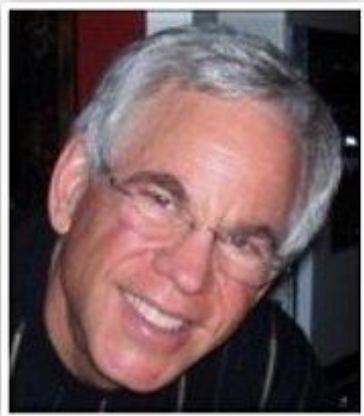


6 Key Metrics That Impact Webinar Performance: Before, During and After



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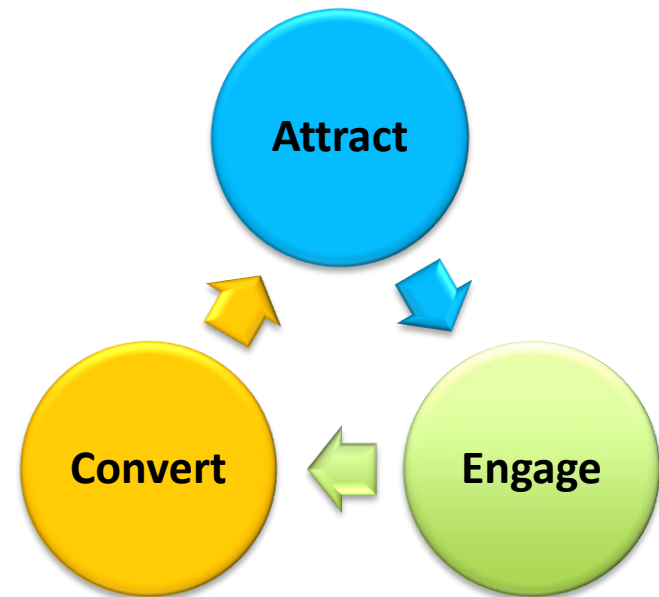


What We're Going to Cover

The 6 key metrics and
their benchmarks

How do you know if
you're on track?

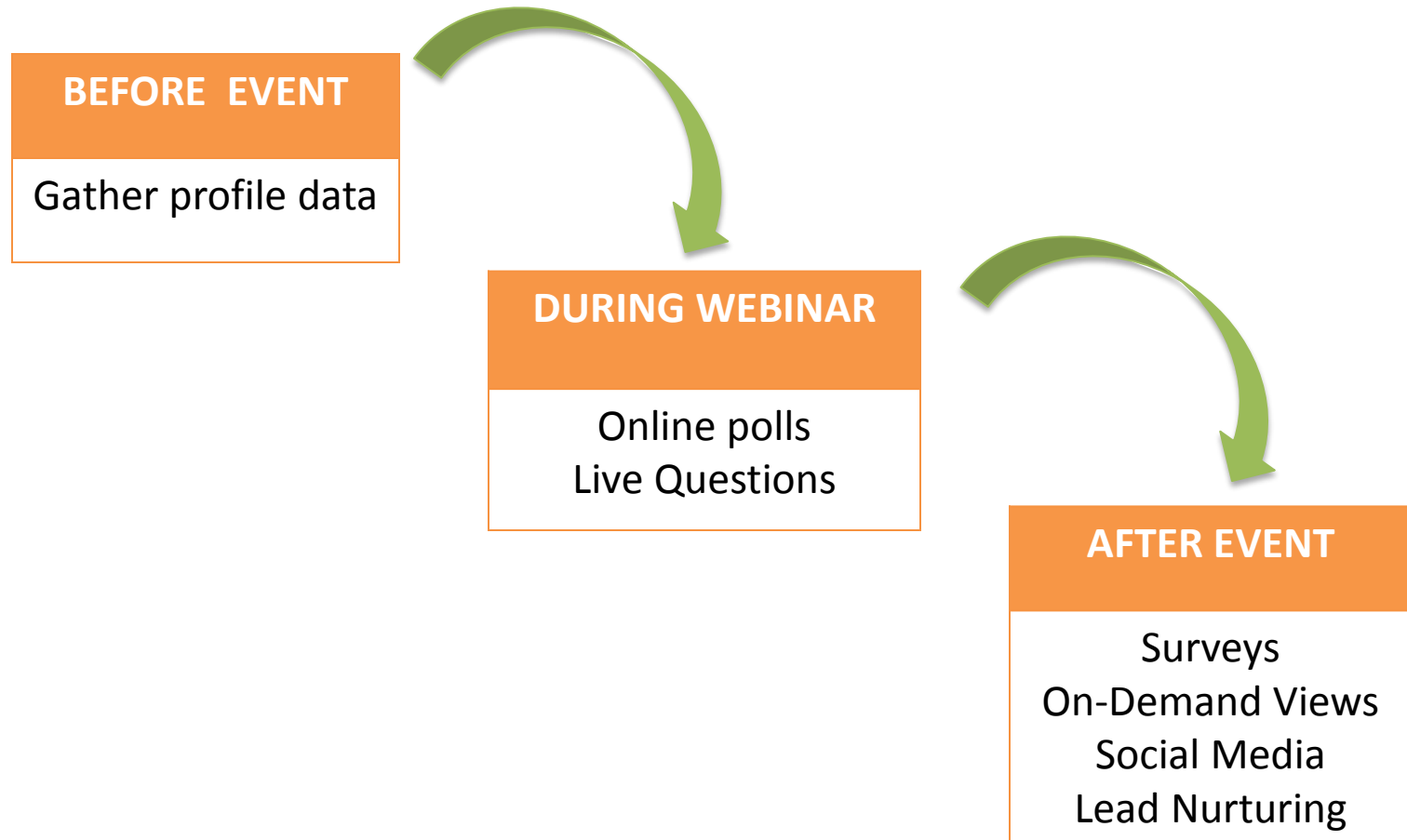
Converting more
prospects into customers



Ensuring Predictable Outcomes



Gather Life Cycle Intelligence



Time to Get Under the Hood...





The 6 Key Webinar Metrics

- Click Thru Ratio or CTR
- Attendee Ratio or AR
- Online Polls
- Exit Surveys
- Audience Retention
- On Demand Viewings

1. Click Thru Ratio (CTR)

Before the Webinar



Click Thru Ratio (CTR)

What Does It Measure?	What Does It Predict?
<p>Percent of People</p> <p>People who Register</p> <hr/> <p>Click to Registration Page</p>	<p>Registration - Attendance</p> <p>Registration landing page</p> <p>Message and value prop</p>



A Targeted Demographic of 50K Contacts Should Yield Registrants = $\frac{1}{4}$ to $\frac{1}{2}$ of 1%

Outcome	Low $\frac{1}{4}$ of 1%	High $\frac{1}{2}$ of 1%
Reach Landing Page	750	750
Click Thru	16.6%	33%
Register	125	250
Attendance Ratio 40%	50+/-	100+/-



How do you Know if you're on Track?

CTR Benchmarks	What it predicts and what you can do to increase registration
34% - 50%	Excellent - Indicates your message is connecting
23% - 33%	Target - Invitation message is specific to audiences interests
<23%	<p>You should be concerned, as something is not connecting with your audience</p> <ol style="list-style-type: none">1. Are you targeting the right demographic?2. Is your topic a “must have” or “nice to have” or is it a covert sales pitch?3. Are you asking too many landing page questions that are invasive?4. Check for SPAM trigger words in email subject line, e.g. Won't vs. Will Not5. Does each touch or Drip have a fresh subject swap?

2. Attendee Ratio (AR)

During the Webinar



Attendee Ratio (AR)

What Does It Measure?	What Does It Indicate?
<p>Percent of People</p> $\frac{\text{Attended}}{\text{Registered}}$	<p>Interest in your topic</p> <p>Demographic value</p> <p>Post webinar follow up</p>



How do you Know if you're on Track?

Attendee Benchmarks	What it indicates
>50%	Excellent
40%	Target
<30%	Under Perform

3. Online Polls

During the Webinar



Online Polls

What Does It Measure?	What Does it Indicate – Impact?
Real time feedback	Level of engagement Audience perspective Message shaping



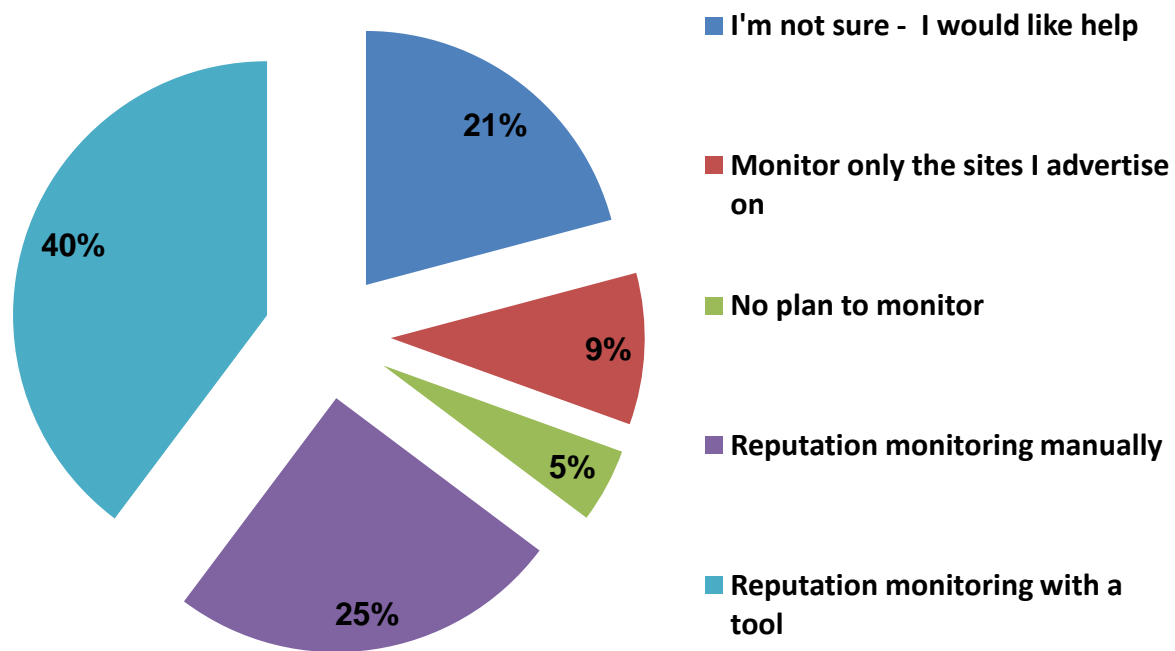
How do you Know if you're on Track?

On Line Poll Benchmarks	What it indicates
>75%	Excellent
60 – 70%	Target
<50%	Under Perform

Analysis

How will you monitor your online reputation going forward?

Response Rate = 66%



4. Exit Survey

After the Webinar – On Exit



Exit Survey

What Does It Measure?	What Does It Indicate?
How well did you met your audience's expectations?	Your brand and thought leadership Ideas for future topics Lessons learned for next webinar



How do you Know if you're on Track?

Exit Survey Benchmarks Ranking Scale of 1-5	What it indicates
3 – 5 >90 %	Excellent
3 – 5 80% - 90%	Target
3 – 5 <80%	Under Perform



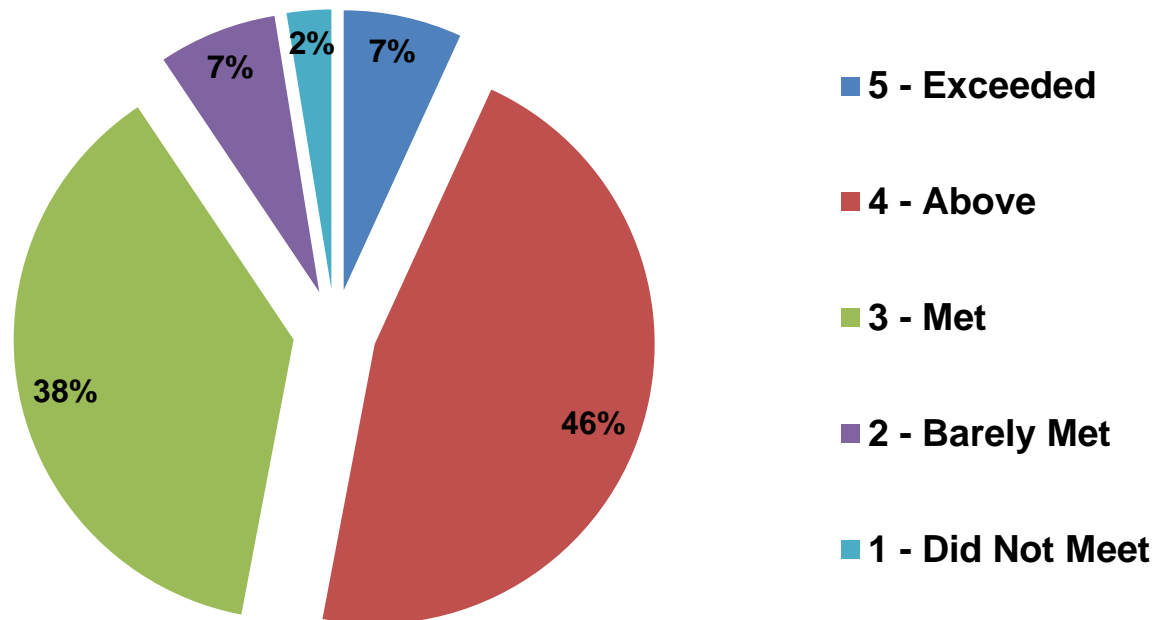
How do you Know if you're on Track?

Exit Survey Benchmarks Response	What it indicates
>35% - 45%	Excellent
25%-35%	Target
<25%	Under Perform

Post Webinar Survey

On a scale of 1 to 5 - How did today's webinar meet your expectations?

Response Rate = 42% with 98% Positive Ratings



5. Audience Retention

After the Webinar

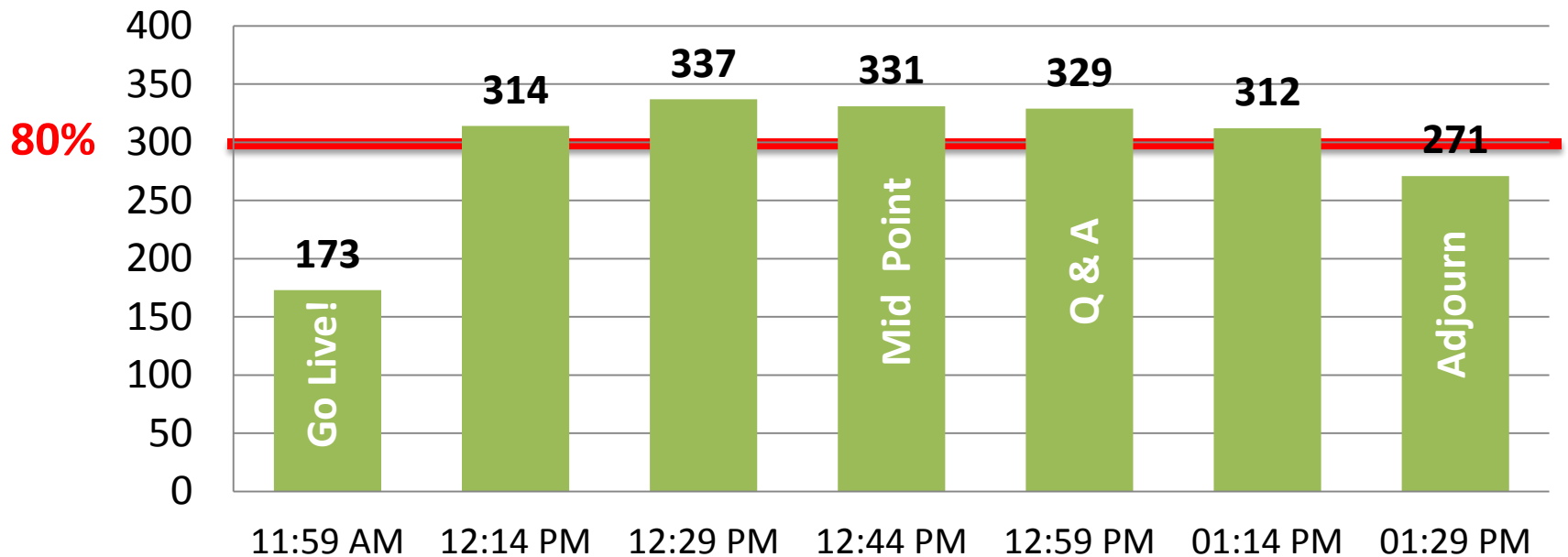


Audience Retention

What Does It Measure?	What Does It Indicate - Impact?
Audience Engagement	<p>Did you deliver what you promised?</p> <p>Audio or technical challenges?</p> <p>Your brand and thought leadership</p> <p>Post webinar follow up opportunities</p>

Analysis

Attendee Counts Throughout Webinar Peak Attendance = 378



Audience Retention at Q&A = 87%



How do you Know if you're on Track?

Audience Retention at Q/A	What it indicates
>85%	Excellent
75% - 85%	Target
<75%	Under Perform

6. On Demand Viewings

After the Webinar



On Demand “The Gift That Keeps on Giving”

What Does It Measure?	What Does It Indicate?
Post webinar interest	Fresh new sales leads Attended but watched again Registered but did not attend “Must Have” Content



How do you Know if you're on Track?

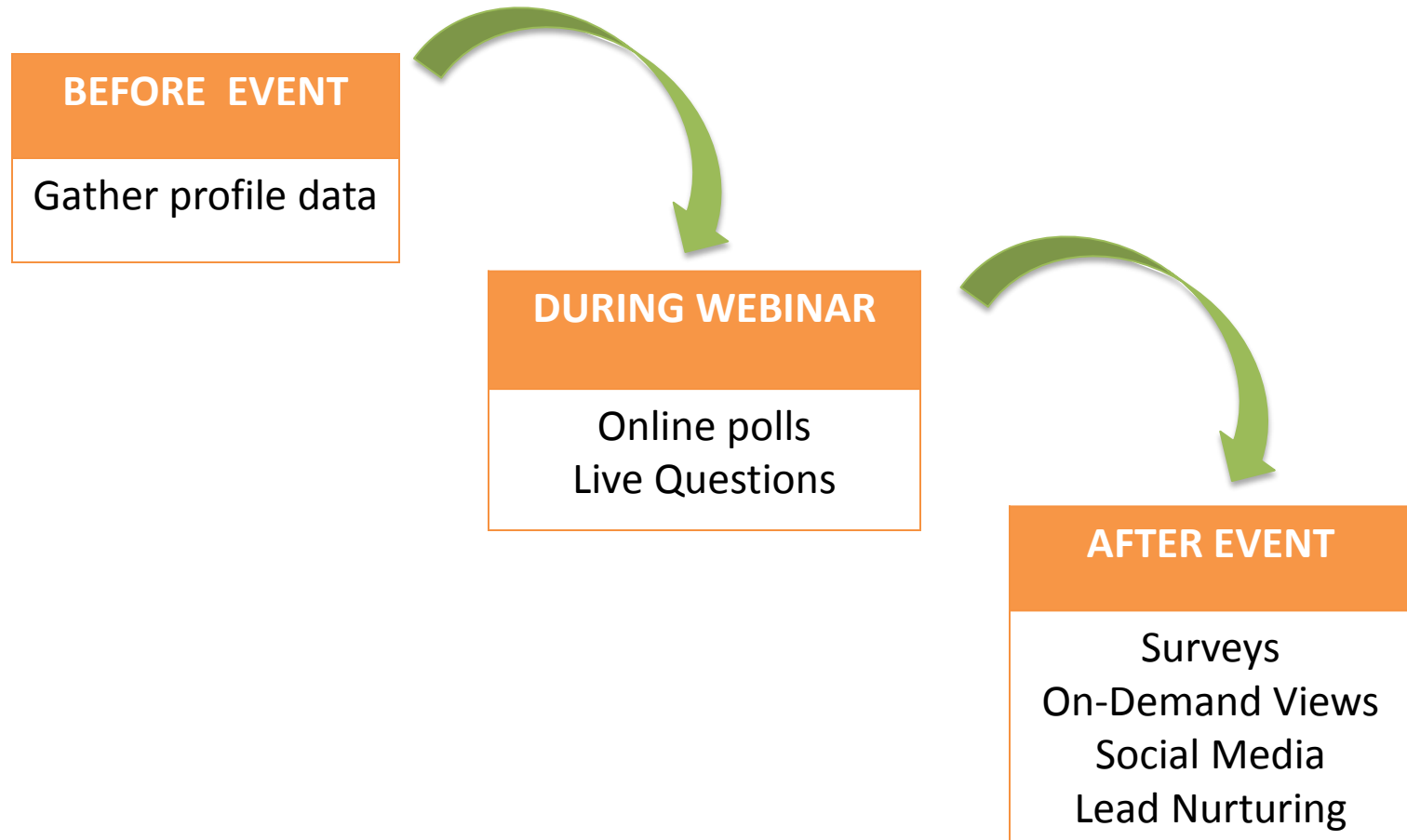
On Demand Viewings	Targets as a % of Registrants
>50%	Excellent
15% - 30%	Target
<15%	Under Perform



Analysis

On Demand Viewings 431 viewings in first 45 days	Viewing # - % Total Viewings
Registered – Did Not Attend	90 viewings - 12%
Attended – Repeat Viewing	59 viewings - 8%
Fresh New Leads - Viral	617 viewings – 80%
Total On Demand Viewings	774 viewings – 100%

Review Life Cycle Intelligence





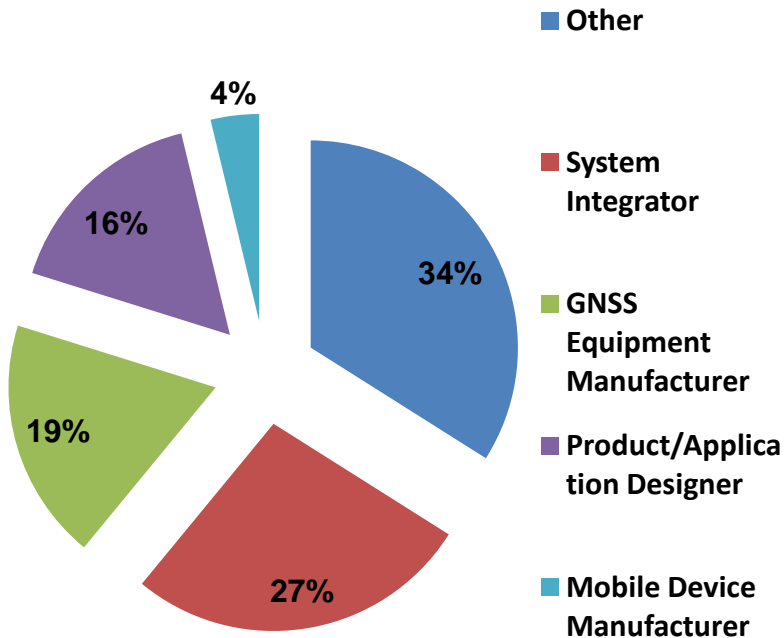
Put Your Sales and Marketing Hat On:

Maximize the Opportunity with Post Webinar
Follow-up to Start a Warm Conversation

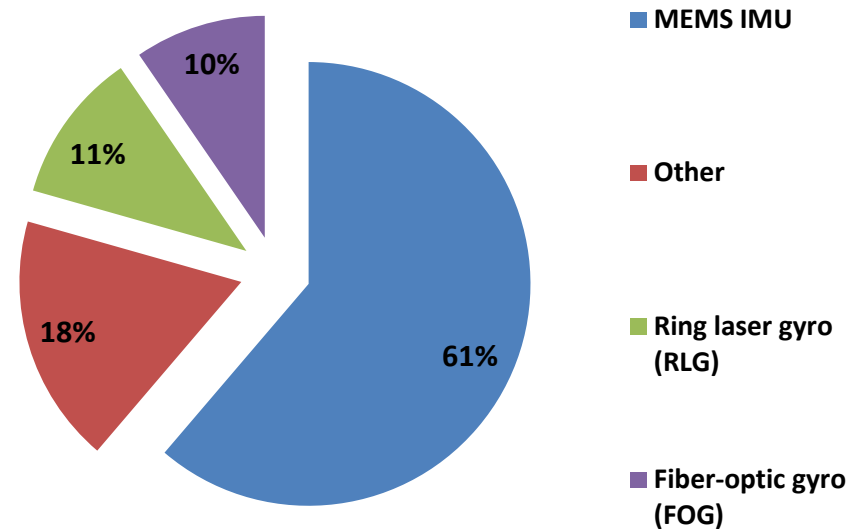
- Step 1: Archive a copy of the recorded webinar
- Step 2: Within 24-48 hours, send follow-up thank you emails and include valuable content and information
- Step 3: Do final Registration, Attendance and Performance analytics

Analyze all Other Life Cycle Intel

Industries Represented



What kind of inertial technology are you most interested in?





Gather Insights by Attendees

Interests	Plans to purchase this year	What would you like to learn?	Scale 1-5 5 being highest	What could we have done better?	What did you like the most?	What other webinar topics would be of interest?	Poll #1	Poll #2	Question asked by attendee
MEMS IMU	Not sure researching	General Info	5	More technical content	The Ask the Experts Panel	Case Studies on hardware specific appls	Integration Kallman Filter	Define models for the inertial sensor errors	When discussing multi-Sensor fusion, are there
MEMS IMU	Yes	Practical app of MEMS IMU GNSS	5		Good overview not too technical Well organized	Any GPS signal related topics		Define Models for the inertial sensor errors	Is the INS always a core sensor?



Segment Leads

- Bucket #1 – Sales Ready
- Bucket #2 – Non-qualifying
- Bucket #3 – Nurturing



Summary and How to Get Started

- Metrics ensure predictable outcomes
- Define your objectives and success factors
- Have a clear “Call To Action”
- Study and mine life cycle intelligence
- Follow-up within 24-48 hours post webinar
- Build an ongoing webinar database to create your own benchmarks and lessons learned

To Continue the Conversation

LinkedIn: WebAttract Thought Leadership Webinars and Webcasts

YouTube: WebAttract Channel

Twitter: @WebinarReady



**Complimentary eBook
WebinarReady™
A Step-by-Step Guide to
Hosting Successful Webinars**



An End2End Solution for **Webinar Demand Creation**

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