2024 B2B Marketing Webinar Benchmark Report

Benchmarking live, simulive, and on-demand content experiences across millions of webinars and virtual events

BigMarker

# Welcome to the 2024 Benchmark Report

In the dynamic landscape of modern marketing, where just one year passing can bring big differences in how audiences engage with content, we all need a reliable compass. At BigMarker, we believe benchmarking is a critical aspect of the marketing function, as it equips us with the ability to gauge performance, identify emerging trends, and ultimately skate to where the puck is going to be.

That's why we analyzed data from millions of B2B marketing webinars hosted in the past year. From that population, we selected the top 10%, which demonstrated high performance across all B2B marketing disciplines, from demand generation, to conversion rate optimization, to audience engagement, to the collection of first party data. The companies and organizations hosting webinars that made the top 10% have a tremendous amount of optimization to thank, as they have tested and iterated on every aspect, from the topics chosen, to the speakers invited, to the interactive tools employed to engage and capture data from their audiences.

Our 2024 B2B Marketing Webinar Benchmark Report is a guided exploration of the choices high-performers are making to achieve the industry's best results. We hope the exercise of considering how others are designing and iterating on their own webinar and event programs is fruitful. Here's to your success as you plot your own course for the year ahead.
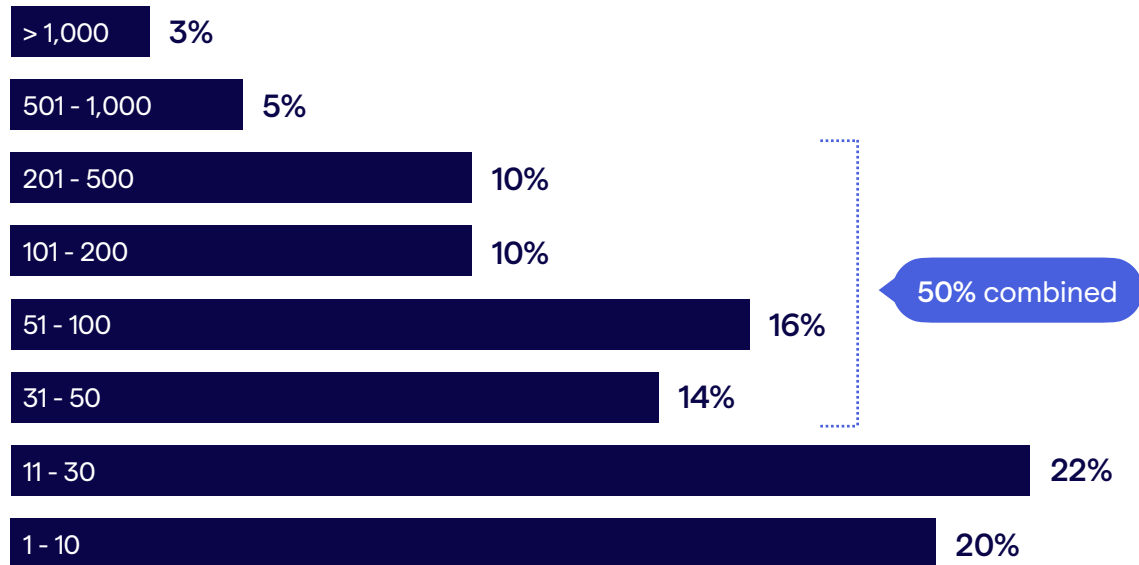
Happy hosting!

Team BigMarker
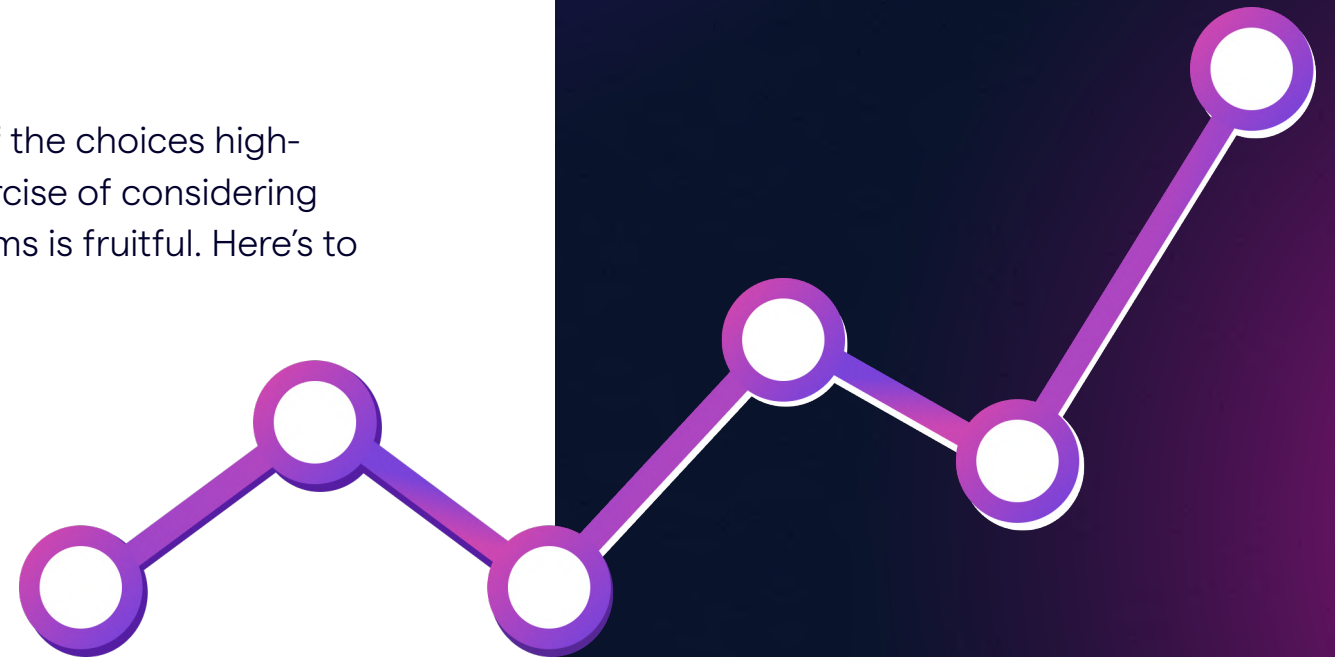
Registration & Webinar Size

2024 is the year of targeted content experiences.

While we've seen consistent growth in medium and large webinars over the past five years, the past year has been a growth year for small audience sizes, fueled by hosts increasingly leveraging automation to deliver more personalized content experiences to narrower audience segments.

% OF WEBINARS BY AUDIENCE SIZE

among high performers

| Audience Size	%
> 1,000	3%
501 - 1,000	5%
201 - 500	10%
101 - 200	10%
51 - 100	16%
31 - 50	14%
11 - 30	22%
1 - 10	20%

50% combined

Show-up Rates

Greater personalization drives higher show-up rates.

Top performers are leveraging automation to lean into personalized content experiences, driving higher show-up rates—in some cases well over 90%— by targeting smaller audiences with very specific messaging. For general content targeting wider audiences, benchmark rates remain in the 40-60% range.

BENCHMARK SHOW-UP RATE BY AUDIENCE SIZE

among high performers

46-55%

|	1 - 10	11 - 30	31 - 50	51 - 100	101 - 200	201 - 500	501 - 1K	> 1,000

(y-axis: 20%, 40%, 60%, 80%)
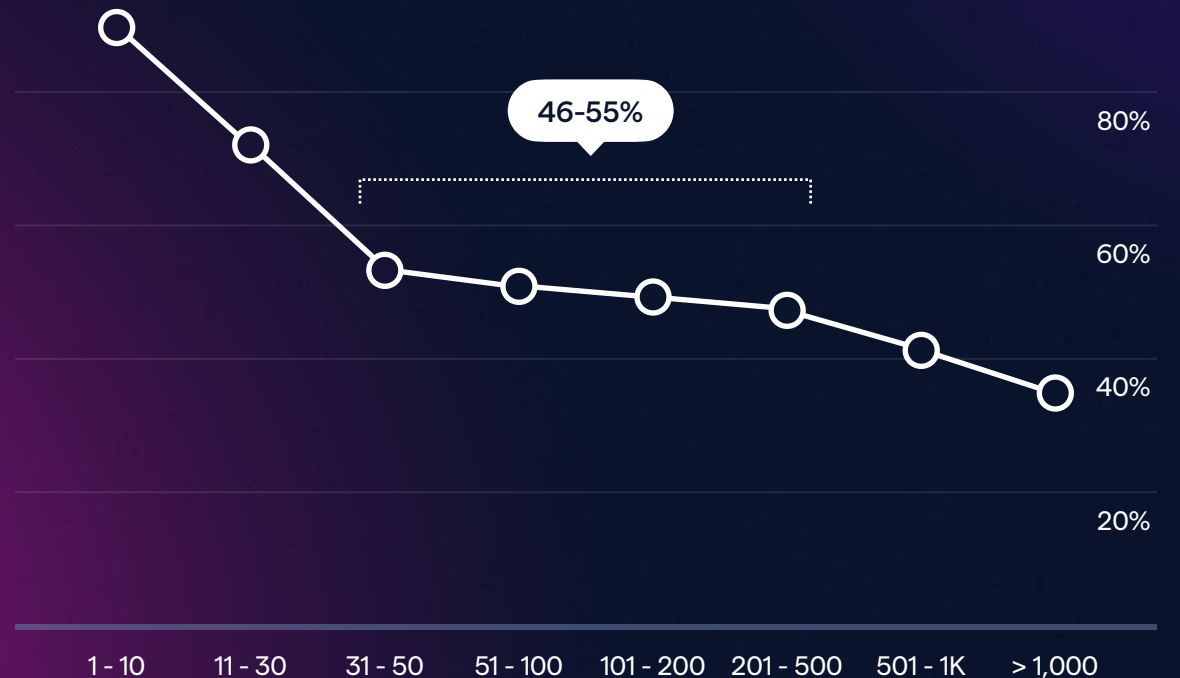
Best Days to Host Webinars

Registration is more uniformly distributed than in prior years.

While Wednesday is still the best day of the week to host webinars with respect to both registration and show-up rates, the difference in day-to-day performance is less pronounced today than it was last year. Tuesday and Friday lead the charge with the biggest year-over-year improvements.

AVERAGE REGISTRANTS BY DAY OF THE WEEK

webinars with 50 to 1,500 registrants

Monday	Tuesday	Wednesday	Thursday	Friday
266	285	312 (+9%)	289	282

287 average
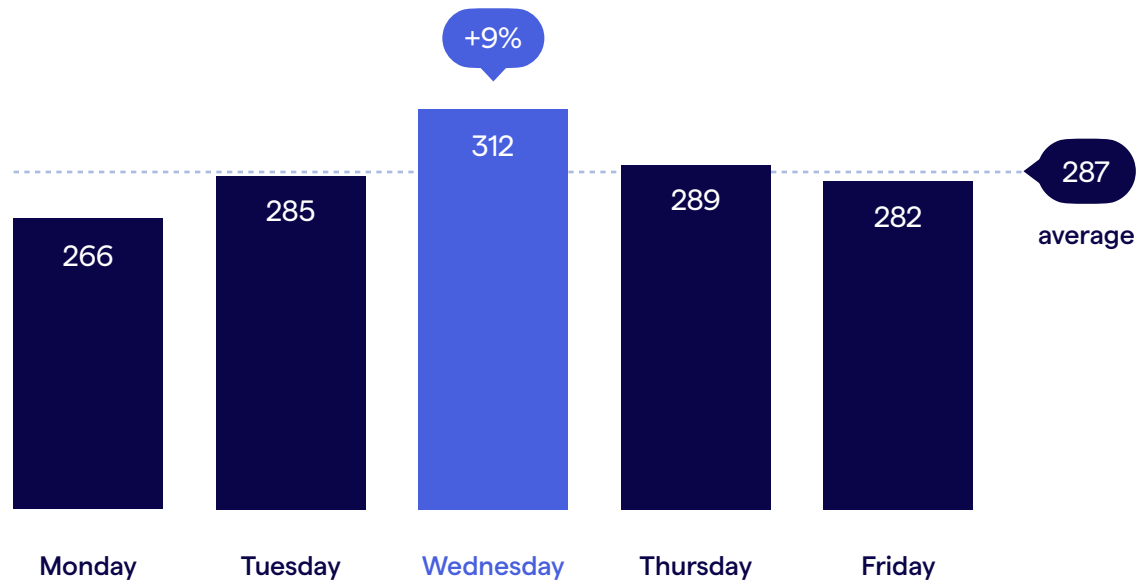
Best Times to Host Webinars

Midday sessions still have the highest registration rates.

The 12pm time slot leads the pack with 26% higher registration rates than the full day average. But morning time slots are wining the show-up rate race, with 15-20% average lift between 8-10am when compared to the full day average. Like prior years, mid-afternoon time slots perform the worst.

### AVERAGE REGISTRANTS BY TIME OF DAY

webinars with 50 to 1,500 registrants

■ Registrants ■ Show-up rate

278

+19% (8am)   +26% (12pm)   48%

8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm

Introductory content and hot topics dominate content calendars.

To assess content performance, we grouped webinars based on the type of topic and depth of information presented. Five unique clusters emerged in the data, which are displayed below as our five major content categories. The overwhelming majority—a full 80%— of webinars were either introductory content or focused on a hot topic.

% OF WEBINARS HOSTED ACROSS 5 MAJOR CONTENT CATEGORIES

among high performers

10%
Hot + Niche

2%
Negative Topics

26%
Hot Topics

8%
Advanced

54%
Introductory
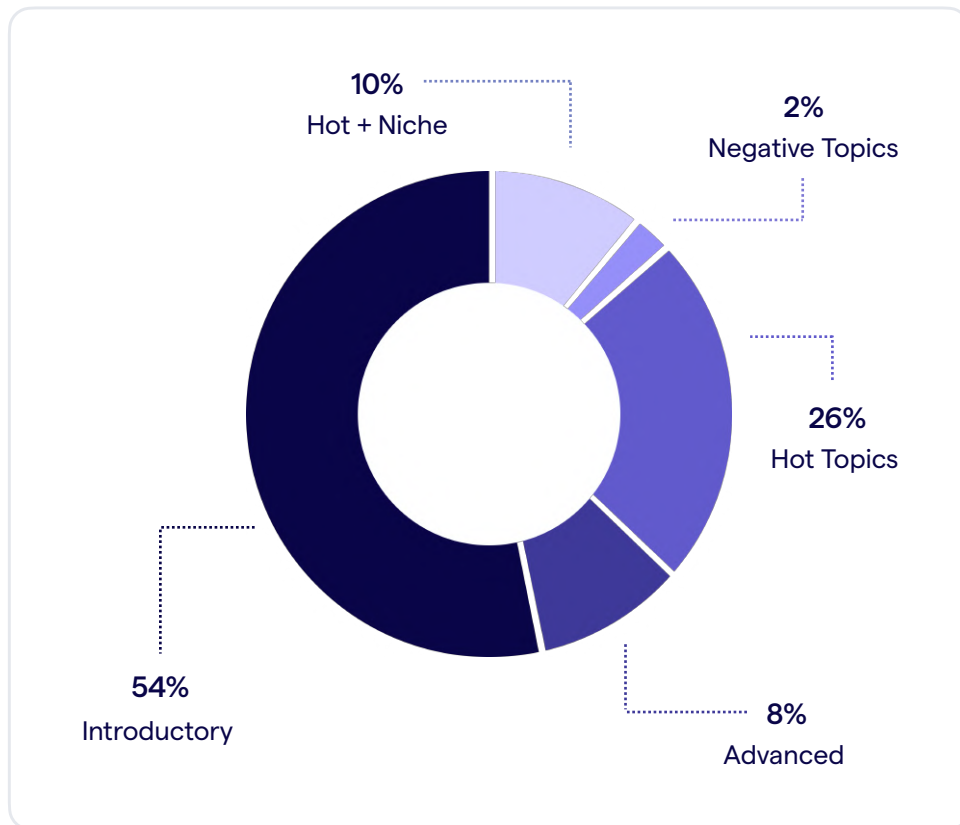
1 **INTRODUCTORY CONTENT** (54%)
Beginner overview of the topic, such as:
"Getting started with Topic X"
"Free webinar: Introduction to Topic Y"

2 **ADVANCED CONTENT** (8%)
Deep-dive into the topic, such as:
"Advanced strategies for Topic X"
"An expert's guide to Topic Y"

3 **HOT TOPICS** (26%)
Relevant trends, such as:
"7 ways to start using Generative AI"
"Metaverse: the workplace of the future?"

4 **NEGATIVE TOPICS** (2%)
Uses negatively-charged language, such as:
"Debunking myths about Topic X"
"Managing bad behavior by Topic Y"

5 **HOT TOPICS APPLIED TO NICHE** (10%)
Applies trends to specific audiences:
"AI to drive organizational performance"
*"How will GPT impact content marketing?"*

The highest performers apply hot topics to specific niches.

To assess content performance, we analyzed webinars in each of the 5 major content categories (as defined on the previous slide) across three key areas: registration performance, on-demand performance, and engagement performance.
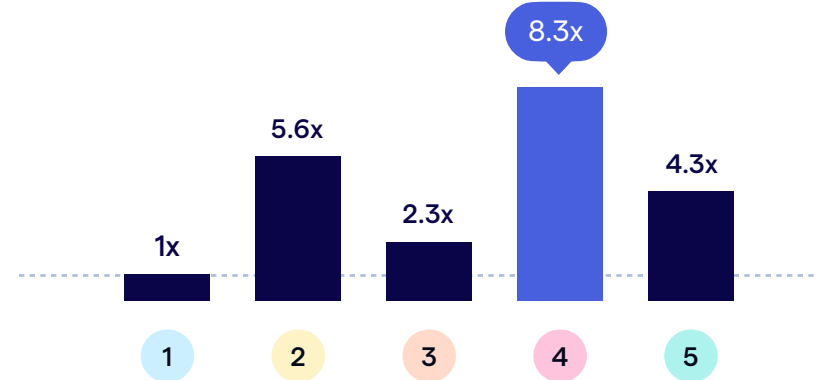
REGISTRATION PERFORMANCE

by content category
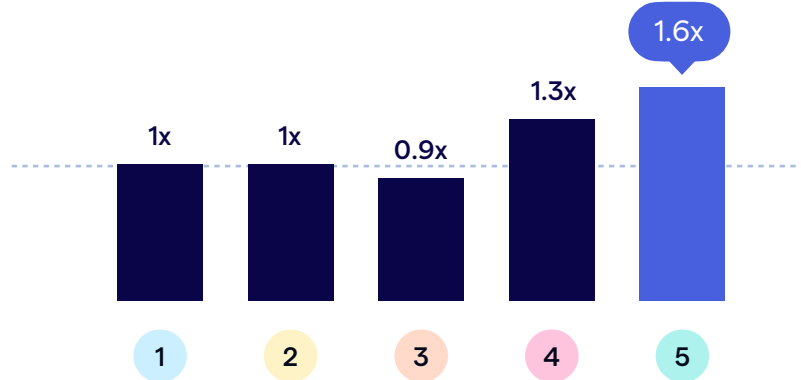
The **Hot Topics Applied to a Niche** cluster outperforms the baseline by a factor of 1.6x, achieving 60% higher average live webinar registration rates than the baseline category.
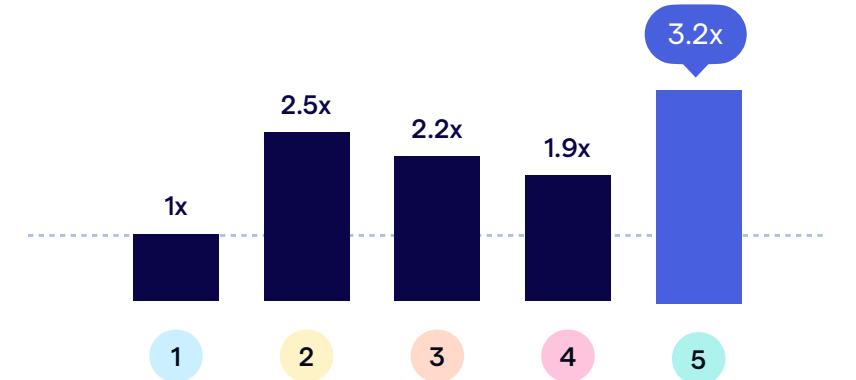
ON-DEMAND PERFORMANCE

by content category

The **Negative Topics** cluster outperforms the baseline by a factor of 8.3x, achieving 830% higher average on-demand viewer counts than the baseline category.

ENGAGEMENT PERFORMANCE

by content category

The **Hot Topics Applied to a Niche** cluster outperforms the baseline by a factor of 3.2x, achieving 320% higher average engagement rates than the baseline category.

THE 5 CONTENT CATEGORIES (SEE PREVIOUS PAGE FOR DESCRIPTIONS)

1 Introductory Content 2 Advanced Content 3 Hot Topics 4 Negative Topics 5 Hot Topics Applied to a Niche