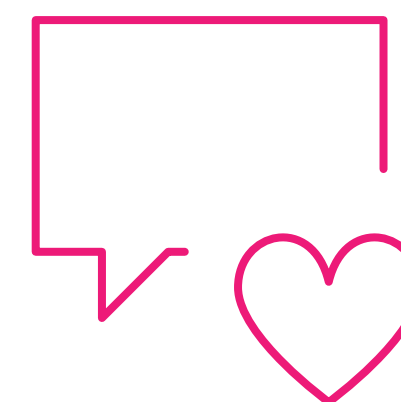
Attentiveness Score = % of time the GoToWebinar Viewer is the primary window on the attendee's screen.

### Our top tips for increasing attendee engagement:

- *Turn on your webcam.*
- *Have a co-organizer handle Q&A.*
- *Always include polls, handouts and video.*
- *Include a survey.*
- *Be personable and have fun with the audience.*

We found that including surveys can help boost attentiveness and help identify your most engaged attendees. Use surveys to test learning and retention, find out how attendees liked the webinar or to identify your most interested leads.

### Average Attentiveness Score



On average, survey respondents have a **49% higher attentiveness score!**

## Boosting Attendee Engagement

For all types of webinars, there's room to improve audience engagement and attentiveness. While most webinar hosts are taking advantage of Q&A, there are more ways to interact with your attendees.

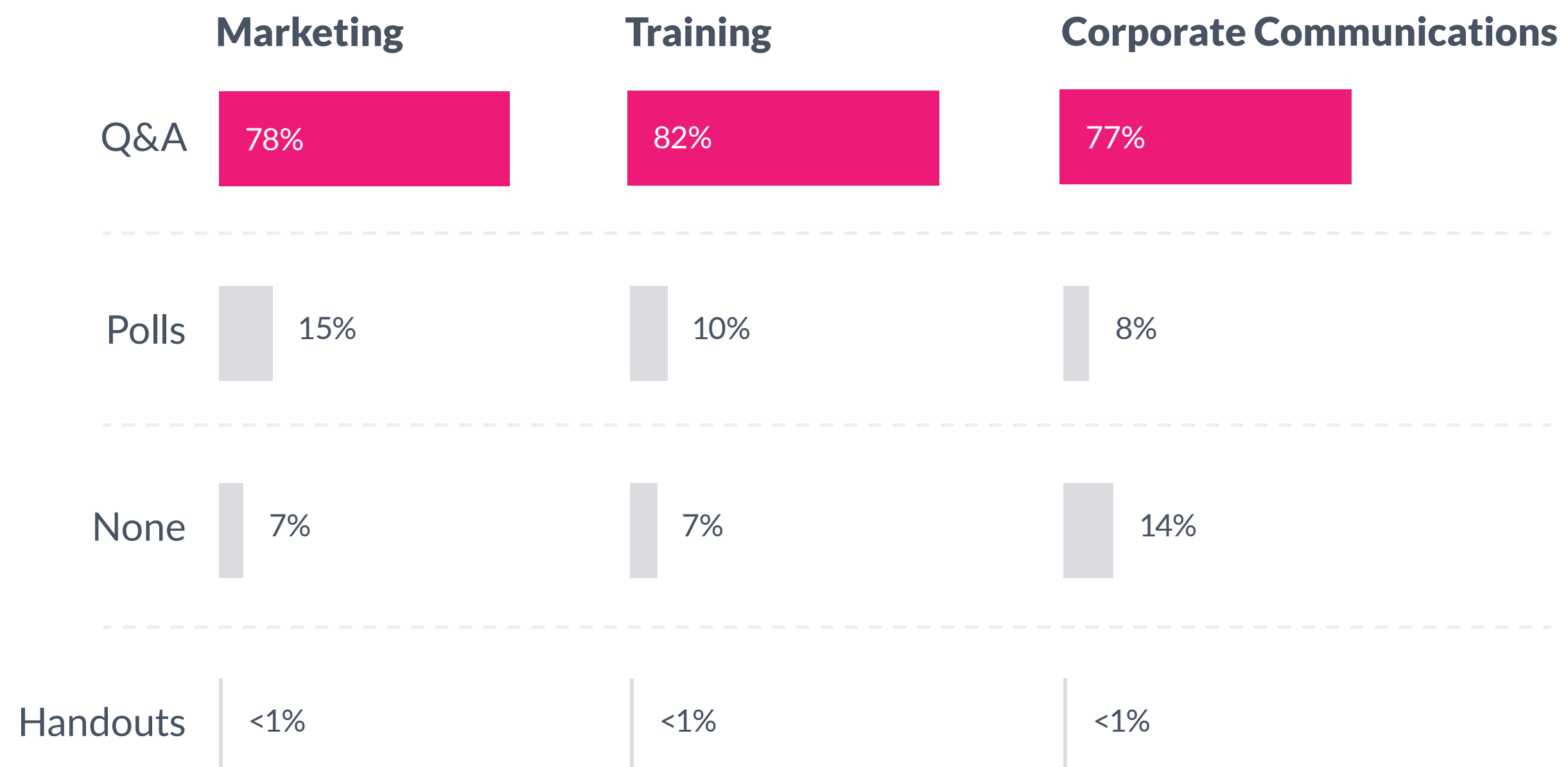
**Handraise:** Let attendees know they can virtually raise their hand in response to a prompt or when they have a question.

**Handouts:** Provide relevant information in the form of PDFs, videos, images and anything else that would benefit attendees.

**Polls:** Use polls throughout your webinar to keep the conversation going both ways.

**Unmute attendees:** If you really want to have a two-way conversation, unmute attendees at any point during the webinar so they can comment or ask questions.

### Frequently Used Engagement Features



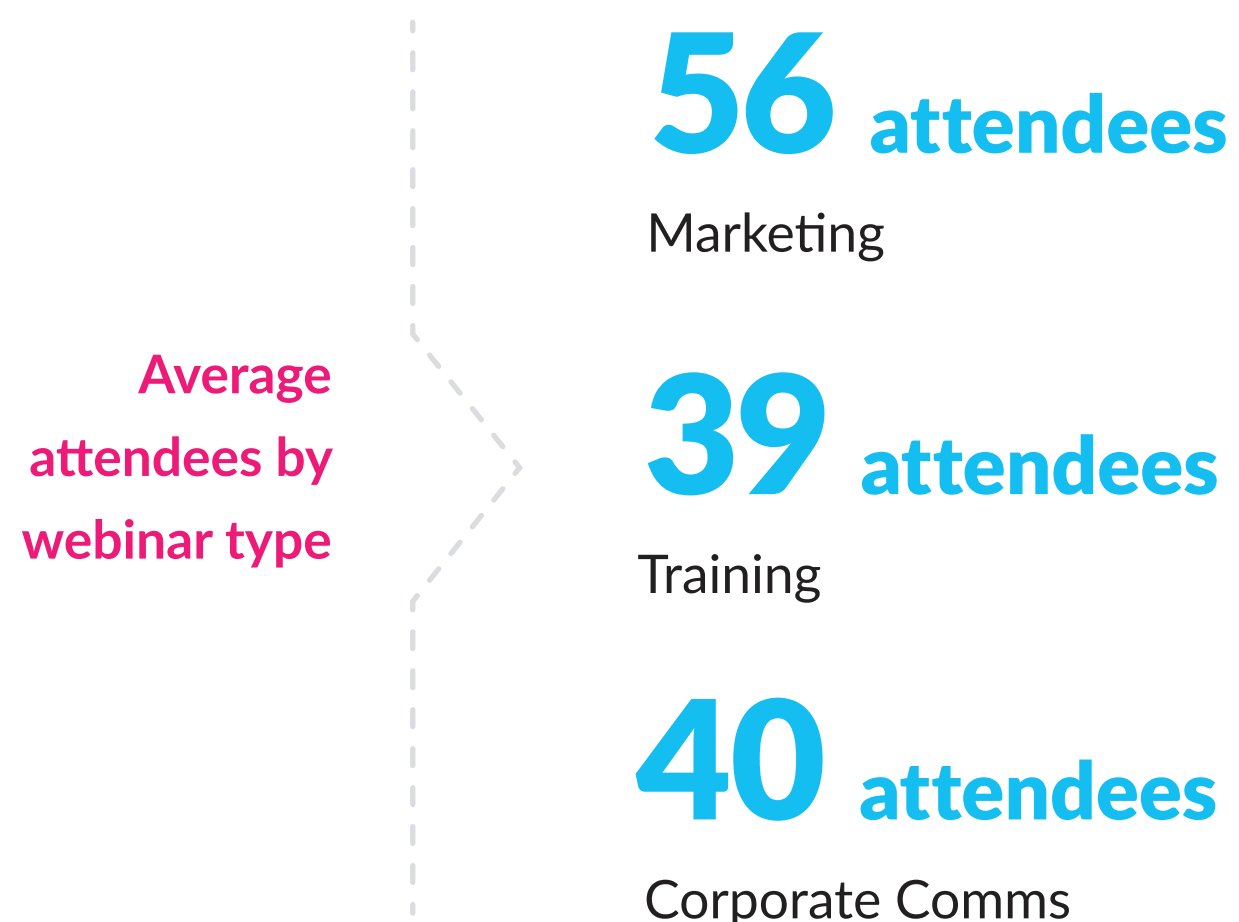


## Attendee Group Size

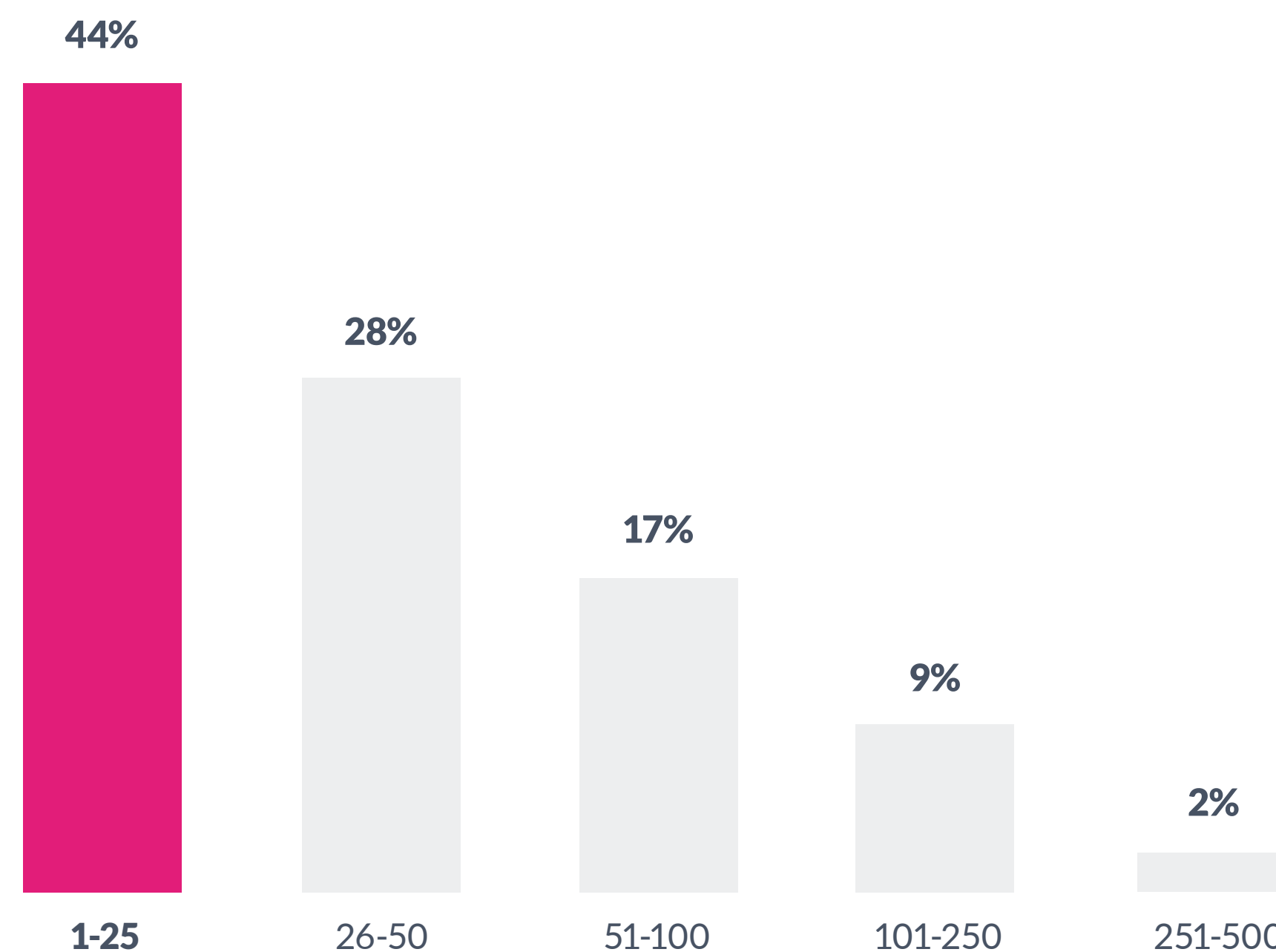
The vast majority of webinars have 50 or fewer attendees.

While large webinars are great for sharing information or increasing brand awareness, smaller webinars work well for interactive sessions or workshops where you can address questions and tailor your presentation to your audience.

The point is, webinars are flexible to fit your needs.



### Average Attendee Group Size



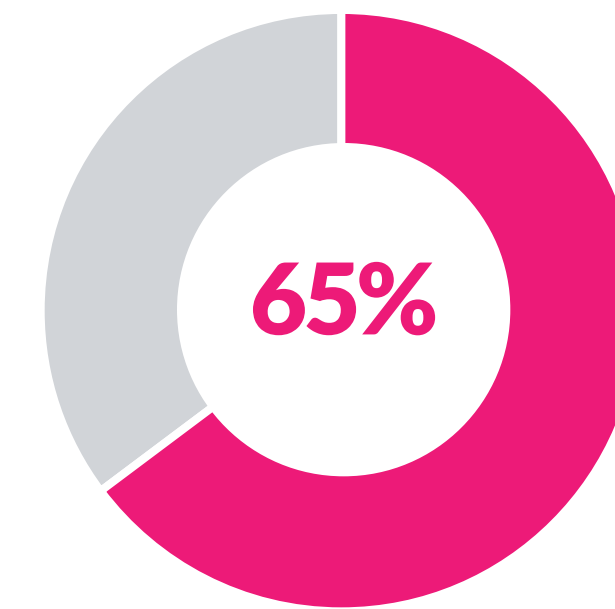
## Average Attendance Rates

To maximize attendance make sure you pick the right day and time for your webinar and send out multiple reminder emails, including right before your webinar starts. It should also be incredibly simple for registrants to join – it should be as easy as clicking a link from an email or calendar event.

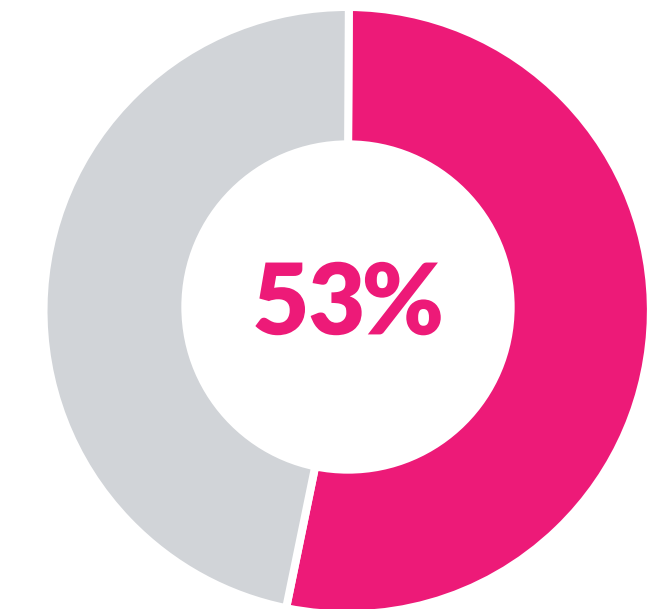
Most marketers watch their attendance rate like hawks. While you should track this metric, the reality is your impact on it is limited.

Focus your energies on driving registrations instead. Once you've gotten a prospect to register, you have a great opportunity to continue the conversation and drive additional touches. Add them to relevant nurturing streams and invite them to explore your other webinars and content.

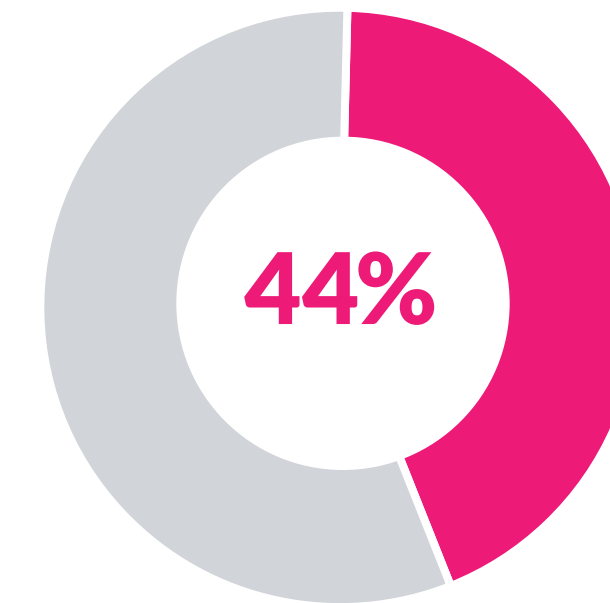
### Average Attendance Rate



Corporate Communications webinars



Training webinars



Marketing webinars

# KEY TAKEAWAYS

100% responders  
5\$ each  
84% conversion rate  
costs: \$42,000

Upcoming Campaign



Audience Size 10,000  
Response Rate → 10%  
(expect, how?)  
conversion rate → 53%  
average buyer purchase → \$16,900

89%



► **Key Takeaways**

## Keep These in Mind


While there is no substitute for testing and experimentation, this report provides valuable guidelines on best practice and benchmarks you can use to measure your own webinar performance.

When it comes to promotion, scheduling and audience behavior, here's what you need to remember:

 **57% of registrations come from email**, so focus promotional efforts there.

**Registrations increase by 12%** when you start promoting at least 4 weeks prior to the webinar.

**Drop reminder emails in the week leading up to the event**, because that's when 59% of registrations occur.

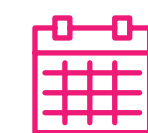
 **The average webinar viewing time is 57 minutes**, indicating deep audience interest, but there's room to improve authentic engagement with more interactive webinars.



**Q&A is the most commonly used engagement feature.** While Q&A is great, try mixing it up with polls and handouts, and don't forget to share your webcam.

**44% of webinars have fewer than 25 attendees.** This means in addition to engaging large audiences, webinars are often used for small training sessions and interactive sessions.

**Attendance rates average 44% for marketing webinars.** Rather than worry about your rate, devote your time to driving registrations.



**Wednesday and Thursday webinars attract the most attendees**, accounting for 52% of all webinar attendees.

**10:00 AM PST webinars** attract the most attendees.

**60-minute webinars attract the most registrants.** Don't be afraid to go in depth on a topic.

► [Report Methodology](#)

## Report Methodology

GoToWebinar analyzed 250,000 webinars from 2017. The webinars were hosted by more than 17,000 businesses from dozens of industries. The countries with the highest webinar usage include the United States, United Kingdom, Germany, Canada and Australia.

### About GoToWebinar

GoToWebinar is trusted by more customers than any other webinar solution and powers millions of webinars each year. Whether you use webinars for marketing, training or corporate communications, GoToWebinar makes it easy to engage your audience from anywhere and make the kind of personal connections that drive business. Get all the features and analytics you need to create the type of live or on-demand events you want.

### Additional Sources

1. [TechValidate Survey of 564 users of GoToWebinar](#)
2. [GoToWebinar, Trends in B2B Content Engagement](#)



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