

Infographic

The State of **Webinars**



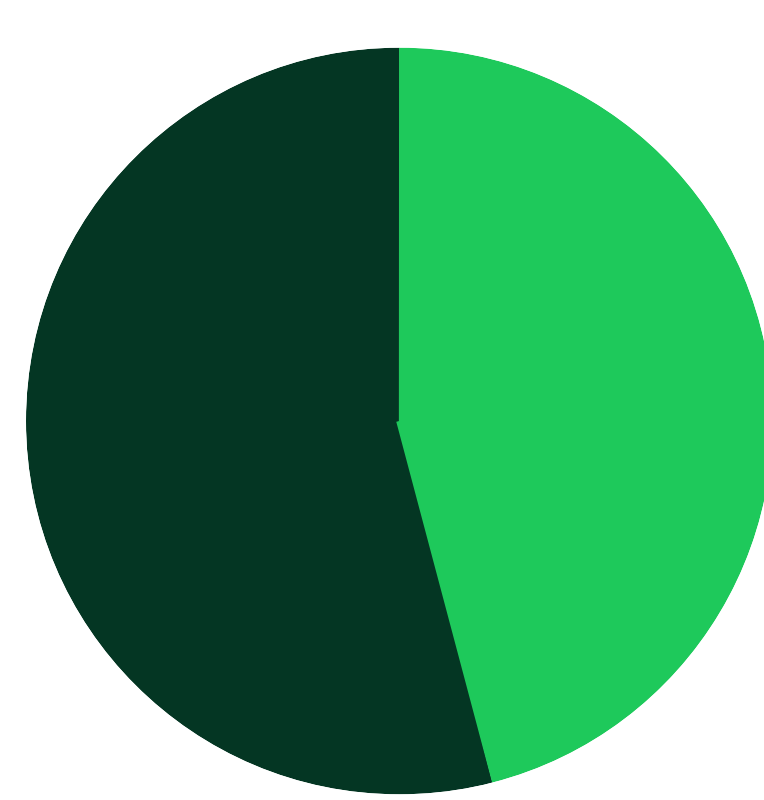
The State of Webinars

A decade-old marketing strategy, webinars are one of the most important channels for any marketing team looking to engage their audience, increase leads, and educate their customers. But what is the state of webinar tools nowadays?

We analyzed results from marketers around the world to find out how marketers feel about the current webinar tools, how webinars are run, and the results that matter most.

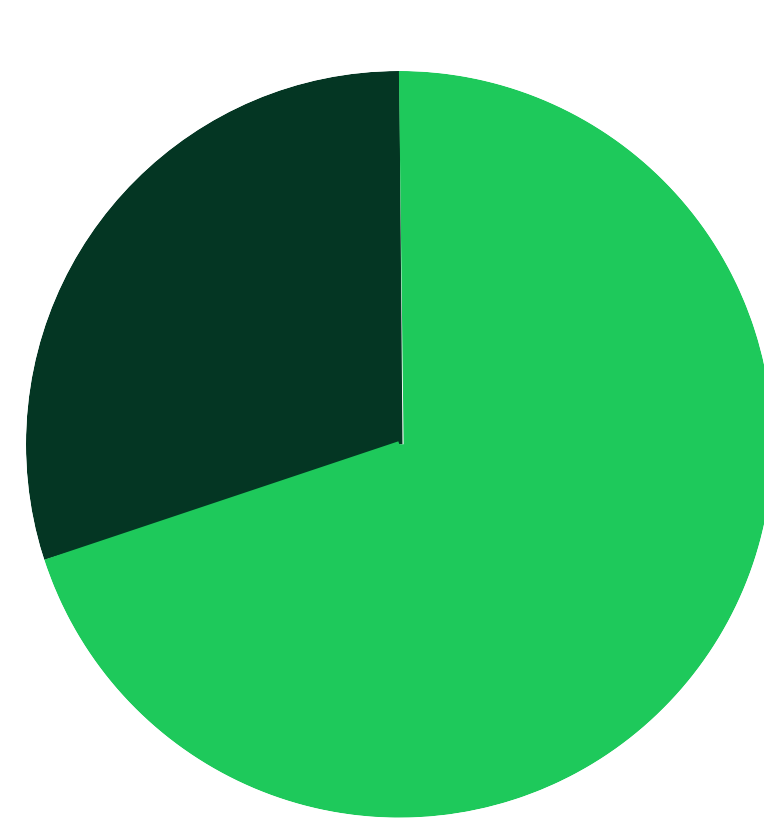


Current webinar tools NPS score



46%

of marketers reported an NPS score **under 6**, which measure as “**Detractors**” from current webinar tools available



70%

of marketers report that they wouldn't promote their webinar tool to other marketers or colleagues

68%

of marketers use **2-5 tools** in their tech stack to setup a single webinar

59%

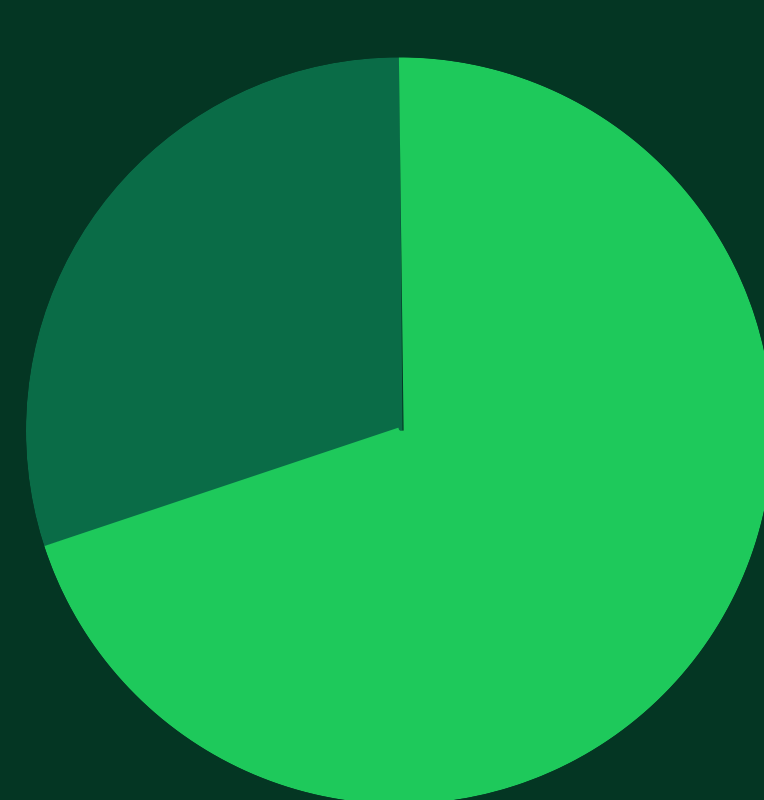
of marketers host their on-demand webinars on either **YouTube, Vimeo, or Dropbox/Google Drive**, eliminating valuable engagement and conversion data

9%

use **5+** tools in their tech stack to set up a single webinar

Only 8%

of marketers use a **video marketing platform** to host their on-demand webinar recordings



68%

of marketers either **measure webinars manually** or are currently not measuring the success of webinars

A Breakdown

of the most coveted changes marketers want for their current webinar tools



47%

of marketers want an updated design



32%

of marketers want custom landing pages



32%

of marketers want deeper integrations with their tech stack

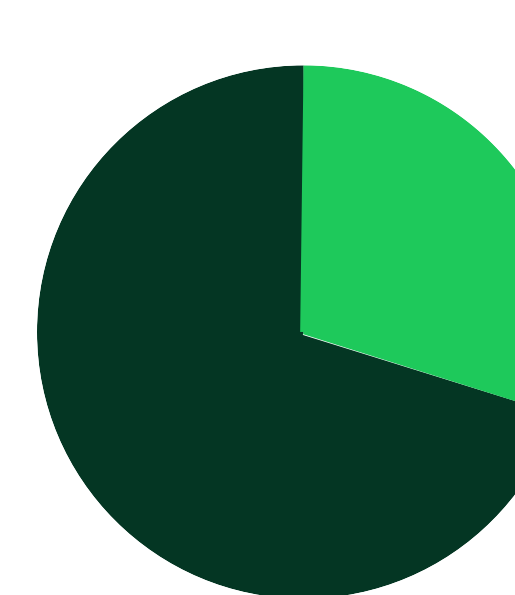


37%

of marketers want an in-browser webinar stream. (no software downloads)

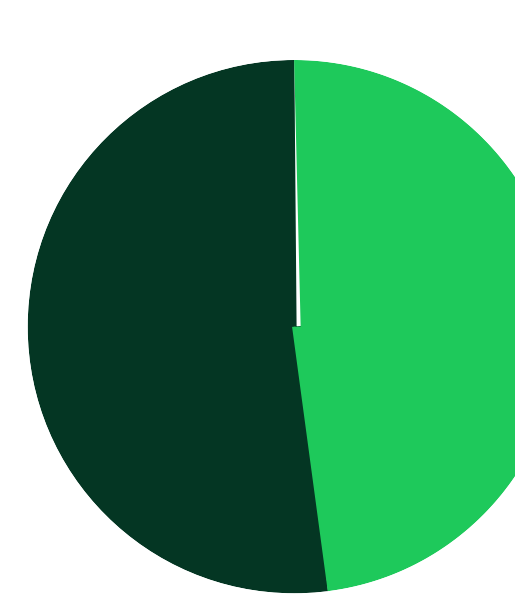
Webinar Success

Of marketers currently measuring webinars, they define success as the following:



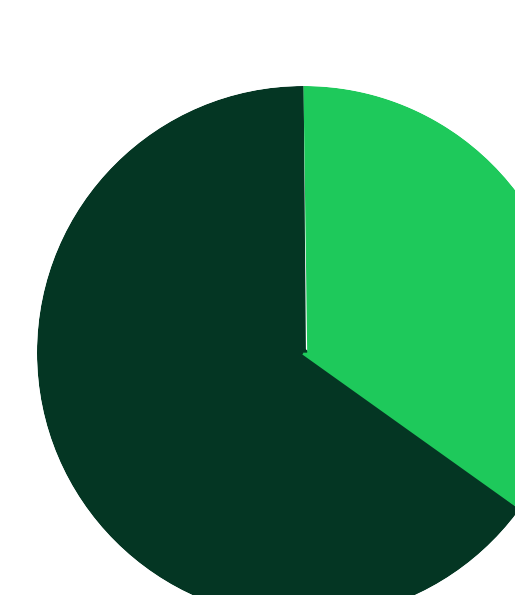
Only 30%

of marketers measure the leads generated from webinar content



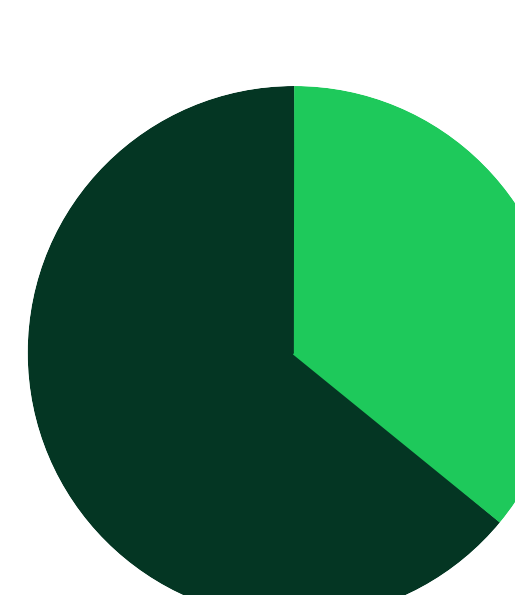
Only 48%

of marketers measure the number of attendees on a webinar



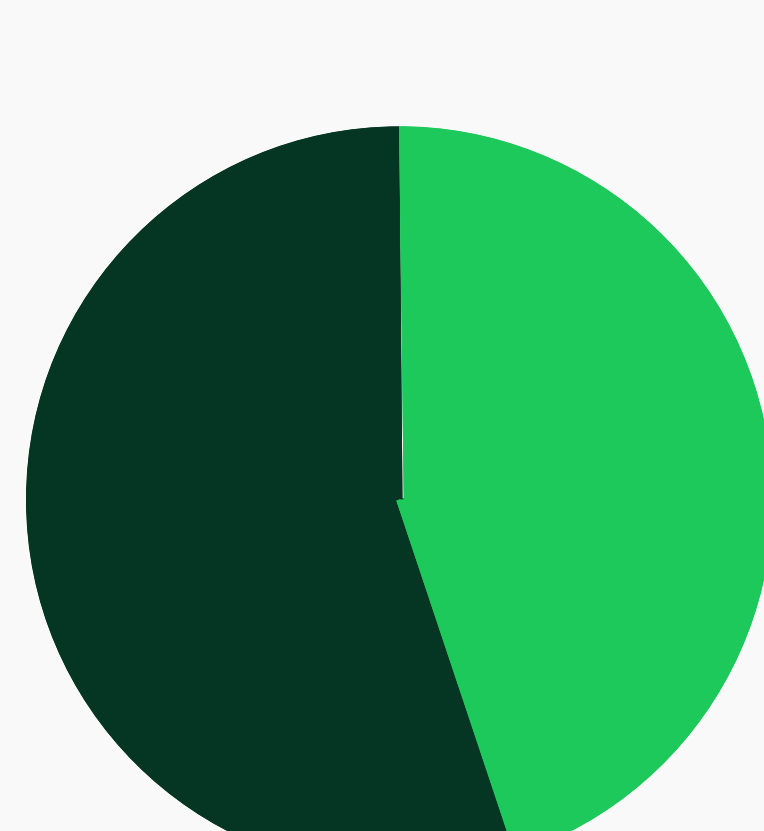
Only 35%

of marketers measure the engagement of their webinars



Only 36%

of marketers measure the signups/registrants for a webinar



45%

of marketers run **11+ webinars** a year, with **19%** running **50+ webinars** in a single year