

2025 - 2026

# B2B Webinar Benchmark Report

BigMarker





# Webinar benchmarks for B2B marketers

## Introduction

BigMarker’s 2025 B2B Webinar Benchmark Report provides an analysis of the evolving landscape of B2B marketing webinars.

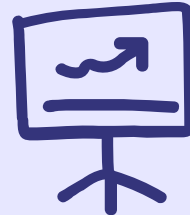
This year, the data highlights continued growth of interactive experiences and increasing importance of on-demand. High-performing webinars are no longer just content but also engagement experiences— for both live and on-demand.

Building on last year’s insights, we see an even greater emphasis on timing, engagement, and conversion strategies that drive success. On-demand webinars have also grown as a critical element, with businesses leveraging recorded content to drive engagement over time.

## What types of webinars were evaluated?

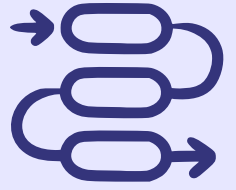
### Live webinars

Live webinars are delivered in real-time with chat, Q&A, polls, and other interactive tools that automatically push data to your CRM/MAS.



### Simulive webinars

Simulive webinars are pre-recorded but presented in real-time, as if they’re live, and the audience can engage via Q&A, chat, and polls.



### On-demand webinars

On-demand webinars allow attendees to watch at their own pace, with the same interactive and data capture features built-in.





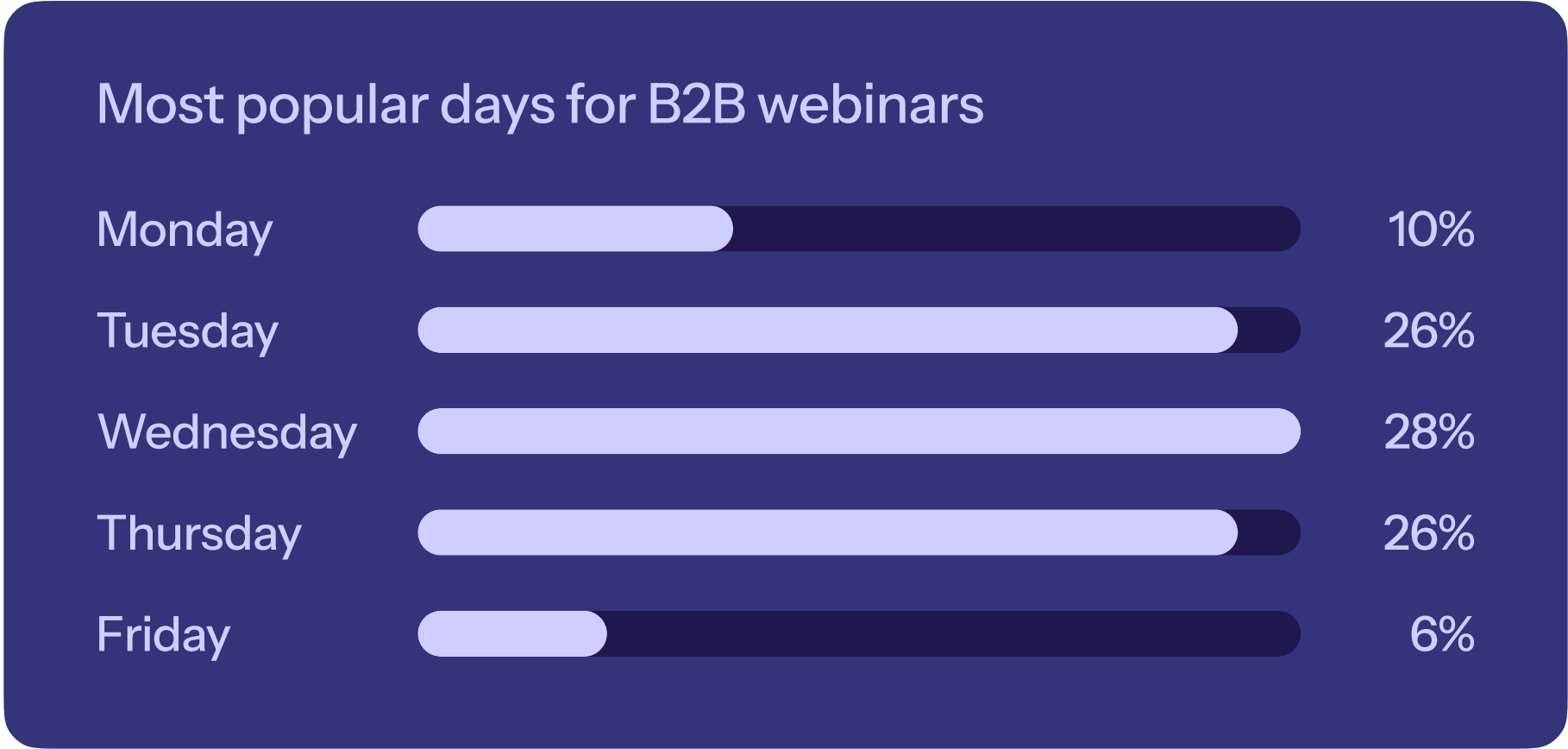
# 01

## Best practices for webinar days, times & frequencies

### 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.

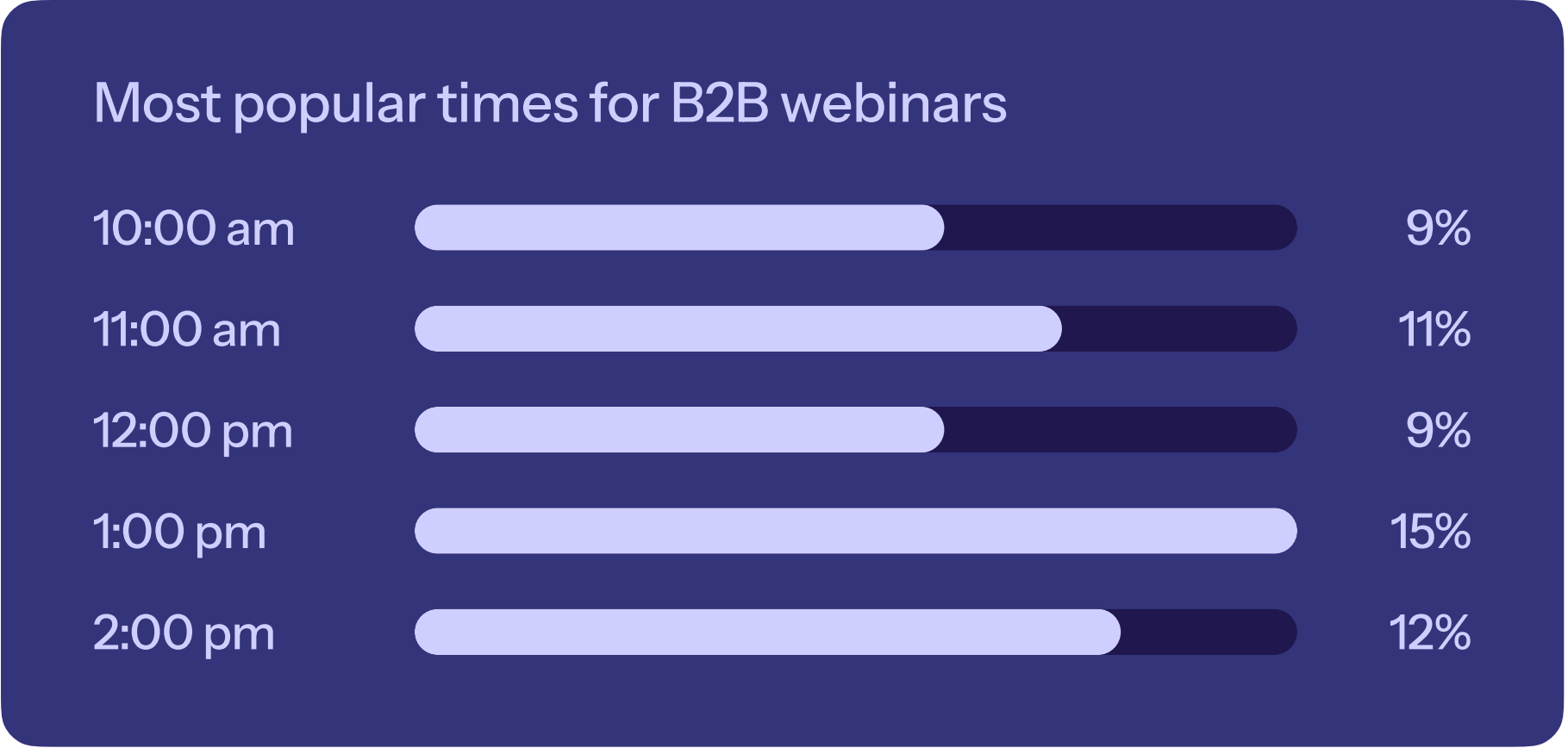
High performers used the calendar to their advantage to consistently achieved the highest registration and show-up rates for sessions hosted mid-week. This year’s data showed growth in webinars hosted on Monday and Friday, indicating that audiences were more willing to join webinars on non-peak days than they were in years past.



### Best time of day to host a webinar

Midday sessions continue 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.





## Webinar frequency

While the ideal frequency 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, which varied depending on the context of each program.

### Monthly

Visionary producers hosted webinars at least monthly, maintaining engagement with high-quality content, staying memorable without overwhelming attendees.

### Weekly or bi-weekly

Webinar producers operating on a weekly or bi-weekly cadence tended to focus more on customer education with deep dives into new features, updates, and timely topics.

### Quarterly

Webinar producers operating on a quarterly cadence tended to focus more on larger product updates and targeted themes, driving demand with broader messaging strategies.

## Optimal duration for B2B webinars

Duration played a key role in engagement. Longer webinars—typically 45-60 minutes—were most effective when audiences found the content valuable and engagement was sustained through Q&A, polls, shared resources, or chat. Longer webinars are recommended for educational topics, where new users are keen to learn, or for updates targeting engaged power users.

## Key takeaways

1. Present 45 to 60 min. of well-structured content.
2. Use engagement tools to maintain attention—chat, Q&A, polls, videos, surveys, shared resources, and CTAs extended audience engagement by up to 50%.
3. Vary webinar format based on your objective—less interactivity performed better with shorter durations, and more engaging formats (e.g., panel discussions and live Q&A) performed better in longer durations.

### Pro tip

For every 10 minutes of content, use an engagement tool such a poll, pop-up, or Q&A, to capture data and keep your audience’s attention.





# 02

## Registration & attendance benchmarks

### 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.

322

average registrants  
all webinars

375

average registrants  
high performers

Registrant counts ranged from 0 to 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.

171

average attendees  
all webinars

214

average attendees  
high performers

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

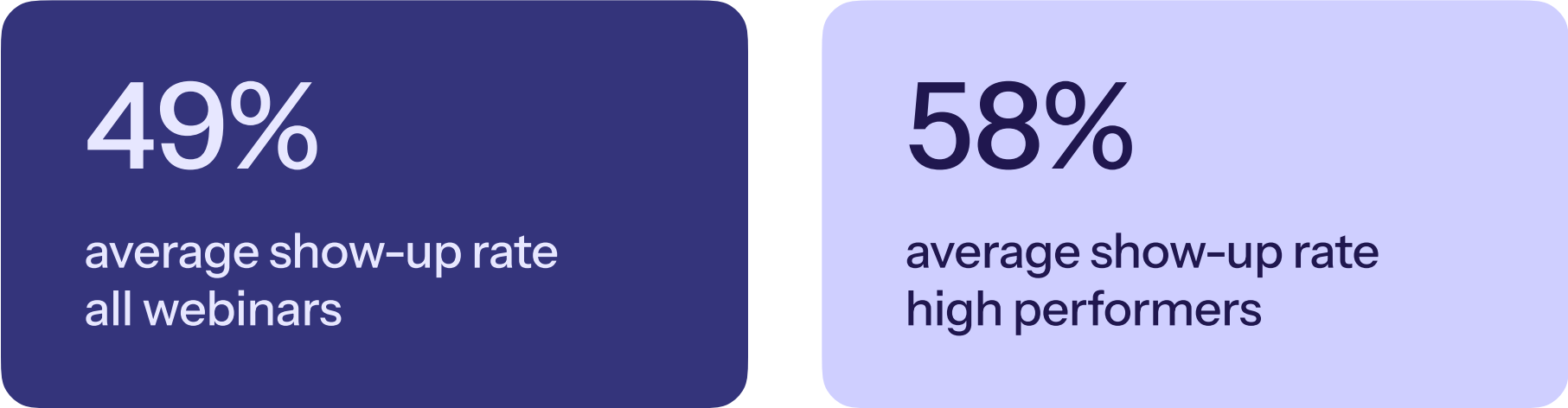
Here’s how various factors impact registrant and attendee counts:

- **Brand presence:** Webinar producers from larger brand names with greater market presence commanded consistently higher registration numbers.
- **Audience size:** Webinar producers with larger marketing lists drove higher registrant counts, but show-up rate tended to decline as lists grew.
- **Top- vs. bottom-of-funnel focus:** Webinar producers focusing on top-of-funnel demand generation drove higher registrant counts, where as bottom-of-funnel customer education focused use cases drove higher show-up rates.
- **Product integration:** Webinar producers that integrated campaigns into established digital products and channels (e.g., email campaigns) drove higher registration numbers.

If you’re just starting hosting webinars, 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. Be encouraged by these numbers, because like you, more established producers started with smaller audiences, building traction over time.


# Benchmark webinar show-up rates

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.



**Pro tip**

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



# 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:

60%

average engagement rate  
all webinars

64%

average engagement rate  
high performers

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.





# 03

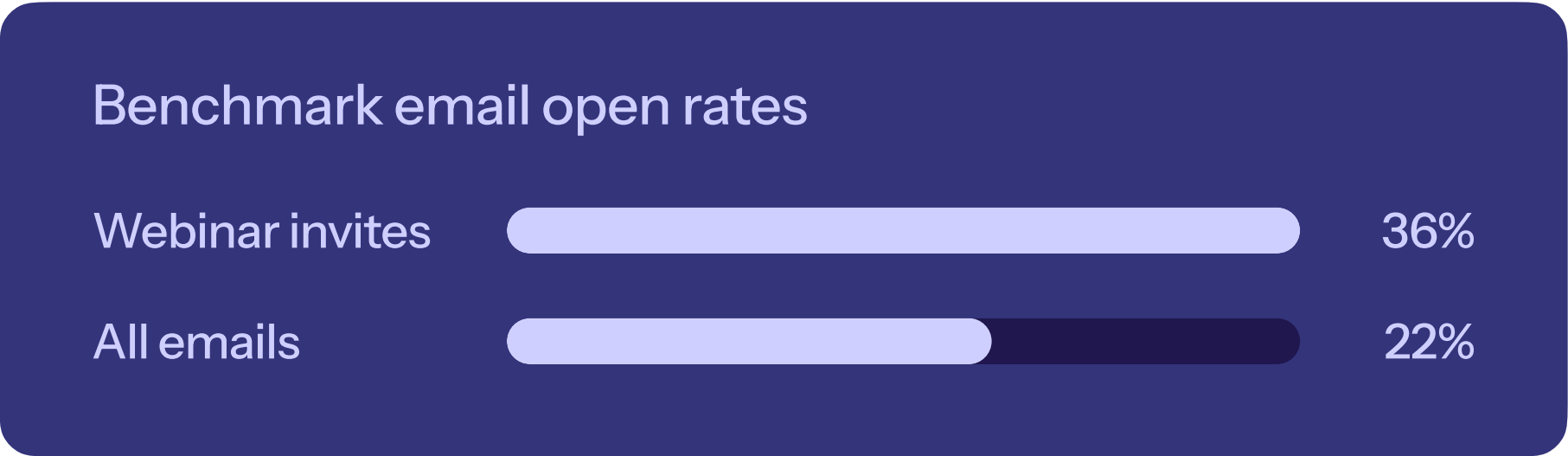
## Benchmarking webinar promotion campaigns

### 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 media posts.

We also saw strong growth in targeted ad campaigns on social platforms such as LinkedIn, Instagram, and TikTok, to reach audience members—and particularly decision makers—where they are.



Whereas the benchmark open rate for all marketing emails is regarded as somewhere between 21-25%, the benchmark open rate for webinar invitation emails sent through BigMarker in the past year was 36%, or nearly 1.7x higher than the average open rate for all marketing emails.

This lift indicates that audiences are more likely to click on webinar promotions than other types of marketing emails.

The trend is even more pronounced when evaluating click rates. Whereas the benchmark click rate for all marketing emails is regarded as 2%, the benchmark click rate for webinar invitation emails sent through BigMarker 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 webinar program, but your email marketing program as well.



# 04

## Benchmarking audience engagement performance

### Best practices for interactive engagement

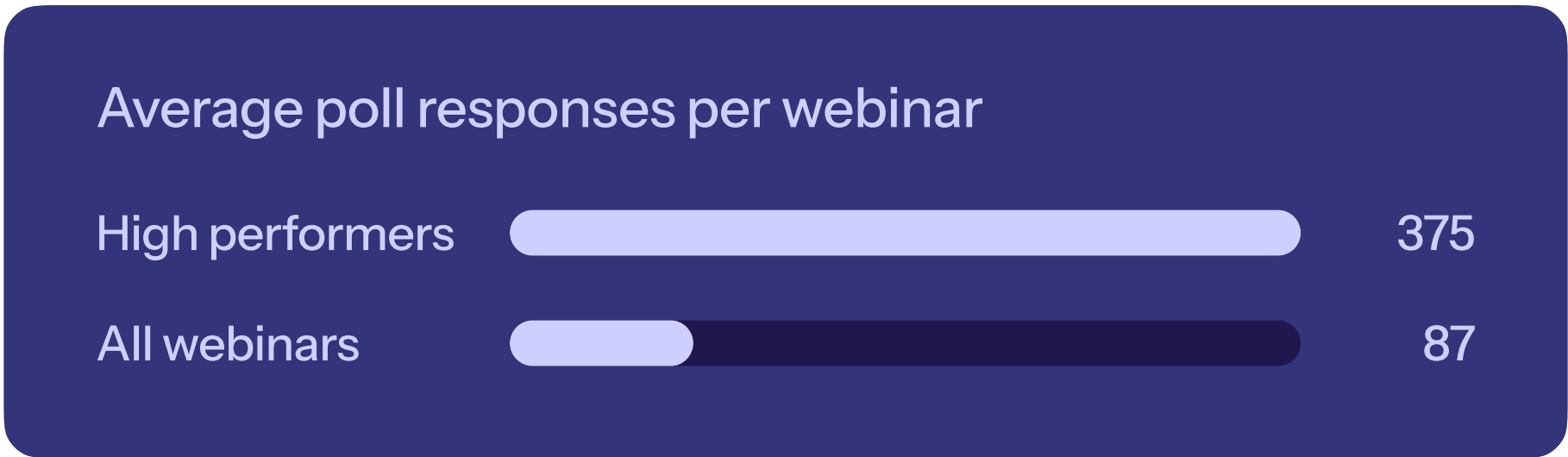
Delivering a one-way presentation without giving attendees the opportunity to participate simply doesn't cut it anymore—webinar producers increasingly define success by audience engagement.

#### Pro tip

Engagement strategy is just as important as content strategy—consider polls, Q&A, surveys, and other tools to drive engagement and drive data capture.

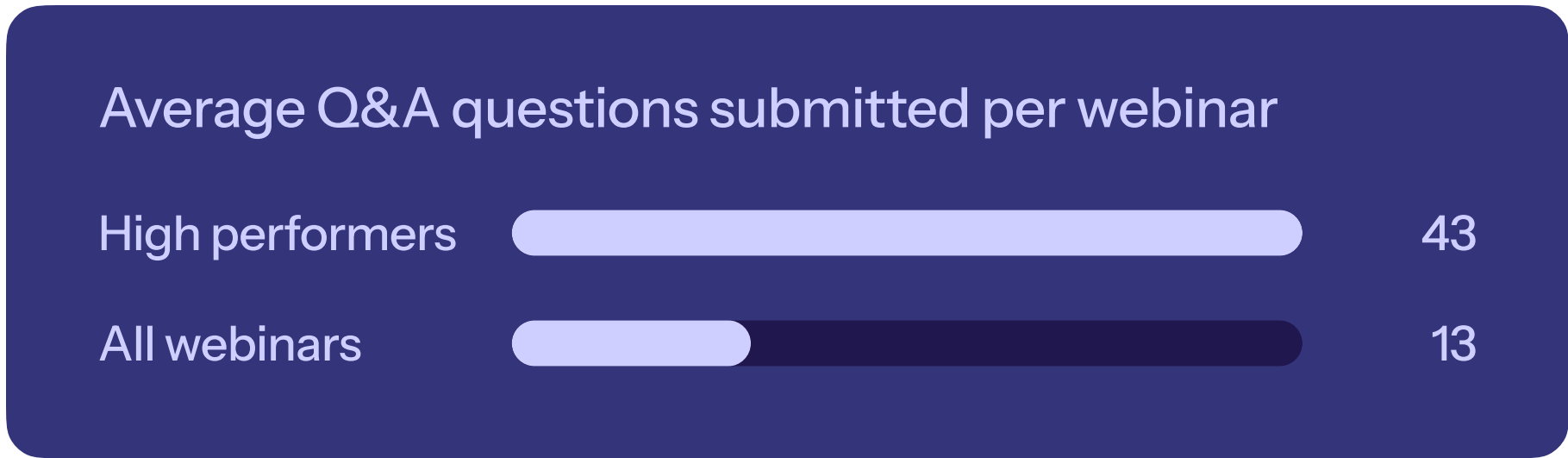


Let's consider the average number of poll responses per webinar:



High performers consistently used multiple polls per webinar, aligning with past benchmark reports recommending a poll at the start and placing key poll questions within the first third of the session—when engagement peaks.

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



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



### Benchmark in-webinar CTA conversion rates

CTA conversion rate—the percentage of attendees who clicked a webinar pop-up CTA—is the area where high performers shined. The average webinar achieved a click-through rate of 8.74%, while high performers achieved 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 or early product access.

**8.8%**

average CTA clicks  
all webinars

**17.5%**

average CTA clicks  
high performers





# 05

## On-demand webinar performance benchmarks

### How webinar producers leverage on-demand

On-demand replays significantly increase the reach of each webinar, driving an average of 1.8x more registrations versus only hosting it live.

High performers plan webinars with the notion that they'll live on-demand for months, or even years, ensuring that content is optimized for both live and on-demand consumption, or in a growing number of cases, solely for on-demand consumption.

83%

of webinars are published on-demand

1.8x

average registration lift by publishing on-demand

### Benchmark for on-demand watch time

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

2.8k mins

total watch time  
all webinars

8.5k mins

total watch time  
high performers

By incorporating polls, Q&A, and CTAs, high performers also drove significant improvements in demand generation for webinars. Marketers are driving more on-demand views by repackaging sessions into short, high-impact clips.

Often under 60 seconds, they highlight compelling moments and are shared across email, social media, and landing pages. 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 webinars for on-demand audiences see significantly higher engagement and extended reach, maximizing 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.

