

Research Report

# State of Webinars 2022

All the insights to benchmark and improve your webinars.



Webinars are still mainly a marketing team initiative.

Marketing

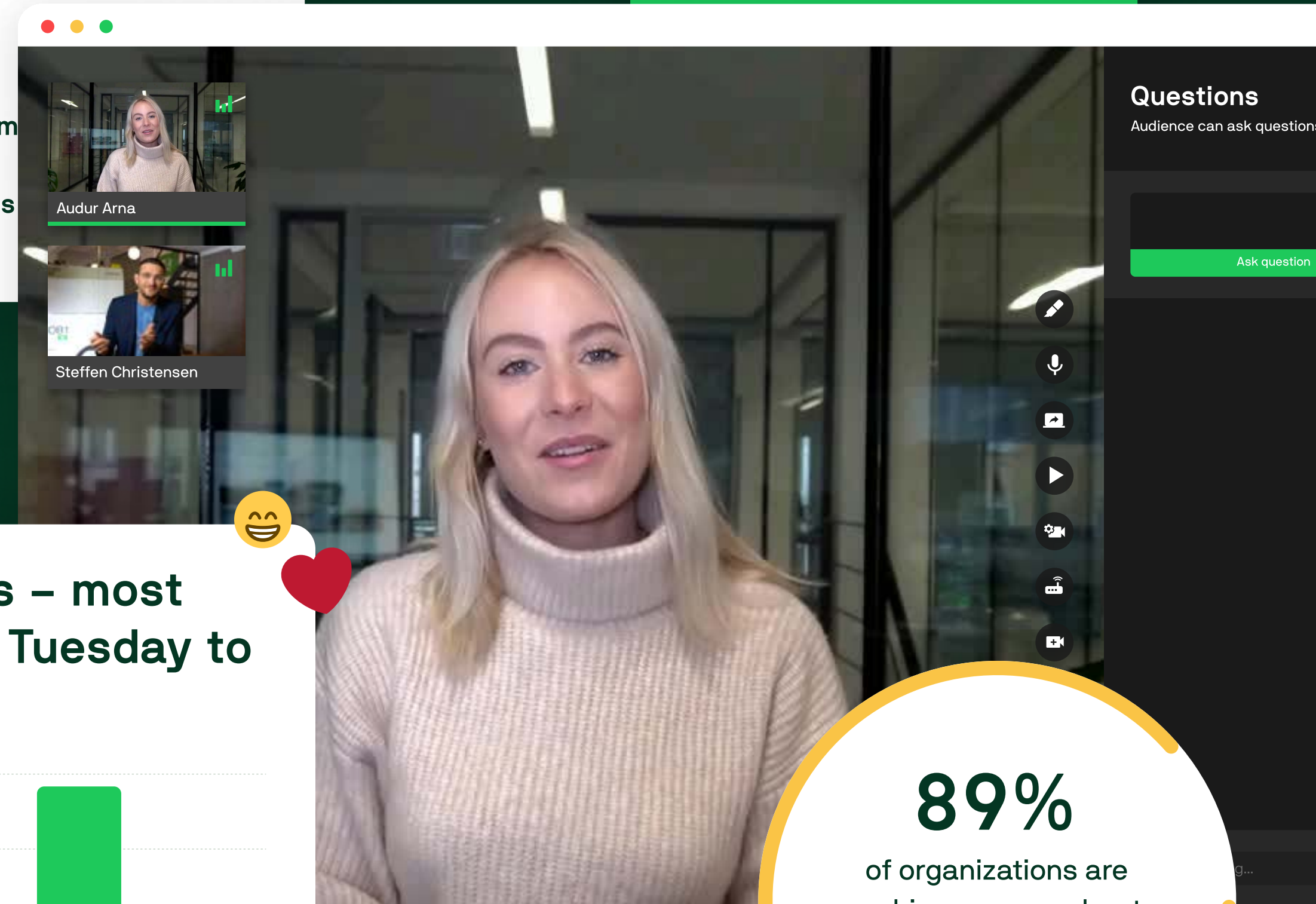
Communications

Product

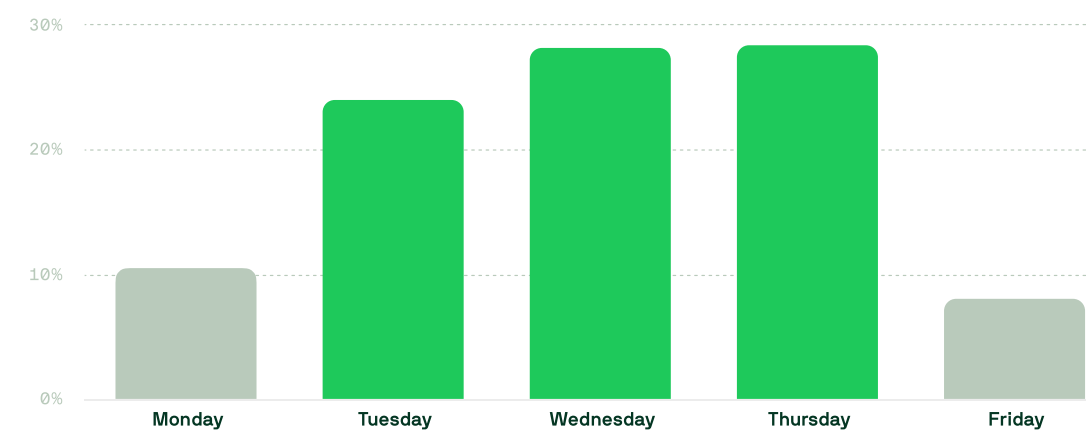
Account Management

Customer Success

Friday is the best day to have your webinar!



The midweek bias – most webinars happen Tuesday to Thursday...



89%

of organizations are making more or about the same number of webinars compared to 2020.



Table of Contents

Page 1



Section  
**Welcome to The State of Webinars**

Page 2



Section  
**Webinars Within Organizations**

Page 8



Section  
**Webinar Adoption**

Page 13



Section  
**Webinar Strategy**

Page 16



Section  
**Webinar Formats**

Page 20



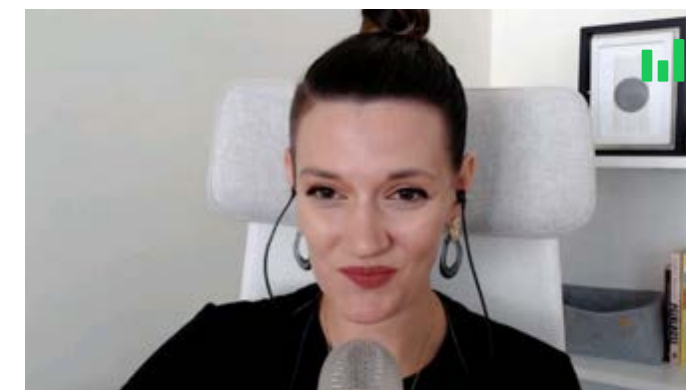
Section  
**Webinar Performance**

Page 28



Section  
**Webinar Budgets**

Page 37



Section  
**Webinar Tools**

Page 41



Section  
**Benchmarking**

Page 44



Section  
**About the State of Webinars**

Page 48



Section

Welcome to The State of Webinars

Page 2

# Welcome to The State of Webinars 2022

The pandemic brought about fundamental changes to the way that we communicate as human beings. When we couldn't be there in person, webinars were the next best thing. Now, more than two years on, webinars are here to stay. For many organizations, they've become the default way to engage and educate. **In an increasingly digital world where we work more remotely than ever, webinars are the most human communication tool we have.**

TwentyThree does this research to give organizations the information they need to make strategic decisions about their webinars. To decide where to go, you need to see where you stand.

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. The findings are based on a mix of qualitative survey answers, and quantitative data from the more than 1.3 million people who attended a webinar hosted on TwentyThree in the past year.

We hope you find it enlightening - and useful.

TwentyThree



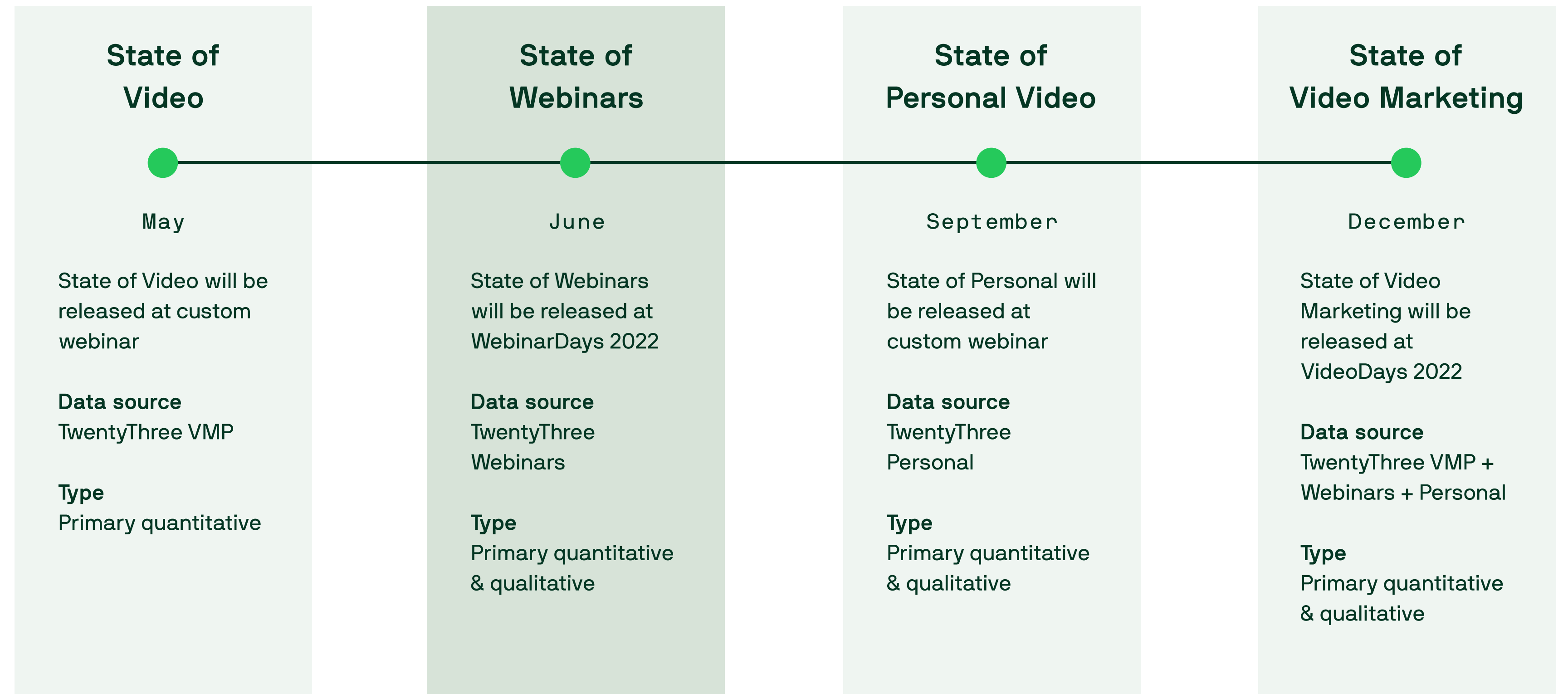


Section  
**Welcome to The State of Webinars**

Page 3

# Insights to shape your strategies

The State of Webinars is one of four annual reports we produce where we dive deep into the ways companies are working with video and event marketing. We crunch the numbers to bring you the trends and insights that can help you benchmark your own efforts - and optimize them.







Section

Welcome to The State of Webinars

Page 4

# About TwentyThree

Videos on our platform

**+2M**

Yearly Video Plays

**+1.3B**

Annual webinar participants

**+1.4M**



Copenhagen  
TwentyThree, Sortedam Dossering 7E

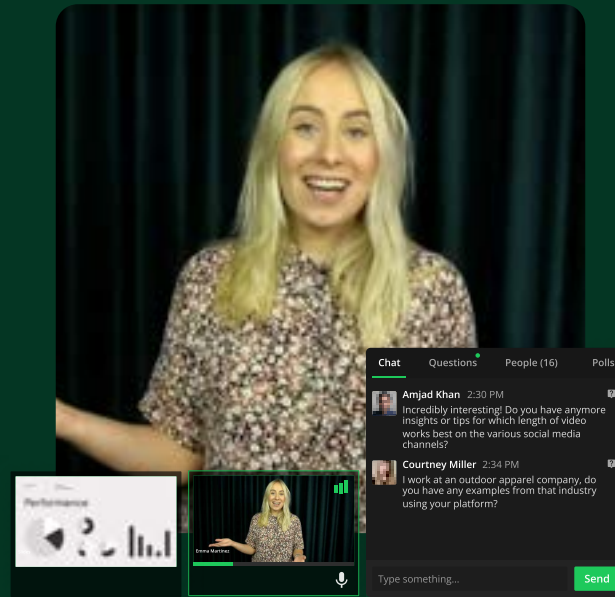
## Ready to get real with video?

At TwentyThree, we believe video is the most fundamentally human way to communicate and do business. And we're not alone - more than 15,000 teams at companies from two-person start-ups to global enterprises use our platform to create a more human connection with their audiences.

Only TwentyThree has the tools anyone at any company needs to make, manage and share video - including the market's most engaging webinar tool.

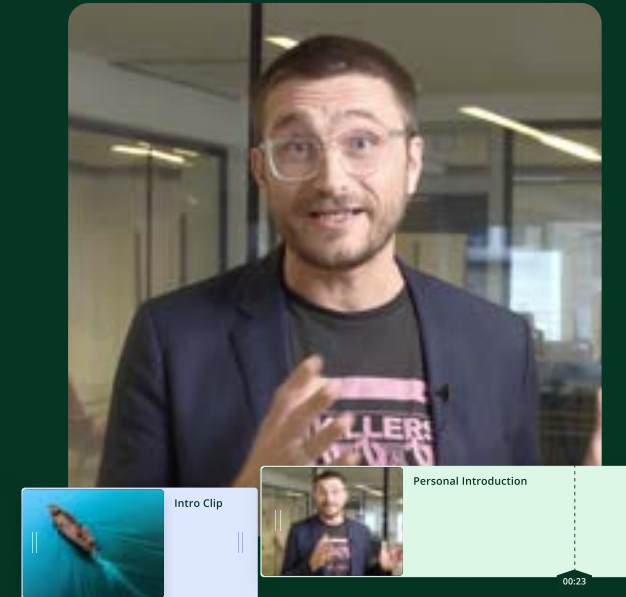
# TwentyThree

## Webinars



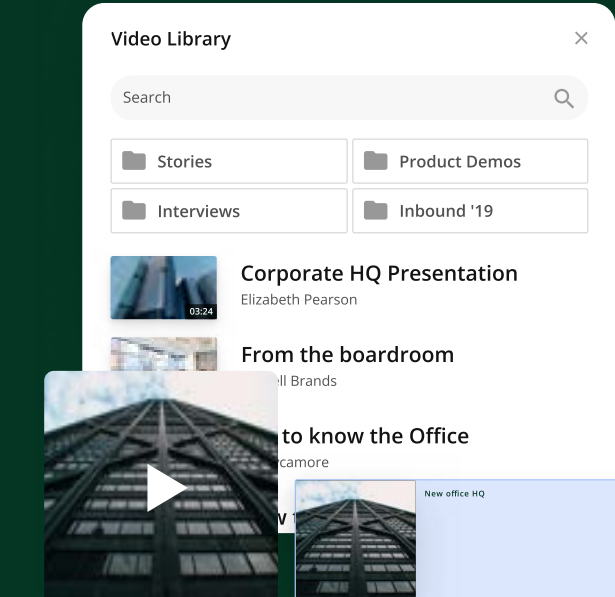
The market's most engaging webinar experience. Fully brandable.

## Personal Video



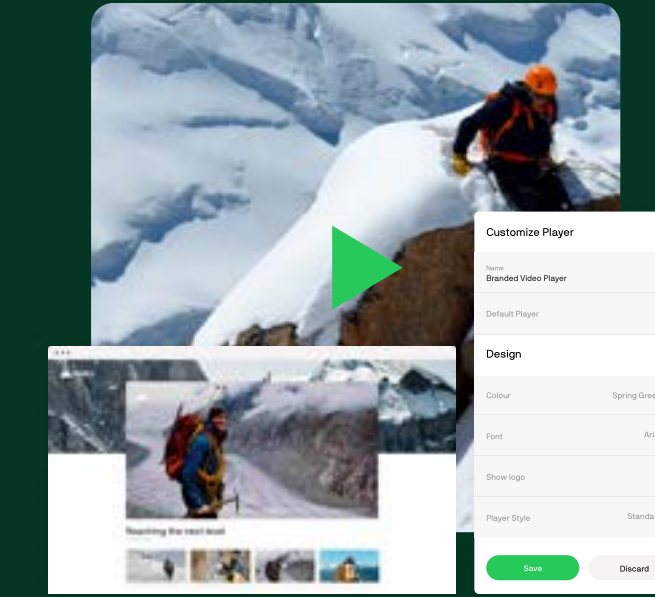
Enable everyone on your team to record and share video.

## Video Library



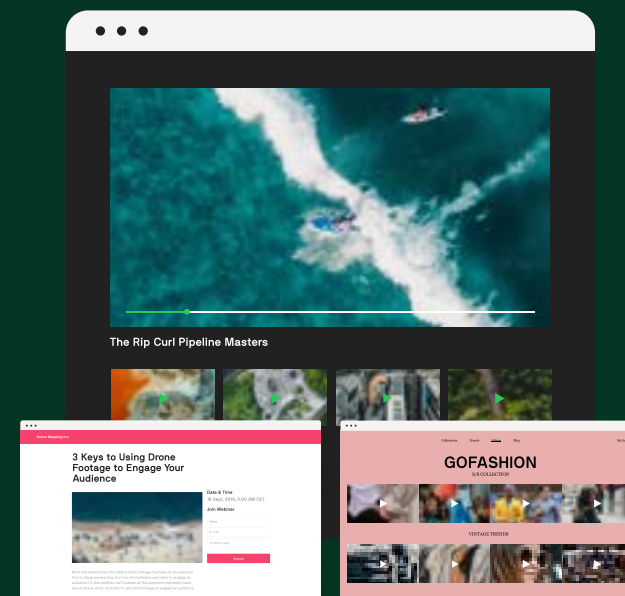
All your videos in one place. Ready for your team to share.

## Video Player



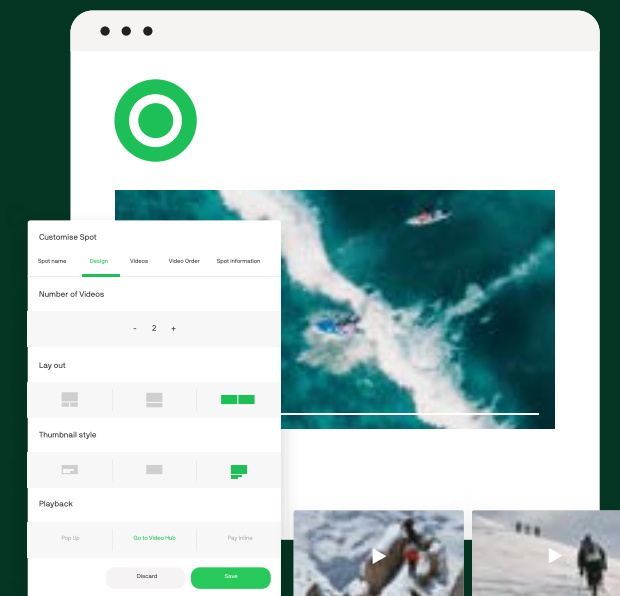
Run high-definition videos anywhere with our fully brandable player.

## Video Section



Move your website experience to be video-driven.

## Spots



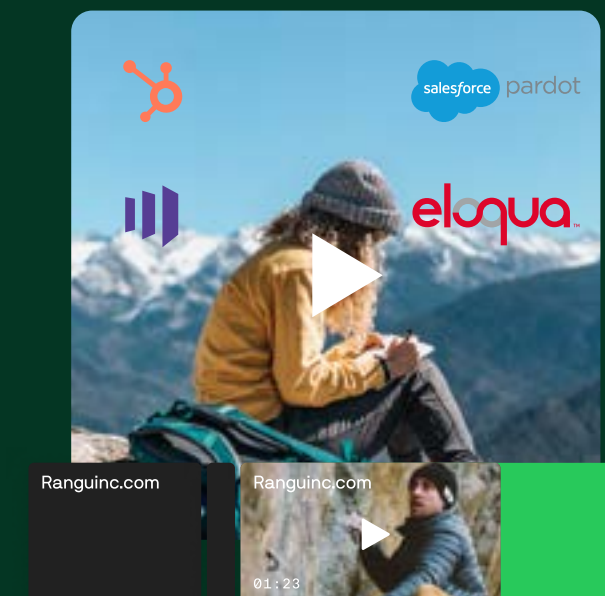
Goodbye clunky embed codes. Welcome powerful Spots.

## Video Analytics



The world's best video analytics to improve your video performance.

## Video Attribution



Get your attribution and lead scoring right by tracking video engagement.



**“The theme of the past 12 months is that webinars are here to stay. Budgets are still growing - or at least staying stable - and orgs are getting better at structuring webinar programs and tracking performance.”**

Thomas Madsen-Mydgal  
CEO & co-founder, TwentyThree



Section

Webinars Within Organisations

Page 7

# Webinars Within Organisations

Endlessly flexible, the humble webinar has become an invaluable tool in an organization's toolkit. For many companies, webinars are now the default way to get a message out, interact with their audience and even communicate internally. **But while 90% of organizations are now making webinars, there are big difference in the extent to which they're being used.**



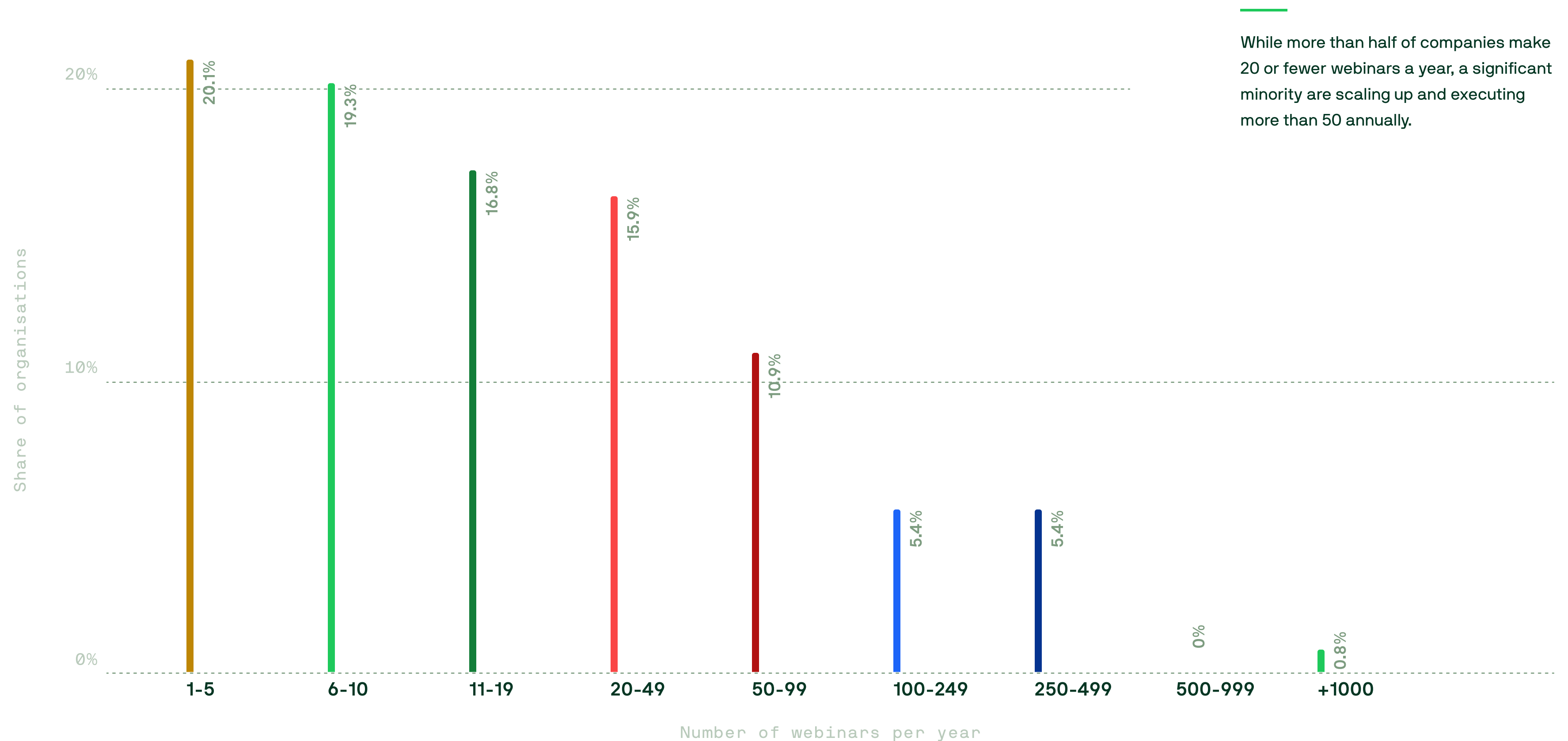


Section  
**Webinars within Organisations**

Page 8

**01** Across your organisation, about how many webinars do you run in a year?

# More than a fifth of organizations run 50 or more webinars a year.





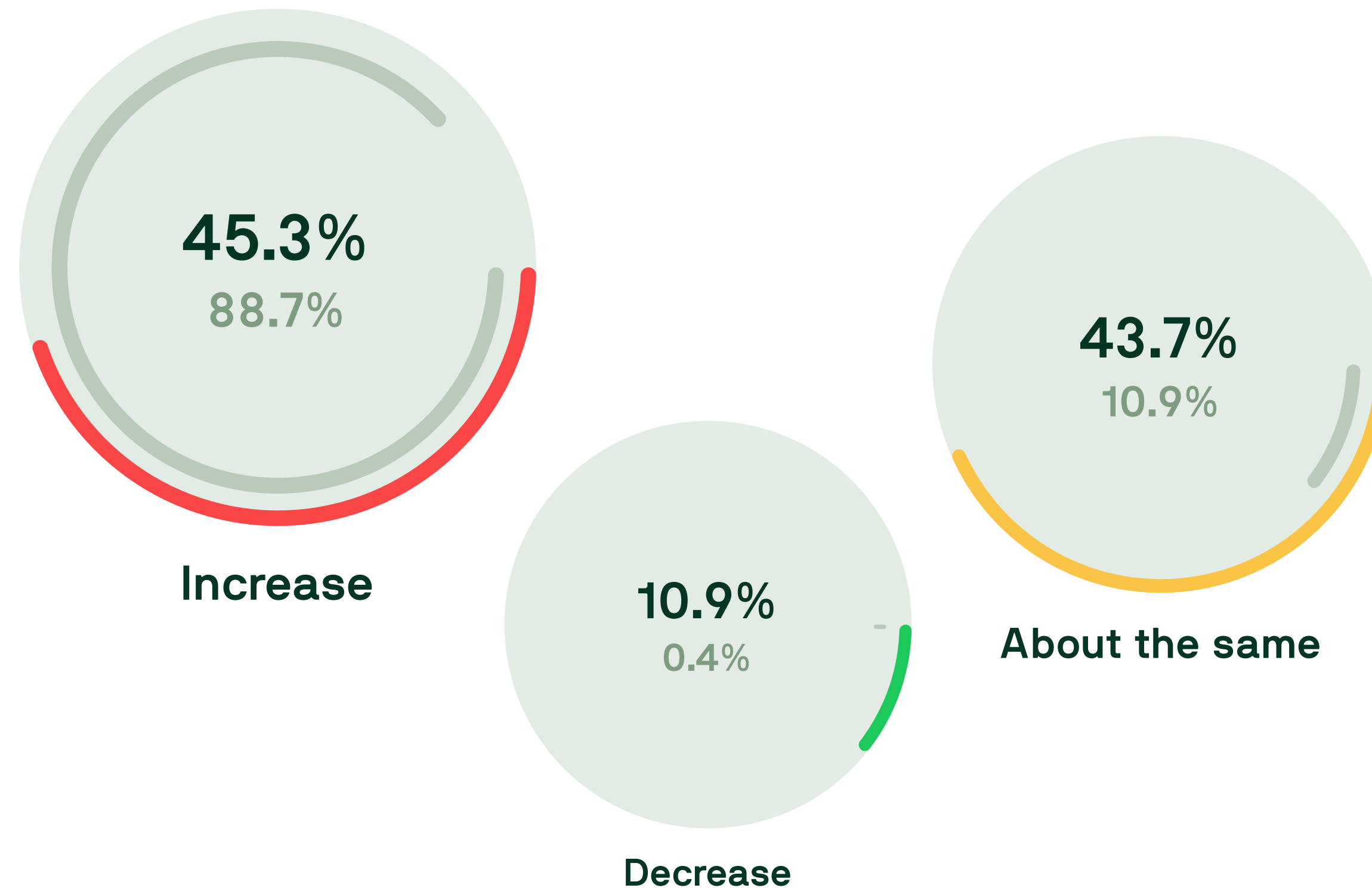
Section

Webinars within Organisations

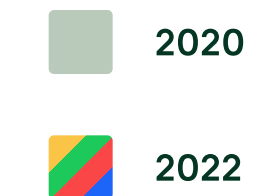
Page 9

02 Is that an increase or decrease from last year?

# Nearly half of organisations have increased webinar frequency.



Almost 90% of organisations are making more or about the same number of webinars when compared to 2020.





# 33 The average # of webinars per year

This year has seen an increase in how many webinars are run annually by each organisation as they continue to mature. New formats are being tried out and more webinars are being run at a steady cadence.



Section

Webinar Adoption

Page 11

# Webinar Adoption

Webinars have matured at speed as a reaction to our new global reality. **We found that the market has more than doubled since 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.





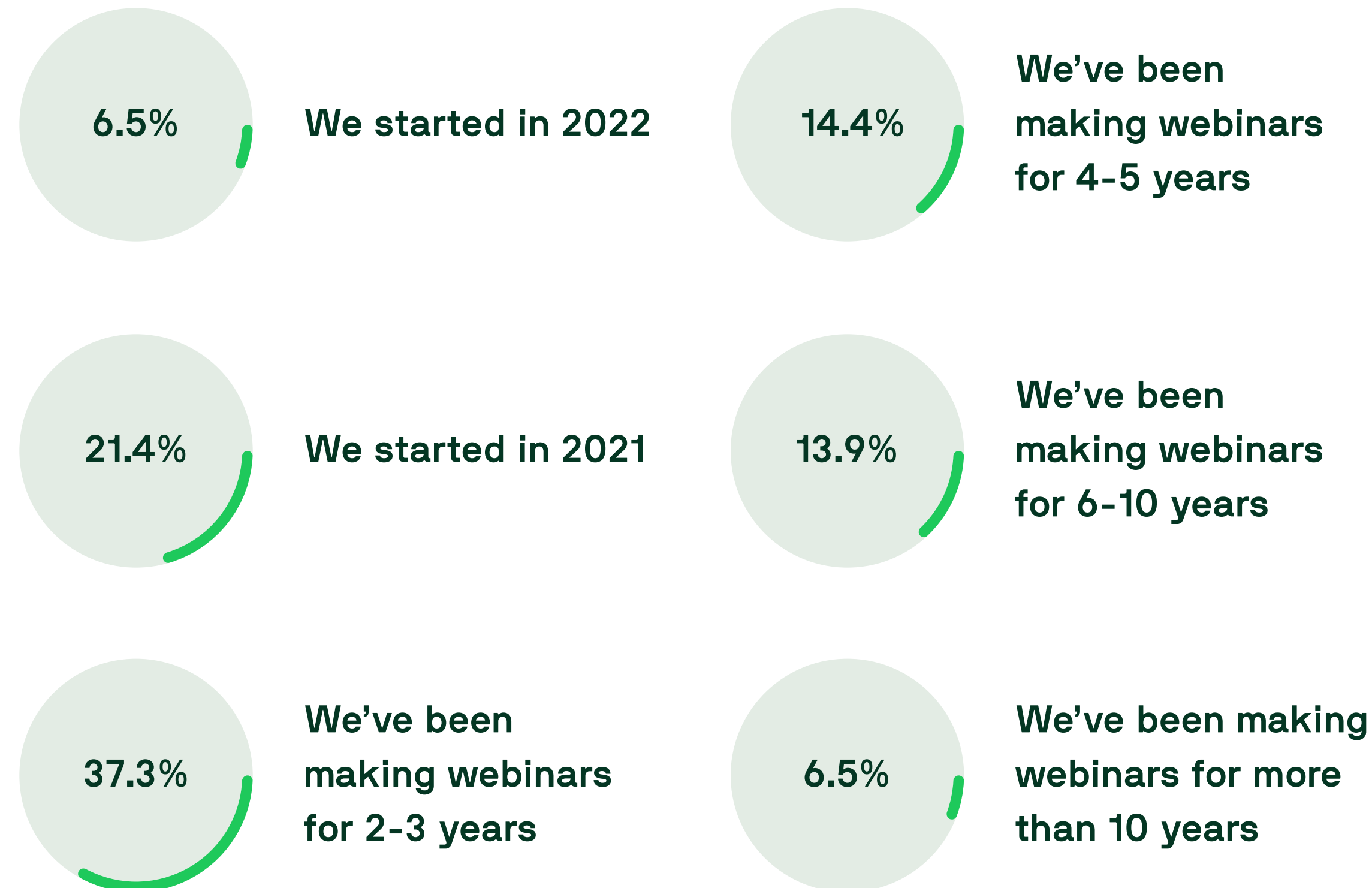
# Most organizations are still relatively new to making webinars

Section

Webinar Adoption

Page 12

**03** When did your organization start doing webinars?



The pandemic put webinars on the map but they're here to stay. While well over a quarter of respondents have been making webinars for four years or more, the majority of companies are still relatively new to the medium.



# The smaller the company, the more ad-hoc the approach.

Section

Webinar Adoption

Page 13

**04** What is your organisational set-up to execute webinars?

Company Size	We have a dedicated webinar program manager	We have a dedicated webinar team	It's a shared process across teams	We don't have a specific setup
1-10	9.5%	14.2%	23.8%	52.3%
11-50	3.5%	10.7%	50.0%	35.7%
51-200	13.6%	13.6%	50.0%	22.7%
201-500	11.1%	11.1%	44.4%	33.3%
501-1000	33.3%	22.2%	11.1%	33.3%
1001-5000	0%	37.5%	37.5%	25.0%
5001-10,000	0%	50.0%	0%	50.0%
10,000 +	0%	33.3%	44%	22.2%



Section

Webinar Strategy

Page 14

# 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 still maintain the most influence within organizations when it comes to driving webinar efforts.**



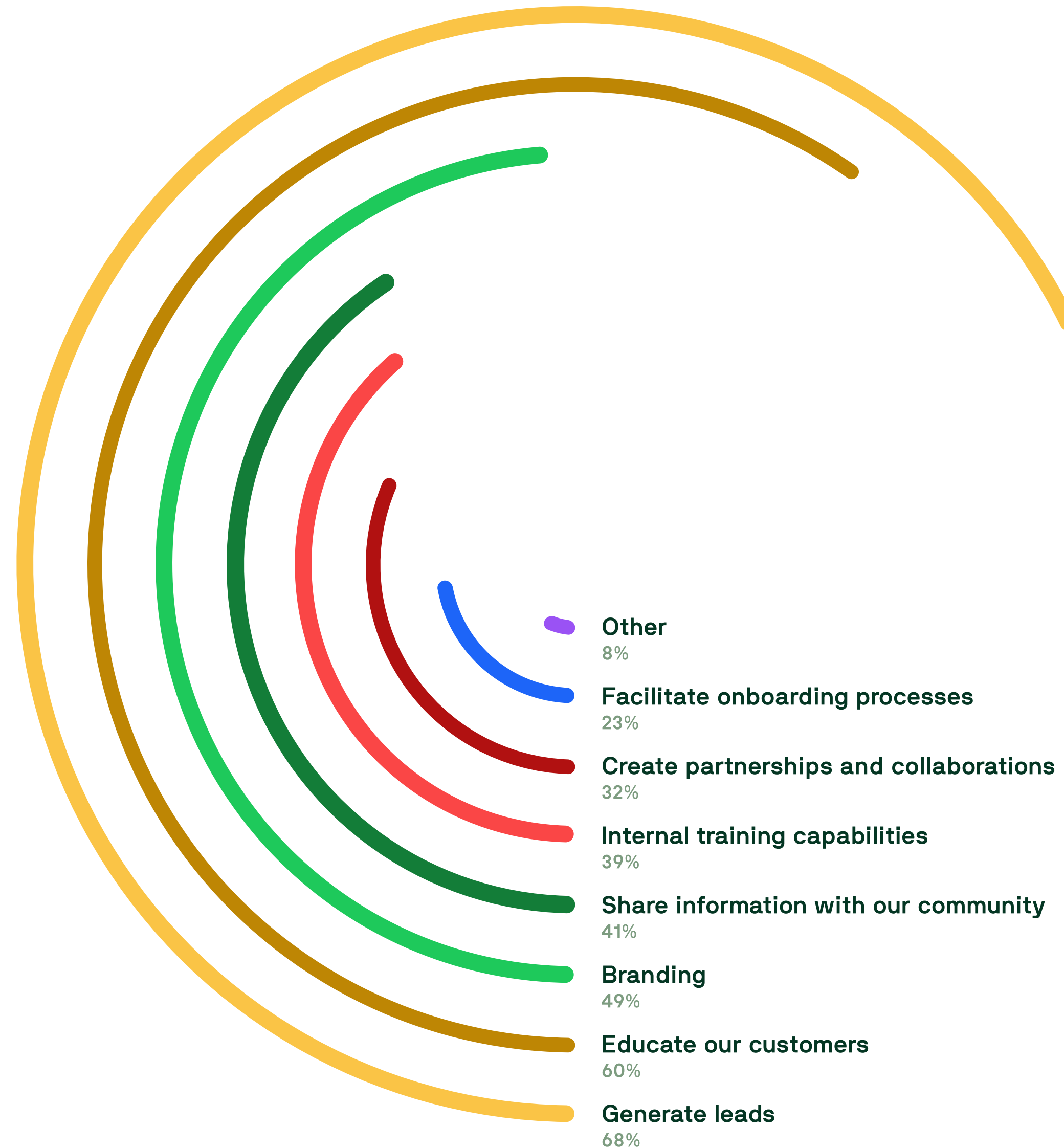


Section

**Webinar Strategy**

Page 15

**05** What are the three main reasons that your organization makes webinars?



**Education and lead generation are still the major focus areas.**

More than two-thirds of respondents use webinars to generate leads while 60% use them to educate customers.

Growing the brand comes in third with just under 50% while more than a third are using webinars internally - either for training or just sharing information.



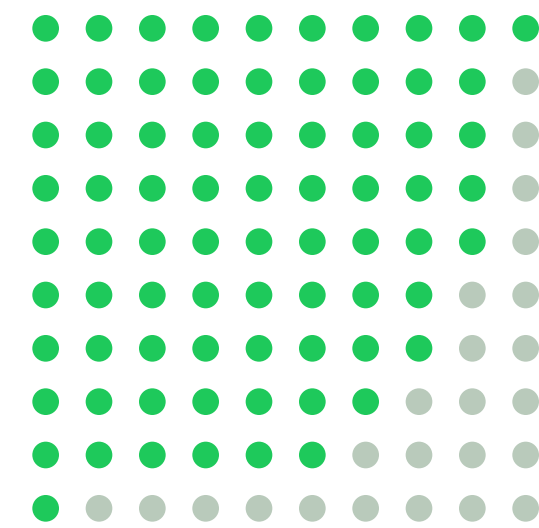
Section

### Webinar Strategy

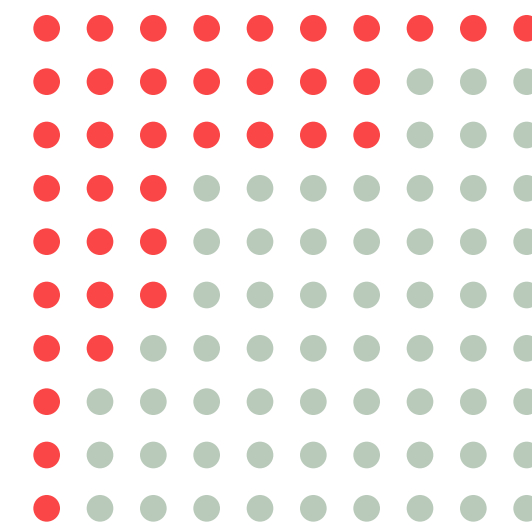
Page 16

#### 06 What teams across your organisation are doing webinars?

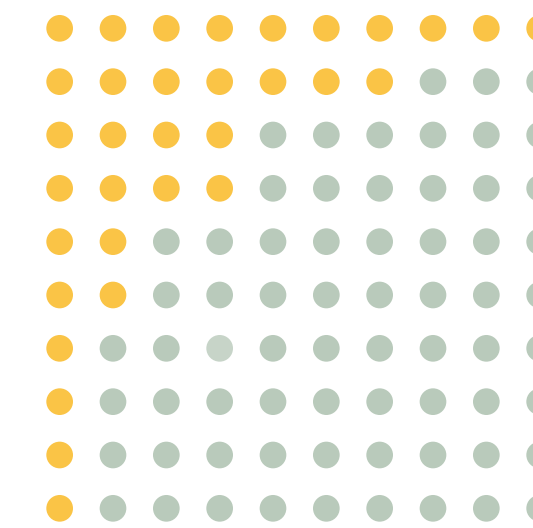
### Top five



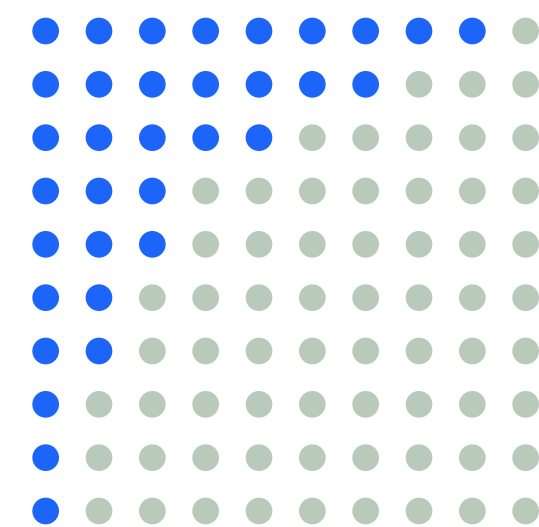
**Marketing**  
76.0%



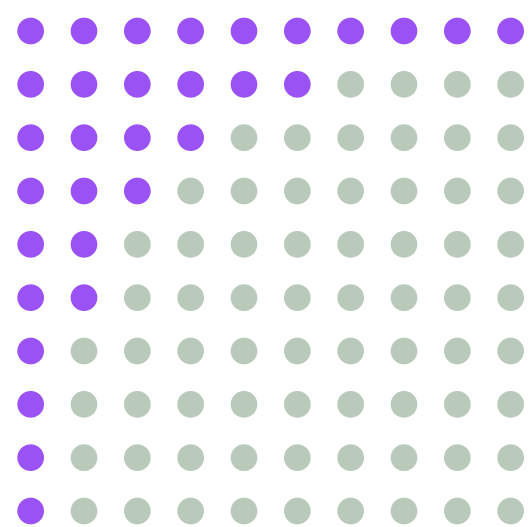
**Communication**  
38.4%



**Product**  
35.9%

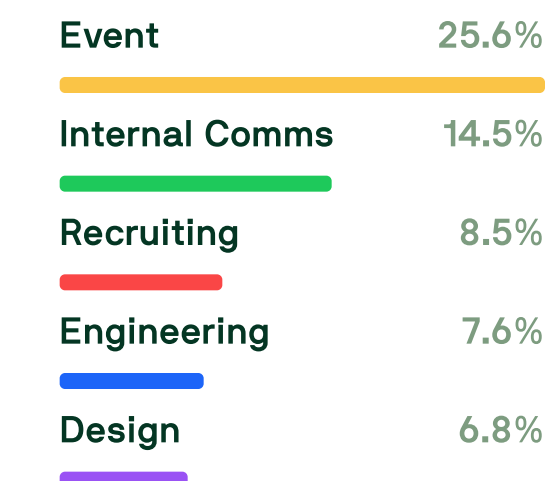


**Account Management**  
35.0%



**Customer Success**  
31.6%

### Other teams



## Webinars are still mainly a marketing team initiative.

Marketers continue to dominate the webinar game but the long tail continues to get longer with more than a quarter of event teams now embracing webinars. The webinar might still be a marketing tool first and foremost but it's definitely finding a home beyond the marketing department.

**“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

Page 18

# Webinar Formats

In line with the increase overall in the number of webinars, we have found a decent spread in the types of webinars organizations are making. **Still, stand-alone webinars lead the pack as 61% of webinars made.** The flexibility of webinars as a medium means that there is a lot of potential for knowledge sharing to formulate best practices across formats and inspire new use cases.

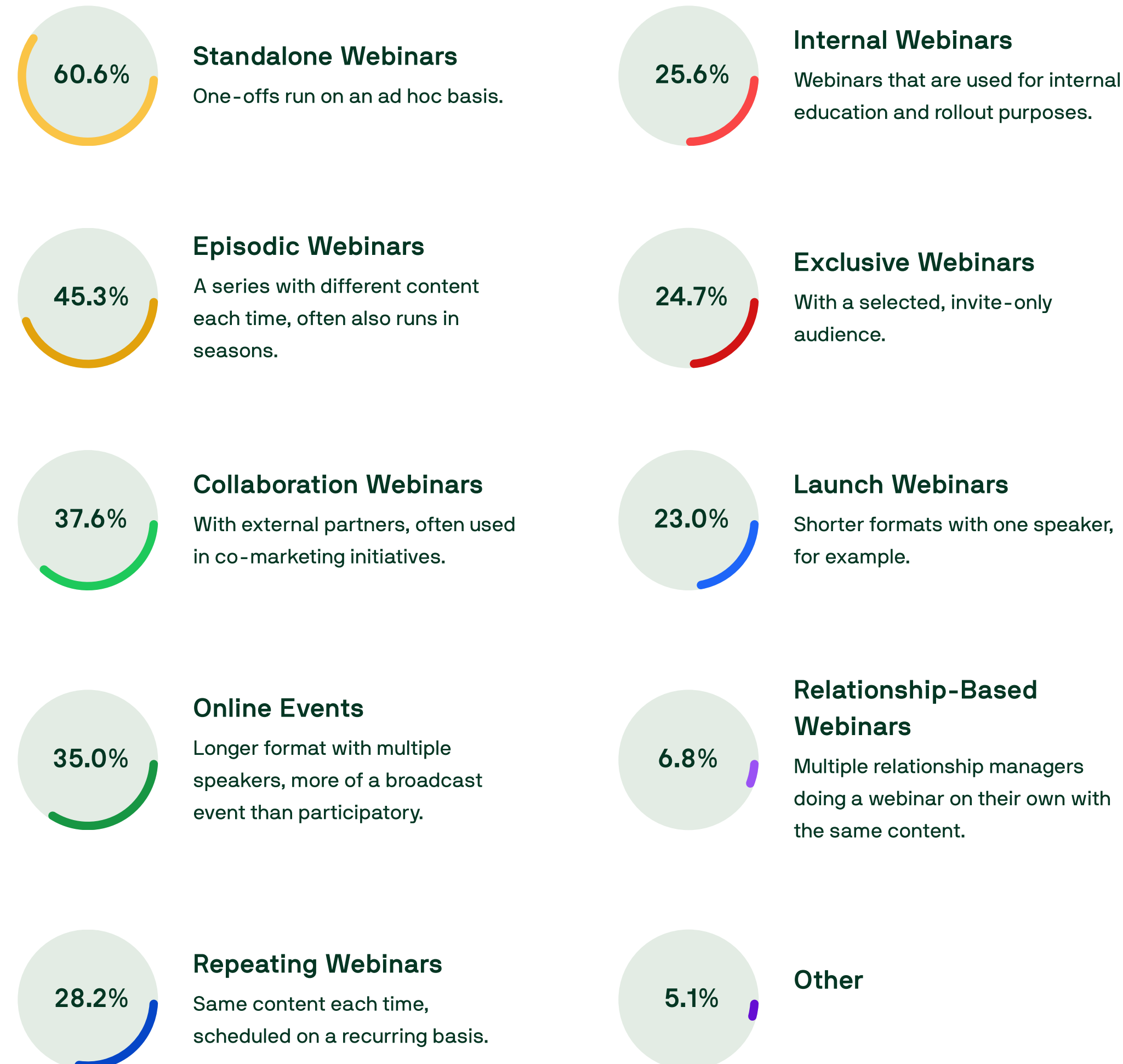


Section

### Webinar Formats

Page 19

#### 07 What types of webinars does your organization run?



## One-offs still dominate... but more organizations are structuring webinar programs

Few companies are ambitious enough to launch structured webinar programs from the get-go. So it's to be expected that one-off webinars are still the most typical format.

But increasingly, those one-offs evolve into something more programmatic. More than a third of companies now team up with partners to run collaborative webinars while almost a quarter launch products with webinars. The use cases continue to multiply.



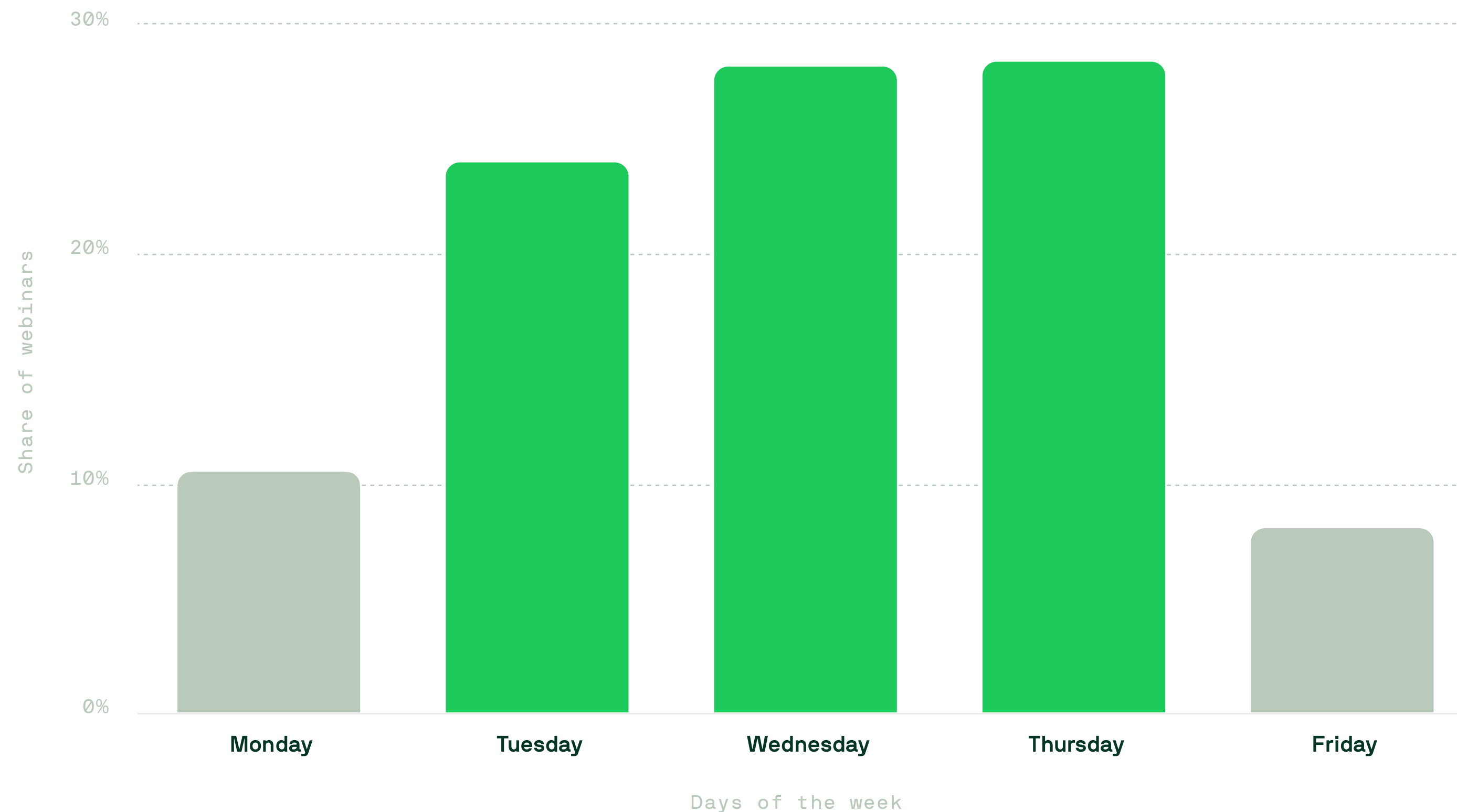
Section

Webinar Formats

Page 20

**08** When do organisations schedule webinars?  
(Data from TwentyThree's webinar tool.)

# The midweek bias – most webinars happen Tuesday to Thursday...







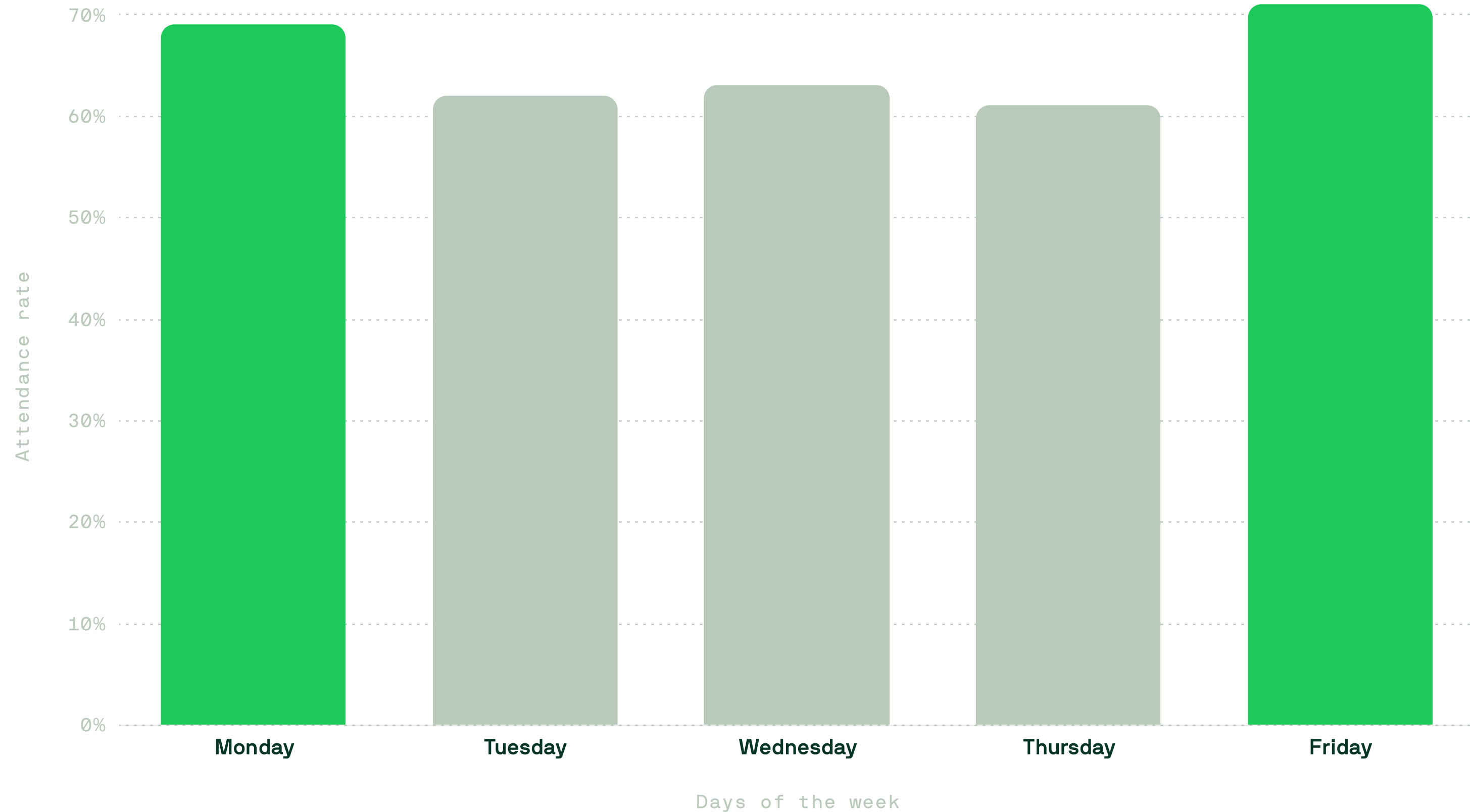
Section

Webinar Formats

Page 21

**23** How well attended are webinars?  
(Data from TwentyThree's webinar tool.)

# ...but the attendance rate is higher on Mondays and Fridays





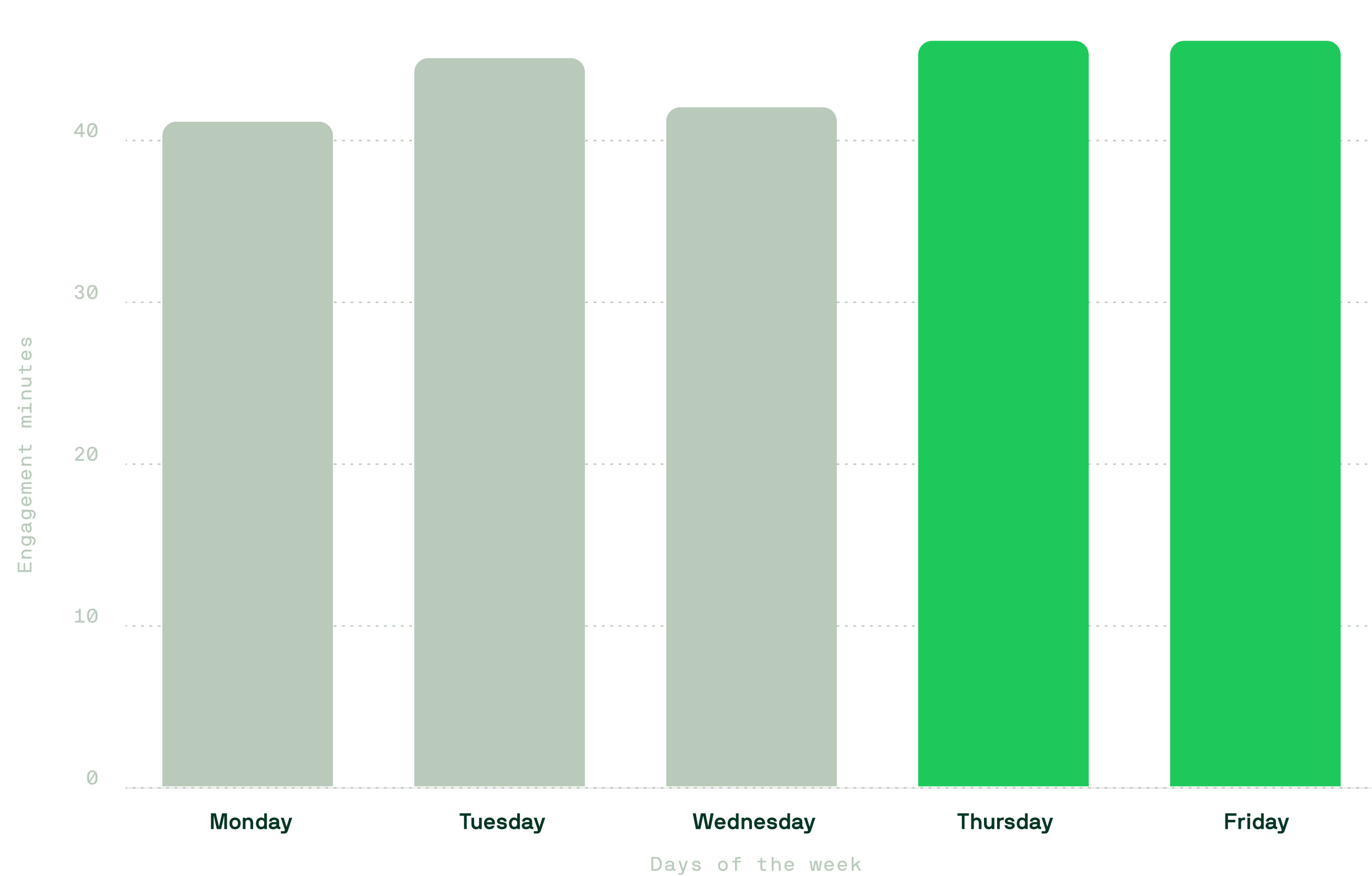
Section

Webinar Formats

Page 22

**23** Data from TwentyThree's  
webinar tool.

# Attendees have higher engagement on Thursdays and Fridays



While engagement seems to increase later in the week, the amount is not so significant that you should never plan a webinar for a Monday, Tuesday or Wednesday!

# Friday is the best day to have your webinar!

A successful webinar is defined in part by the number of sign-ups, the number who actually attend, and the extent of their engagement during the webinar. Given these factors, Fridays outperform other weekdays by 13-21%





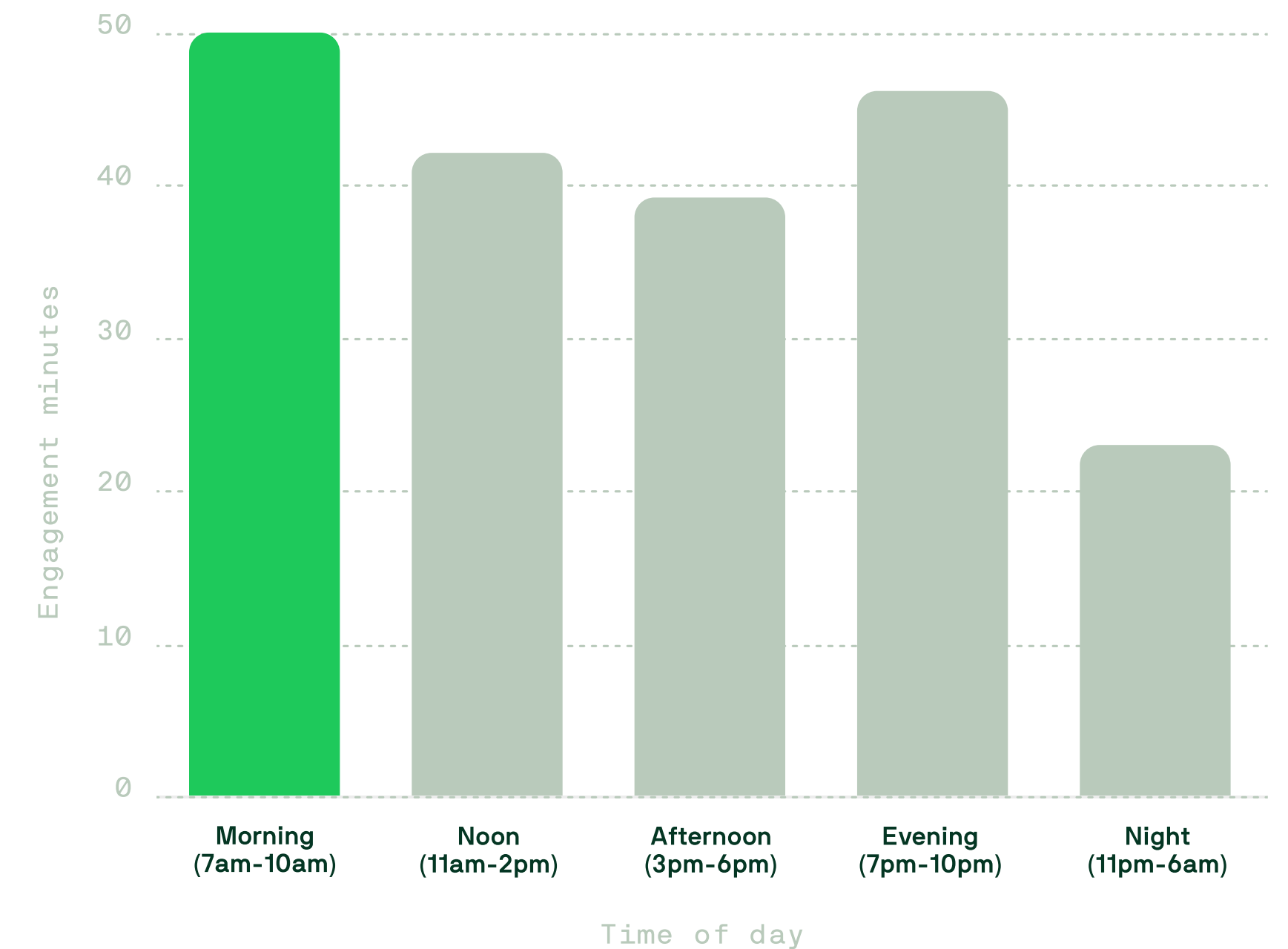
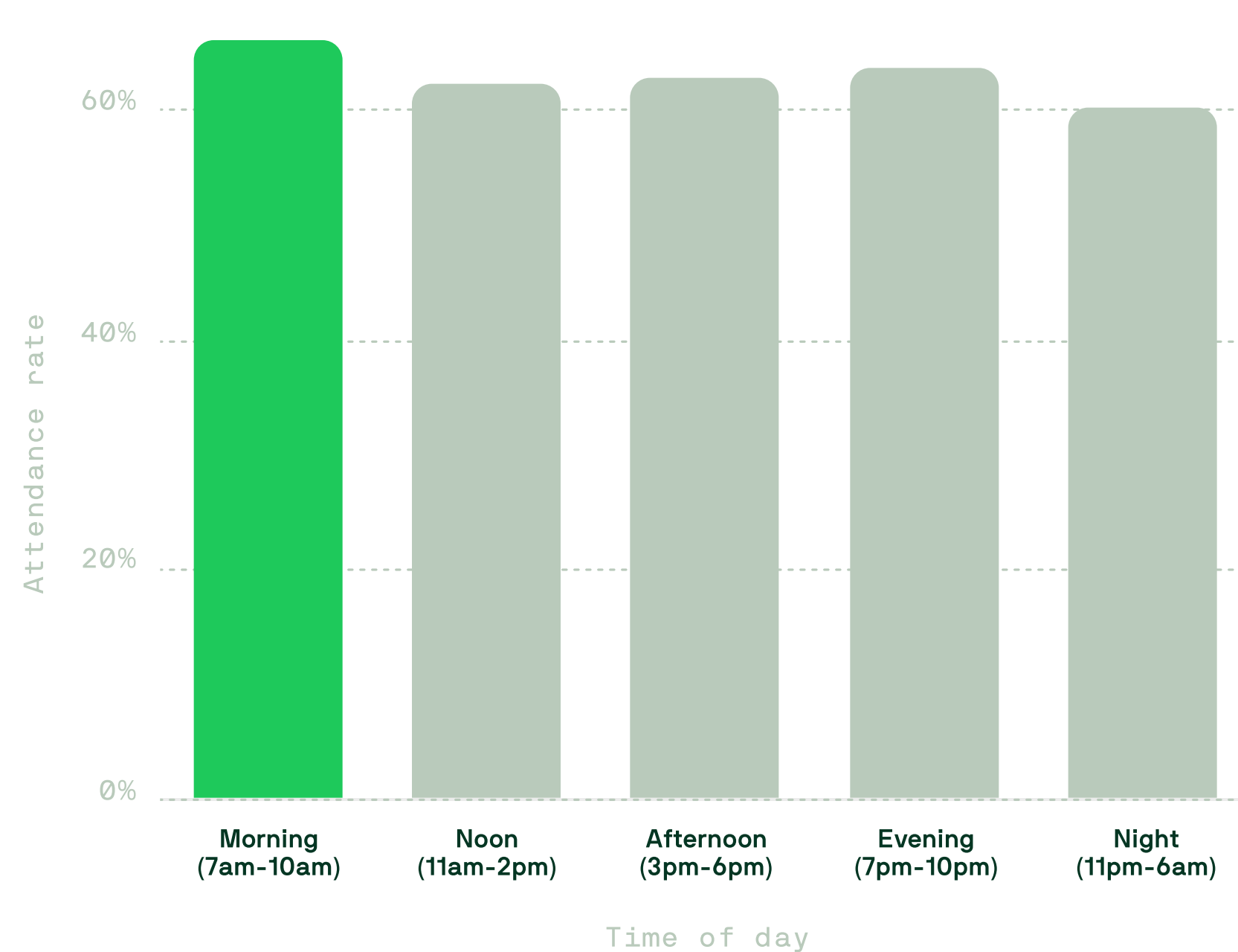
# People are more likely to attend and engage in the morning... but that doesn't mean you should ignore the evening!

Section

Webinar Formats

Page 24

**23** Data from TwentyThree's webinar tool.



Schedule your webinars  
in the morning.



Section

Webinar Performance

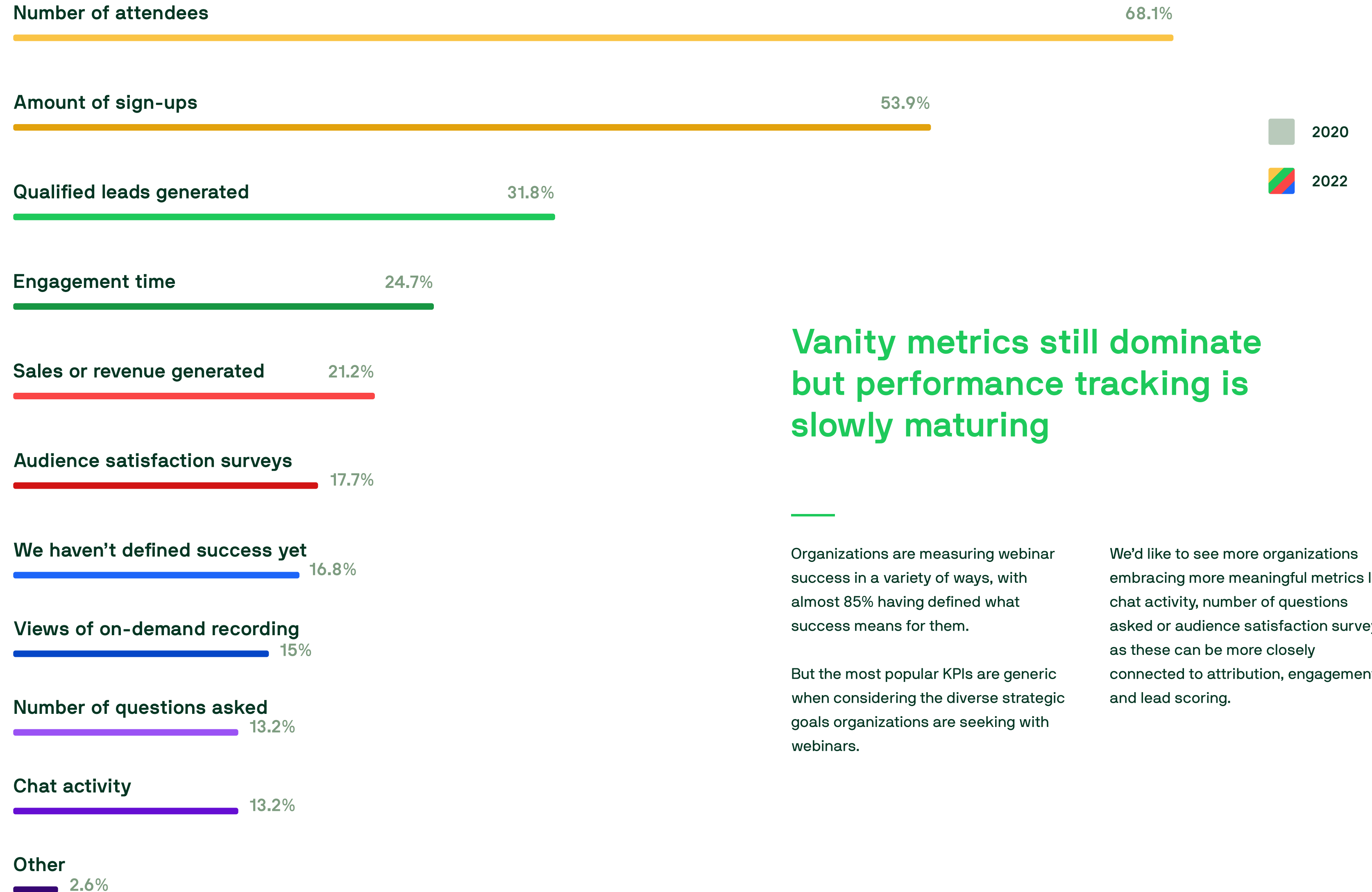
Page 26

# Webinar Performance

If webinars are going to work in the long term for organizations, they've got to be measured. **But with webinars still a relatively new marketing tool for many companies, few are especially adept when it comes to tracking performance - a fact reflected in the continuing popularity of vanity metrics.**



**09** How do you currently measure webinar success?



## Vanity metrics still dominate but performance tracking is slowly maturing

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

But the most popular KPIs are generic when considering the diverse strategic goals organizations are seeking with webinars.

We'd like to see more organizations embracing more meaningful metrics like chat activity, number of questions asked or audience satisfaction surveys as these can be more closely connected to attribution, engagement and lead scoring.





**Only 28.5% of organizations have their webinar software integrated into their marketing stack.**

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

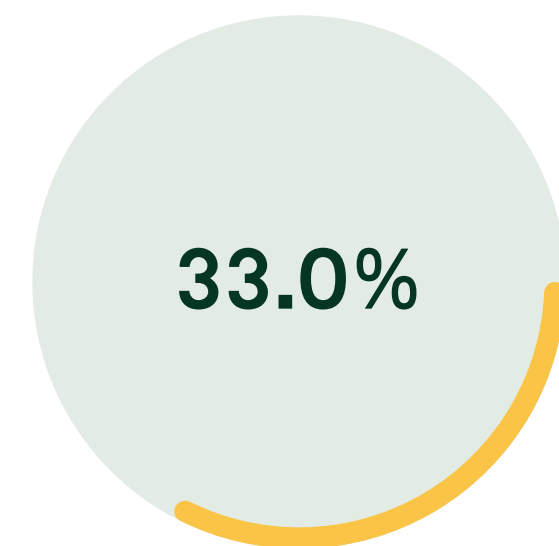
Less meaningful metrics that are harder to access means it is a persistent challenge for marketers and managers to accurately attribute success to webinar programmes. The future will see better integrated tools offering better metrics to drive business.

Section

Webinar Performance

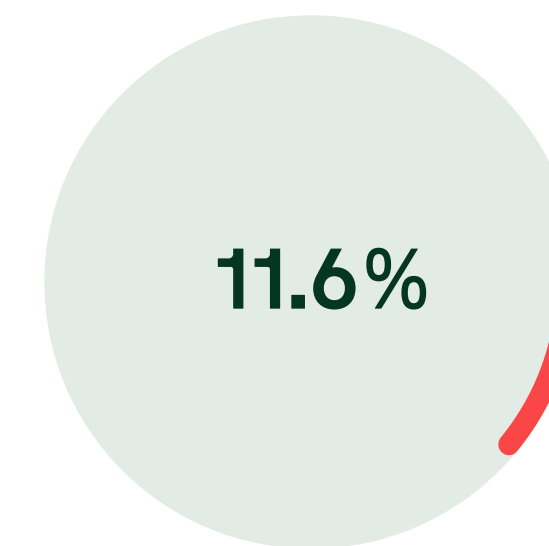
Page 28

**10** How do you currently collect data from webinars?



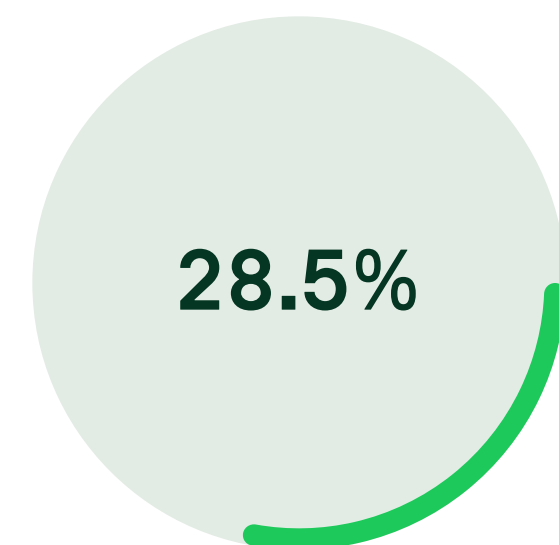
### Manual

We manually download CSV files, etc.



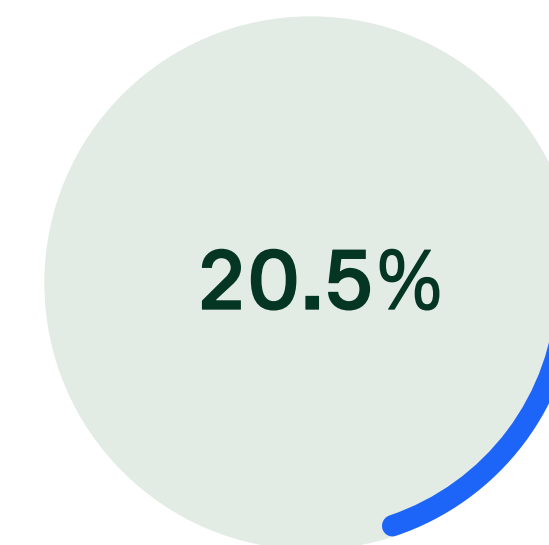
### Built-in

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



### Automated

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

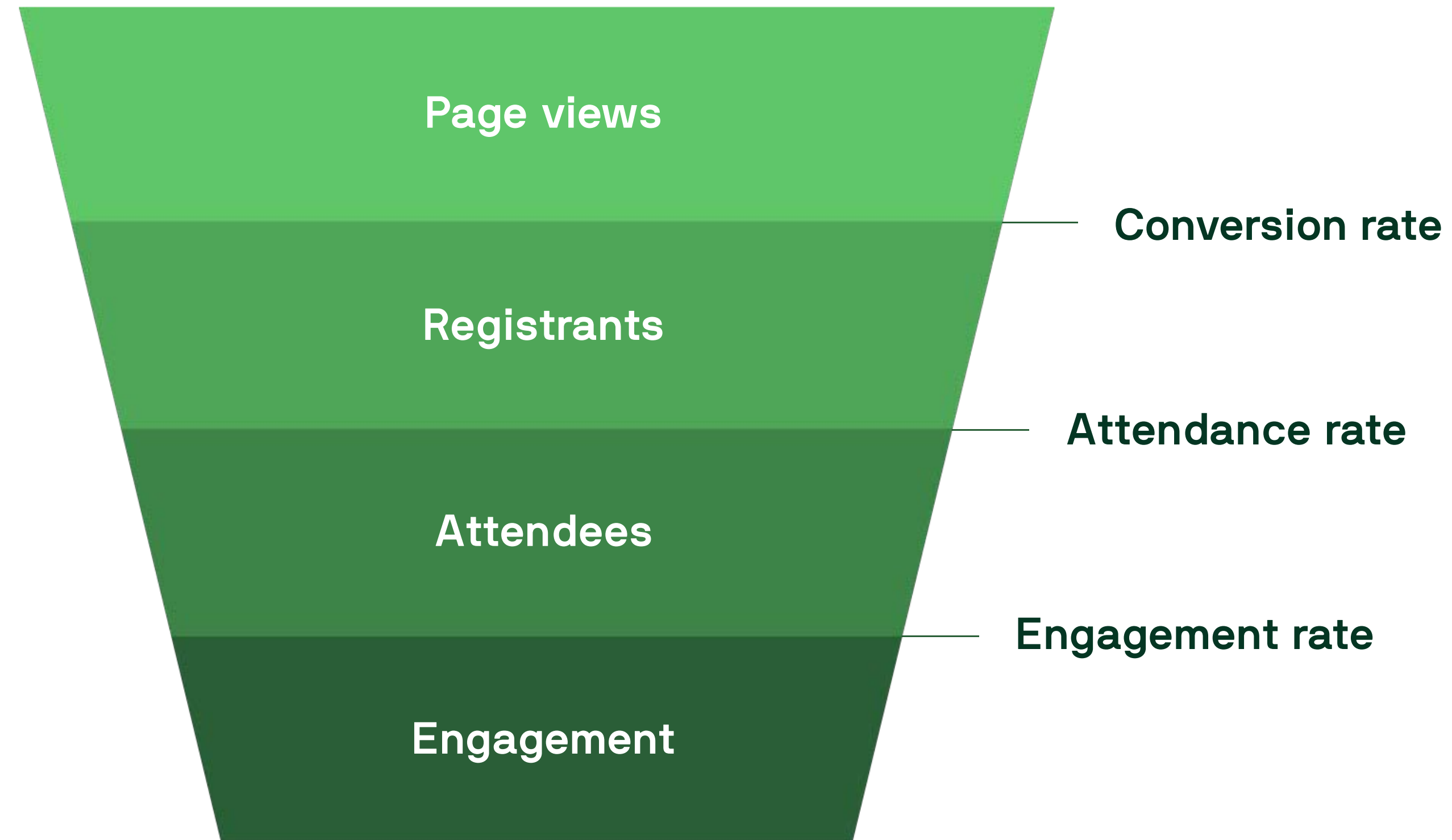


### Not tracking

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



# KPIs in the webinar funnel

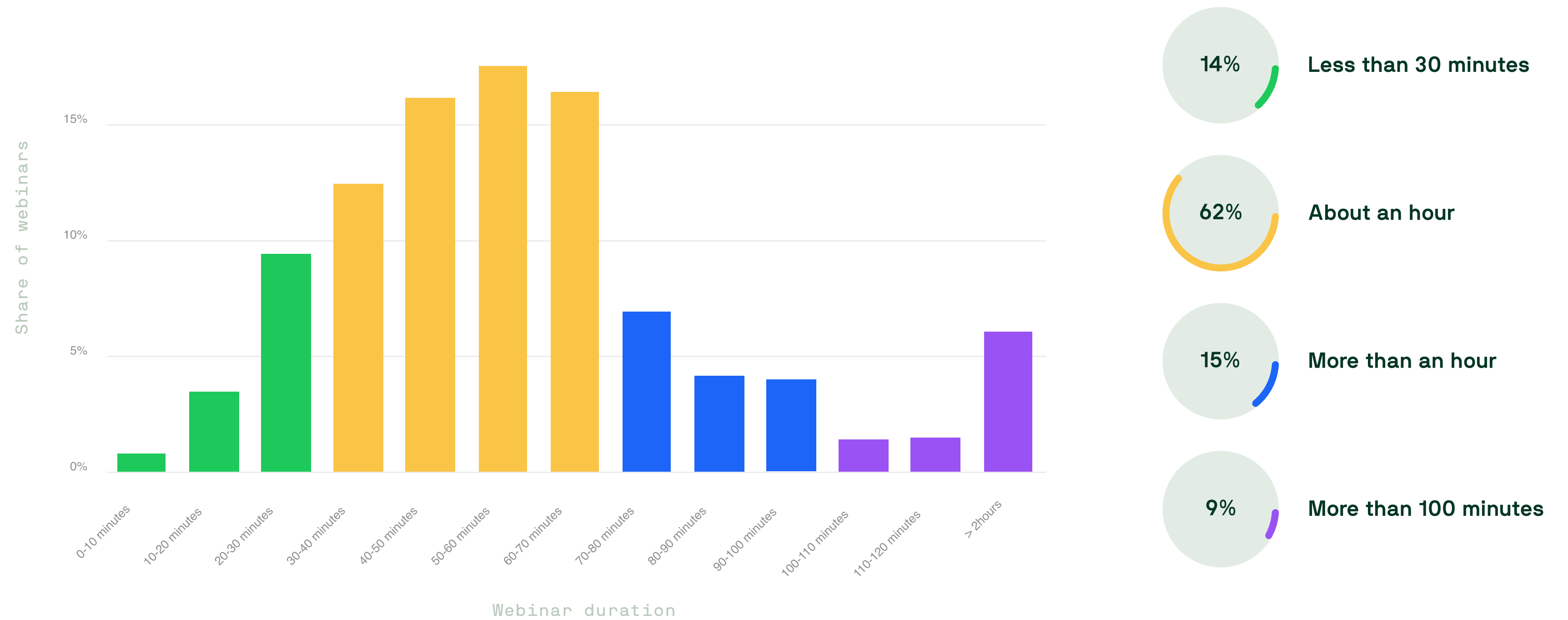


**251** average registrants  
per webinar



## The long and the short of it... there's room for all kinds of webinars

While the majority of webinars last 30 minutes to just over an hour, a significant minority are a lot shorter - or a lot longer. Interestingly, almost 10% of webinar makers are finding value in going beyond the two-hour mark - a blockbuster effort!



Section

Webinar Performance

Page 31

23 Data from TwentyThree



**65:18** the average  
duration of  
webinars

**61.7%** the average attendance rate for webinars

**46:06** the average time  
spent watching a  
live webinar



Section  
Webinar Budgets

Page 35

# Webinar Budgets

Looking at how organizations plan to spend their money going forward, we can see that webinars are here to stay. **39% of marketers are planning to spend more on webinars** going forward while budget will stay stable for almost half of respondents.





**Webinars are here to stay - and budgets reflect that.**

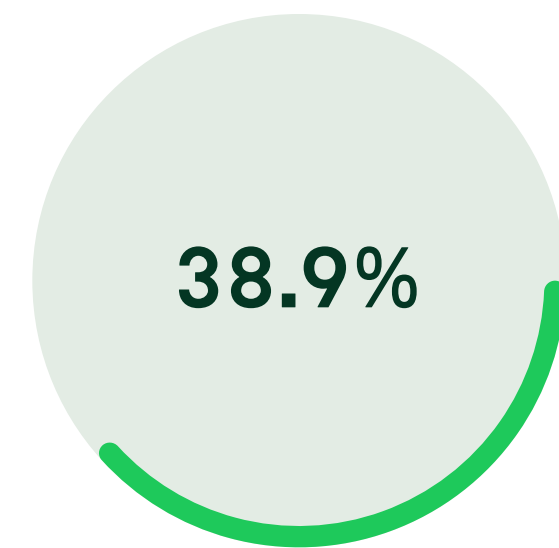
Almost four in ten respondents expect to spend more on webinars over the next 12 months — a testament to the fact that webinars are now an integral part of the marketing toolbox.

Section

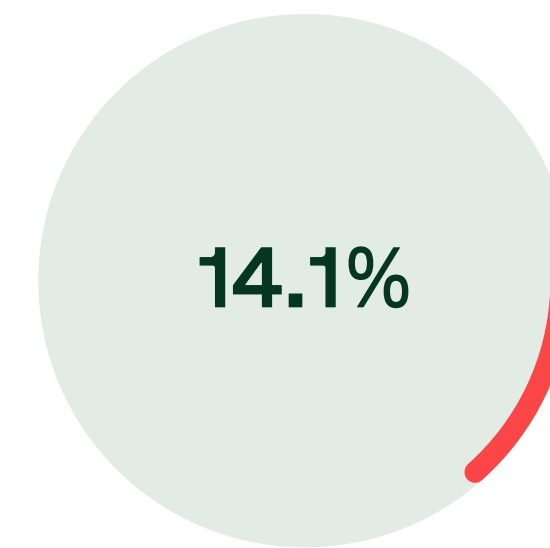
**Webinar Budgets**

Page 36

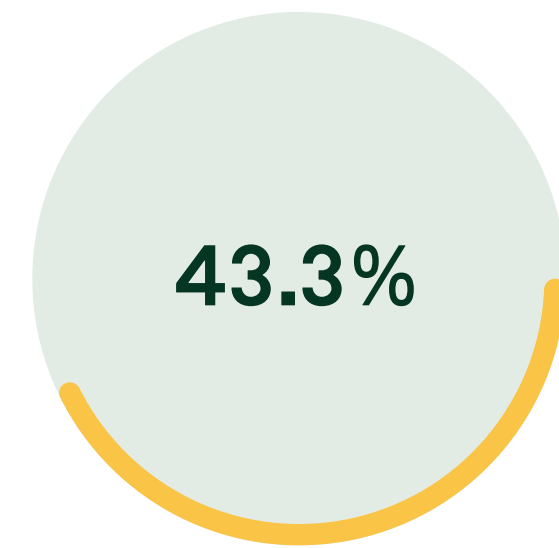
**11** How do you expect your webinar budget to change over the next year?



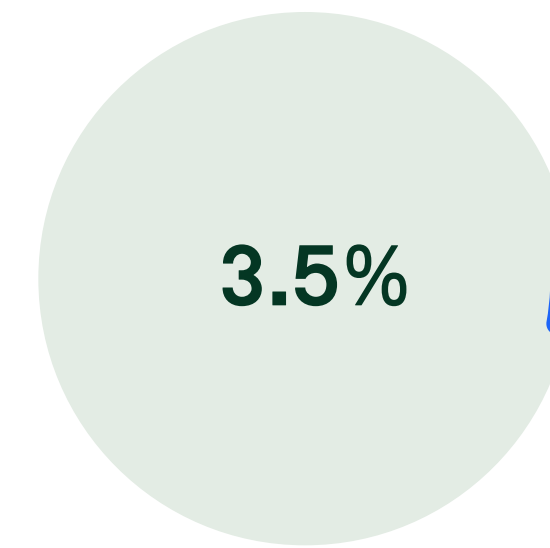
**We will be spending more**



**We do not currently have a webinar budget**



**Our budget will stay the same**



**We will be spending less**



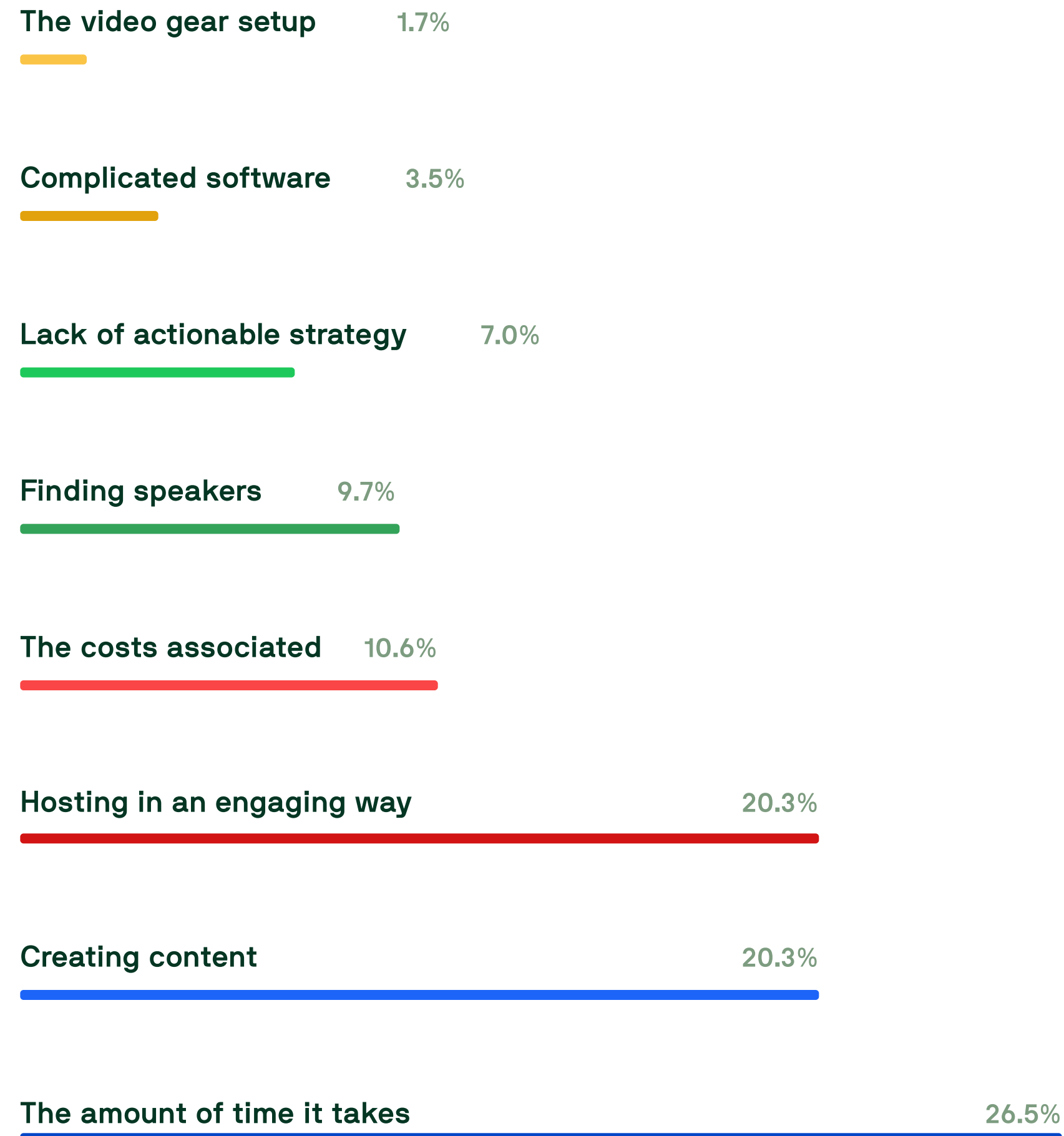
Section

**Webinar Budgets**

Page 37

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

State of Webinars 2022



**Time, time, time... organizations are still navigating the cost-benefit equation when it comes to webinars**

Compared to previous years, the number of respondents who say appearing on camera is their main obstacle has decreased massively. Instead, the biggest challenge is finding the time.

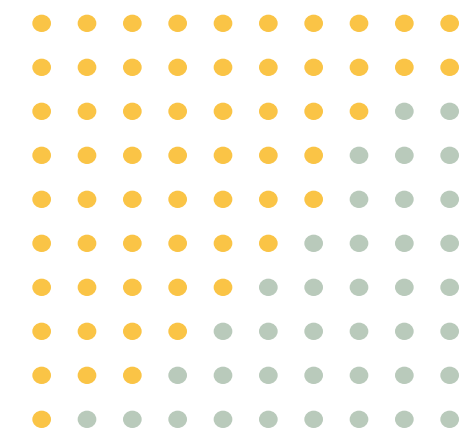


Section

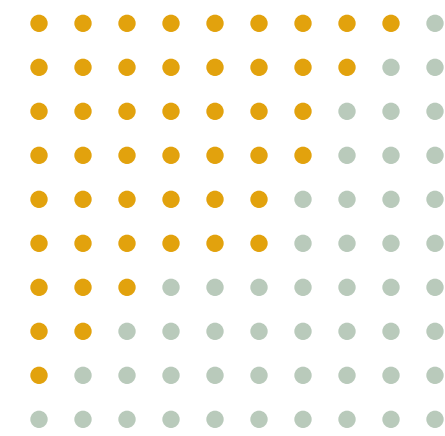
Webinar Budgets

Page 38

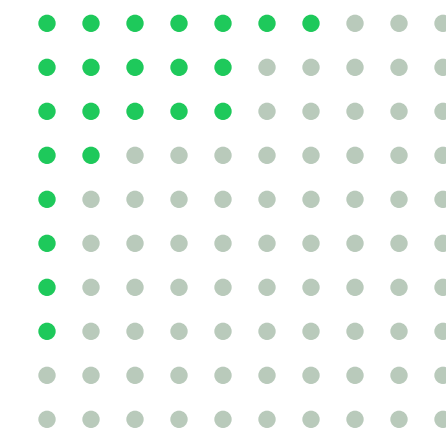
13 What do you expect you'll spend your webinar budget on?



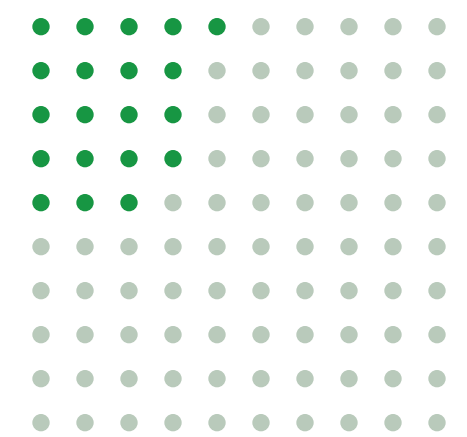
Marketing and promotions  
60.1%



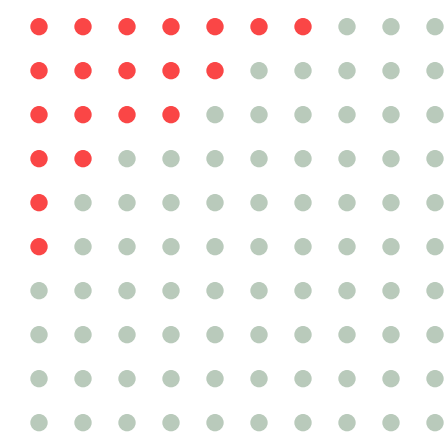
Creating content  
49.5%



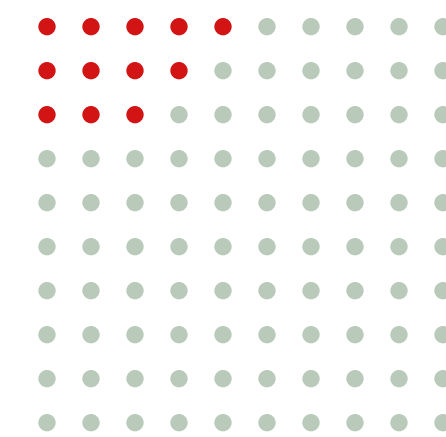
Growing the team  
23.8%



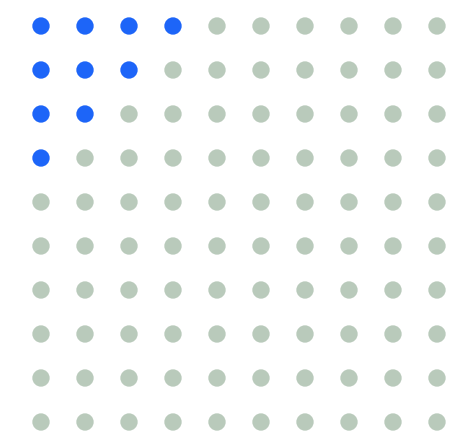
Buying more gear  
20.3%



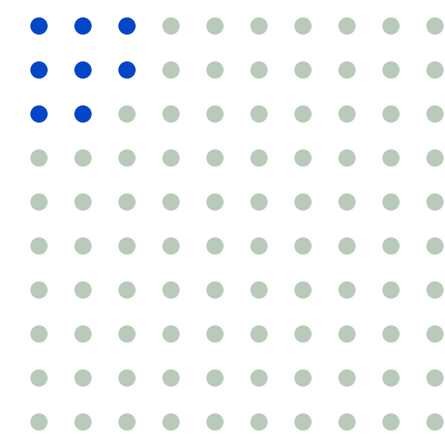
Upgrading your webinar software  
20.3%



External services (consultations, etc.)  
12.3%



Setting up a studio  
10.6%



Other  
8.8%

## Budgets are being spread but marketing costs still dominate

While the high number of respondents who will spend on marketing and promotion is perhaps unsurprising, it's encouraging to see almost half prepared to invest in creating content.



Section

Webinar Tools

Page 39

# Webinar Tools

Webinar makers are still struggling to find the right tool with **only 14% of marketers prepared to recommend their current webinar tool.** That's led to many organisations opting to use several 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 experience, but also in terms of internal time invested and returns on those investments.

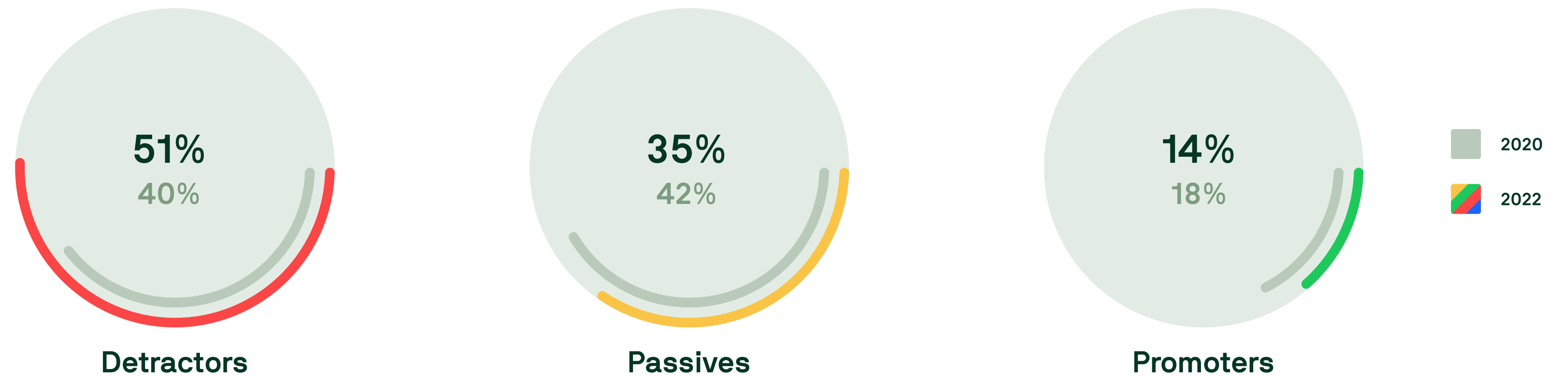




Section  
**Webinar Tools**  
Page 40

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

# Most organizations want to change their webinar tool



Competitor NPS

**-37** -23

TwentyThree NPS

**+25**

TwentyThree Webinar users are far more likely to recommend their tool than competitors.

Dissatisfaction with webinar software is widespread - but TwentyThree Webinar users buck the trend:

- “Good platform with good support.”
- “Easy to use, good quality.”
- “Good at taking customer feedback into account.”

**“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**

Page 42

# Benchmarking

With webinars here to stay, we want to make it easy for you to benchmark your own efforts. **Answer the following questions then go back and compare your efforts to other organizations.**



Section

Benchmarking

Page 43

**01** Across your organization, about how many webinars do you run in a year?

- 1-5
- 6-10
- 11-19
- 20-49
- 50-99
- 100-249
- 250-499
- 500-999
- +1.000

**02** Is this an increase or decrease from the previous year?

- Increase
- About the same
- Decrease

**03** When did your organization start doing webinars?

- We started in 2022
- We started in 2021
- We've been making webinars for 2-3 years
- We've been making webinars for 4-5 years
- We've been making webinars for 6-10 years
- We've been making webinars for more than 10 years
- We haven't started yet

**04** What is your organizational set-up to execute webinars?

- We have a dedicated webinar programme manager
- We have a dedicated webinar team
- It's a shared process across teams
- We don't have a specific set-up

**05** What are the three main reasons that your organization makes webinars? (Please rank from 1 to 3 with 1 being your biggest reason.)

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



Section

**Benchmarking**

Page 44

**06** What teams across your organization are doing webinars? (Choose as many that apply.)

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

**07** What type of webinars does your organization run? (Choose as many that apply.)

- Standalone webinars (one-offs)
- Episodic webinars (episodic series with different content each time)
- Repeating webinars (same content each time; scheduled on a recurring basis)
- Launch webinars (shorter formats with one speaker, for example)
- Online/digital events (longer format with multiple speakers, for example)
- Collab webinars (with external partners, etc.)
- Internal webinars (ex. for internal learning)
- Exclusive webinars (selected, invite-only audience)
- Relationship-based webinars (multiple relationship managers doing a webinar on their own with the same content)
- Other (please specify)

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

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

**09** 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 our webinar tool
- We aren't currently tracking or analysing the performance of our webinars

**10** How do you expect your webinar budget to change in 2022?

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





Section

**Benchmarking**

Page 45

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

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

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

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

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

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----



Section

About the State of Webinars

Page 46

# 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 make more informed decisions about your organization's webinar strategy.

Visit [twentythree.com](https://www.twentythree.com) for more information about our webinar tool and more free resources to help you get real results with video marketing and live events.



Section

About the State of Webinars

Page 47

# The key performance indicators for your webinars

1

**Webinars per year: 32.6**

Successful webinar organizations host many different kinds of webinar, in different formats, and for different audiences.

2

**Conversion rate: 64.4%**

People won't sign up if you don't make the pitch. Optimize your landing pages for conversion so you can build an audience.

3

**Attendance rate: 61.7%**

Live attendance drives most interactions and engagement, so it's crucial to establish what triggers work to get people to show up.

4

**Webinar engagement:  
46:06 minutes**

Finally, make sure your webinars are compelling and meet audience expectations to keep them engaged.



Section

**About the State of Webinars**

Page 48

## **State of Webinars was conducted and compiled by TwentyThree.**

### **Editing**

Aaron Bateman

### **Project Management**

Amelia Holmsen

### **Data Compilation**

Steffen Fagerström Christensen

### **Design**

Daniele Pacorig

## **Methodology**

The data compiled in this report comes from 150 survey respondents. The survey was conducted over a 9 week period between April and June in 2022. All respondents are webinar makers with the majority from Europe. The remaining comes from usage of TwentyThree's own webinar tool.



# Create truly engaging webinars with your brand front and centre

TwentyThree Webinars is the market's most sophisticated webinar tool with all you need to create immersive, engaging, and on-brand experiences. Loved by start-ups, trusted by global enterprises.

[twentythree.com/webinars](https://twentythree.com/webinars)

