

2025

# B2B Webinar Benchmark Report

Benchmarking performance from millions of webinars hosted on the BigMarker platform.



BigMarker

# BigMarker's 2025 B2B Webinar Benchmark Report

## Introduction

BigMarker's 2025 B2B Webinar Benchmark Report provides a comprehensive analysis of the evolving landscape of B2B marketing webinars. This year, the data highlights a continued shift toward interactive experiences, refined engagement strategies, and the increasing importance of on-demand content. With registration and attendance trends stabilizing, the differentiating factor for high-performing webinars is no longer just content but how audiences engage with the content—both live and on-demand.

Building on last year's insights, where personalization and niche audiences led to stronger webinar performance, we now see an even greater emphasis on timing, engagement, and conversion strategies that drive success. Additionally, on-demand webinars have emerged as a critical extension of live events, with businesses leveraging recorded content to sustain engagement and maximize reach long after the initial broadcast.

## About the Report

### What did we measure?

To generate the insights for this report, we evaluated the data from over two million B2B marketing, thought leadership, and customer education webinars hosted on the BigMarker platform during 2024. The analysis emphasized industries such as technology, business and professional services.

We also identified a cohort of high performers within our data set. High performing webinars were those hosted by companies we've identified as having world-class webinar production and marketing programs. And the data speaks for itself—the webinars hosted by high performers outperformed the overall group by a wide margin in virtually every category of measurement.

## What is a webinar?

A webinar is a web-based seminar that allows people to participate in an event or presentation online. It combines "web" and "seminar" to form a virtual event that can involve live presentations, discussions, and interactive features like Q&A sessions, polls, chat, and gamification. Webinars are commonly used by businesses for both internal and customer-facing use cases, including marketing and demand generation, thought leadership, education and training, product demos, and more.

## What types of webinars were evaluated?

To generate our 2025 B2B Webinar Benchmark Report, we evaluated the following types of webinars hosted on the BigMarker platform:

### Live Webinars

Live webinars are online events where presenters deliver content to audiences in real-time. Attendees participate interactively through chat, Q&A, polls, and other interactive elements. This format promotes audience engagement, building brand affinity, and the ability of webinar producers to capture valuable data.

### Simulive Webinars

Simulive webinars combine the benefits of live and pre-recorded formats. Content is pre-recorded but presented as if it is live. The session is broadcast at a scheduled time, and the audience can engage in real-time interactions such as Q&A or chats, making it feel like a live event even though the content was recorded earlier.

### On-Demand Webinars

On-demand webinars allow attendees to watch content at their own pace, anytime and anywhere. Sessions are pre-recorded, so there is no need for the audience to participate at a specific time. On-demand webinars are ideal for those who could not attend the live event or prefer to consume the content at their convenience.

#### PRO TIP

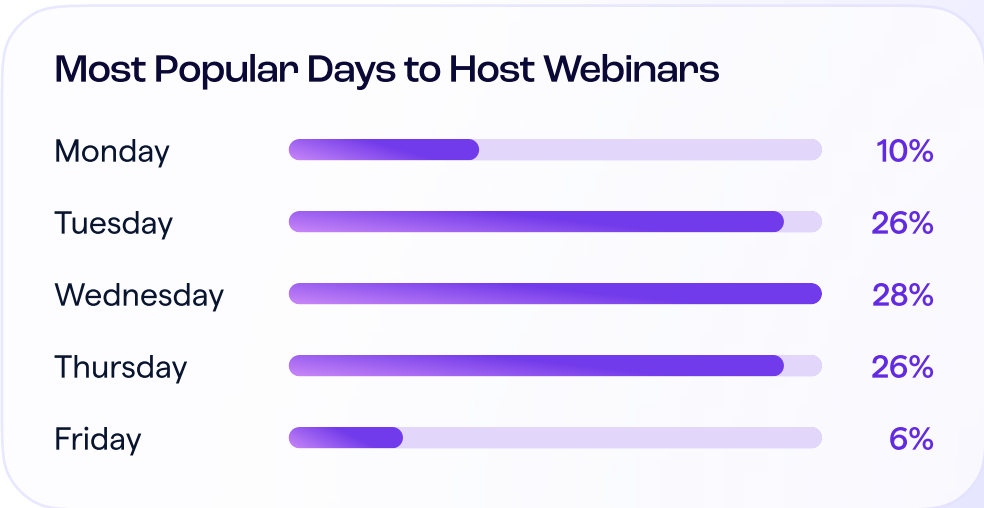
Simulive gives you the ability to pre-record the presentation portion of your webinar, freeing up time to focus on audience engagement.

# Webinar Frequency & Duration

## Best day to host a webinar

While Wednesday stood out as the clear winner in our last two annual reports, this year the gap between the top three days was far less pronounced. Tuesday, Wednesday, and Thursday now stand on equal footing, together commanding 80% of B2B webinars hosted.

High performers used the calendar to their advantage to consistently achieved the highest registration and show-up rates for sessions hosted mid-week.



Another noteworthy observation is that this year’s data showed growth in webinars hosted on Monday and Friday, indicating that audiences were more willing to join webinars on non-peak days than they were in years past.

## Frequency of webinars

The short answer is: it depends. While the ideal frequency of webinars is determined by each company’s marketing goals, customer education needs, and number of programs in-market, we have identified a few themes.

The most consistent theme was that high performers maintained a regular cadence to drive program traction over time. But “regular” cadences varied depending on the context of each program. Exact cadences varied as follows:



- 1. **Monthly cadences for thought leadership:** Many high performers found that monthly thought leadership webinars struck a balance between consistent engagement and content quality. This cadence was frequent enough to stay top-of-mind without overwhelming their audience.
- 2. **Weekly or bi-weekly cadences for updates and customer education:** Many high performers with robust content strategies, an emphasis on customer education, and/or frequent promotion of new features, updates, or timely topics offered webinars weekly or bi-weekly. Usually, these webinars focused on more in-depth content, and were planned in addition to broader thought leadership sessions.
- 3. **Quarterly and annual events:** Many high performers augmented more frequent webinars with quarterly and annual events, which were offered in person, virtually, or both, and usually targeted specific themes, audiences, or geographies.

## Best time of day to host a webinar

Midday sessions—those hosted between 11:00 AM and 2:00 PM (local time)—continued to command the highest registration and show-up rates, reinforcing that audiences were most likely to attend webinars during the middle of the work day. Leading webinar producers continued to design schedules around peak engagement times, with clear clustering around midweek, midday sessions.



The data skewed toward B2B software and services, but there were notable exceptions to the rule, such as in financial services, healthcare, and education, where specific audiences (e.g., healthcare providers, investors) were most engaged outside of business hours.

## Optimal duration for B2B webinars

Webinar length played a key role in engagement. Longer webinars—typically 45 minutes to 1 hour in length—were most effective when the audience found the content valuable and engagement was sustained through continuous Q&A, polls, or chat discussions. We recommend hosting longer-form webinars for topics such as customer education, where new users are eager to learn tips and tricks, or updates, where audiences skew toward highly engaged “power user” segments.

**41 min**

average duration  
all webinars

**49 min**

average duration  
high performers

There was a noteworthy difference in webinar duration between average performers and high performers. High performers consistently commanded both longer attendance durations and higher engagement scores, driven by content quality and strength of audience attention. There are a few takeaways to consider:

- 1. High performers presented content concisely:** A well-structured 45 to 60-minute webinar aligned with the average attention spans of most audiences.
- 2. High performers used engagement tools to maintain attention:** Leveraging chat, Q&A, polls, videos, surveys, and offers extended audience engagement by up to 50%.
- 3. High performers varied format based on the specific objective of each webinar:** Less interactive presentations performed better with shorter durations, as audiences tended to have shorter attention spans. More engaging formats, such as panel discussions and live Q&A formats, performed better when duration was longer.

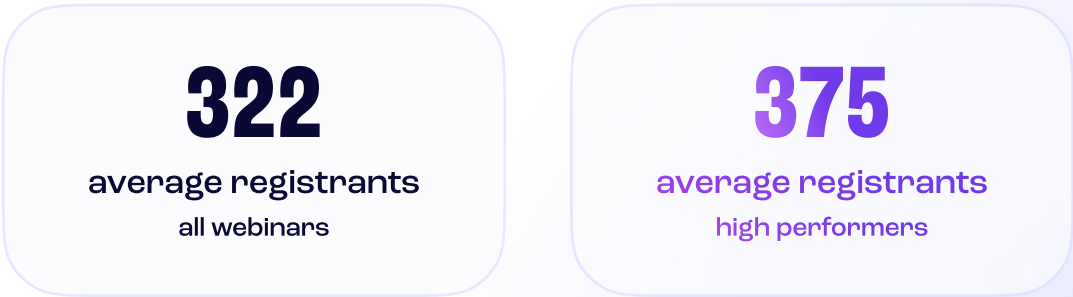
**⚡ PRO TIP**

For every 10 minutes of presenting, use an engagement feature—like a poll, pop-up, or Q&A—to break the fourth wall and keep your audience participating.

# Registration & Attendance

## Benchmark registration counts

Average registrant count measures the number of unique registrants that webinar producers achieve on average across all webinars hosted throughout the year.

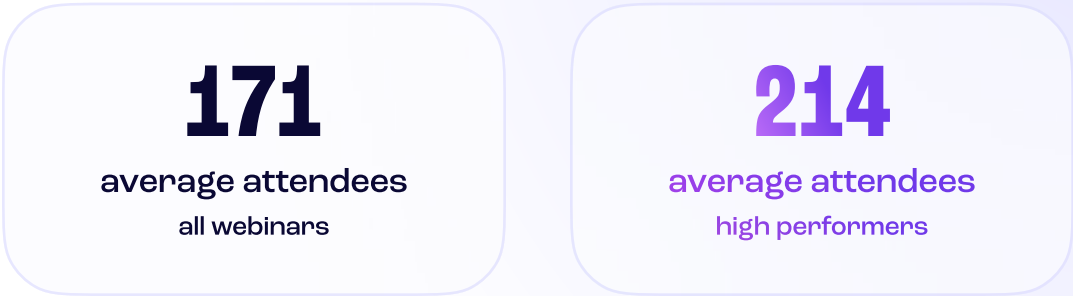


Registrant counts ranged from 0 to over 10,000, so it’s important to note that actual registrant and attendee counts for any one webinar producer vary greatly by brand presence, size of audience, and use case.

Just as we saw with average webinar duration, there was a notable difference in average registration counts when comparing high performers to the overall average, with high performers commanding 16% more registrants on average than the total group.

## Benchmark attendee counts

Average attendee count measures the number of unique attendees who actually attend the webinars for which they’ve registered. Year-over-year growth here was consistent with the growth we saw in registration count, but high performers outperformed at an even wider margin, commanding 25% more attendees than the overall average.



The year-over-year growth in both average registrant and attendee counts indicated strong continued growth for the webinar format overall. This year's average registrant count of 322 registrants represented a 12% year-over-year increase from last year's report.

## Factors influencing registration & attendee counts

Here's how various factors impact registrant and attendee counts:

1. **Brand presence:** Holding all else equal, webinar producers with larger brand names and market presence commanded larger registration numbers.
2. **Size of audience:** Holding all else equal, a larger marketing list tended to drive larger registrant counts, but show-up rate tended to decline as lists grew.
3. **Use case:** Holding all else equal, webinar producers focusing on demand generation as the primary goal—as opposed to customer education or other use cases—tended to drive higher registrant counts, where as more education-focused use cases tended to drive higher show-up rates.
4. **Integration with well-established products & promotion channels:** Holding all else equal, producers that integrated their webinar campaigns into well-established digital products (e.g., in-product promotion on user dashboards) and promotion channels (e.g., high-performing email campaigns) tended to drive larger registration numbers.

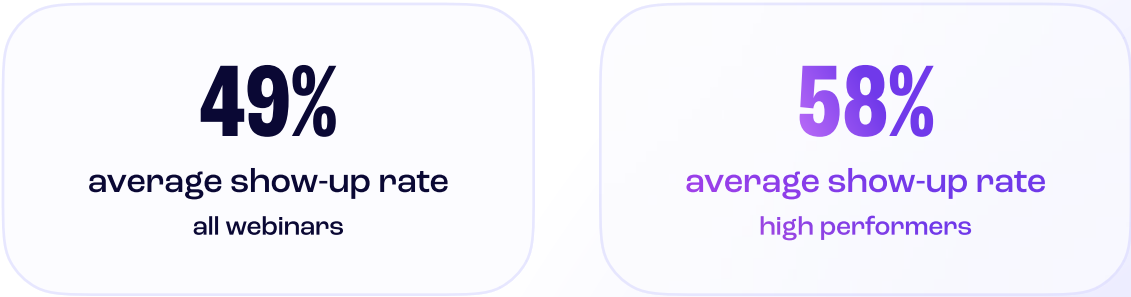
If you're just starting your company's B2B webinar hosting journey, don't be discouraged by the large registration number averages, because they include webinars hosted as part of well-established programs executed by household-name brands. In fact, you should be encouraged by these numbers, because like you, these more established webinar producers started with smaller audiences, building traction over time.

### PRO TIP

Partner with industry thought leaders or adjacent brands to co-host “joint venture” webinars—this expands your reach, taps into new audiences, and dramatically boosts registration rates.

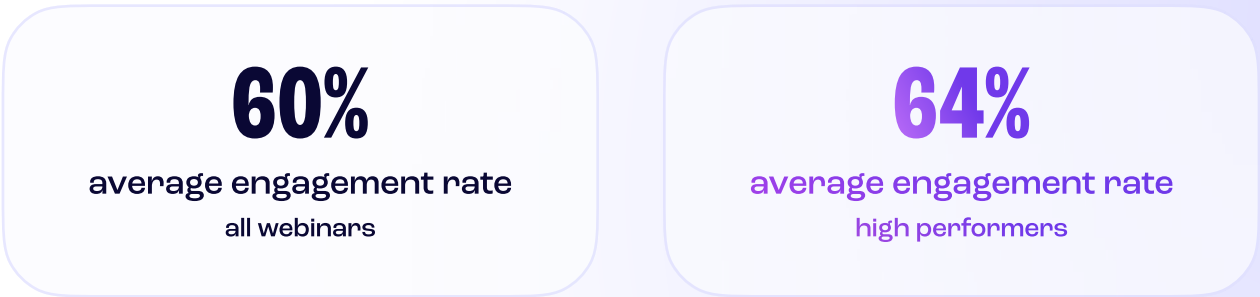
# Benchmark webinar show-up rate

Show-up rate is defined by the number of people who attend a live webinar divided by the total number of people who registered for it. Again, we can see a notable difference between average and high performers, with show-up rates trending around the 50% mark.




# Benchmark engagement rates

While duration measures the time attendees spend inside a webinar, engagement rate measures the time actively spent watching and interacting with the content—excluding periods when they’re multitasking or otherwise off-screen in other apps or browser tabs. The difference between average and high performers was pronounced when considering webinar duration, and was even more apparent when comparing engagement rates:



It’s important to note that high performers were squeezing out a couple extra percentage points in show-up rate driven by personalization and experimentation around delivery times for reminder emails, driving the maximum number of registrants to convert.

 **PRO TIP**

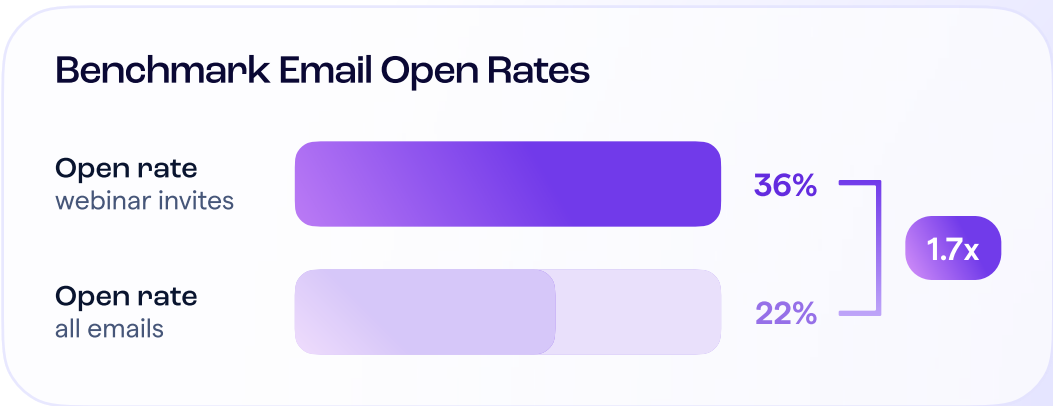
Sending an SMS notification to remind your audience to join 15-30 minutes before your webinar can significantly boost show-up rates.

# Webinar Promotion

## Best practices for webinar promotion

High performers consistently used a multi-pronged approach to promoting webinars, generating registrants from multiple sources rather than relying on a single channel. The most common channels included callouts on companies’ websites (generally in a Resources section), in email newsletters, and in social posts. We also saw strong growth in targeted ad campaigns on social platforms to reach audience members—and particularly decision makers—where they are.

However, for this year’s benchmark report, we focused on the results high performers saw from email campaigns promoting their webinar programs.



Whereas the benchmark open rate for general marketing emails—across all types of emails—is generally regarded as somewhere between 21-25%, the benchmark open rate for webinar invitation emails sent through the BigMarker platform in the past year was 36%, or nearly 1.7x higher than the average open rate for all marketing emails. The lift associated with email campaigns promoting webinars indicates that audiences are more likely to click on webinar promotions than other types of marketing emails.

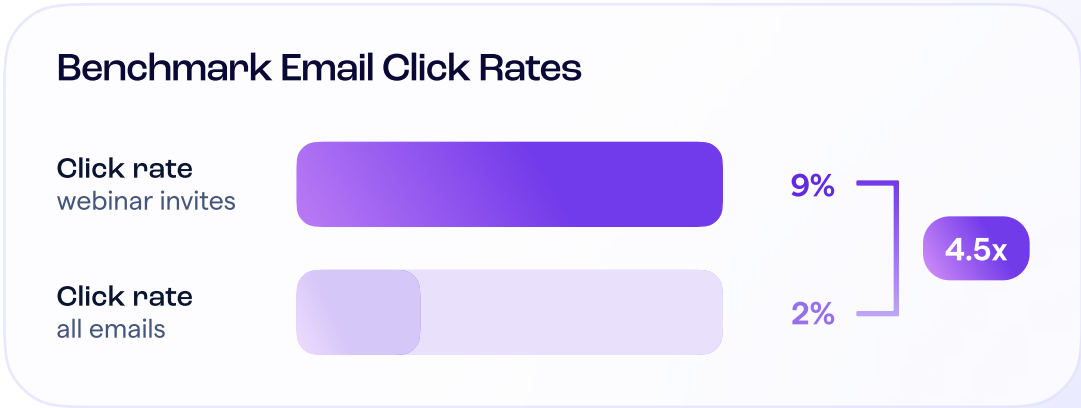
**⚡ PRO TIP**

When you have an important message to share—rather than just sending a general marketing email—host a webinar on the topic to take advantage of significantly higher open and click rates.



The trend continues—and is even more pronounced—when evaluating click rates.

Whereas the benchmark click rate for all marketing emails is generally regarded as 2%, the benchmark click rate for webinar invitation emails sent through the BigMarker platform in the past year was 9%, or 4.5x the average click rate for all marketing emails.



## Best practices for webinar email campaigns

Comparing open and click rates for webinar invitation emails vs. all marketing emails, the results indicate that audiences value webinar content at a premium, so marketers should see the bigger opportunity to leverage webinar invitations as a way to reach a larger percentage of their email list. As a result, you should consider webinars as a valuable asset to not only your event marketing program, but your email marketing program as well.

# Interactive Engagement

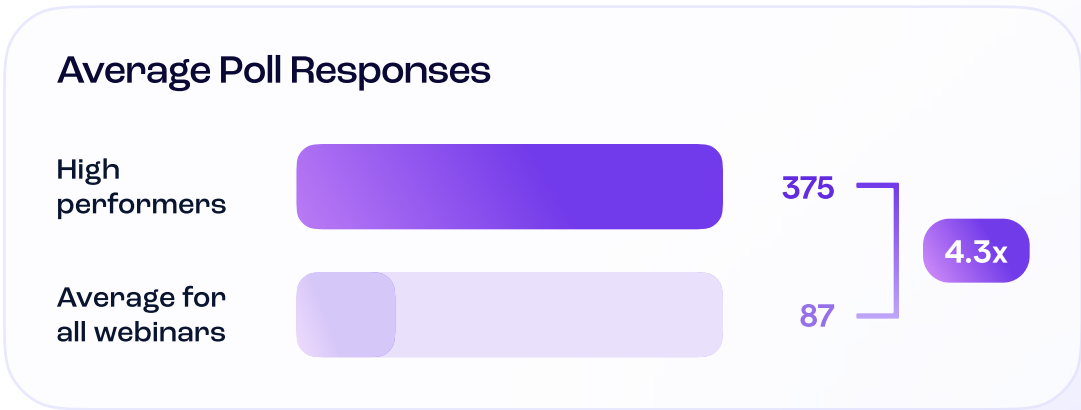
## What’s the benchmark for interactive engagement?

Delivering a one-way presentation without giving attendees the opportunity to participate simply doesn’t cut it anymore—webinar producers increasingly define success by the level of audience engagement.

**⚡ PRO TIP**

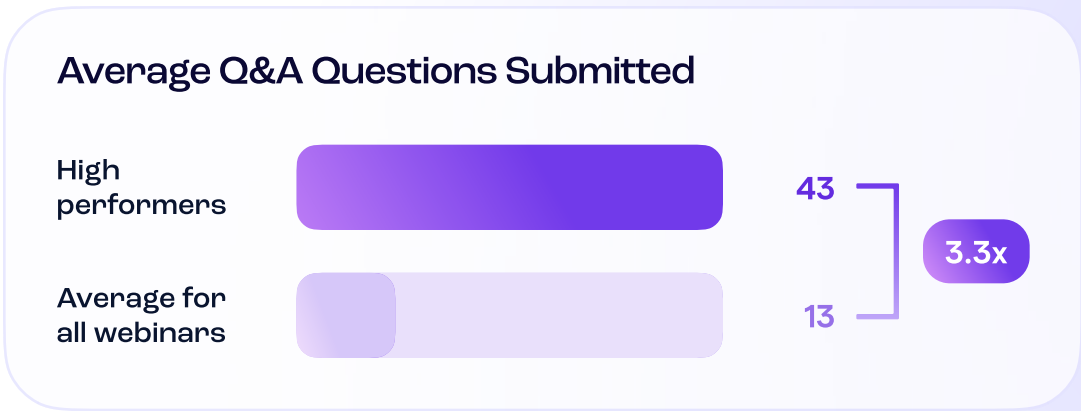
Your engagement strategy is just as important as your content strategy—consider polls, Q&A, surveys, and other tools strategically to drive engagement and support your data capture goals.

Let’s consider the average number of poll responses per webinar:



High performers consistently used one or more polls per webinar, following the direction of previous benchmark reports, which suggested tactics such as adding a simple warm-up poll in the beginning and strategically placing the most important poll question in the first 1/3 of the webinar to maximize response rate when engagement is the highest.

When considering questions submitted during live Q&A, the results are similar.



High performers consistently leveraged more engaging content and higher brand affinity to drive higher Q&A participation rates.

**⚡ PRO TIP**

Always prepare a few questions in advance to kick off your live Q&A. It helps avoid dead air, keeps the conversation flowing, and gives attendees time to submit their own questions.

## What's the benchmark in-webinar CTA conversion rate?

Call-to-action (CTA) conversion rate, defined as the percentage of webinar attendees who clicked an in-webinar slide-out or pop-up offer, is the area where high performers really shined. The average webinar achieved a click-through rate (CTR) of 8.74%, while high performers achieved a CTR of 17.45%, outpacing the average by a multiple of 2x.

CTAs are often used to push attendees to the next step in the journey, such as exploring a new piece of content in a resource center, registering for the next webinar, booking a demo, or registering for a free trial.



## On-Demand Webinars

### How do webinar producers leverage on-demand replays?

On-demand replays are an increasingly important part of a webinar's content lifecycle, as they significantly increase the reach of each webinar, driving an average of 1.8x more registrations versus only hosting the event live.

High performers plan webinars from the beginning with the notion that they'll live on-demand for months, or even years to come, with an emphasis on ensuring that webinar content is optimized for both live and on-demand consumption.

#### ⚡ PRO TIP

Personalizing CTAs based on each attendee's profile drastically improves conversion rate. For example, if an attendee signals intent through their poll responses, surface a "Book a Demo" CTA instead of pushing them to the next webinar.

**83%**

of webinars are  
published on-demand

**1.8x**

average registration lift  
by publishing on-demand

## What's the benchmark for on-demand watch time?

As a result of designing webinar experiences specifically for on-demand consumption, high performers averaged over 3x greater watch time. On average, 28% of viewers watched more than 50% of on-demand webinars with an average duration of 17 minutes watched.

**2.8k min**

average duration watched  
all webinars

**8.5k min**

average duration watched  
high performers

3x

By incorporating polls, Q&A, and CTA into on-demand viewing experiences, high performers also drove significant improvements in demand generation metrics for their webinar programs.

Marketers are driving more on-demand webinar views by repackaging their sessions into short, high-impact video clips. These teaser videos—often under 60 seconds—highlight the most compelling moments and are shared across email, social media, and landing pages to spark interest. It's an increasingly popular tactic that turns passive promotion into active engagement, enticing viewers to sign up and watch the full session.

### ⚡ PRO TIP

Designing the audience experience for on-demand viewers is just as important as it is for live viewers, despite being often overlooked. Maximizing the results of on-demand webinars requires a different approach to the interface, engagement features, and calls to action.

## Conclusion

The data is clear: successful B2B webinars in 2025 aren't just about delivering content, they're about creating interactive experiences that engage, convert, and extend value beyond the live session. This year's benchmark findings reinforce that engagement is a key differentiator with top-performing webinars exponentially driving more chats, polls, Q&A, and CTA clicks than the average session.

Additionally, the rise of on-demand content means that a webinar's impact doesn't end when the live session does. Businesses that strategically repurpose their webinars for on-demand audiences see significantly higher engagement and extended reach, maximizing their ROI.

The question isn't whether webinars work, it's whether you're leveraging them to their full potential. If you want to increase engagement, optimize conversions, and future-proof your webinar strategy, now is the time to take action.

Schedule a demo with our team today at [sales@bigmarker.com](mailto:sales@bigmarker.com) and see how BigMarker can help you build high-performing, interactive, and scalable webinar experiences.



# BigMarker

## Take your webinars to the next level.

Email us at [hello@bigmarker.com](mailto:hello@bigmarker.com) to learn more.

