

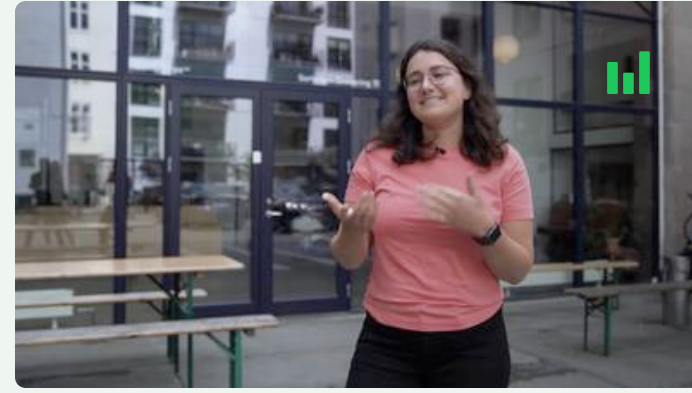
23

TwentyThree
The Video Company

White paper

The State of Webinars

Table of Contents



Section
Welcome to The State of Webinars
Page 3



Section
The Year of Webinars
Page 5



Section
Webinars within Organisations
Page 7



Section
Webinar Adoption
Page 10



Section
Webinar Strategy
Page 14



Section
Webinar Formats
Page 18



Section
Webinar Experience
Page 20



Section
Webinar Performance & Data
Page 23



Section
Webinar Budgets
Page 26



Section
Webinar Tools
Page 30



Section
Benchmarking
Page 34



Section
About the State of Webinars
Page 40



Section
The Year of Webinars

Welcome to The State of Webinars

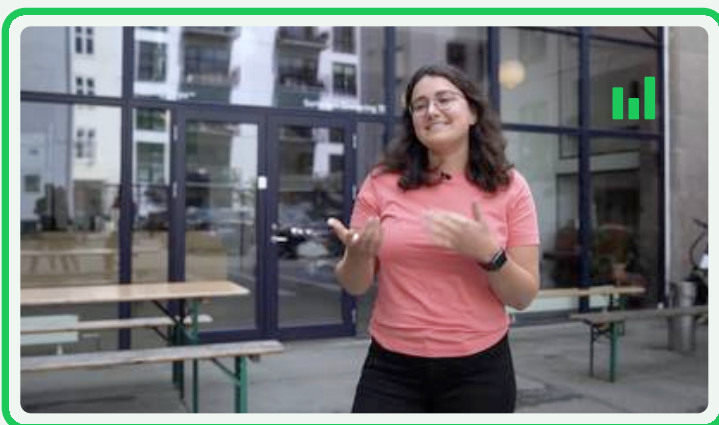
2020 has brought fundamental changes to the way that we communicate as human beings. Meetings, conferences and other physical events have been cancelled in the wake of the global pandemic. Meanwhile, webinars have become organisations' answer to digitally bringing people together in a human way.

When physically being together is not an option, it's essential to be pushing your webinar efforts forward. But before you can plan for where you're going, it's good to be able to see where you stand. We need a clear picture of the State of Webinars.

TwentyThree does this research to give organisations the kind of information that they need to make strategic decisions about what's next for their webinars. Whether you've just started making webinars and are looking to scale up, or if you've been making webinars for a while and are curious about how others are leveraging them, the State of Webinars will give you answers and bring new insights to light. Use the Benchmarking sheet to quickly and easily compare your efforts to other organisations.

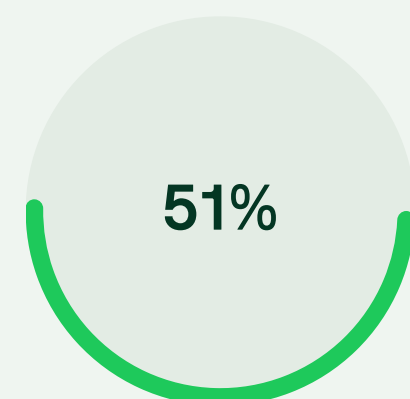
And then get to work driving webinars as an essential part of your organisation. We're here to help along the way.

— Halle Jarvi
Communications Manager, TwentyThree



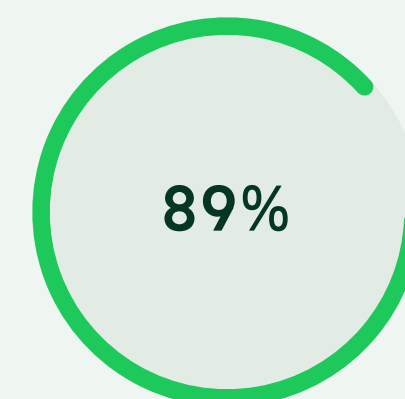
Section
The Year of Webinars

The Report Highlights



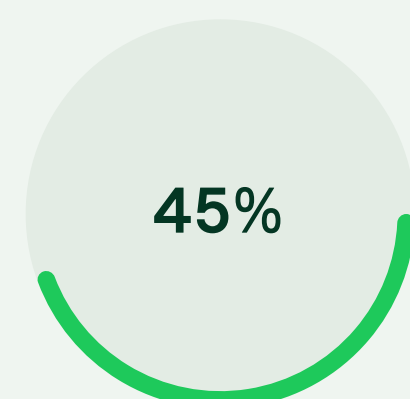
Budgets will keep growing.

51% of marketers expect to spend more on webinars over the next 12 months — a huge nod to the long-term nature of webinar efforts.



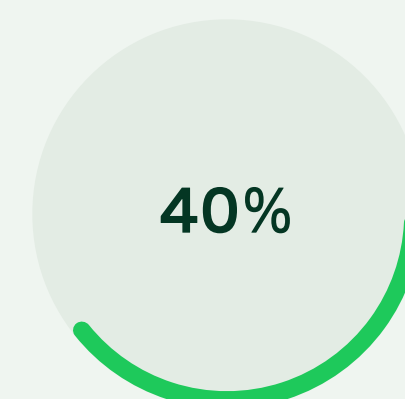
We made more webinars.

89% of marketers reported an increase in the number of webinars they made this year compared to last.



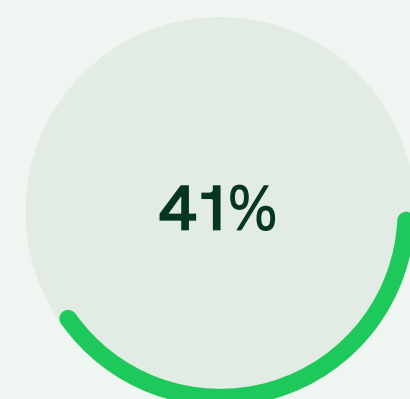
The market has doubled.

On top of that our numbers show that the market has nearly doubled this year with 45% of our respondents saying that they are new to webinars as of 2020.



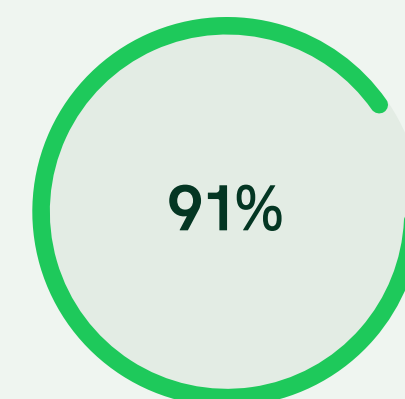
There's room to grow.

Webinar tools are not perfect. 40% of respondents are looking to change webinar tools — a challenge and an opportunity for tool makers.



Teams are expanding.

41% of companies have a programme manager or team in place responsible for their webinars.



Live video wins out.

91% of webinars today are live, video-based and participatory experiences.



Section

Welcome to The State of
Webinars

The Year of Webinars

Video has been changing how we connect and how we market for a long time.

But for long, video has been an easily overlooked technological phenomenon in organizational contexts. Even though our kids are growing up on video and video is more or less half of all engagement for most brands.

This year we saw just how much video and webinars can support our society and organisations during a global pandemic. Video is the human touchpoint in the digital world. The missing human element in all the automation and transactional lonely self service.

At TwentyThree we're building the tools that make it possible to video enable a whole organisation with video on every platform, webinars and personal video for each employee to connect with the market. Every day our product is used by thousands of the world's best digital marketers.

We run the State of Webinars annually to get a comprehensive picture of the quickly-maturing webinar world — and then to share the best practices, opportunities and trends that emerge. We also do it so that we can deliver the best webinar tool to our customers; TwentyThree Webinars is our answer to creating more engaging, professional and impactful webinars that can drive business forward.

We hope you'll make use of this year's report to progress your webinar efforts in the next year. To benchmark your organisation. Celebrate the wins and hard data to back you as a change agent. With better data, new inspiration and insights into what could come next.

If we can support you in your webinar journey with any of our tools, or if there is ever anything we could work on together, please don't hesitate to contact us or one of our team members.

Thomas Madsen-Mygdal
CEO & Co-Founder, TwentyThree

Steffen Fagerstrom Christensen
CTO & Co-Founder, TwentyThree

“The digital revolution has been ongoing and slowly changing everything for the past couple decades. But in the first few months of 2020, we’ve seen webinars mature 7 years in 7 weeks.”

Thomas Madsen-Mygal
CEO & Co-founder, TwentyThree



Section
Webinars Within
Organisations

Webinars Within Organisations

Webinars are a flexible and invaluable tool in an organisation's toolkit — they can be set up and run in many different ways. Especially in times of ever-changing needs and possibilities, the humble webinar has become the way for organisations to get a message out, interact with their audience and even communicate internally. **In fact, 90% of organisations are making webinars.** Despite the fact that many organisations are employing the same media, each organisation is different in their set up and execution of webinars.

We wanted to get an overview of just how dramatically webinars have been used by organisations in 2020. Here are our findings.



01 How many webinars does your organisations run in a year?



Organisations are starting to run their webinar programmes at scale.

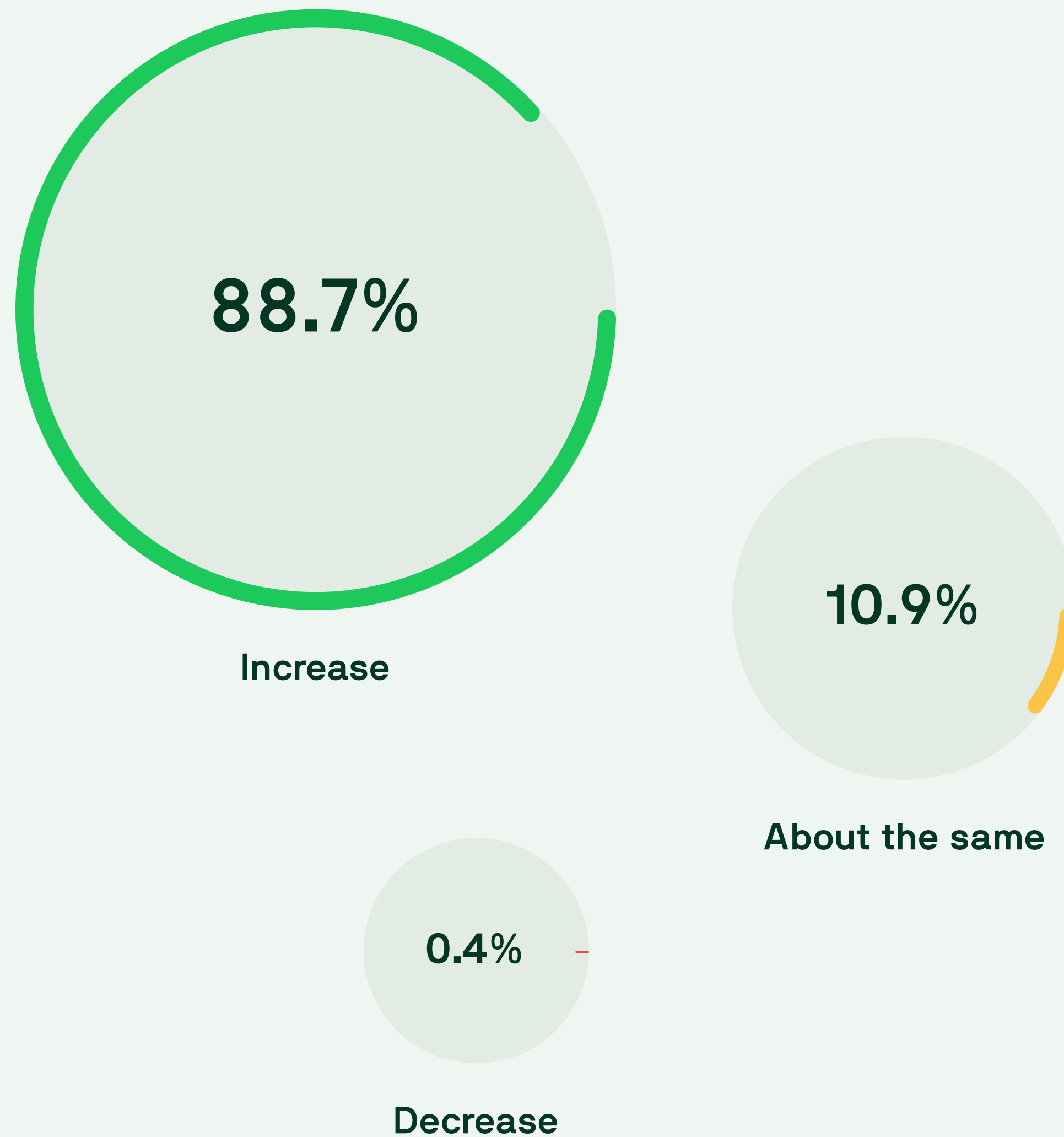
All in all, 90% of organisations are making webinars with some frequency. It's most common for organisations to run between 20-49 webinars in a year.

Among organisations making more than 50 webinars per year, there is a 50% increase as compared to last year.

That said, the numbers are still quite spread, indicating the variation in webinar programme maturity in companies.



02 Is that an increase or decrease from last year?



Webinars exploded with 89% of organisations running more webinars this year than last year.

All in all, 89% of organisations are making webinars with some frequency. The majority of organisations are running between 20-49 webinars in a year.



Section
Webinars Adoption

Webinar Adoption

Webinars have matured at speed as a reaction to our new global reality. **We found that the market has grown at least 82% in 2020.** With such a growth in the market, it's required organisations to quickly figure out how to enable themselves to do webinars. But this has been a process organisations are taking on themselves, quickly adopting new ways of working and engaging their audiences through webinars.

We wanted to get an overview of just how much the market for webinars has grown this year, and how organisations are adopting them internally. Here are our findings.



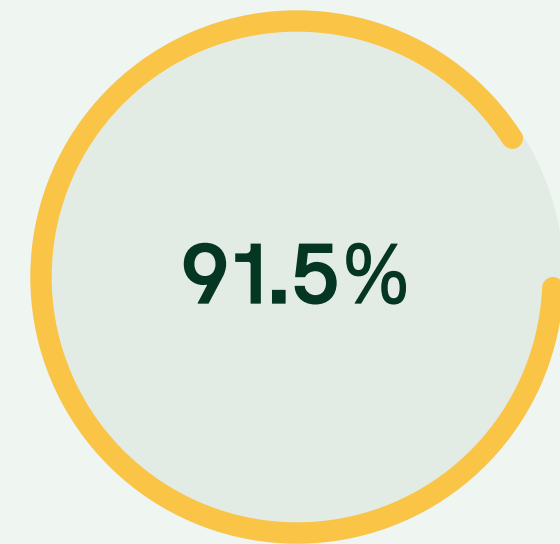
Organisations are focused on their own webinar initiatives.

91% of marketers run their own webinars with the majority of focus on in-house initiatives.

As we move into the future, more

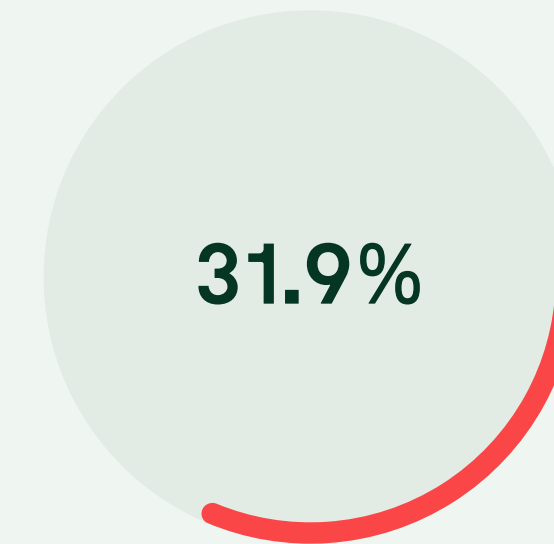
mature webinar programmes will need to hold space for a mix of all types of execution strategies in order to be most effective and drive meaningful results across the business.

03 How do you execute on webinar strategy?



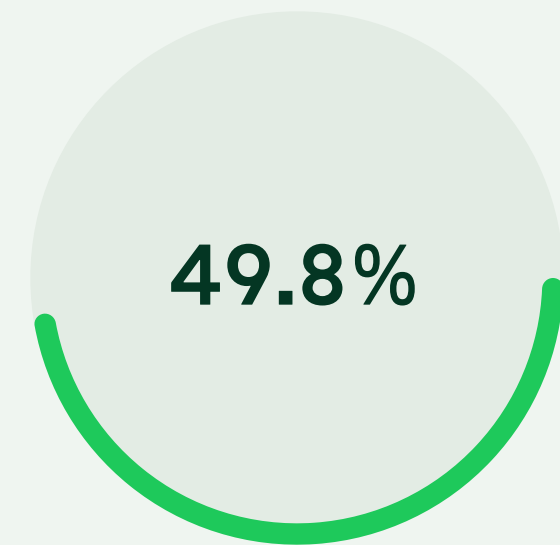
In-House

We run our own webinars



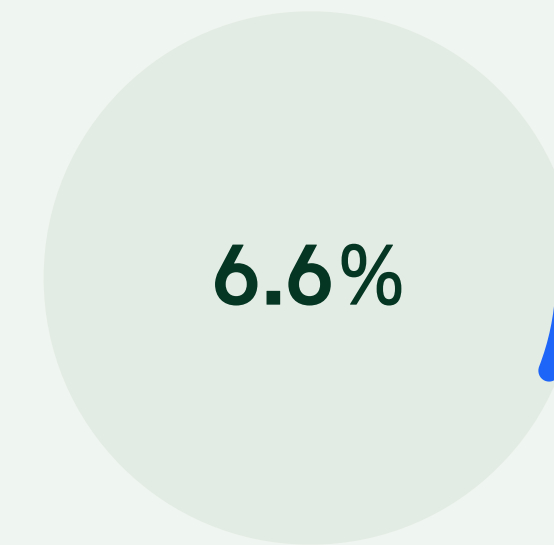
External

People from our organisation speak on external organisation's webinars



Collaborations

We do collaborations with partners and/or other stakeholders

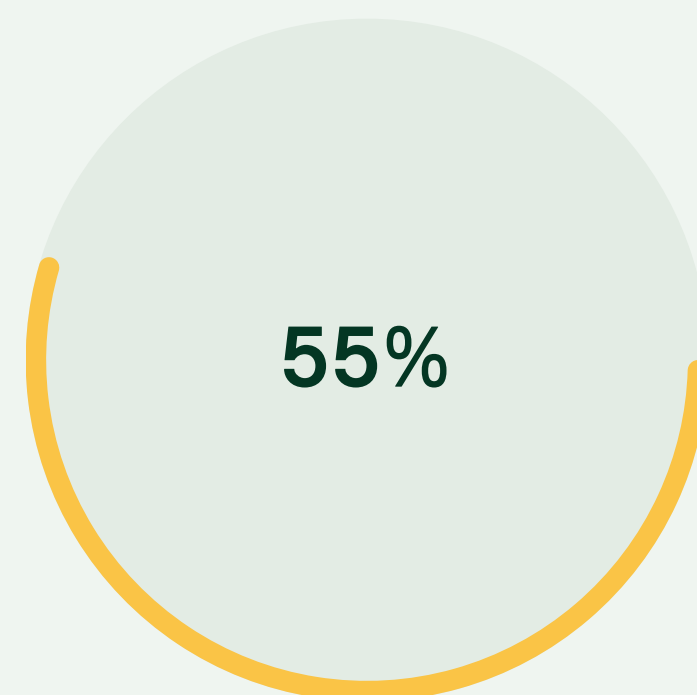


Third Party

We hire a media company to do our webinars (sponsored webinars, paid solution)

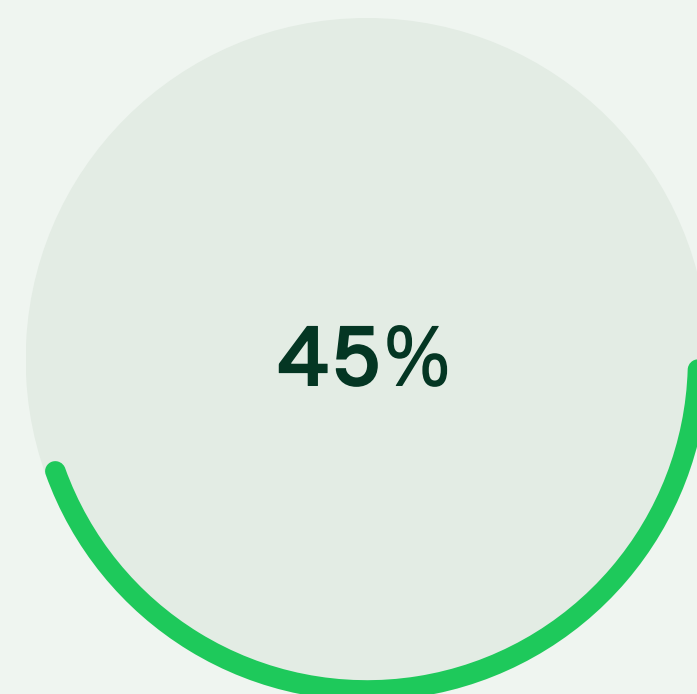


04 Are webinars a relatively new initiative for your organisation?



Before 2020

More than half the market is experienced webinar makers.



Began in 2020

But the other half is made up of new webinar makers.

Almost half of organisations are new to webinars.

The market has doubled with 45% of respondents beginning their efforts with webinars just in 2020, showing just how much the industry reacted to the new normal.

Due also to our respondents being self-identified webinar makers, we'd expect that, in actuality, this number is most likely even higher.

Whether the market has doubled or even quadrupled, it presents new challenges that require hiring new team members, bringing in consultants and production help, buying new gear, learning new software and generally creating new strategies to grow a webinar programme.

Overall, it's been a fast period of maturation for the market and there is a lot of room for learning, sharing best practices and growing into 2021.



Already now, 46% of organisations have a webinar manager or team.

We've also found that 32% of respondents are running their webinars as an ad hoc process across teams. Meanwhile 46% have a dedicated person or team in place to handle the webinar programme. We can also see that smaller organisations are

the ones working with the ad-hoc approach, while more mature programmes tend to be more systematised.

Part of organisation's journeys to professionalise their efforts will be

implementing the change-agent role of webinar programme manager — a development in the industry that will have implications for the future of marketing teams and the job market more generally.

05 What is your organisational setup to execute webinars?

Company Size	We have a dedicated webinar program manager	We have a dedicated webinar team	It's an ad hoc process across teams	We don't have a specific setup	One team is responsible for our webinar program
1-50	14%	14%	26%	16%	30%
51-250	13%	21%	37%	3%	26%
251-500	21%	28%	10%	14%	28%
501-5000	11%	22%	36%	14%	17%
5000+	15%	25%	30%	25%	5%
Total	19.2%	26.7%	36.9%	17.8%	31.5%



Section
Webinar Strategy

Webinar Strategy

Webinars can help companies achieve many goals – from increasing brand awareness to generating leads and increasing their customer success capabilities. But to do that, webinars must be leveraged with a concrete strategy in mind, which calls for more holistic thinking around webinars and webinar programmes. **Marketing teams will maintain the most influence within organisations to drive webinar efforts.**

To gather some insights about how organisations are currently approaching webinars, we asked questions concerning webinar strategy. Here are our findings.



06 What are the main reasons your organisation makes webinars?



Education and lead generation are still the major focus areas.

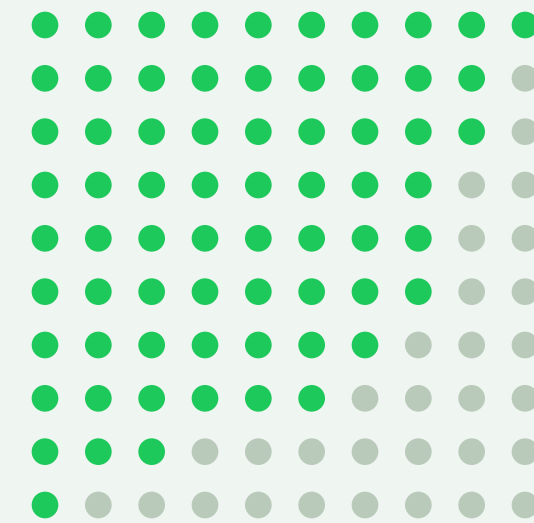
62% of respondents use webinars to educate customers, and 60% are using them for lead generation. That's an interesting split between webinars that are for nurturing existing business and webinars that are for capturing new business.

Expanding branding comes in third with 50%, rounding out the top three purposes with a more broad, content marketing approach to webinars.

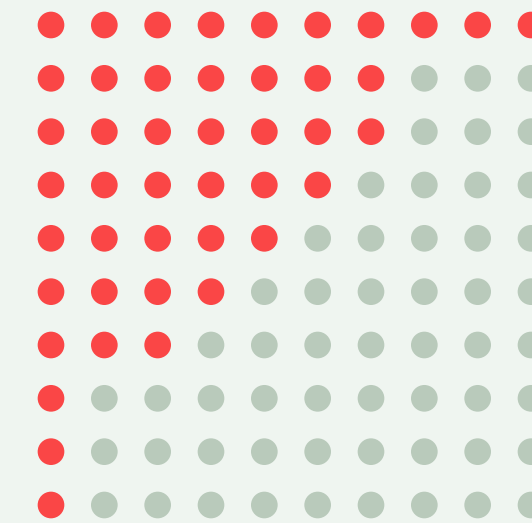


07 What teams across your organisation are leveraging webinars?

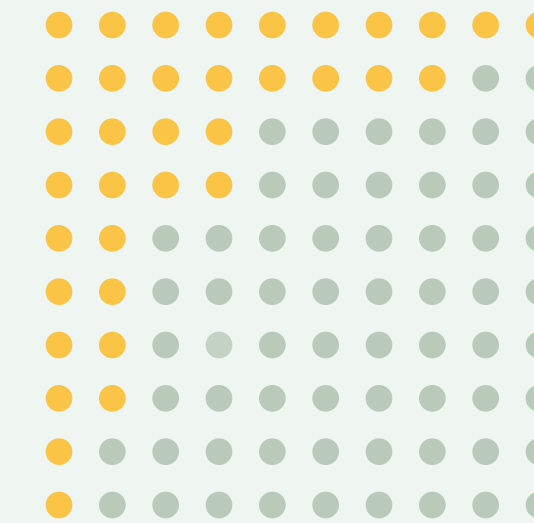
Top five



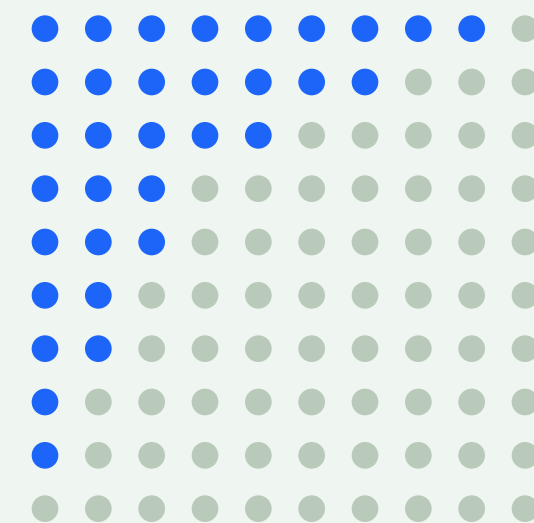
Marketing
69.3%



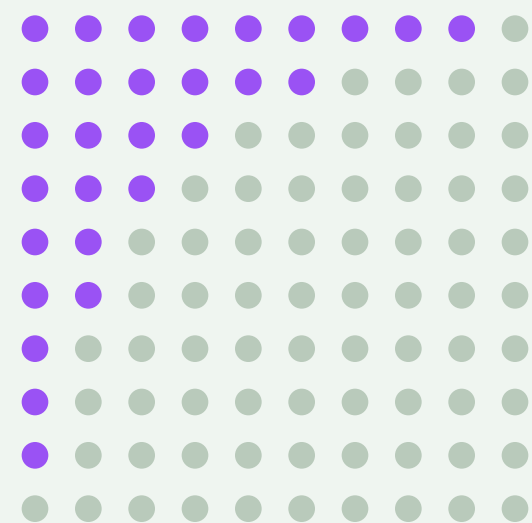
Communication
45.8%



Event
37.8%

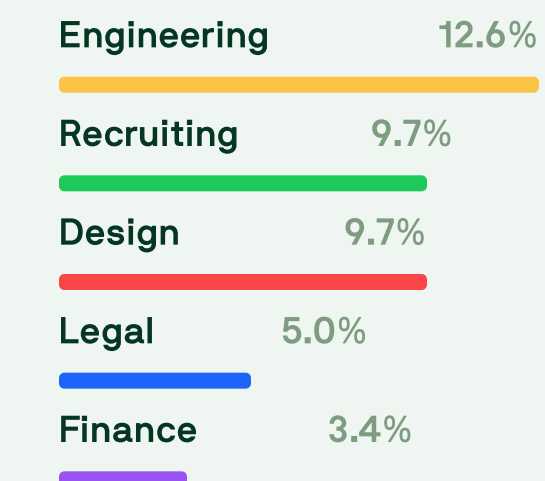


Account Management
34.0%



Internal Communications
30.7%

Other teams



Webinars are still mainly a marketing team initiative.

Over and above, marketing teams are still leading the pack in terms of making webinars — making them the change agents in an organisation.

This presents a challenge for marketing teams to drive this digital transformation across teams, but at the same time that challenge is an opportunity for marketing teams to make an impactful change within their organisations.

“Globally in content marketing, webinars are expanding beyond the simple lead generation construct and are now being used across the marketing spectrum in many interesting and different ways.”

Ann Handley

Digital Marketing Pioneer, Partner, MarketingProfs



Section
Webinar Formats

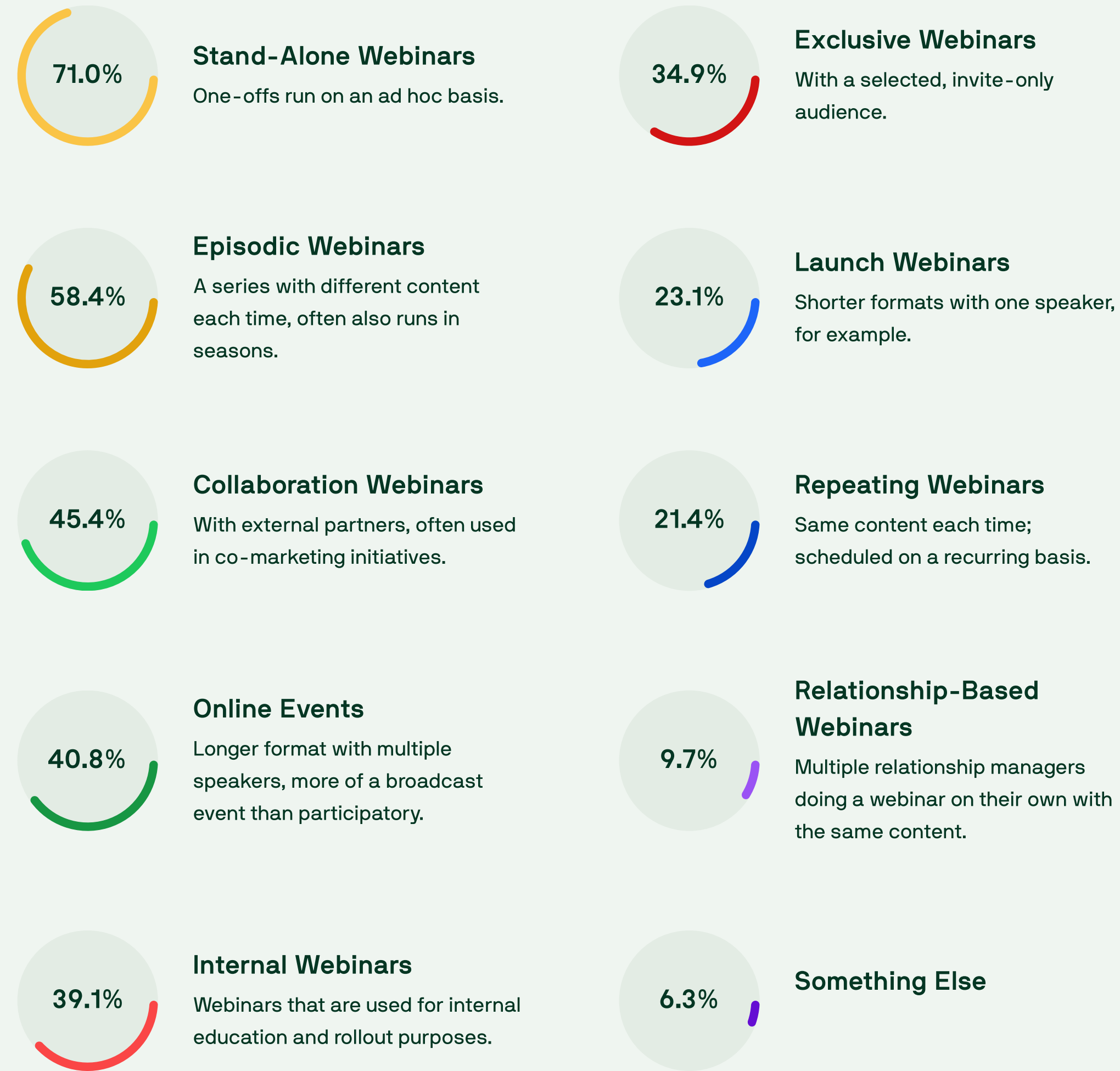
Webinar Formats

In line with the increase overall in the number of webinars, we have found a decent spread in the types of webinars organisations are making. **Still, stand-alone webinars lead the pack as 71% of webinars made.** The flexibility of webinars as a media means that there is a lot of potential for knowledge sharing to formulate best practices across formats and inspire new use cases.

We wanted to know something about the maturity of the world of webinars in terms of formats. With some being easier to adopt, we wanted to know whether emerging formats were gaining any ground this year. Here are our findings.



09 What types of webinars does your organisation run?



Organisations are still getting started with their webinar programmes.

This year called for companies to jump into webinars if they weren't making them before, so the majority of marketers are using their webinars for formats like stand alone, episodic and collaborations. These types of formats have stronger ties to physical events like launches and conferences that companies have been forced to make digital.

But in the next year, there is a lot of room to go professional and start thinking of more ways to utilise emerging webinar formats like repeating webinars and relationship-based webinars to drive business.



Section
Webinar Experience

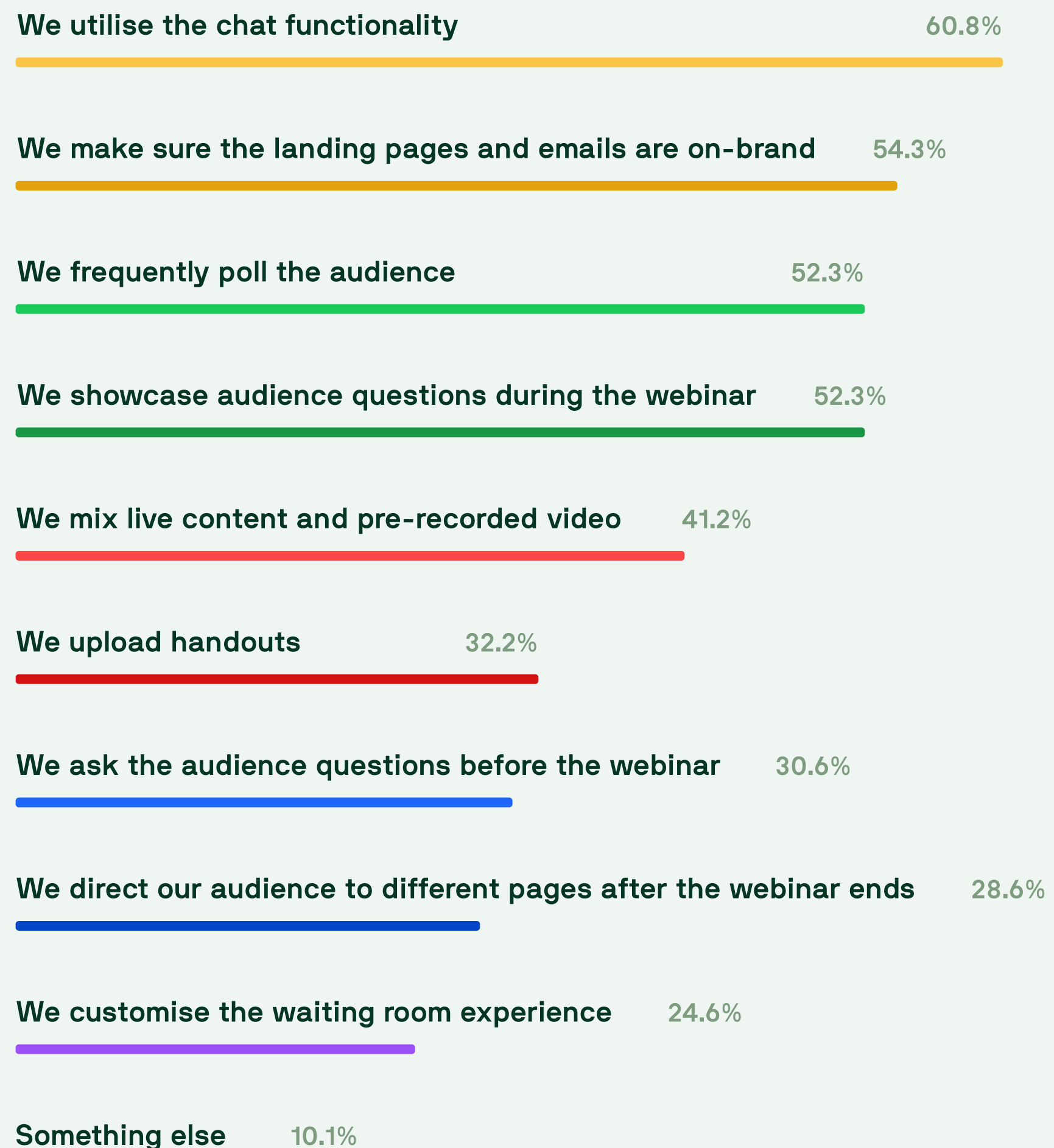
Webinar Experience

In the era of customer experience, digital initiatives have to be produced with special attention to engagement so that they stand out among the crowd and hold the viewer's attention. With the frequency of webinars increasing so dramatically this year, care for the experience of it all helps fight off webinar fatigue and give viewers better experiences through real participation. **In line with this trend, 93% of marketers are producing live video and audio webinars.**

We wanted to know more details about what is actually happening in webinar rooms in 2020 in terms of creating engaging experiences. Here are our findings.



10 What features do you use to create an engaging experience?

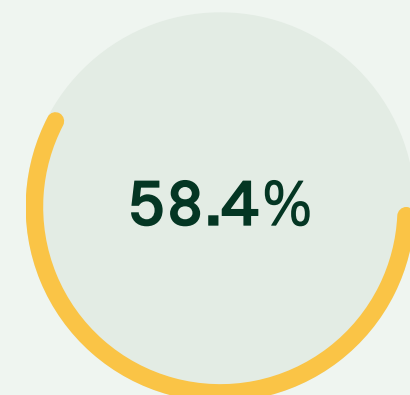


Webinar makers are focused on making engaging experiences.

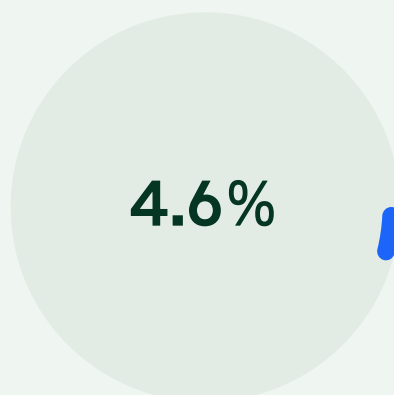
Within webinar tools themselves, people are utilising various features to create an engaging experience. While it's somewhat more expected to pay careful attention to what happens during the actual live webinar, the next level is more holistic thinking about the experience of a webinar — from waiting rooms to branded emails and landing pages.



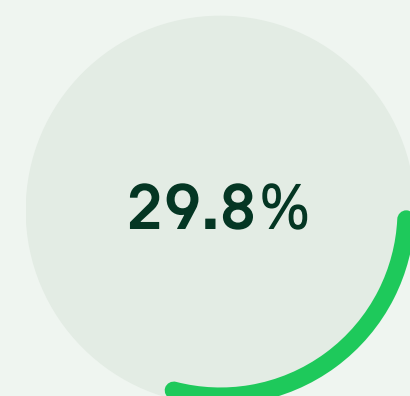
11 How does your org. usually run a webinar?



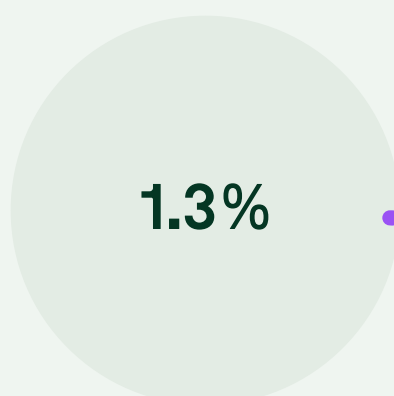
Live video, audio and slides



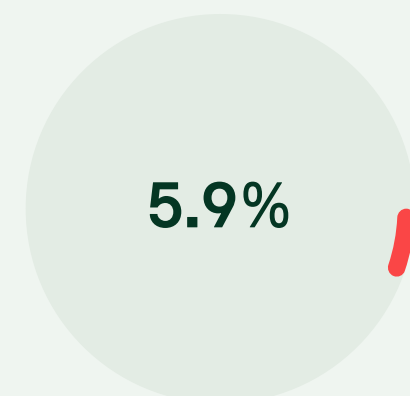
Live video only



A mix of all the above



Audio only



Fully pre-recorded

The era of pre-recorded audio-and-slides webinars is over.

Webinars today are live, video-based and participatory. We have officially left behind the era of non-video webinars which were principally audio and slides only and had very little attention paid to the experience.

Webinar tools have had to play some catch up in these times of video meetings to better address the participation and engagement side of digital events. Still, mature webinar programmes will need to continuously consider how to mix all these ways of running webinars to successfully do webinars at scale.



Section
Webinar Performance
& Data

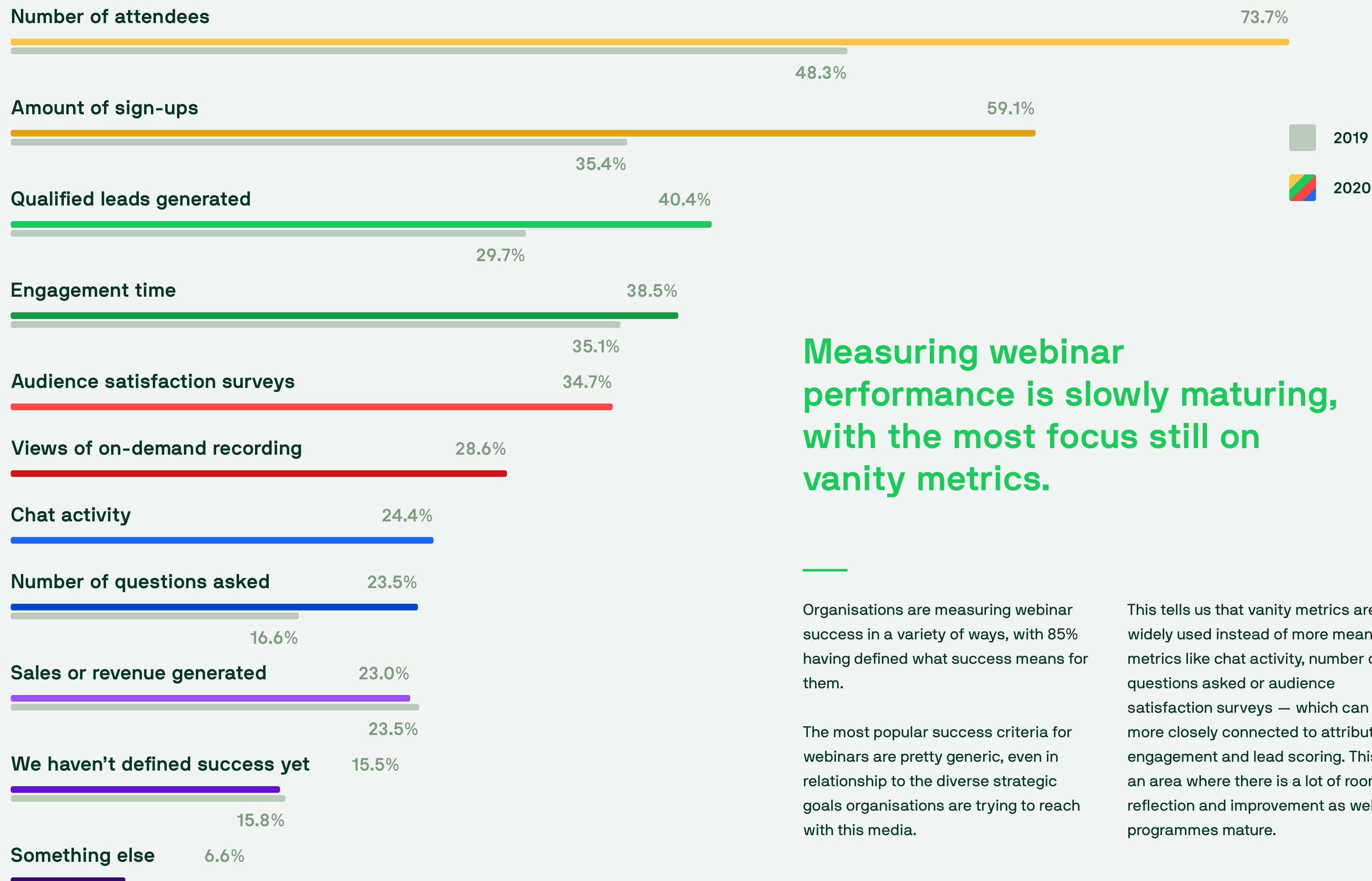
Webinar Performance & Data

If webinars are going to work in the long term for organisations, they've got to be measured. And that measurement should be directly connected to specific strategies so that they can have a clear understanding of what drives business. **The most popular success metrics are vanity metrics, leaving a lot of room for more strategic approaches.** The marketing machine is great at collecting data, but what about webinars? Since they are a new media to many, organisations are still maturing when it comes to tracking performance.

We wanted to understand how well organisations are set up to track the performance of their webinars and what metrics they are prioritising. Here are our findings.



12 How do you currently measure webinar success?



Measuring webinar performance is slowly maturing, with the most focus still on vanity metrics.

Organisations are measuring webinar success in a variety of ways, with 85% having defined what success means for them.

The most popular success criteria for webinars are pretty generic, even in relationship to the diverse strategic goals organisations are trying to reach with this media.

This tells us that vanity metrics are still widely used instead of more meaningful metrics like chat activity, number of questions asked or audience satisfaction surveys — which can be more closely connected to attribution, engagement and lead scoring. This is an area where there is a lot of room for reflection and improvement as webinar programmes mature.

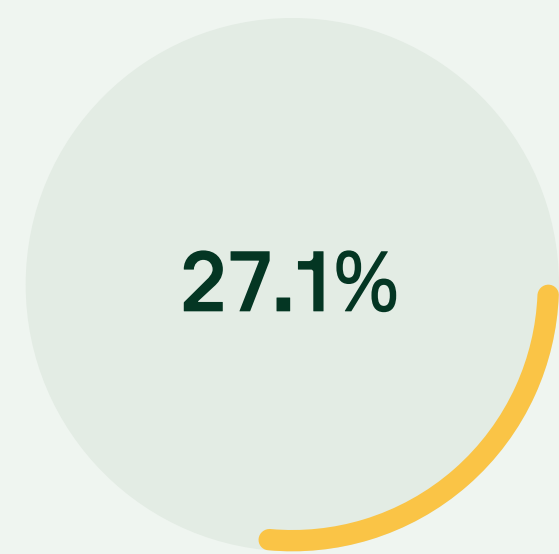


Only 27% of of organisations have their webinar software integrated into their marketing stack.

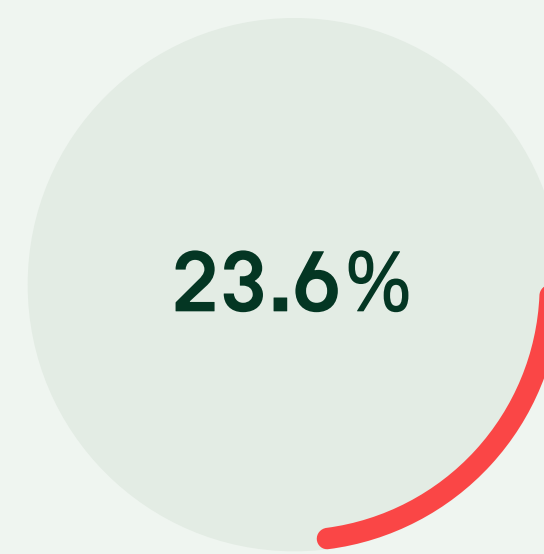
Due to disconnects between martech tools and webinar tools, webinars are perhaps the most inefficiency measured marketing activity. This is a natural consequence of using video meeting software for webinars or legacy webinar tools.

Less meaningful metrics that are harder to access means it is a persistent challenge for marketers and managers to accurately attribute success to webinar programmes. The future will see better integrated tools offering better metrics to drive business.

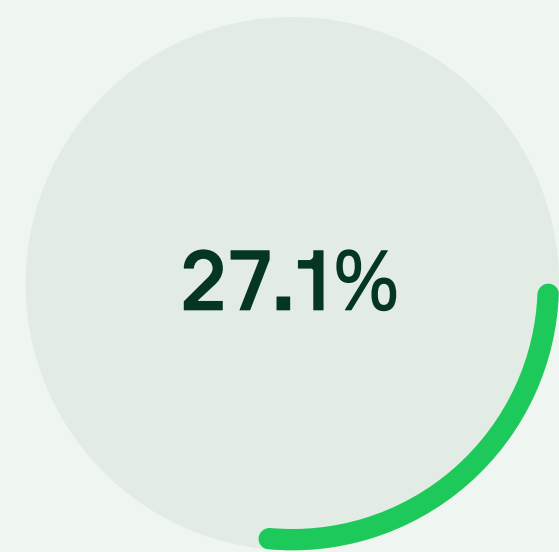
13 How do you currently collect data from webinars?



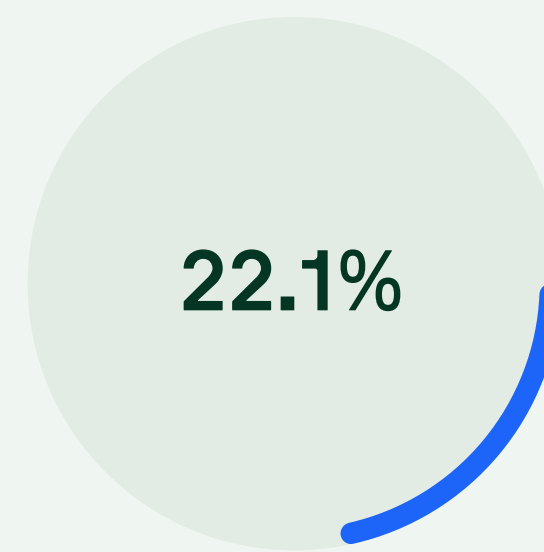
CSV
We manually download CSV files, etc.



Built-in
We use the built-in analytics features in my webinar tool



Automation
Our webinar tool is integrated with our CRM and/or marketing automation



Not tracking
We aren't currently tracking or analysing the performance of our webinars



Section
Webinar Budgets

Webinar Budgets

2020 has been a year that's forced many to adapt to a new normal. Due to the unfortunate circumstances of the global pandemic that's made physical meetings and events hard if not impossible, many companies found themselves forced to pivot to digital. But looking at how organisations plan to spend their money going forward, we can see that webinars are here to stay. **51% of marketers are planning to spend more on webinars in 2021.**

We wanted to get an idea about whether organisations are seeing value and how they plan to develop their webinar programmes going forward. Here are our findings.



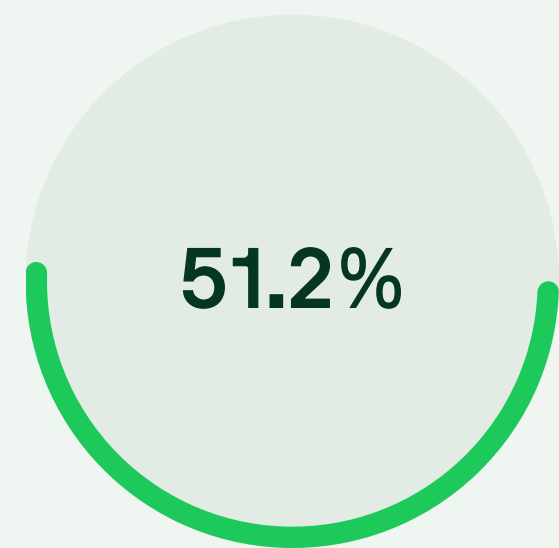
14 How do you expect your webinar budget to change over the next year?

Webinars are here to stay.

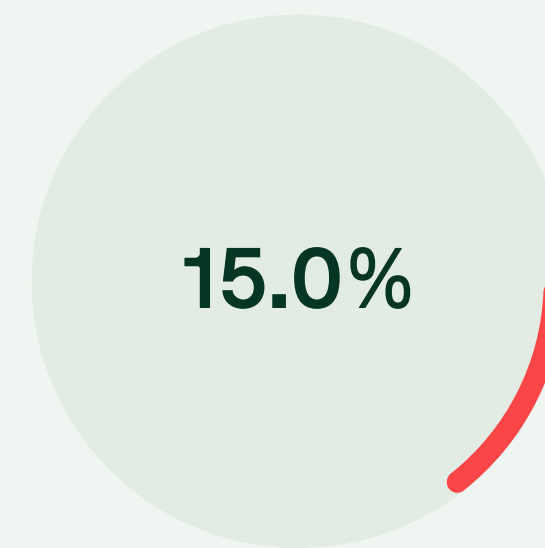
51% of respondents expect to spend more on webinars over the next 12 months — a huge testament to the long-term nature of webinar efforts.

Now is the time to integrate webinars into the core promotional strategy of organisations and work to take them from an early-phase initiative into a regular marketing activity.

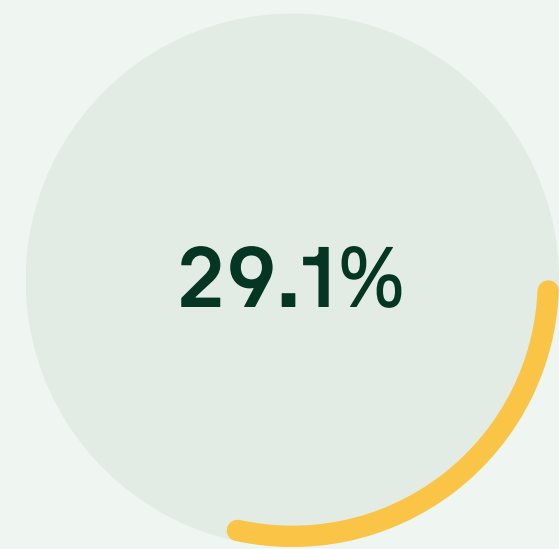
in 2021 people will be expecting more returns, after the initial investment and lots of exploration with the format.



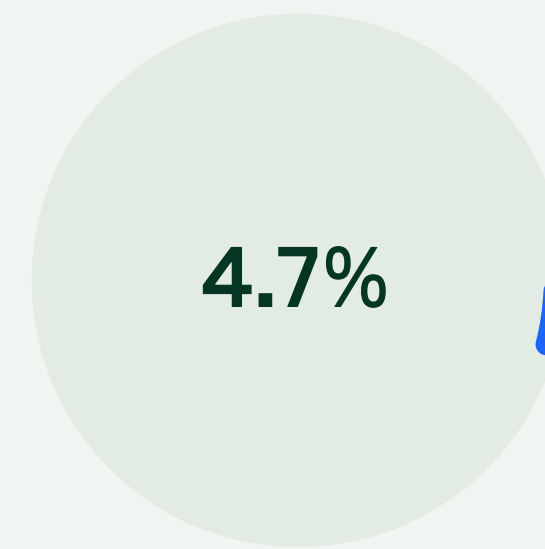
We will be spending more



We do not currently have a webinar budget



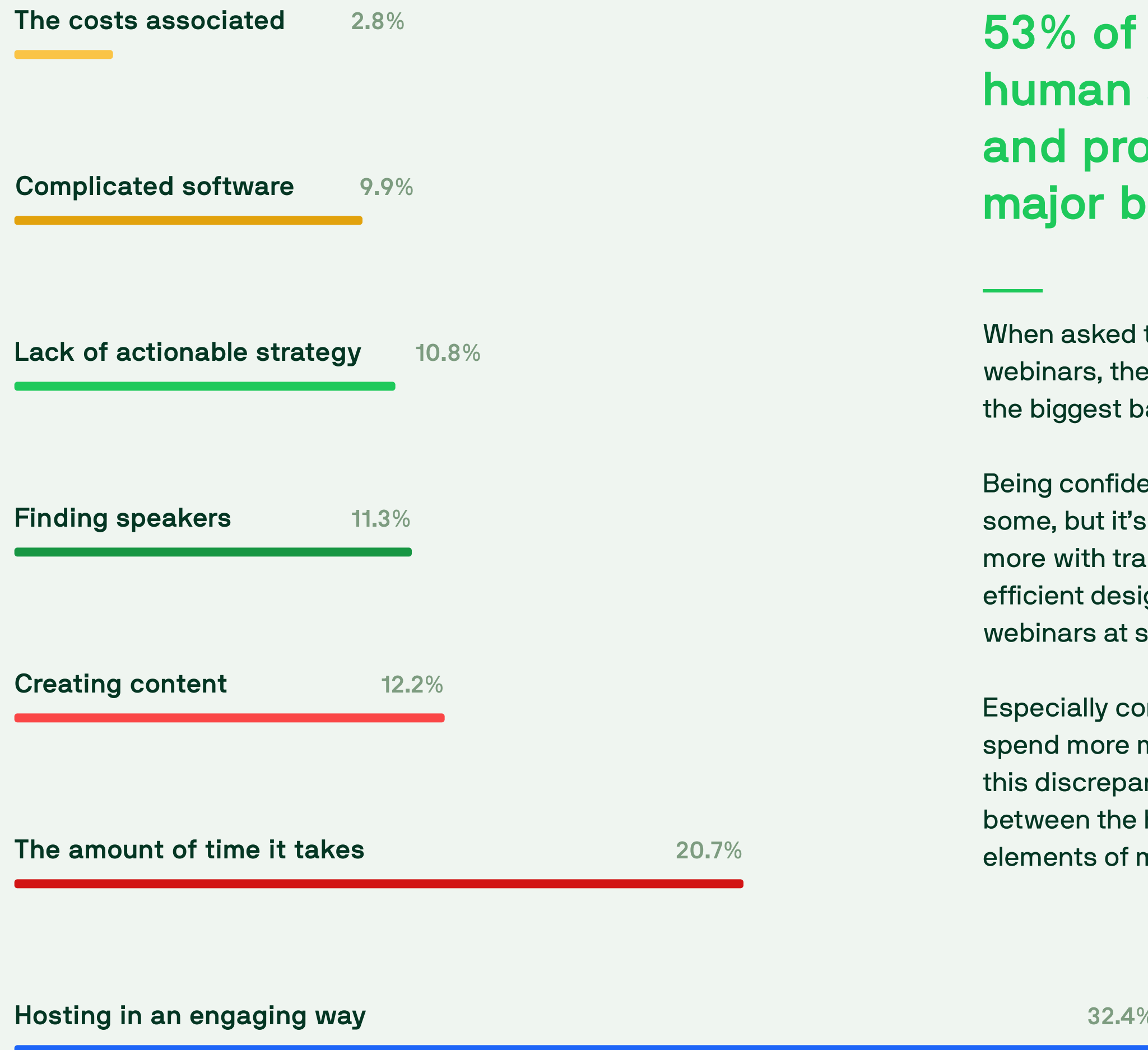
Our budget will stay the same



We will be spending less



15 What do you find to be the most challenging part of making webinars?



53% of marketers see the human side of being on camera and producing webinars as the major barrier.

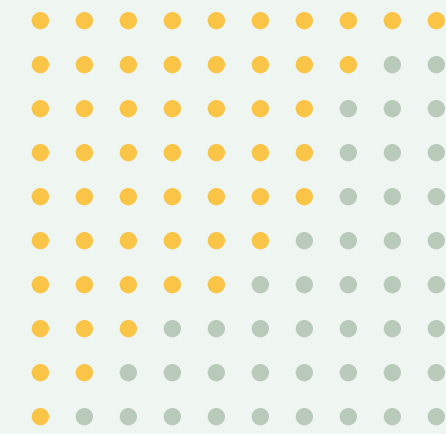
When asked the most challenging part of making webinars, the majority reported that they feel hosting is the biggest barrier.

Being confident and relatable on camera comes easy to some, but it's a skill that organisations could nurture more with training and tools could nurture more with efficient design to feel more comfortable running webinars at scale.

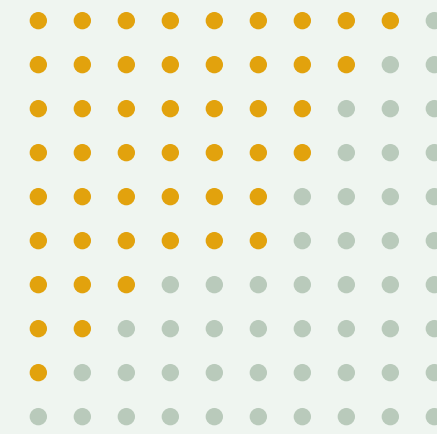
Especially considering that organisations are planning to spend more money on the marketing and tooling side, this discrepancy calls for a more balanced approach between the human elements and the technological elements of making webinars.



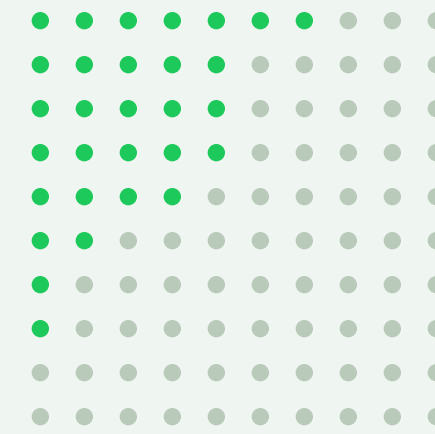
16 What do you expect you'll spend your webinar budget on?



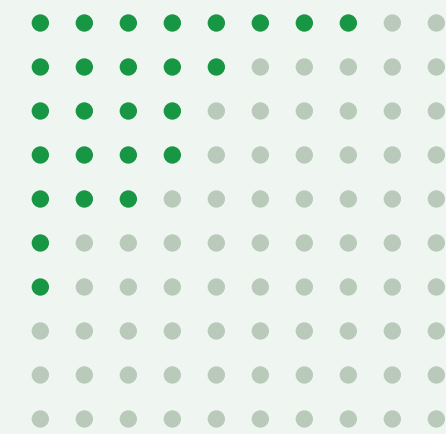
Marketing and promotions
55.9%



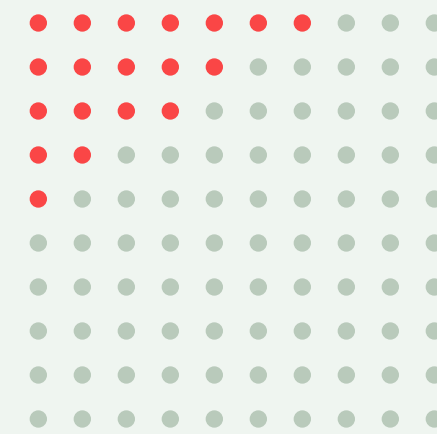
Creating content
49.3%



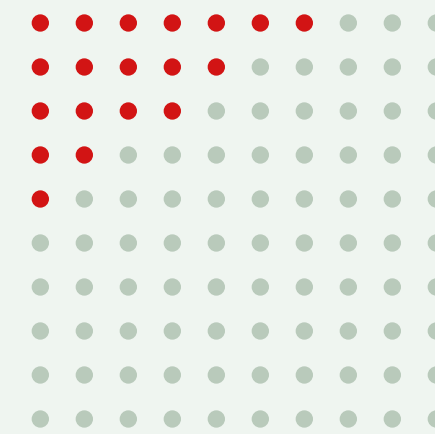
Upgrading your webinar software
30.0%



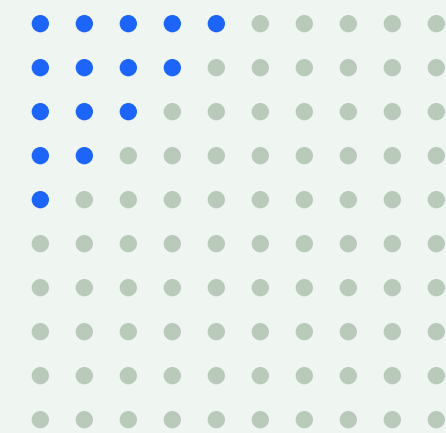
Buying more gear
26.3%



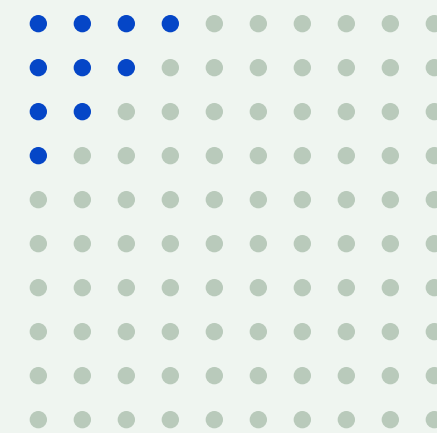
Setting up a studio
19.2%



Growing the team
19.2%



External services (consultations, etc.)
15.5%



Something else
10.3%

Webinar makers are investing across all fronts in order to succeed with webinars.

Here's what they expect to spend that extra money on:

- Marketing and promotion
- Creating content
- Upgrading webinar software / opting for a new solution

What is interesting to note here is that content creation, one of the most challenging parts of making webinars is also a key area where they plan to spend more.



Section
Webinar Tools

Webinar Tools

With almost as many products as there are use cases, webinar makers are still struggling to get the proper tool. **Only 17% of marketers would recommend their current webinar tool.** It's resulted in many organisations opting to use a couple different solutions for external webinars and others for internal.

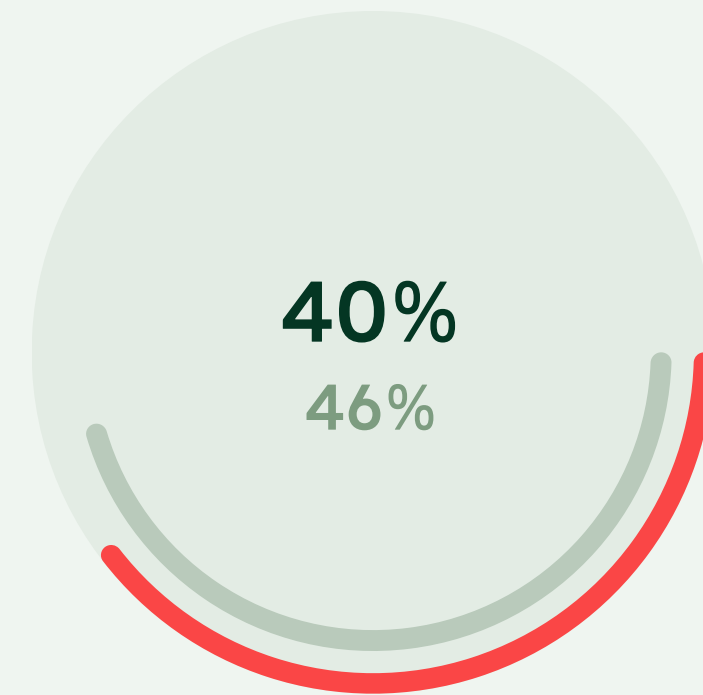
Whatever use case, leveraging the best webinar tool is not just an important choice in terms of viewer experiences, but also in terms of internal time invested and returns on those investments.

As a video company making video products, we are curious about how satisfied organisations are with their webinar tools. Numbers like these can illuminate opportunities as we build the future tools. Here are our findings.

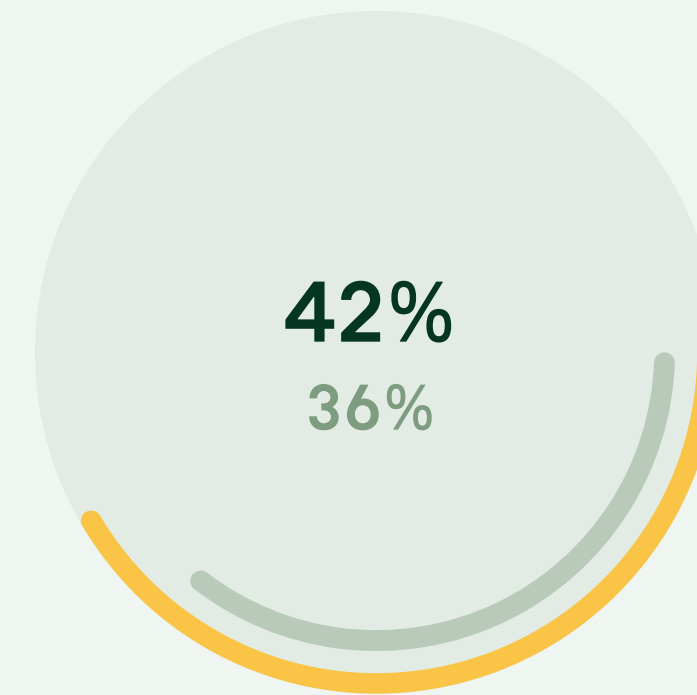


17 How likely is it that you would recommend your current webinar tool?

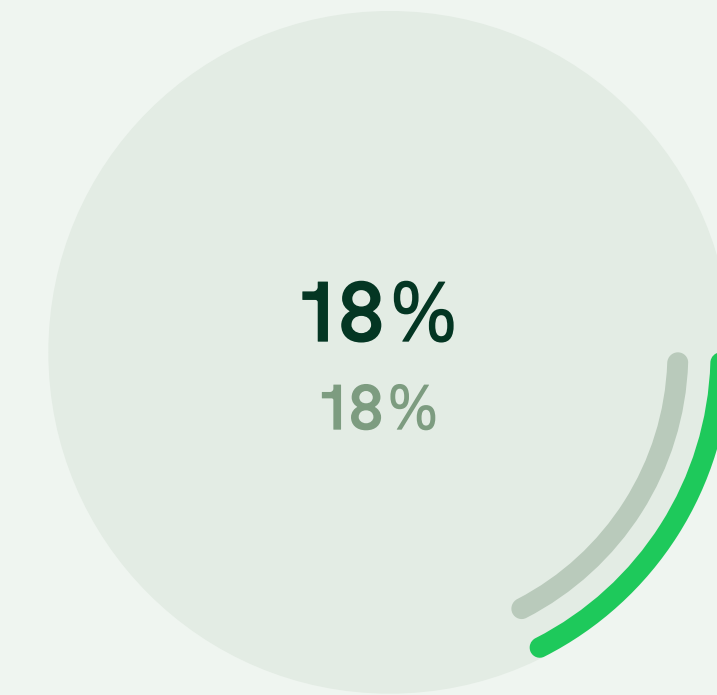
Net promoter[®] score



Detractors



Passives



Promoters

NPS
-23
-28

Only 18% of marketers would recommend their webinar tool.

And 40% are looking to change their tool immediately.

This trend embodies a call for marketers to shift from using video meeting software for their webinars to actual webinar software. It also signals that the market category is still open — it's not just for the big, legacy companies.



17 How likely is it that you would recommend your current webinar tool?

Video Meeting Software

Zoom, Microsoft Teams, Skype, Google Meet

Promoters
13%

Passive
42%

Detractors
45%

NPS
-33

Legacy Webinar Software

On24, WebEx, Adobe Connect, GoToWebinar

Promoters
9%

Passive
54%

Detractors
37%

NPS
-28

New Webinar Software

TwentyThree Webinars and others

Promoters
38%

Passive
45%

Detractors
17%

NPS
21

Video meeting software is not webinar software. Plus a significant difference between legacy and new webinar tools.

Digging into the numbers a bit more shows a spread between different types of software.

The majority of detractors who are looking to change are using video meeting software or are still stuck on legacy webinar tools.

New webinar tools have a much larger group of promoters but there is still plenty of room to improve customer experience throughout 2021.

“These numbers are telling us that people are just getting started, leaving a lot of room to grow the strategy and the execution. But when webinars are done right, the potential for gains is huge.”

Steffen Christiansen
CTO & Co-founder, TwentyThree



Section
Benchmarking

Benchmarking

In 2020, we found that the state of webinars is stronger than ever. The general trend is up. **But it is not a passing fad – webinars are a long term initiative.** In order for you to clearly see where your efforts are hitting the average, where you're ahead of the curve and where you might want to step it up.

Use this form to mark your answers to the questions and go back through to see how your efforts compare with other organisations.



Section
Benchmarking

1. Across your organisation, about how many webinars do you run in a year?

- 1-5
- 16-10
- 11-19
- 20-49
- 50-99
- 100-249
- 250-499
- 500-999
- 1000+

2. Is this an increase or decrease in the number of yearly webinars from the previous year?

- Increase
- About the same
- Decrease

3. How do you execute on your webinar strategy? (Choose as many that apply.)

- We run our own webinars
- We do collaborations with partners and/or other stakeholders
- People from our organisation speak on external organisation's webinars
- We hire a media company to do our webinars (sponsored webinars, paid solution)

4. Are webinars a relatively new initiative for your organisation or have you been making them for a while?

- We have been making webinars before 2020
- We began making webinars in 2020



Section
Benchmarking

5. What is your organisational set-up to execute webinars? (Choose as many that apply.)

- We have a dedicated webinar programme manager
- We don't have a specific set-up
- We have a dedicated webinar team
- One team is responsible for our webinar programme (please specify which team)
- It's an ad hoc process across teams

6. What are the main reasons that your organisation makes webinars?

- Educate our customers
- Generate leads
- Expand our branding
- Share information with our community
- Create partnerships and collaborations
- Internal training capabilities
- Facilitate onboarding processes
- Something else

7. What teams across your organisation are leveraging webinars? (Choose as many that apply.)

- Finance
- Legal
- Design
- Recruiting
- Engineering
- Internal Communications
- Account Management
- Event
- Communication
- Marketing

8. What type of webinars does your organisation run? (Choose as many that apply.)

- We have a dedicated webinar programme manager
- We don't have a specific set-up
- We have a dedicated webinar team
- One team is responsible for our webinar programme (please specify which team)
- It's an ad hoc process across teams



Section
Benchmarking

9. **What features do you use to create an engaging experience in your webinar tool? (Choose as many that apply.)**

- We customise the waiting room experience
- We direct our audience to different pages after the webinar ends
- We ask the audience questions before the webinar
- We upload handouts
- We mix live content and pre-recorded video
- We showcase audience questions during the webinar
- We frequently poll the audience
- We make sure the landing pages and emails are on-brand
- We utilise the chat functionality
- Something else

10. **How does your organisation usually run a webinar?**

- Audio only
- Live video only
- Fully pre-recorded
- A mix of all the above
- Live video, audio and slides

11. **How do you currently measure webinar success? (Choose as many that apply.)**

- Number of attendees
- Amount of sign-ups
- Qualified leads generated
- Engagement time
- Audience satisfaction surveys
- Views of on-demand recording
- Chat activity
- Number of questions asked
- Sales or revenue generated
- We haven't defined success yet
- Something else

12. **How do you currently collect data from your webinars?**

- We manually download CSV files, etc.
- Our webinar tool is integrated with our CRM and/or marketing automation
- We use the built-in analytics features in my webinar tool
- We aren't currently tracking or analysing the performance of our webinars



Section
Benchmarking

13. How do you expect your webinar budget to change over the next 12 months?

- We will be spending more
- Our budget will stay the same
- We do not currently have a webinar budget
- We will be spending less

14. What do you find to be the most challenging part of making webinars?

- The costs associated
- Complicated software
- Lack of actionable strategy
- Finding speakers
- The amount of time it takes
- Hosting in an engaging way

15. What do you expect you'll spend your webinar budget on? (Choose as many that apply.)

- Marketing and promotions
- Creating content
- Upgrading your webinar software / opting for a new solution
- Buying more gear
- Setting up a studio
- Growing the team
- External services (consultations, etc.)
- Something else

16. Do you feel your webinar tool is on par, in terms of quality, functionality and integrations, with the other tools in your marketing stack?

- Yes
- No

17. How likely is it that you would recommend your current webinar software to a friend or colleague?

- 0 - Not likely
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Very likely

Professionalise Your Webinars With the Most Powerful Webinar Tool

TwentyThree Webinars is everything you need to succeed with your webinars. It's the most powerful tool with comprehensive capabilities to engage your audience, create an on-brand experience, scale to fit you as you grow and provide analytics to help you drive better results.

twentythree.com/webinars

The screenshot displays the TwentyThree Webinar interface. The main video shows Philip Nielsen, Chief Marketing Officer at RANGU, speaking. Below the video are two smaller video thumbnails for Steffen Christensen and Marie Freeman. To the right of the video is a 'Polls' sidebar with a poll titled 'Was this training useful?' showing 15 'Yes' votes, 2 'No' votes, and 3 'I'm still confused' votes. Below the poll is a 'Create Poll' section with a question and two options. On the far right is a 'Customize' sidebar with tabs for 'Registration Page' and 'Webinar'. The 'Webinar' tab is active, showing options for 'Waiting Room' and 'The Room', a 'Color Scheme' (Dark, Light, Purple), 'Accent' (#1EC95B), 'Sidebar' (#282A29), 'Sidebar Text' (FFFFFF), 'Cards & Tabs' (#323433), and a 'Logo' section with the RANGU logo. At the bottom of the customize sidebar are 'Go Back To Manage Page' and 'Edited too' buttons.



Section
About the State of
Webinars

About the State of Webinars

The State of Webinars is an annual survey that we run to get a clearer picture of the quickly-maturing webinar world. Using the responses of webinar makers all over the world, the report exists to help you situate yourself and make more informed decisions as you move forward with webinars.

Take a look at the [TwentyThree homepage](#) for more information about our webinar tool and more resources like this one to support you on your journey to professionalise your webinars.



Section
About the State of
Webinars

State of Webinars was conducted and compiled by TwentyThree.

Concept & Writing

Halle Jarvi

Project Management

Jacob Holst-Mouritzen

Data Compilation

Rikke Skov

Søren Johnsen

Design

Special Guest

Methodology

The data compiled in this report was from 338 respondents, conducted over a 9 week period between September and November of 2020. Shared digitally and collected from respondents mainly from Northern Europe and the UK. All respondents are webinar makers.

The nature of our network and subsequently, the respondents of this survey, have a bias towards digitally mature markets in the US, UK and Northern Europe, We also knowingly have a bias towards respondents who are mature in their webinar efforts, meaning that some numbers may be higher than reported here when applied to an even wider sample of the industry.