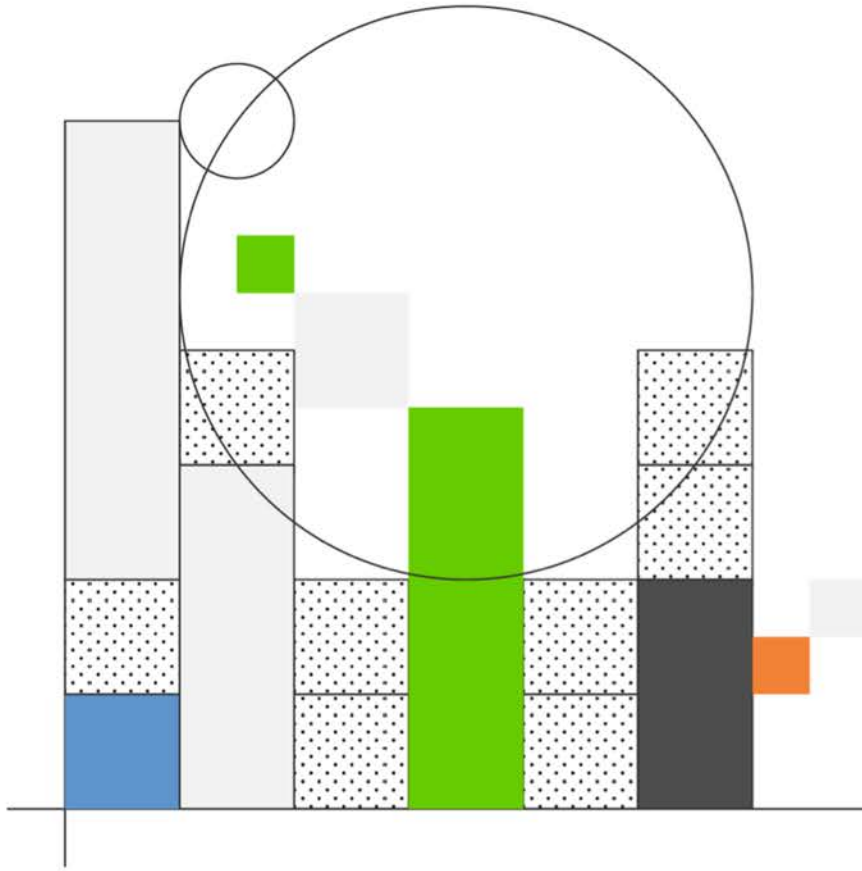# 2021

BrightTALK Benchmarks Report

Patterns in the Data

Evolving trends and technologies are changing how professionals add value to their roles and learn in this new world. With more digital noise than ever before, marketers have had to reinvent their strategies for reaching and converting buyers.

The digital marketing landscape is changing. Tap into meaningful patterns in the data to scale engagement globally.

BrightTALK analyzed data directly from our platform and surveyed our users to present you with this, the BrightTALK Benchmarks Report. The report breaks down how professionals are consuming content, explores proven tactics to drive increased demand, and outlines best practices for successful webinar, video, and virtual event programs.

Demographics and Methodology

BrightTALK is a global platform supporting millions of professionals around the world. We engage users in a range of industries, including IT, Financial Services, Healthcare, Marketing, Sales, HR, and more. Our audience tends to be tenured in their careers, with 70% at the level of manager or above.

In addition to the engagement data collected from our platform, this report also represents insights from our annual BrightTALK user survey. We surveyed a subset of users who have viewed at least two pieces of content in the past year. We then analyzed thousands of data points from both the user survey and the BrightTALK platform to deliver actionable insights from the world's largest B2B webinar and video provider.

Region
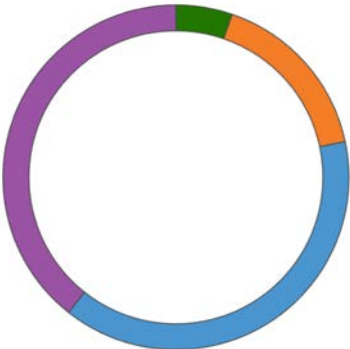
6%	LATAM
14%	APAC
34%	EMEA
46%	NA

Company Size
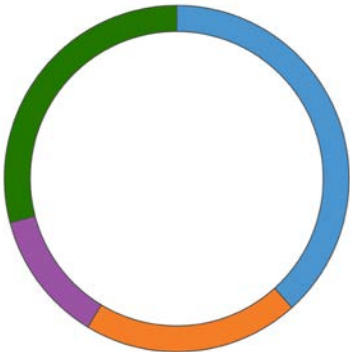
37%	<100
21%	101-1000
13%	1001-4999
29%	5000+

Job Level

12%	C-level	39%	Manager
5%	V.P.	30%	Practitioner
14%	Director		

ENGAGEMENT

BrightTALK's Audience

Today, BrightTALK consists of over 12 million users who engage with video content as a way to enhance their careers, learn about new technologies, and build authentic connections. In the past year, we've seen a dramatic increase in activity as professionals prioritize digital learning and engagement.

Total Users	**User Growth**
12M	109%
Hours Viewed	**Total Activities**
2,269,100	5,629,400
Content Scheduled	**Content Scheduled Growth**
26,400	105%
Attachment Downloads	**Questions Asked**
481,000	393,600
76% YoY Growth	135% YoY Growth

BrightTALK 2020 Audience Stats

283K

230K

196K

193K

141K

125K

120K

111K

112K

96K

69K

76K

104K

Feb   Apr   Jun   Aug   Oct   Dec   Feb
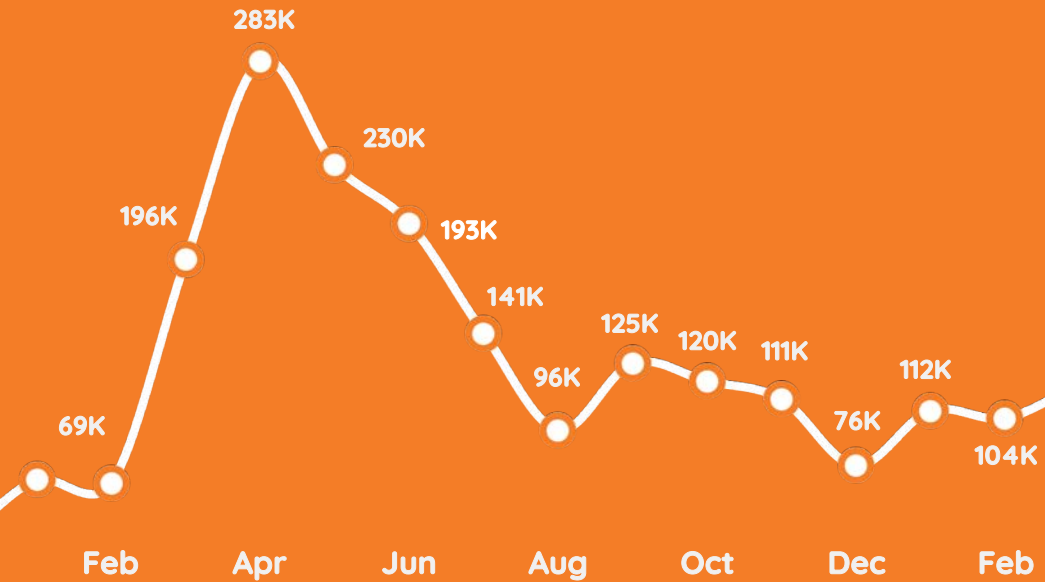
BrightTALK User Growth 2020-2021

BrightTALK saw a 342% spike in new users in April 2020

At the onset of the COVID-19 pandemic, BrightTALK saw a surge in user activity as professionals turned to video content to learn and grow.
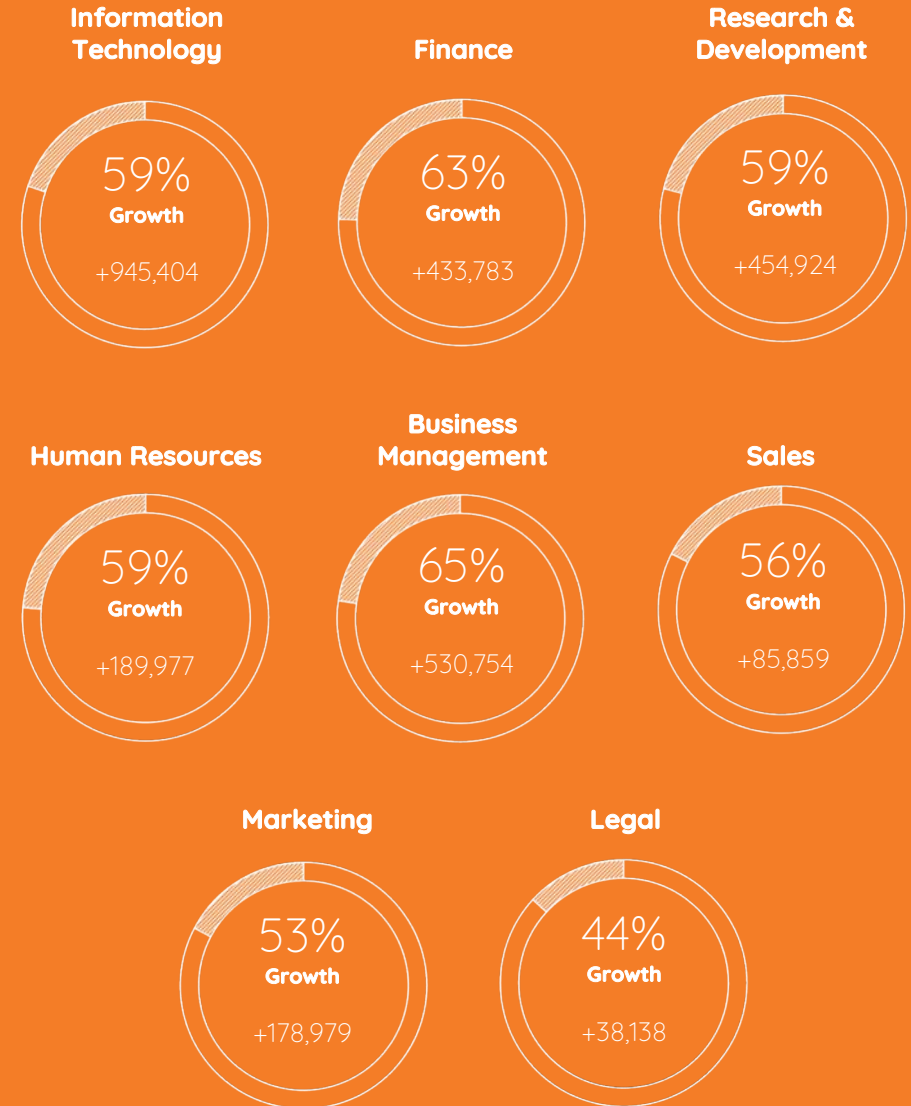
Professionals continue to engage with webinar, video, and virtual event content at increased levels in 2021. This trend reinforces the power of rich media content and the opportunity for marketers to get their content in front of the right target audience via these channels.
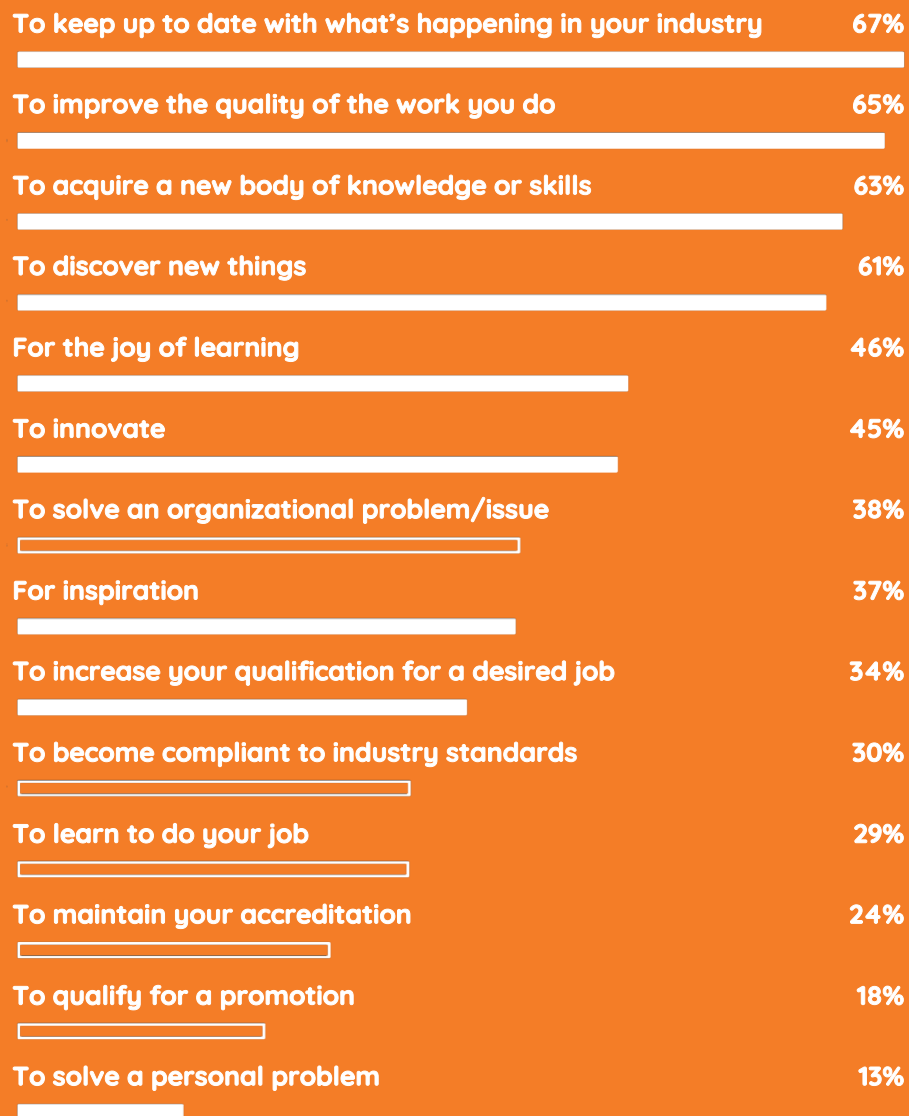
In a tumultuous year, users prioritized learning, which grew BrightTALK communities by an average of 60%

Last year's surge in engagement meant the BrightTALK platform experienced an explosion of content and activity. All eight of BrightTALK's professional communities, groups of like-minded individuals creating and consuming content, experienced exponential growth.

Creating and leveraging an active, engaged community is ultimately key to business success. Broadly speaking, BrightTALK users want information to advance their professional development and to learn more about specific products and technologies.

Information Technology

59%
Growth

+945,404

Finance

63%
Growth

+433,783

Research & Development

59%
Growth

+454,924

Human Resources

59%
Growth

+189,977

Business Management

65%
Growth

+530,754

Sales

56%
Growth

+85,859

Marketing

53%
Growth

+178,979

Legal

44%
Growth

+38,138

Community Growth

To keep up to date with what's happening in your industry	**67%**
To improve the quality of the work you do	**65%**
To acquire a new body of knowledge or skills	**63%**
To discover new things	**61%**
For the joy of learning	**46%**
To innovate	**45%**
To solve an organizational problem/issue	**38%**
For inspiration	**37%**
To increase your qualification for a desired job	**34%**
To become compliant to industry standards	**30%**
To learn to do your job	**29%**
To maintain your accreditation	**24%**
To qualify for a promotion	**18%**
To solve a personal problem	**13%**

What are your primary motivations for professional growth?

PROFESSIONAL GROWTH

75% of professionals turn to digital learning to boost marketable talents

Today's B2B buyer is driven by curiosity and intrinsically motivated to learn and grow. Professionals spend time during the work week keeping up-to-date on industry news, growing their knowledge base, and improving their overall quality of work to excel in their careers.
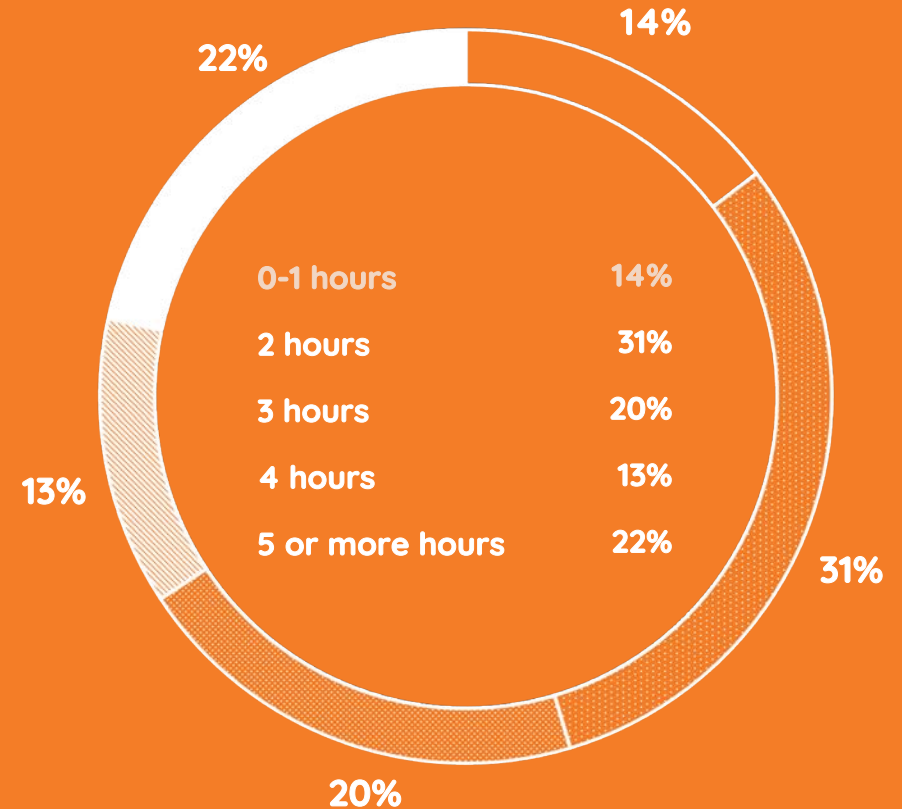
This presents an opportunity for content marketers to engage audiences how and when they want. Allow the audience's motivations to influence content formats, types, and editorial direction by putting data to work.
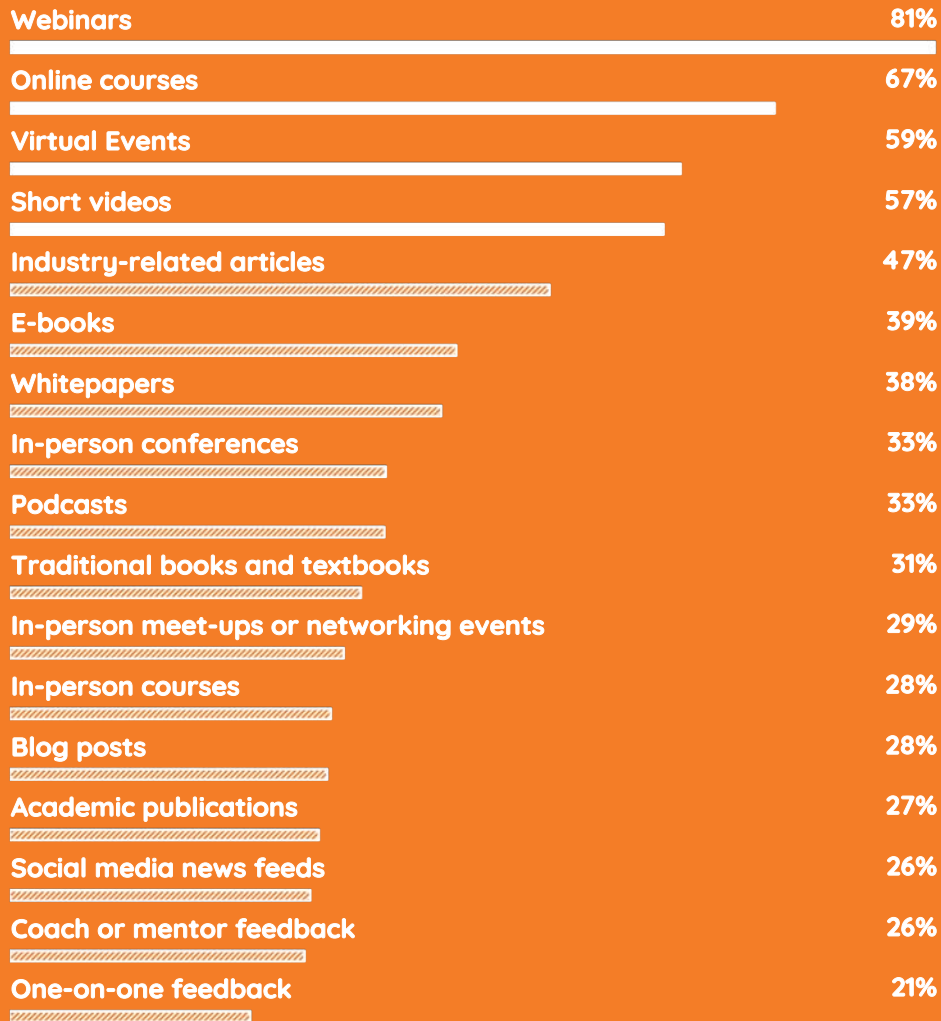
86% of professionals dedicate at least 2 hours a week to industry-specific learning and growth

In today's uncertain business climate, professional development and growth are a top priority. With a limitless supply of self-guided, digital content at their disposal, professionals are dedicating considerable time each week to improving their skills, exploring trends, and researching products.

Marketers can capitalize on this thirst for knowledge by developing relevant, quality content at a consistent cadence. In fact, 22% of respondents dedicate 5+ a hours a week to learning, which offers a powerful opportunity to win mindshare (and budget).

22% **14%**

0-1 hours	14%
2 hours	31%
3 hours	20%
4 hours	13%
5 or more hours	22%

13% **31%**

20%

How many hours a week do you spend on your professional growth?

Webinars	81%
Online courses	67%
Virtual Events	59%
Short videos	57%
Industry-related articles	47%
E-books	39%
Whitepapers	38%
In-person conferences	33%
Podcasts	33%
Traditional books and textbooks	31%
In-person meet-ups or networking events	29%
In-person courses	28%
Blog posts	28%
Academic publications	27%
Social media news feeds	26%
Coach or mentor feedback	26%
One-on-one feedback	21%

What formats or methods do you find valuable for your professional growth?

CONTENT PREFERENCES

Video-based content continues to be the preferred format for professional engagement

Businesses and technology are moving at record speeds. Unsurprisingly, professionals are increasingly turning to video content, such as webinars, online courses, and virtual events, to drive depth and growth in a range of industries.

Although webinars and videos have been preferred formats for years, the COVID-19 pandemic drove an unprecedented surge in virtual engagement that will have long-term effects on how businesses and professionals interact.
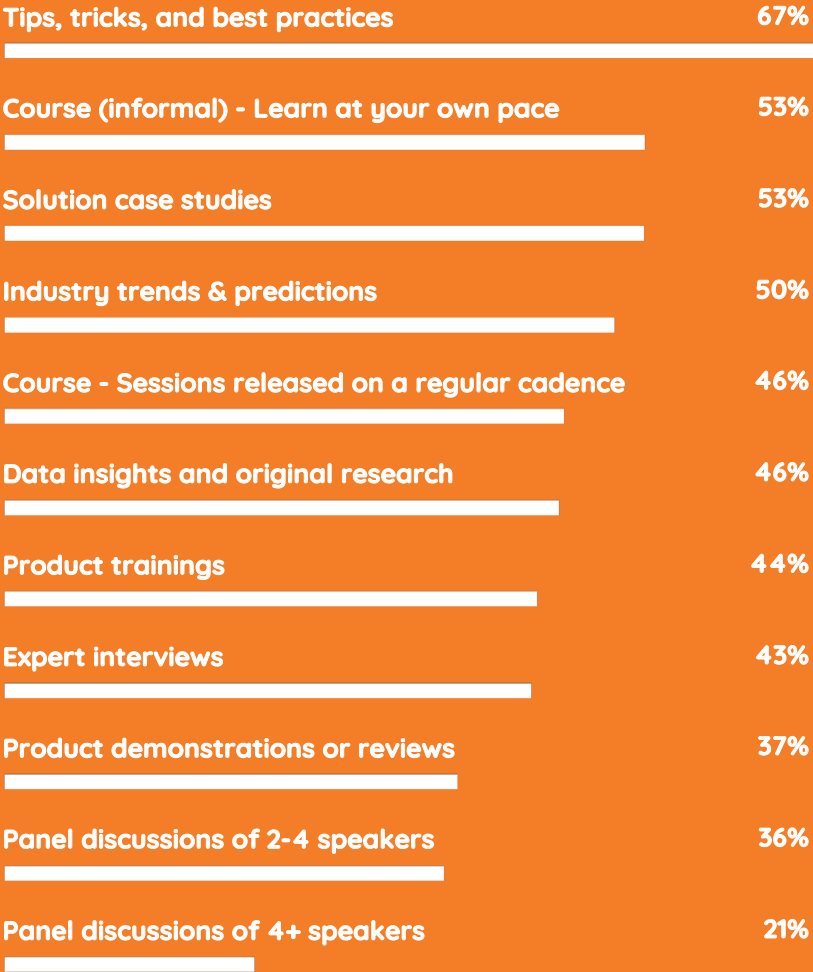
Marketers who haven't yet prioritized video-based channels should do so - and fast. Webinar and video aficionados will benefit from focusing on upping production value and boosting the impact of eBooks, blog posts, and infographics by giving them a rich media twist.
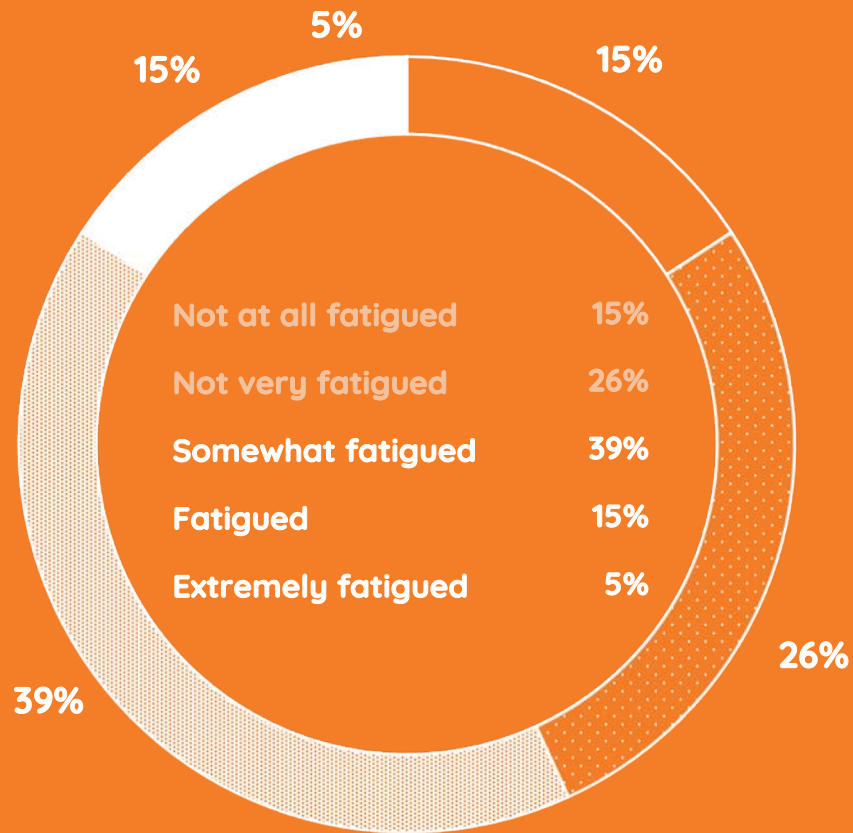
Professionals seek actionable content that sheds fresh perspective on technology, trends, and best practices

The old adage "time is money" certainly rings true in today's fast-paced, overscheduled world. Although professionals are focused on self-education, they are incredibly choosey when selecting content to consume.

Assets that provide professionals with an immediate solution are sure to help create sales-ready conversations. Whether you're engaging a Practitioner, Director, or C-level executive, our data shows that best practices, case studies, and industry trends and predictions are winning content types.

Content Type	Percentage
Tips, tricks, and best practices	67%
Course (informal) - Learn at your own pace	53%
Solution case studies	53%
Industry trends & predictions	50%
Course - Sessions released on a regular cadence	46%
Data insights and original research	46%
Product trainings	44%
Expert interviews	43%
Product demonstrations or reviews	37%
Panel discussions of 2-4 speakers	36%
Panel discussions of 4+ speakers	21%

What type of content do you find valuable in your professional growth?

Digital fatigue chart

Not at all fatigued	15%
Not very fatigued	26%
Somewhat fatigued	39%
Fatigued	15%
Extremely fatigued	5%

Are you experiencing digital fatigue?

With 59% feeling some degree of digital fatigue, relevancy is essential

Since the onset of the COVID-19 pandemic, the world has experienced unprecedented changes to the work landscape. Much of the workforce is remote, hours-long blocks of video conference calls are the norm, and digital content has skyrocketed.

59% of professionals say they are generally fatigued when it comes to everyday virtual interactions taking into account both personal and professional engagements.

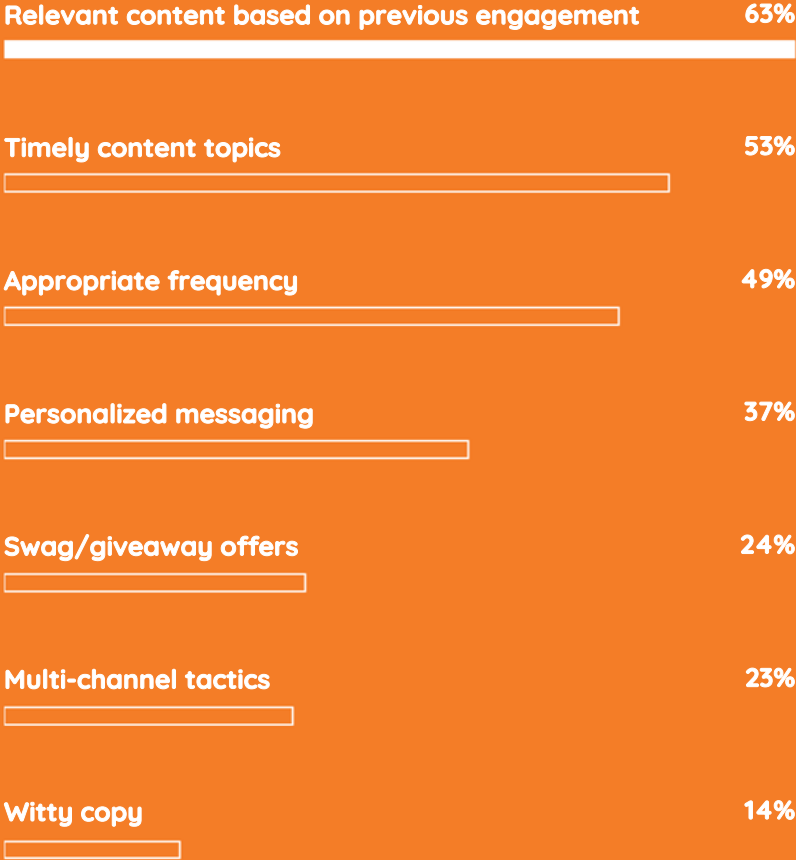# Digital activity is at an all-time high; marketers must cut through the noise with quality content

Not only are 56% of professionals surveyed spending 4+ hours a day digitally interacting with others, 76% of respondents also reported an increase in the number of email and social media promotions received in the past year.

With more competition around content and a flood of promotions, marketers must focus on sustaining continued engagement with their target buyers by serving the right content at the right time.

The subsequent sections of this report will offer tips for standing out from the crowd and insights into buyers' preferences.

0-1 hours	10%
2-3 hours	34%
4-5 hours	29%
6-7 hours	12%
8+ hours	15%

15%
10%
12%
34%
29%
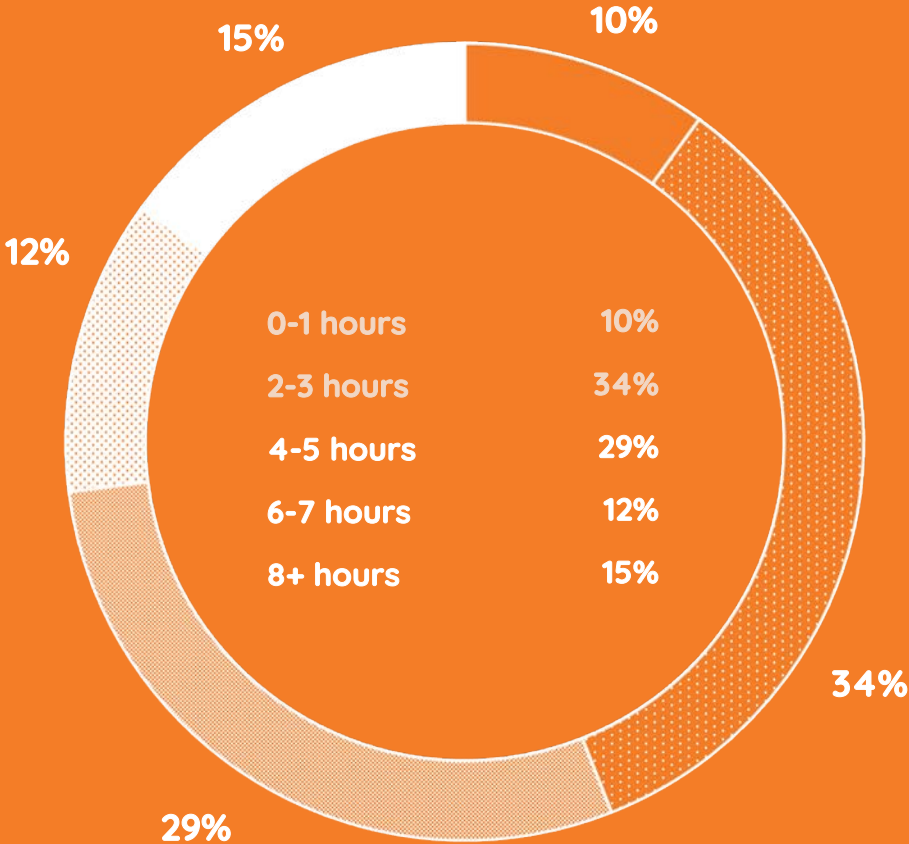
How many hours a day are you interacting with others digitally?

Relevant content based on previous engagement   **63%**

Timely content topics   **53%**

Appropriate frequency   **49%**

Personalized messaging   **37%**

Swag/giveaway offers   **24%**

Multi-channel tactics   **23%**

Witty copy   **14%**

What aspects of an email or social media promotion help a company stand out from the crowd?

DIGITAL FATIGUE

63% of professionals value relevant content based on their previous engagement

Despite the digital fatigue that has ensued along with an influx of marketing promotions, there are ways marketers can work around this dilemma. Email and social media promotions can be tweaked strategically so you're personalizing your message for maximum impact.

Potential buyers want content that is relevant to their unique needs. Use historical engagement data to take your audience on a tailored content journey, customized for the appropriate frequency, funnel stage, and content theme.

Further Resources

Supplemental webinars, reports, and eBooks for additional expert insights.

COVID-19's Effect on Marketing Priorities

The changes of this past year are bound to influence our future landscape. Take a look at **COVID-19's Effect on Marketing Priorities**, a BrightTALK marketing impact report, for additional insights into how marketers have pivoted their strategies during the pandemic.

Explore BrightTALK Central

Streamline how you work, strategize, and generate demand on our refreshed **BrightTALK Central platform**. Get an in-depth look at our newest UX/UI and how to manage campaigns in one place.

Digital Marketing Maturity Benchmarks

How does your digital strategy stack up against the competition? In partnership with Smart Insights, we produced this **Digital Marketing Maturity Benchmarks** report highlighting the digital transformation of marketing organizations across the globe.

WEBINARS & VIDEOS
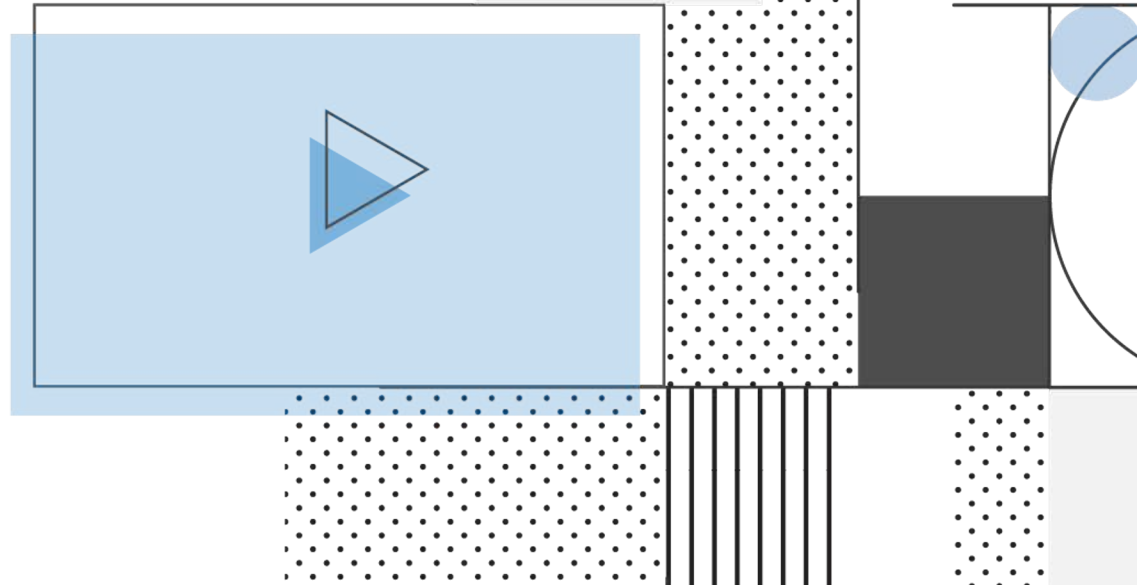
Webinars & Videos

BrightTALK provides the technology to power thousands of webinar and video programs each year. Not only has the volume of content and new users on the platform grown, but overall activity and interactions with content programs have grown significantly over the past year.

Total Registrations	Total Views	Live Views	Recorded Views
2,872,000	**6,236,000**	**1,661,400**	**4,574,600**
115% YoY Growth	86% YoY Growth	162% YoY Growth	68% YoY Growth

Hours Viewed	Questions Asked	Poll Responses	Attachment Downloads
2,269,100	**393,600**	**119,500**	**481,000**
103% YoY Growth	135% YoY Growth	92% YoY Growth	76% YoY Growth

Benchmark Your Success

How are your webinar and video programs performing?

Avg. Content Created Per Month	Avg. Registrations Per Webinar	Avg. Completion Rate
1.6	**121**	**58%**
81% YoY Growth	5% YoY Growth	0% YoY Growth

Avg. Total Reach Per Webinar	Avg. Live Viewers Per Webinar	Avg. Reg to Live
163	**51**	**36%**
-9% YoY Growth	29% YoY Growth	18% YoY Growth

Avg. Reg to View	Avg. Recorded Views per Webinar	Avg. Minutes Viewed
46%	**98**	**33**
8% YoY Growth	-26% YoY Growth	6% YoY Growth

BrightTALK experienced an explosion of content production over the past year

Marketers invest significant time, energy, and resources into developing video-based content. BrightTALK saw a 95% increase year-over-year in 2020 as content creators turned to webinars, videos, and virtual events to engage and convert their audiences.

In Q1 of 2021, content creation rates remain elevated indicating a long-term commitment to these marketing channels.

Growth of content scheduled from February 2020 to February 2021

5%   3%

12%

26%

One or More Times a Day   26%
Multiple Times a Week   35%
Once a Week   18%
Multiple Times a Month   12%
Once a Month   5%
Every Couple of Months   3%
Never   1%

18%

35%
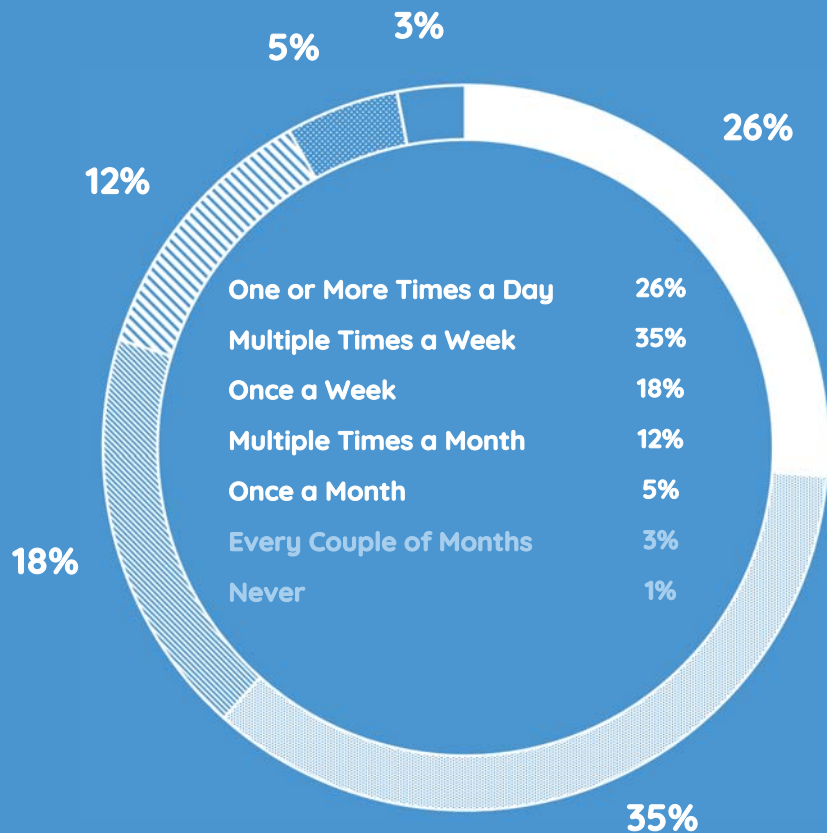
How often do you view webinars or videos?

96% of B2B buyers view webinar or video content at least once per month

When it comes to a busy professional's ability to fit content engagement into their packed schedule, it's clear that rich media can't be beat. In fact, 79% of B2B buyers view some form of webinar or video content one or more times a week, and 96% of professionals view content at least once a month.

This means content marketers not dedicating a portion of their efforts to rich media are leaving money on the table. Those willing to invest time, energy, and resources into developing video-based content tailored to their audience's interests are bound to see the greatest ROI.

Content needs to be accessible and eye-catching to drive engagement

Although many professionals engage with webinar content live, it's important to offer the content on-demand in case something comes up or the viewer wants to reference the presentation at a later date.

Additionally, the visual identity and creative tone of the content plays a considerable role in driving registrations and views. Webinar titles and abstracts should be clear, concise, and specific. Provide your audience with a sneak peek of what they'll learn in the session by sharing an outline of the agenda in the webinar description.

Recorded content immediately available

Title slide imagery

Content is upcoming and can be viewed live

Abstract or description

Webinar title

Swag/giveaway offers

Post-event supplemental content

Presenter

Source of content (company, organization, etc.)

Factors influencing registration/view

General   Accessible & eye-catching

Content is too "salesy" or marketing-focused	78%
Content is too product-focused	78%
Poor platform experience	78%
Lack of time or availability	67%
Topic is irrelevant to my role	56%
Content depth is misaligned	56%
Content length is too long	56%
Presenter lacks authority or relevance	56%
Topic is not interesting to me	44%
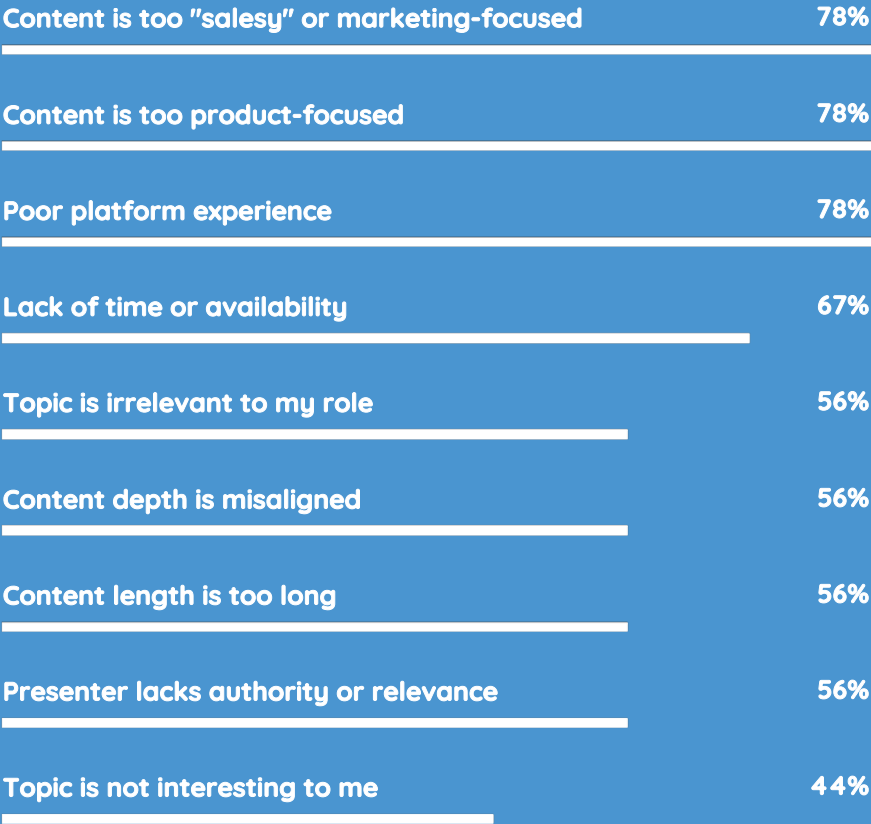
CONTRIBUTING FACTORS

Find the content sweet spot by pairing thought leadership with topical industry and product insights

When designing a webinar program, your audience's needs have to take precedence. A surefire way to alienate potential buyers is by providing an overt sales or product message too early in the research process.

Instead, marketers and content creators should focus on the challenge their technology and products solve. Since professionals want to consume content that is informative, focus on best practices and highlight your in-house thought leaders and experts.

The ability to provide a streamlined, frictionless viewing experience is just as important as the tone of your content. Partner with a platform provider that offers a reliable and intuitive interface to ensure your content is presented in the best light possible.

Avoid gimmicks and clickbait when crafting titles and descriptions

As you look to acquire and inspire new buyers, it's critical to make a good first impression. Often your webinar title, abstract, and cover image offer the first introduction to your company and products.

Be mindful of your tone, visual identity, and copy to improve registration and viewing conversions. Put your best foot forward with presenters who share your message in an authentic and approachable manner.
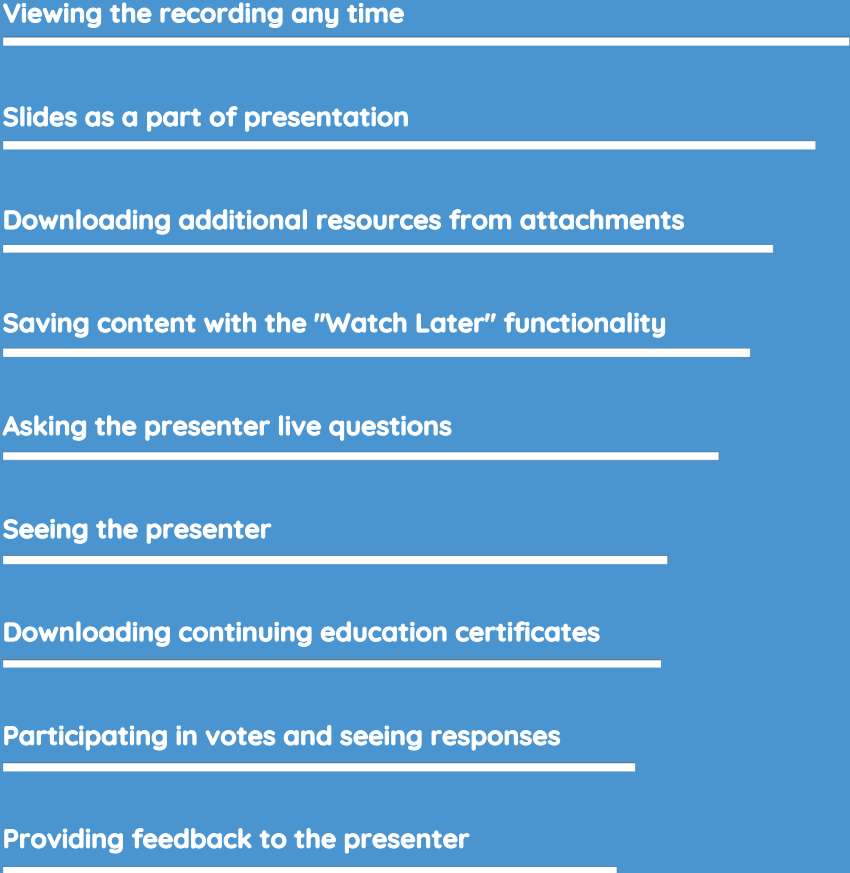
! Title

Professionals want catchy, timely, and value-driven titles when evaluating a webinar. Avoid overly trendy references and prioritize relevant keywords for better discoverability.

! Description

Skip the jargon when describing your presentation topic. Instead explain what knowledge viewers will walk away with and summarize key topics using bullet points.

! Presenters

Tee your thought leaders and speakers up for success by creating a webinar run of show and hosting a rehearsal. Encourage authentic dialogue and leverage opportunities to engage the live audience via polls, votes, and Q&As.

Viewing the recording any time

Slides as a part of presentation

Downloading additional resources from attachments

Saving content with the "Watch Later" functionality

Asking the presenter live questions

Seeing the presenter

Downloading continuing education certificates

Participating in votes and seeing responses

Providing feedback to the presenter

CONTENT INSIGHTS

Viewing experiences should be supplemented with resources for further learning and exploration

When asked what they value most when viewing a webinar, respondents prioritized features that provide a flexible viewing experience. Having the ability to view the content at any point in the future is a preferred feature.

Viewers also want resources that help supplement the presentation topic. Sharing slides with relevant data points and graphics helps tell a brand story in a more visual fashion, while attaching eBooks, blog posts, and other materials is also beneficial.

Don't expect all your pre-registrants to attend live, many will view content on-demand at a later date

Life happens and we know that registrants may not be able to always attend an event live, which is why on-demand availability is a must.

With a little planning, on-demand content can play a pivotal role in your marketing strategies. Templatize your best practices and tips into attachments that help your live content provide value on-demand as well. Find other avenues, like enabling your speakers to promote the recorded webinar on their social media accounts, to increase engagement and spotlight the long-term relevancy of your hard work.

46%
Total Conversion

34%
Live Conversion

15%
On-demand Conversion
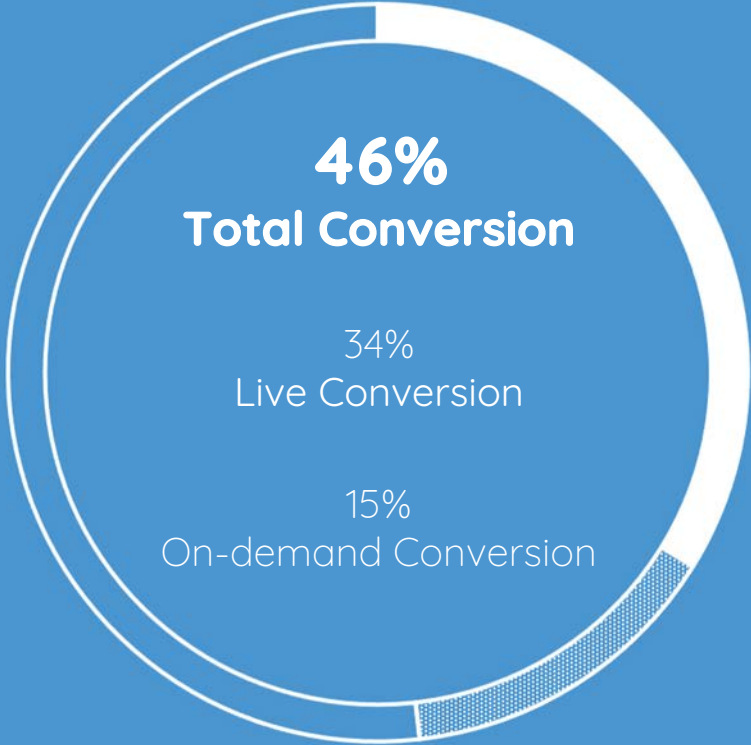
Average registration-to-view conversion

Reg to on-demand   Reg to live
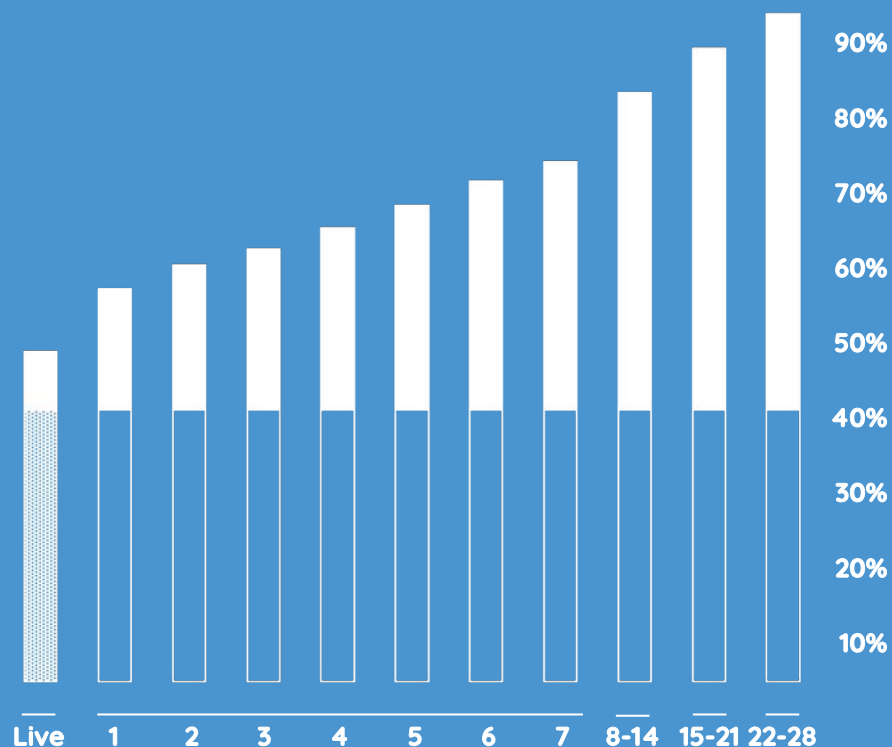
Percent of total viewership

- Live viewing
- On-demand viewing

25

To maximize total viewership, both live and on-demand functionality are critical

Live attendance during webinars is an important focus for content marketers. When it comes to interacting with experts and participating in polling questions, live engagement just can't be beat. In fact, average live views per webinar increased on BrightTALK by 29% in 2020.
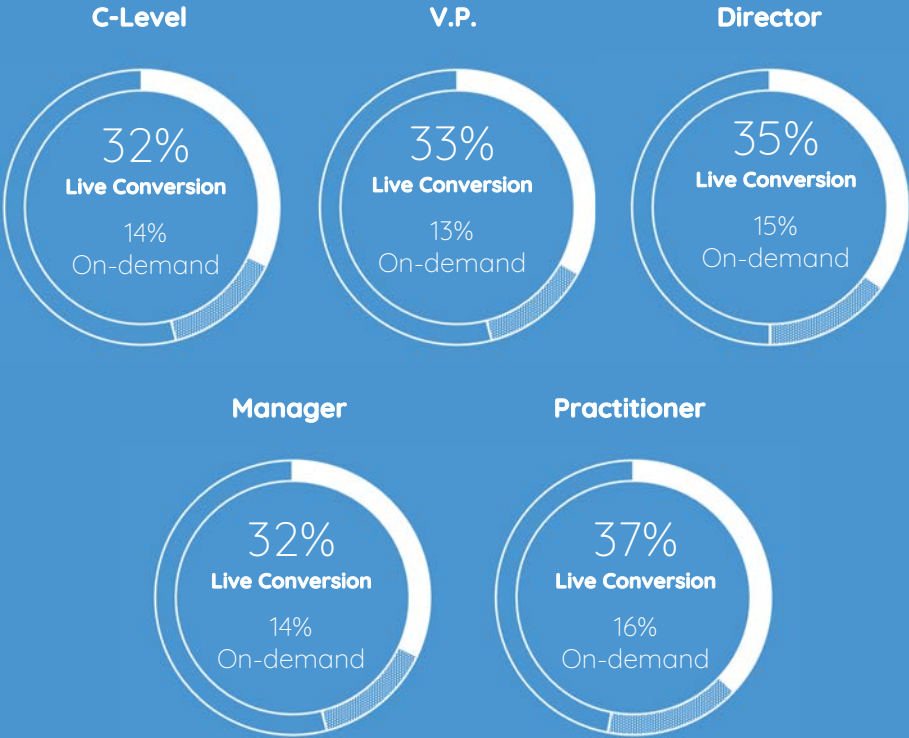
But, we've found significant engagement takes place on-demand, with most activity occurring soon after the live date. This means the ability to host your webinar content instantly on-demand is critical in the days immediately following your live event. Maximize total viewership by prioritizing the experience for both live and on-demand attendees.

Across all job levels, on-demand content increases conversions from registrants an additional 15% on average

It's clear that the 24/7 availability of on-demand content helps it fit neatly into a professional's busy schedule. While an average of 33% of professionals who register for your webinar will attend live, another 15% of registrants will watch on-demand after your content has aired.

As a result, if you don't give your audience the ability to watch on-demand, you could be missing out. To improve your conversion rates, always share the content with no-shows by giving them the opportunity to interact at their own speed and on their own schedule. Promote on-demand to non-registrants to further increase engagement with your database.

C-Level

32%
Live Conversion

14%
On-demand

V.P.

33%
Live Conversion

13%
On-demand

Director

35%
Live Conversion

15%
On-demand

Manager

32%
Live Conversion

14%
On-demand

Practitioner

37%
Live Conversion

16%
On-demand

Registration-to-view conversion by level

Reg to on-demand   Reg to live

Completion Rate

+12%

Registration to Live Viewing

+3%

Attachment Downloads

+3%

Questions Asked

+1%

Vote Responses

+4%

Embedded content performance

BrightTALK.com   Client Website

Embedded content creates a seamless brand experience and drives strong engagement

Content creators that host webinars and videos on their company's domain see a 12% boost to their average completion rate. Not only does embedding content in this manner support brand recognition, it also drives further discoverability and engagement with powerful assets and conversion points.

Embedded content also boasts a 3% higher registration-to-live conversion rate than content exclusively hosted on the BrightTALK platform. When integrated into your digital strategies, embedded content provides a seamless user experience and quickens the research process.

Further Resources

Supplemental webinars, reports, and eBooks for additional expert insights

The BrightTALK Blueprint

Hosted by members of BrightTALK's own marketing team, **The BrightTALK Blueprint** is an interactive, video-based course that gives you everything you need to create a webinar program from scratch. Created by and for marketers, it provides resources for additional learning and opportunities to discuss and optimize your strategy.

Pre-Webinar Checklist

We compiled this easy-to-follow **Pre-Webinar Checklist** of all the items you'll want to cover before showtime. Follow these simple best practices to create a smooth webinar experience, improve your program success, and make your presenters shine.

Build a Better Webinar Series

In our super-saturated landscape, how can you make sure your content is exceptional? BrightTALK's popular **Build a Better Webinar** series rounds up solutions to common pain points many face when establishing a webinar program.
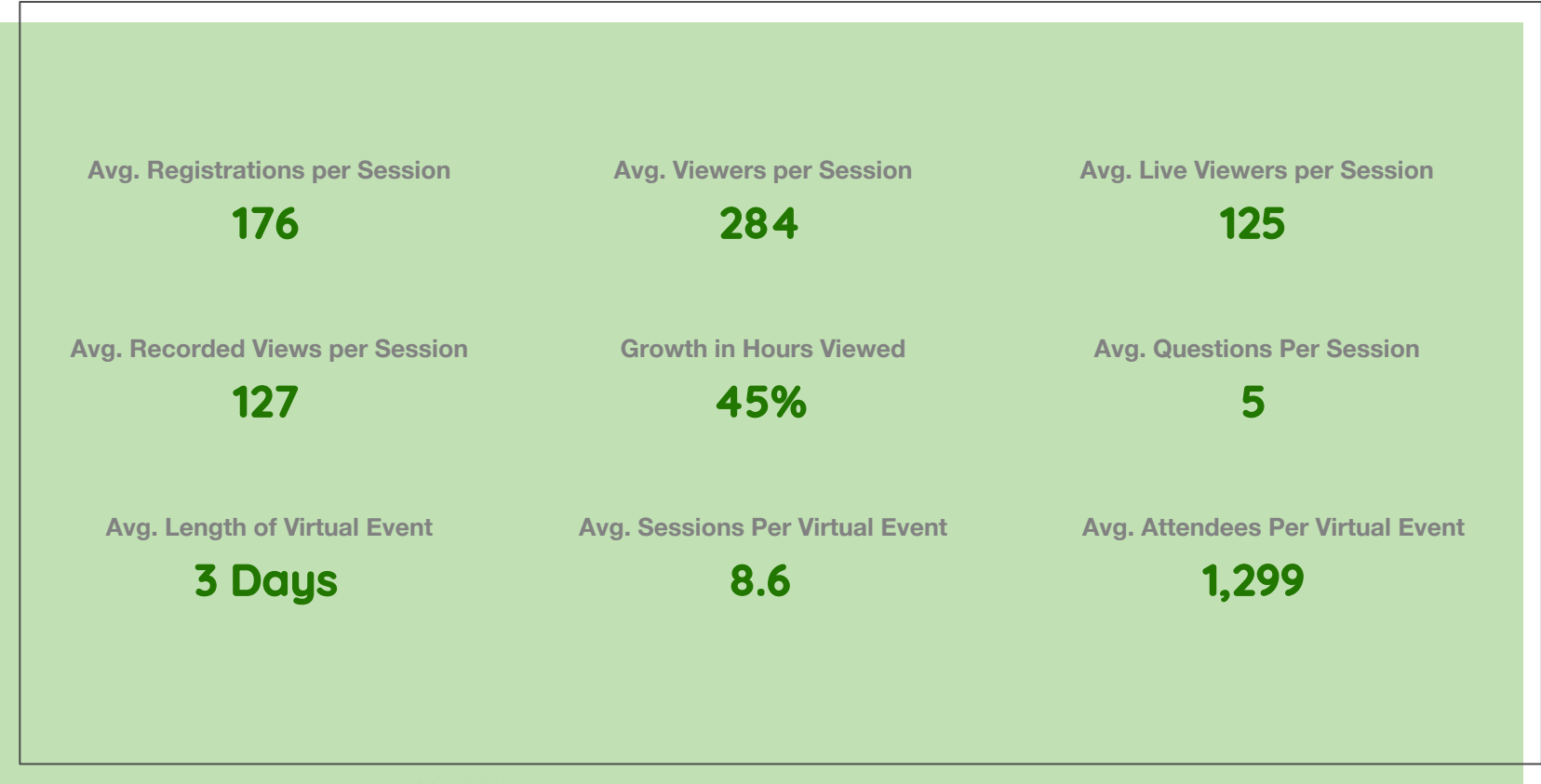
VIRTUAL EVENTS

Virtual Events

BrightTALK has been a leader in virtual events since we organized our first in 2008. We host hundreds each year, driving thousands of attendees. This marketing channel offers a powerful medium to leverage internal thought leaders, build advocacy with new and existing buying groups, and repackage existing recorded content into a new format to drive renewed interest and engagement.

Total Virtual Events	Virtual Event Growth	Virtual Event Attendees	Total Views
213	59%	395,980	638,000

Hours Viewed	Viewing Time Growth	Total Questions	Attachment Downloads
321,300	252%	73,700	63,300

Benchmark Your Success

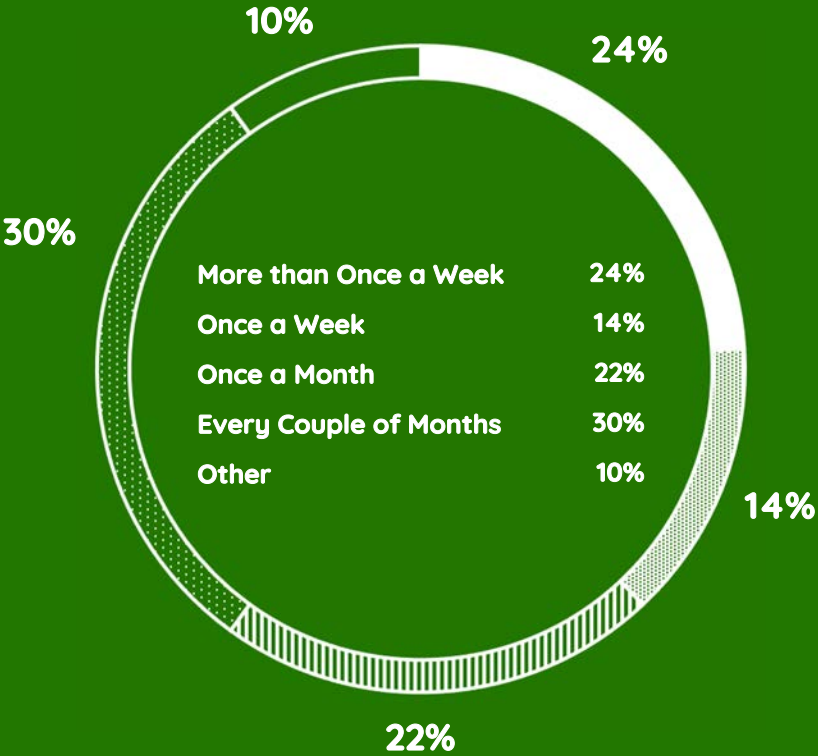How are your virtual event programs performing in comparison?

Avg. Registrations per Session	Avg. Viewers per Session	Avg. Live Viewers per Session
176	**284**	**125**
Avg. Recorded Views per Session	Growth in Hours Viewed	Avg. Questions Per Session
127	**45%**	**5**
Avg. Length of Virtual Event	Avg. Sessions Per Virtual Event	Avg. Attendees Per Virtual Event
3 Days	**8.6**	**1,299**

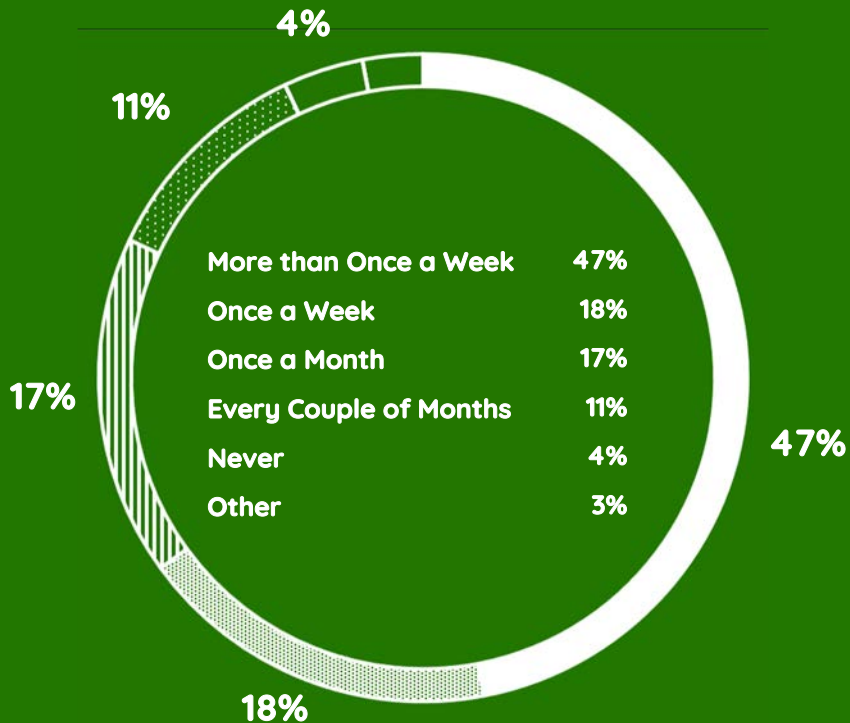# 60% of professionals were already engaging with virtual events regularly pre-pandemic

Most have understood for years that the global nature of virtual events means they can serve as powerful revenue drivers for companies able to implement them effectively. In fact, BrightTALK has been fueling marketers' virtual event programs for years to drive demand at scale.

While the COVID-19 pandemic led to an increase in demand for virtual events, it's key to note that 60% of professionals were already engaging with these types of programs at least once a month.

Throughout 2020, comfortability and skill at executing these programs has grown substantially. The best marketing teams continue to scale production and content quality to drive powerful ROI from regular virtual events with highly-engaged attendees.

10%	24%
30%	
	14%

More than Once a Week	24%
Once a Week	14%
Once a Month	22%
Every Couple of Months	30%
Other	10%

22%

How often did you attend virtual events before the pandemic?

More than Once a Week	47%
Once a Week	18%
Once a Month	17%
Every Couple of Months	11%
Never	4%
Other	3%

4%
11%
17%
47%
18%

How often do you attend virtual events?

82% of professionals attended at least one virtual event per month in 2020

The pandemic has greatly shifted how marketers connect with buyers. Despite the initial challenge of in-person event cancellations, last year's climate forced the rapid adoption of a wealth of strong, digital alternatives.

Gone are the days of a single fixed camera passing for a "virtual event." More than ever before, today's show-stopping virtual events are relevant and engaging digital experiences, planned and executed to perfection.

It's no longer a question of *if* you need a virtual event strategy, but *how* you will be able to provide your attendees with the best possible experience. To help your events stand out from the crowd, lean into the factors that tend to convince your audience to register - relevant and timely content, expert presenters, and a high-end user experience.
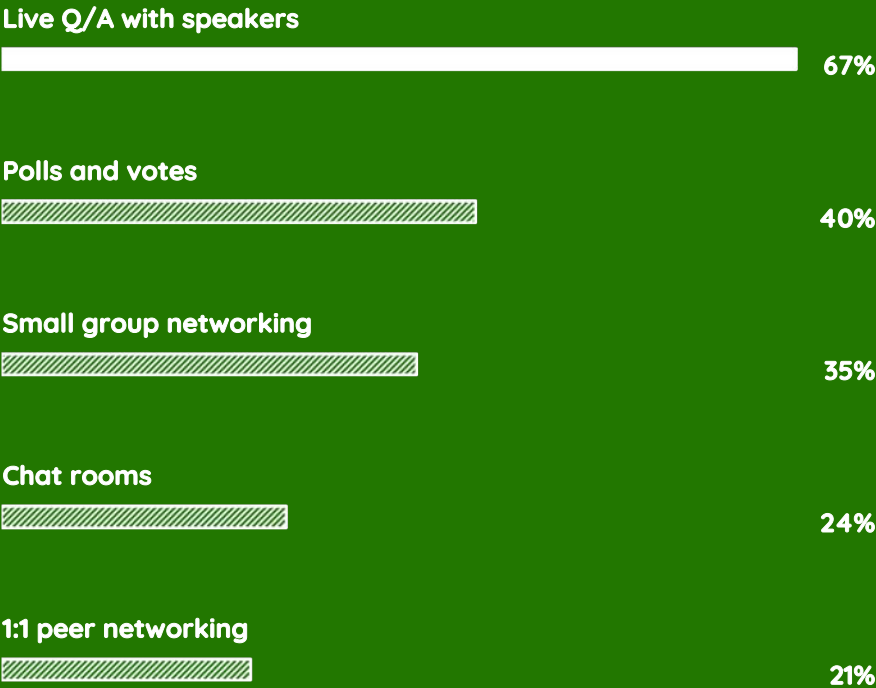
When it comes to live sessions, driving audience interactions with speakers is important

So many responsibilities, so little time. With a limited number of hours in the work day, professionals need a compelling reason to make space in their schedules to participate live.

On-demand content fills a distinct role in a professional's learning journey, but it can't substitute for the interactive nature of live sessions. While 40% of professionals touted the importance of polls in live content, an impressive 67% of professionals value the ability to interact directly with and ask questions of a session's speakers.

To equip your live content for success, incorporate the ability for professionals to ask questions of the experts, answer live polls, or even break out into small groups to network.

Live Q/A with speakers
67%

Polls and votes
40%

Small group networking
35%

Chat rooms
24%

1:1 peer networking
21%

What engagement features are most important to you within a live session?

Content topic

Presenter or speaker lineup

Virtual event user experience

Credibility of hosting company

Post-event supplemental content

Networking, interactivity with speakers

Swag/giveaway offers

Rank the factors that contribute to your decision to register or attend a virtual event

A virtual event's topic has the greatest impact on overall registration and attendance

It's logical to want to make a virtual event apply to every possible persona in your target audience. However, by being too broad or general, your audience (and attendance numbers) will suffer.

Professionals want specific content that speaks to their unique challenges. It's essential to design a virtual event with this in mind. The most successful marketers and event organizers build a timely content lineup that is specific and structured to address a specific vertical, challenge, or theme.

Leverage speakers who captivate. Factor in time for networking, interactivity, and elements of fun that support your brand message. Maximize the long term results by driving engagement on-demand and hosting events at a consistent cadence.
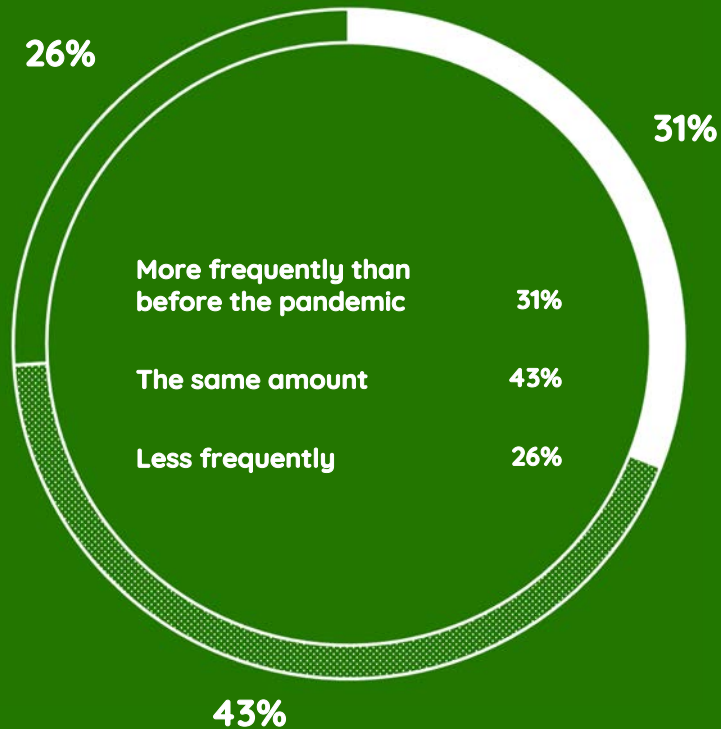
Attendees want an easy-to-use platform experience with flexible features

Technology is meant to help not hurt your interactions with buyers. When the user experience for a virtual event is poor, you've likely lost the trust and attention span of your audience.

Marketers should host their events on a platform that offers their attendees a seamless navigation experience and a robust collection of features that support learning, networking, and engagement.

Platform's ease of use

70%

Ability to ask questions of speakers

50%

Networking capabilities with speakers or other attendees

39%

Gamification opportunities

17%

Other

4%

Which components of a virtual event experience matter most to you as an audience member?

More frequently than before the pandemic — 31%

The same amount — 43%

Less frequently — 26%

26%

31%

43%

Virtual events are here to stay as buyers look to research and self-educate remotely

Virtual events are certainly the norm these days, and we don't expect demand for this type of content to dip anytime soon. In fact, 74% of professionals expect to attend virtual events at the same or higher rates in the future.

In order to make the most of your virtual events so that you are maximizing your reach with the right audience, be sure to factor in what attendees value most when it comes to the experience and content.

How frequently do you plan to attend virtual events in the future?

Hybrid events will be favored over exclusively physical conferences

There is no "back to normal" when it comes to physical events and conferences. The event landscape has changed, and it's clear that hybrid events - a blend of physical and virtual, will be the way of the future.

In fact, 93% of professionals are likely to attend the virtual component of a hybrid event in the near future, showcasing a desire to continue engaging with relevant content remotely. As well, 26% plan to attend physical events less frequently in the future compared to pre-pandemic times.

Hybrid events can benefit both organizers and attendees. Marketing teams can get more scale out of hybrid programs while professionals can save time and resources by tuning in remotely. Successfully engaging both audiences through one event requires advanced planning and strategic partnerships for creating and capturing the right content.

2% 5%

Very likely	40%
Somewhat likely	53%
Somewhat not likely	2%
Not likely	5%

40%

53%
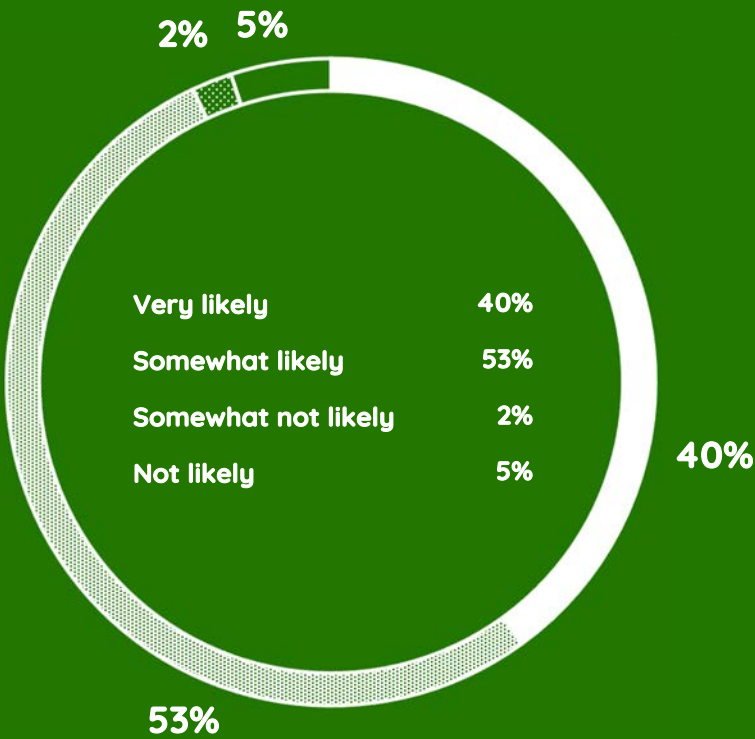
How likely are you to attend the virtual portion of a hybrid event in the future?

Further Resources

Supplemental webinars, reports, and eBooks for additional expert insights

Flip the Switch: Virtual Events 101

Have you been tasked with launching a virtual event, but don't know where to start? Watch **Flip the Switch: Virtual Events 101** and let the BrightTALK team guide you step-by-step through everything from an initial risk assessment and planning to day-of execution, data and analytics, post-event activation, and more.

BrightTALK's Virtual Events+

Give your audience the most interactive virtual event they have ever experienced. Learn how **Virtual Events+** opens up additional features for customizing your event to your unique needs, allowing richer networking opportunities and ticketing for privately gated events.

Monetizing Virtual Events

It's easier than ever to create a truly premium experience for your audience. Watch **Monetizing Virtual Events: From Tickets to Sponsors** and dig into why high-end event experiences deserve a place in every go-to-market strategy. From sponsor cultivation and recruitment to ticket pricing and the unlimited possibilities of eCommerce integrations, learn to provide value for your audience and drive long-term revenue for your business.
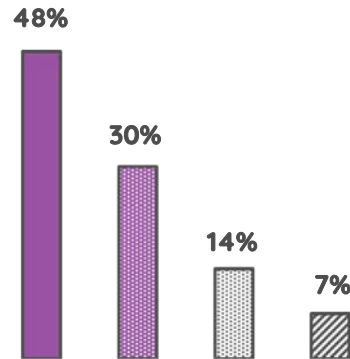
PURCHASE DECISIONS

Buying Groups

We surveyed a subset of the BrightTALK audience about their role in purchase decisions, as well as content engagement throughout the sales process.
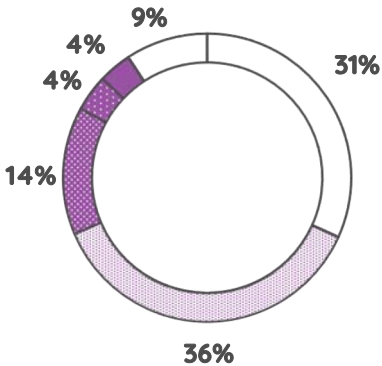
SENIORITY LEVEL

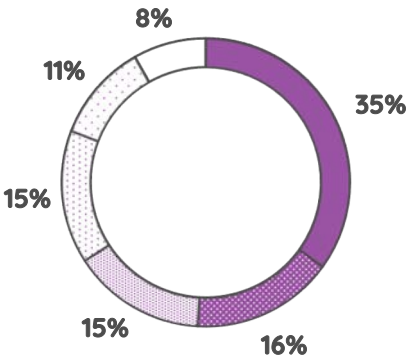**Nearly 60% of respondents are at or above the Manager level**

Staff	31%	V.P.	4%
Manager	36%	C-Suite	4%
Director	14%	Consultant	9%

ROLE IN PURCHASING

Many respondents are involved in conducting research or influencing purchase decisions

Influencer	48%
Initiator	30%
User	14%
Decider	7%

YEARS IN INDUSTRY

Over 50% of respondents have 10+ years experience

20+ years	35%
10-14 years	16%
5-10 years	15%
15-20 years	15%
3-5 years	11%
0-2 years	8%

70% of professionals in buying committees typically view at least 3 pieces of content before making a purchasing decision

As buying groups constantly evolve, engaging and penetrating entire accounts is a must when striving to efficiently close deals.

We found that 69% of survey respondents spent 20 mins or more reviewing webinars when researching an upcoming purchase. When starting to evaluate an upcoming purchase, those same respondents were more likely to engage with a video or case study over other content formats.

As your buyers progress deeper down the sales funnel, their intent becomes more apparent with the type of content they choose to engage with. In order to create meaningful marketing touches, producing valuable content with relevant messaging is critical.

! Don't reinvent the wheel

Taking existing content and repurposing it across various content types is in an effective tactic for engaging customers in buying cycle. Webinar and virtual event formats drive high engagement.

! Diversify content formats

Today's webinar technology provides an incredibly flexible experience for content creation. Leverage different formats like webcam panels, research presentations, partner content, and customer panels drive impact without extra effort.

How often do you watch webinars or videos when evaluating products you are considering purchasing?

Never	2%
Occasionally	29%
Often	35%
Almost every time	26%
Every time	8%

While researching a purchase, how much time do you typically spend reviewing webinar and video content?

<5 mins	3%
6-10 mins	9%
11-20 mins	19%
21-30 mins	22%
31-60 mins	24%
>60 mins	23%

PURCHASE DECISIONS

Buyers dedicate significant time to reviewing webinars and videos during the sales cycle

It's no surprise that webinars and videos reign supreme in the realm of content formats. They're easily digestible, visually engaging, and fairly easy to create for various buying personas. Engagement with these formats during the buying cycle is as high as 69% opt for webinars and videos over other formats.

Better yet, buyers are dedicating significant amounts of time to review these pieces of content when evaluating new technologies and products. 69% of buyers are regularly spending 21-60+ minutes to consume webinar and video content when researching a purchase.

62% of professionals feel prepared to request pricing after viewing a relevant vendor webinar or video

You can't expect leads to fall into your lap, but you can expect their behaviors to demonstrate intent. Although campaign data and attribution reporting provide a clear view of success, buyers' unique needs and interests can often be confusing or unclear.

Marketers should leverage the signals provided by content engagement to take prospects down a relevant buying journey. Many buyers are ready for a demo or pricing after viewing content, so marketing and sales team should be ready to drive those qualified conversations.

Alternatively, for prospects that need more time, marketing can leverage behavioral intent signals like viewing time, attachment downloads, and poll interactions to drive further, relevant engagement.

Request a demo from sales — 62%

View another webinar or video from the same vendor — 80%

View a competitor's content — 80%

Share the content with your colleagues — 83%

Download additional resources or attachments — 86%

View the vendor website for additional content — 89%

Rank the following actions you're most likely to take after viewing a relevant vendor webinar or video

Further Resources

Supplemental webinars, reports, and eBooks for additional expert insights

The Blueprint Generator

Whether you have a webinar program in place or you're just getting started, BrightTALK's **Blueprint Generator** can help you optimize your current strategy. Complete a few fields, and we will generate a customized demand blueprint, including a custom reverse waterfall calculation, to help guide your go-to-market efforts.

Scaling Intent Data Mini-Series

With more competition and digital noise than ever before, Professionals have had to reinvent their strategies for reaching and converting buyers. Watch our **Scaling Intent Data Mini-Series** for an in-depth look at the basics of intent data.

Money on the Table: Uses of Intent Data

Intent data at its most basic level is behavioral data that is filtered to audience parameters. But, how do you determine which signals truly convey buying intent? Check out our blog **Money on the Table: Uses of Intent Data** for an in-depth look into gauging intent.

To Sum it Up

The past year has transformed how businesses go-to-market. Much of the world has had to adapt to remote work, the way in which we build connections has changed, and digital competition is at an all-time high.

The goal of this report is to peel back the curtain on how these digital behaviors have shifted by providing practical data and insights. Marketers have the opportunity to learn about their buyers' preferences and apply new tactics to drive stronger engagement and business growth.

The data shows that webinars, videos and virtual events continue to offer a scalable, always-on approach to content marketing and demand generation. BrightTALK fuels thousands of live talks and events each year with our platform, and we leverage our network to 12M opted-in subscribers to drive relevant engagement for our clients.

Check out the BrightTALK Academy for more resources and best practices. And, if you'd like to get a touch, contact us today.