Research Report

State of Webinars 2024

All the data and insights you need to upgrade your webinars.

Percentage of respondents who intend to maintain or increase their webinar budget:

70%

A shake-up in the dominant use cases.

Are webinars still a top priority for marketing budgets?

What's stopping you from starting a webinar?

The State of Webinars 2024

Welcome to The State of Webinars 2024

This year's State of Webinars report has shown that more and more companies are realizing that webinars are something that anyone in an organisation can—and should—do.

TwentyThree does this research to give organisations the information they need to make strategic decisions about their webinars. To decide where to go, you need to see where you stand throughout 2024.

For this year's research, we spoke to 128 digital marketers and webinar experts across industries, supplemented by the wealth of data from our platform (for more information on the methodology, turn to the back page).

One of the key findings is a major shift in organisational focus. Although marketing teams still take the lead on the majority of webinars, collaboration between teams is on the rise.

The same is true for the reason for running webinars. For the first time since 2020, lead generation is no longer the primary function for webinars; though you'll have to read the report to find out what's beaten it.

We hope you find it inspiring—and useful.

About TwentyThree

Founded in Copenhagen and proudly independent, we've been empowering the way companies communicate with video since 2005. Created as a hosting platform that gave our customers complete control of their data, we now offer all the tools any company needs to make, manage and share video and webinars.

We believe video is the most fundamentally human way to communicate online and we've made it our mission to put the power of video in the hands of anyone doing business—wherever and however they work.

01
Webinars Within Organisatons

Endlessly flexible, the humble webinar has become an invaluable tool in an organisation'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 the majority of organisations are now making webinars, there are big differences in the extent to which they're being used.

"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."
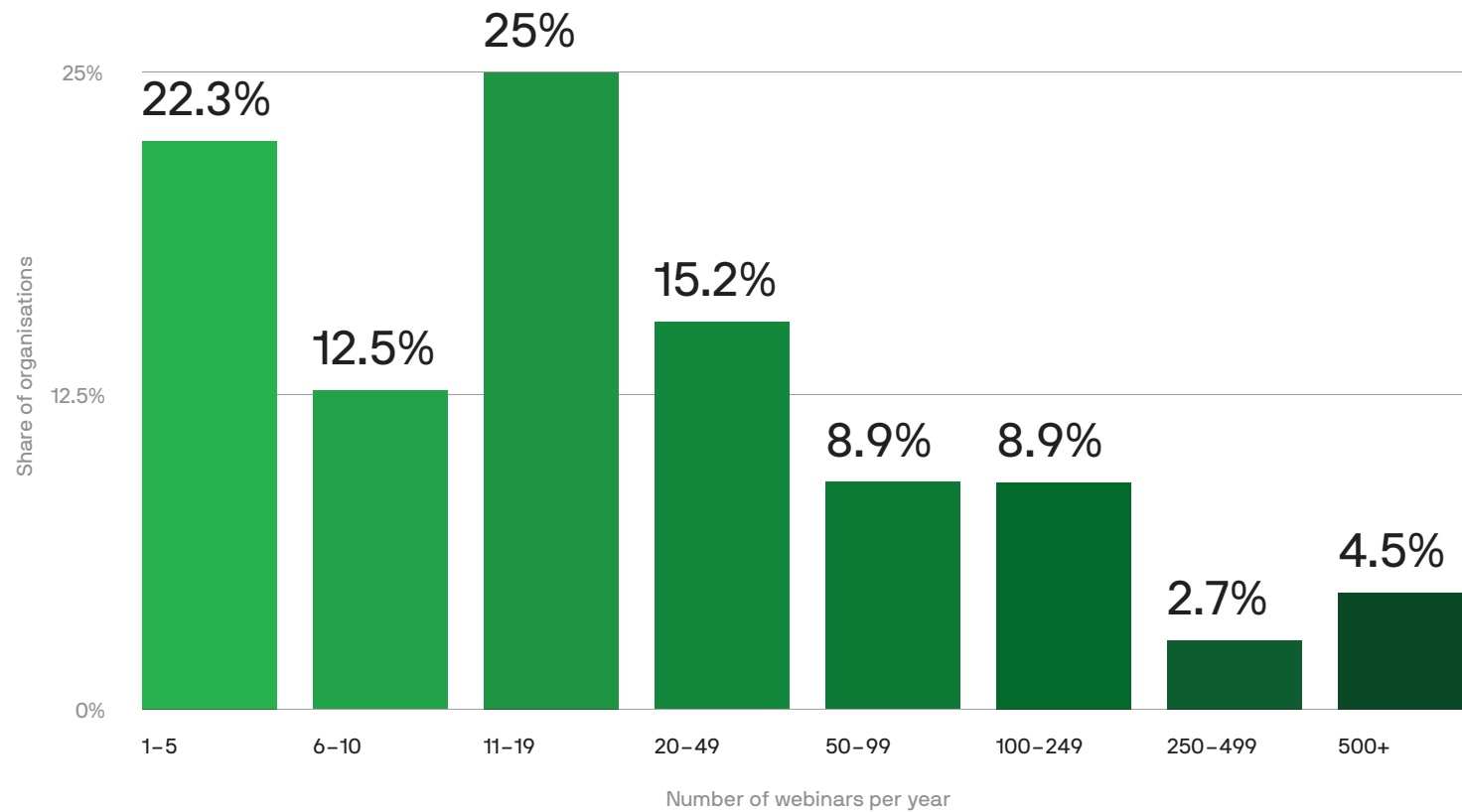
Thomas Madsen Mydgal
CEO & Co-founder of TwentyThree

The State of Webinars

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

5

A quarter of organisations run 50 or more webinars a year.

While more than half of companies make 20 or fewer webinars a year, a significant minority are scaling up and executing more than 50 annually.

Furthermore, TwentyThree's webinar tool found that organisations run an average of 29.9 webinars a year.

Chart: Share of organisations by number of webinars per year

- 1–5: 22.3%
- 6–10: 12.5%
- 11–19: 25%
- 20–49: 15.2%
- 50–99: 8.9%
- 100–249: 8.9%
- 250–499: 2.7%
- 500+: 4.5%

Y-axis: Share of organisations (0%, 12.5%, 25%)
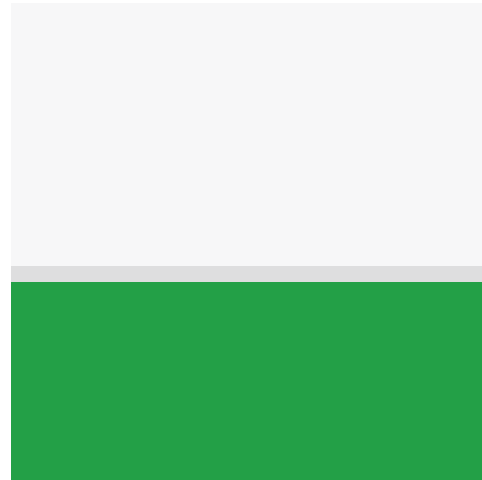X-axis: Number of webinars per year

Nearly half of organisations have increased webinar frequency.

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.
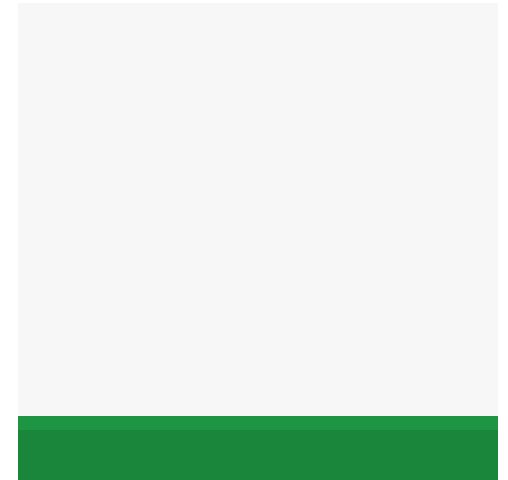
41.7%
2022 / 45.3%

44.4%
2022 / 43.7%

13.9%
2022 / 10.9%

Increase

About the same

Decrease

Most organisations are still relatively new to making webinars.

With almost two-thirds of respondents having started producing webinars in the past five years, with the pandemic acting as a significant catalyst, we can see the landscape is still developing.

As these companies grow in maturity, they'll need to ensure they have iron-clad strategies to make the most out of their webinar programmes.

4.4%

We started in 2023

8.8%

We started in 2022

33.4%
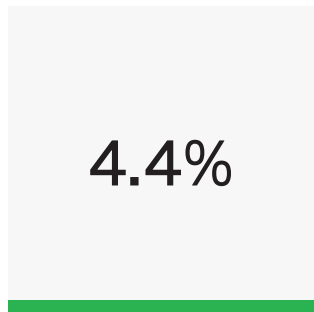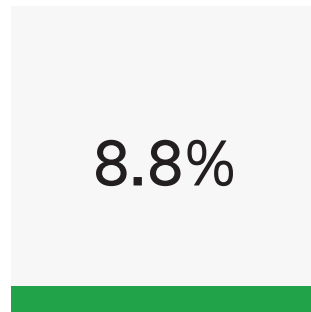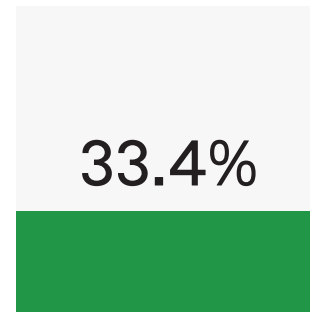
We've been making webinars for 2–3 years

19.3%
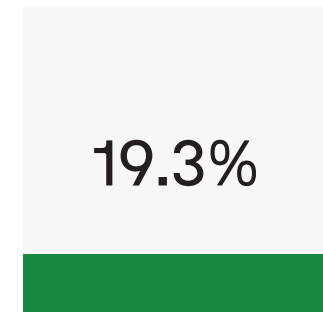
We've been making webinars for 4–5 years

18.4%
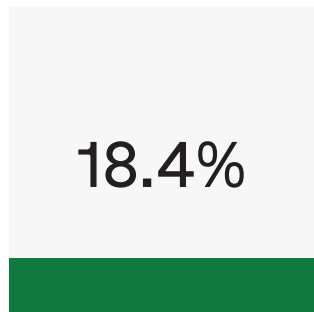
We've been making webinars for 6–10 years

9.6%
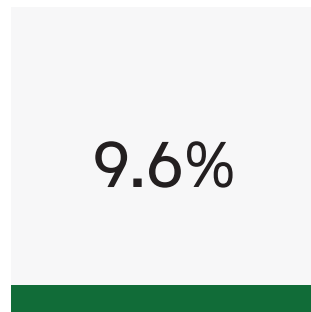
We've been making webinars for more than 10 years

6.1%
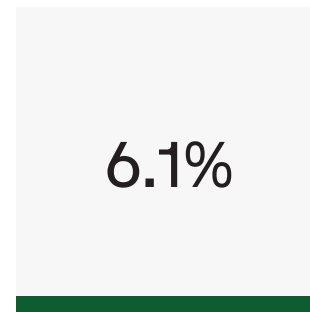
We haven't started yet

02
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 organisations when it comes to driving webinar efforts.

"I would advise people who want to start a webinar program to plan what they want to produce. Why are you producing it? What value will it bring to your audience? Will it engage them as well as educate them?"

Respondent

The State of Webinars

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

9

Education overtakes lead generation as the major focus area.

Two-thirds of respondents use webinars to educate customers, with lead generation coming in second at just over half. This is a significant change from previous reports, which saw lead generation as the main focus.

With sharing information with the community coming in a tight third, companies are increasingly seeing webinars as a more universal communication tool, finding new ways to utilise them for disseminating information.

Educate our customers	66%
Generate leads	60%
Share information with our community	48%
Other	32%
Branding	28%
Create partnerships and collaborations	25%
Internal training capabilities	17%
Facilitate onboarding processes	12%
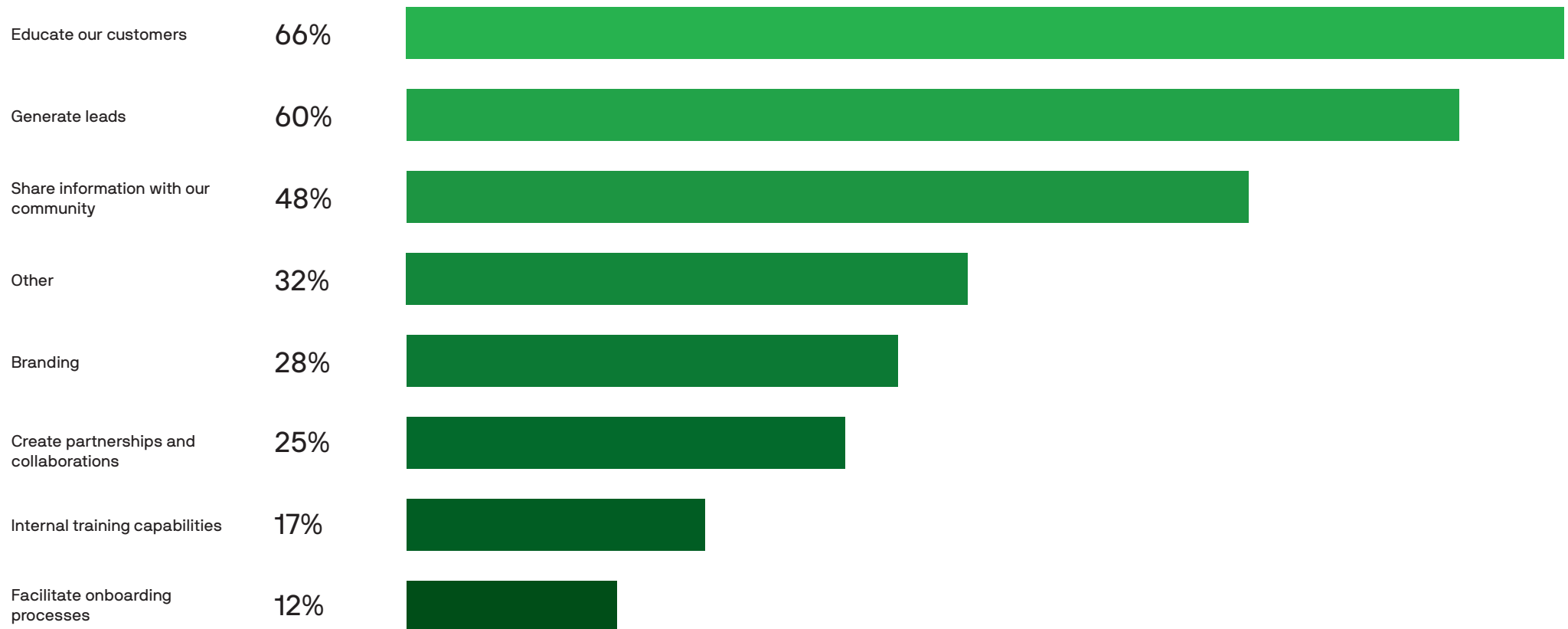
Webinars are still mainly a marketing team initiative.

Marketers continue to dominate the webinar game, however over half of respondents reported that webinars were a cross-team process.

The webinar might still be a marketing tool first and foremost but it's definitely finding a home beyond the marketing department.

Marketing
71.1%

Account Management
39.6%

Communications
35.1%

Event
28.8%

Product
28.8%

Customer Success
20.7%

Internal Comms
17.1%

Recruiting
8.1%

Legal
7.2%

Engineering
5.4%

Finance
5.4%

Design
2.7%

03
Webinar
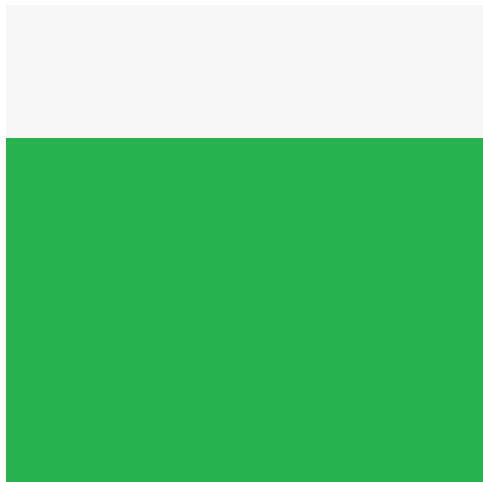# Formats

In line with the overall increase 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 72.3% 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.

One-offs still dominate... but more organisations 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.

Nearly half of companies now team up with partners to run collaborative webinars while a third launch products with webinars. The use cases continue to multiply.

72.3%

Standalone Webinars
One-offs run on an ad hoc basis.

45.5%
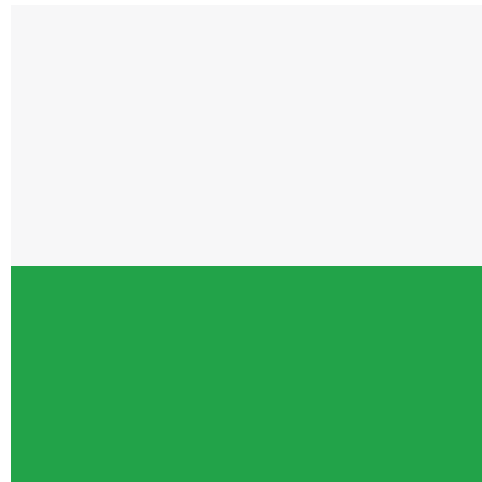
Episodic Webinars
A series with different content each time, often also runs in seasons.

38.3%
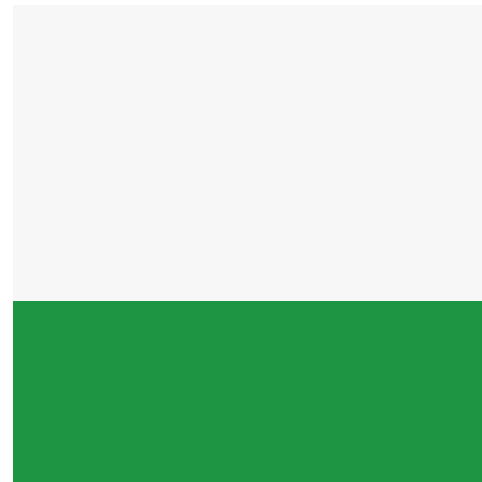
Online Events
Longer format with multiple speakers, more of a broadcast event than participatory.

22.3%
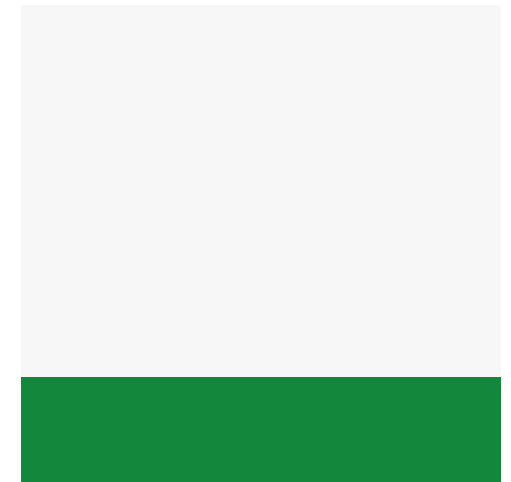
Repeating Webinars
Same content each time, scheduled on a recurring basis.

The midweek bias—most webinars happen Tuesday to Thursday, but the attendance rate is highest on Fridays.

Share of webinars

10%	26%	25%	29%	10%
Monday	Tuesday	Wednesday	Thursday	Friday

Days of the week

Attendance rate

59%	58%	59%	58%	64%
Monday	Tuesday	Wednesday	Thursday	Friday

Days of the week
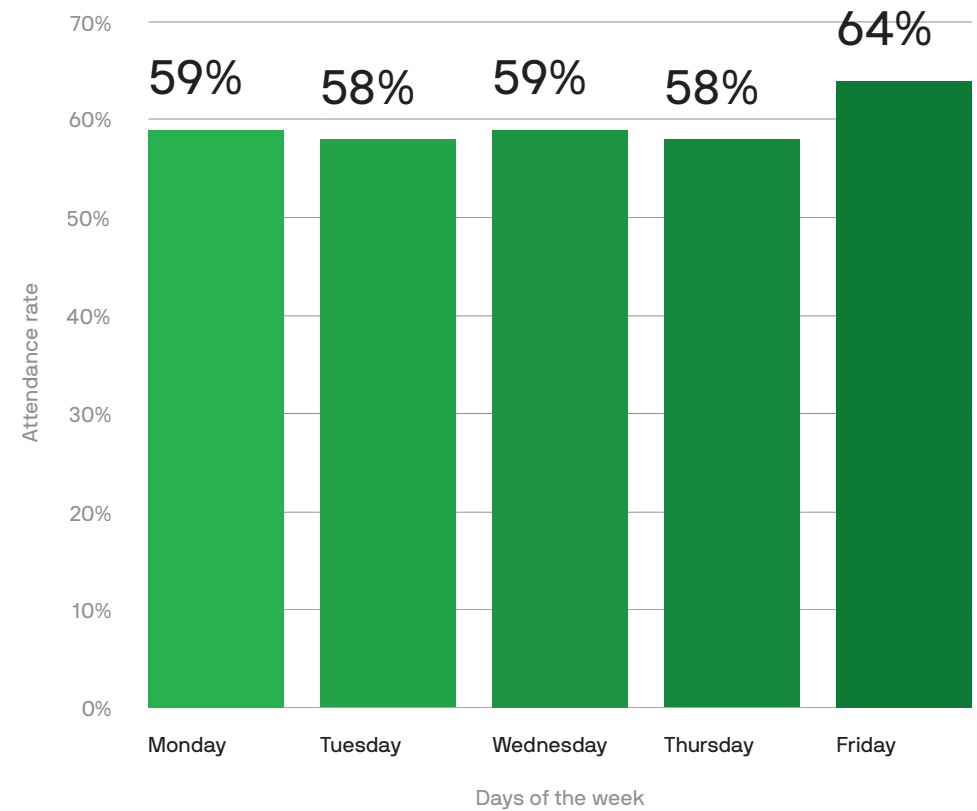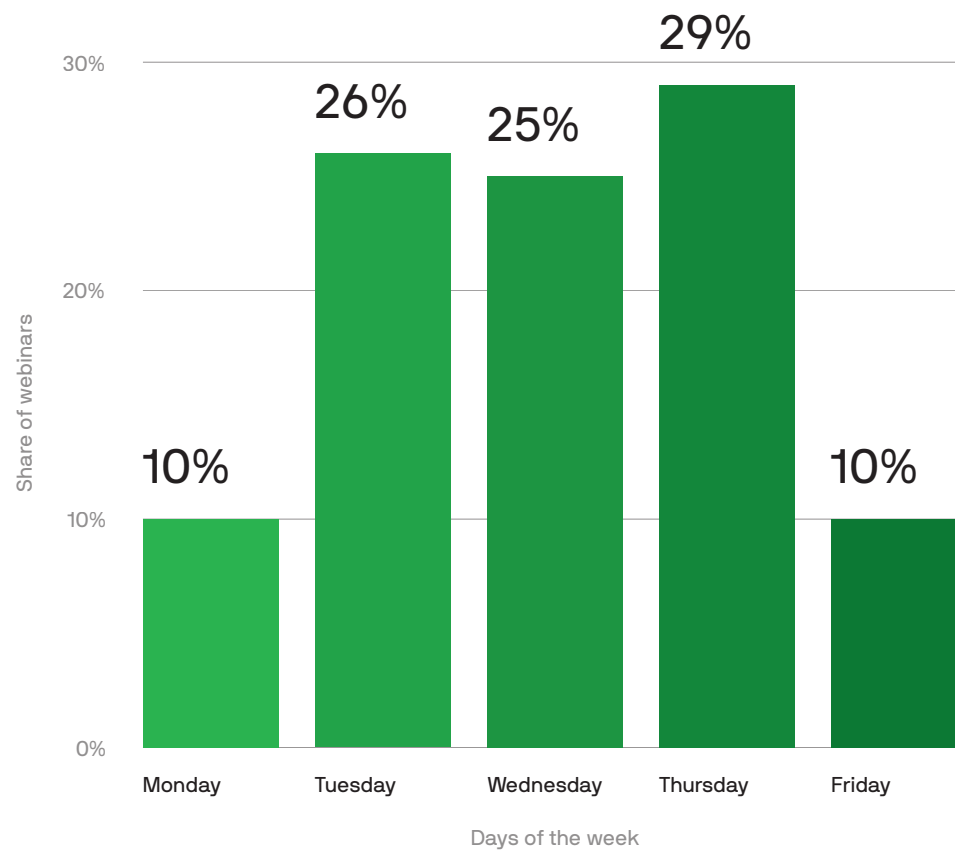
Attendees have highest engagement on Tuesdays.

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, and despite a lower attendance rate, Tuesday's highly engaged audiences mean they outperform other weekdays.

36 m   43 m   41 m   41 m   38 m

Engagement minutes

40

30

20

10

0

Monday   Tuesday   Wednesday   Thursday   Friday

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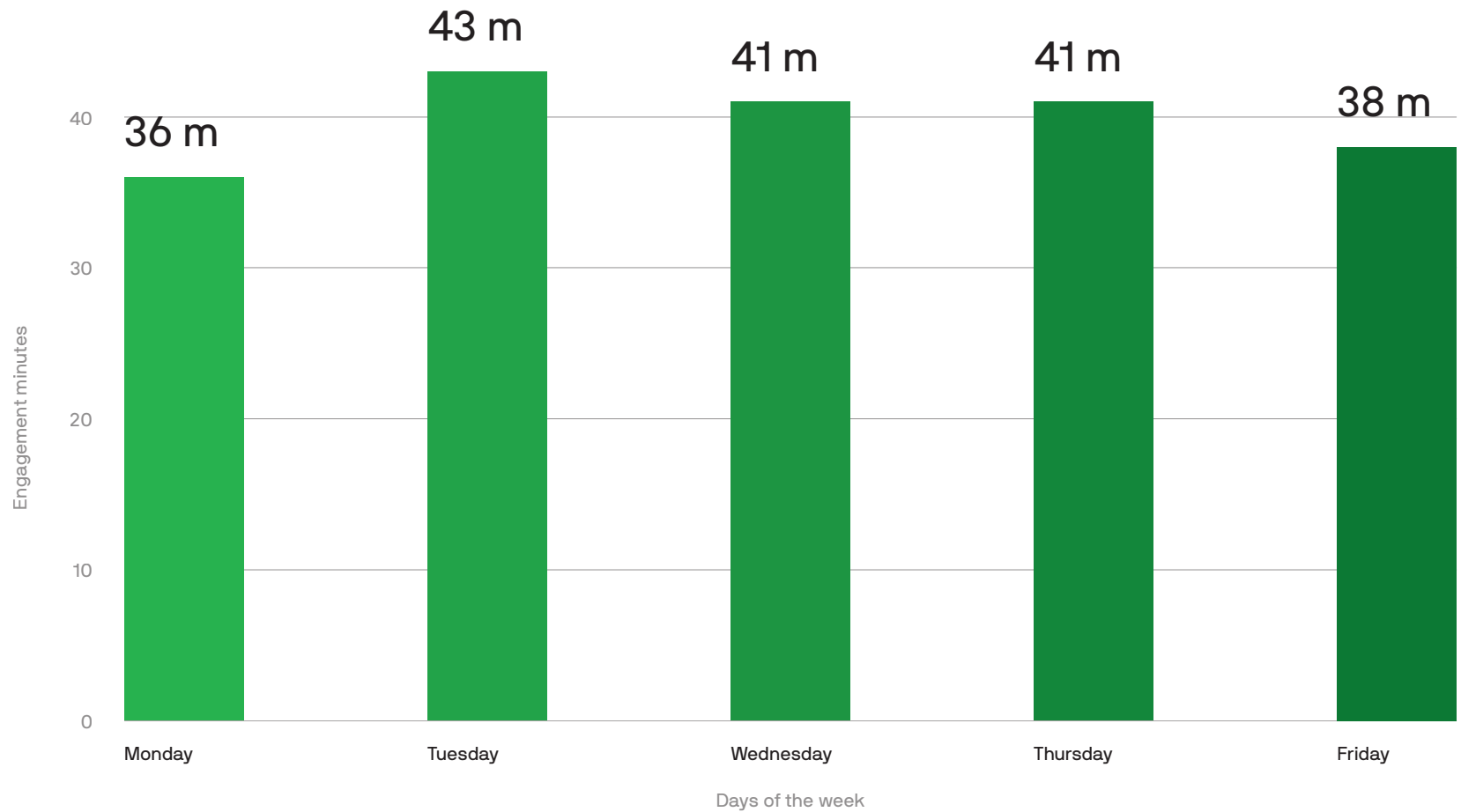
People are more likely to attend and engage in the morning... but that doesn't mean you should ignore the evening!

Left chart — Attendance rate by Time of day:
- Morning 7am–10am: 61.7%
- Noon 11am–2pm: 58.3%
- Afternoon 3pm–6pm: 54.9%
- Evening 7pm–10pm: 58.6%

Right chart — Engagement minutes by Time of day:
- Morning 7am–10am: 44 m
- Noon 11am–2pm: 38 m
- Afternoon 3pm–6pm: 39 m
- Evening 7pm–10pm: 42 m
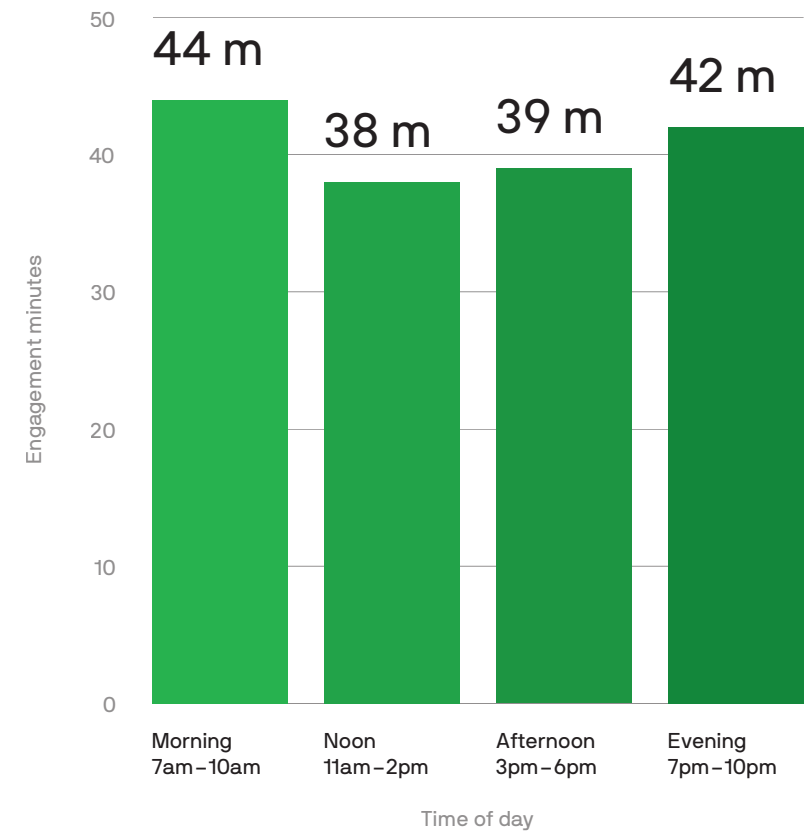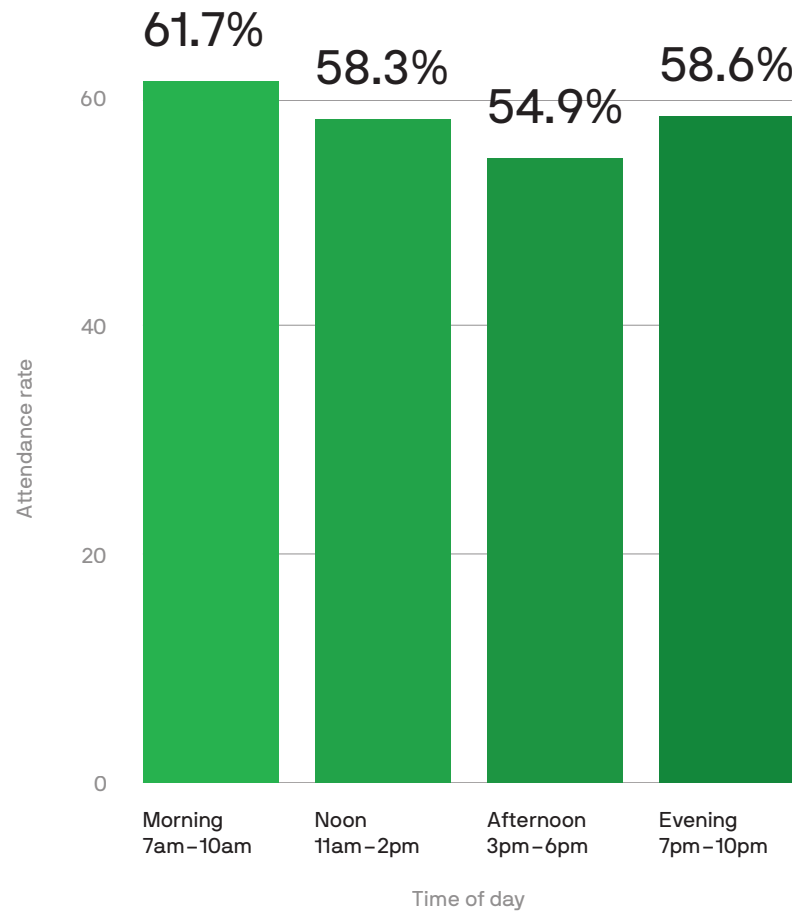
04
Webinar Performance

If webinars are going to work in the long term for organisations, they've got to be measured. But with webinars still being a relatively new communication tool for many companies, few are especially adept when it comes to tracking performance—a fact reflected in the continuing popularity of vanity metrics.
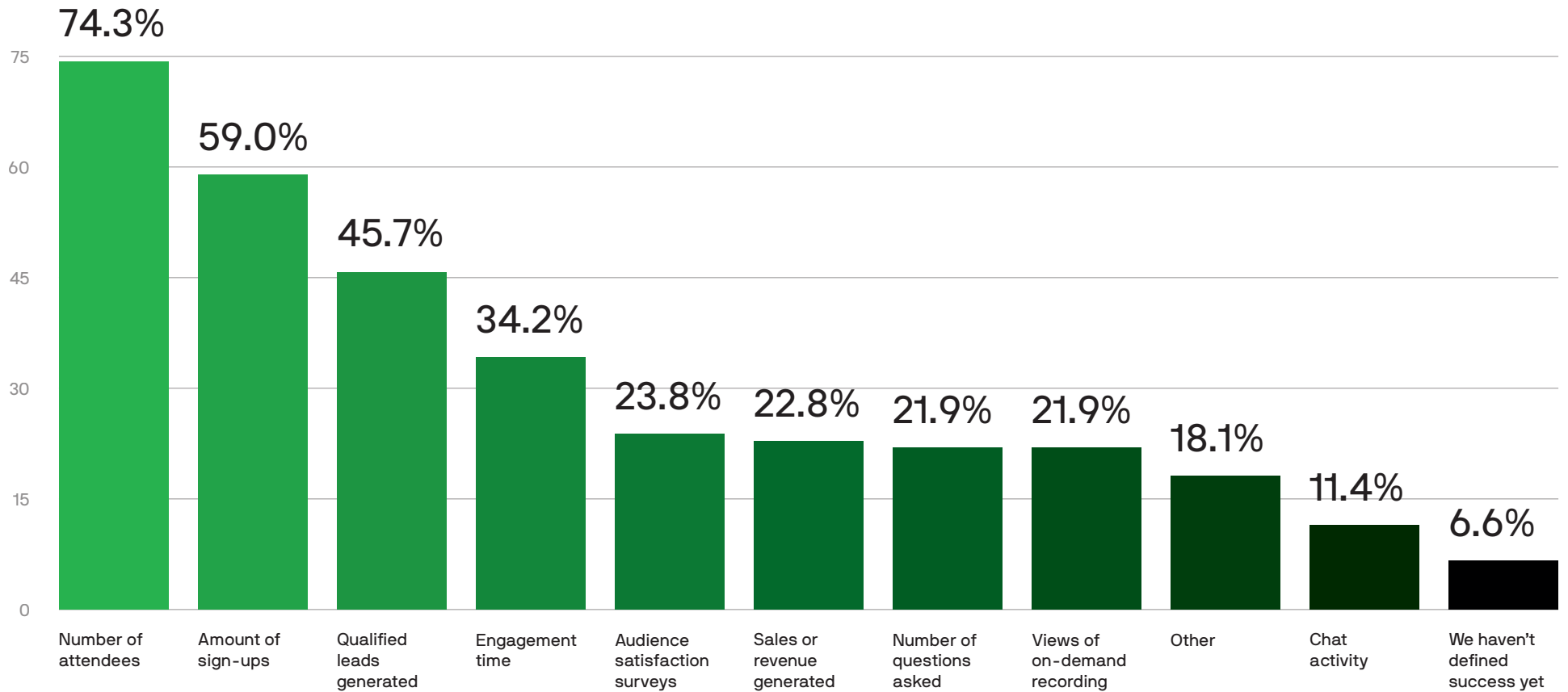
Vanity metrics still dominate but performance tracking is slowly maturing.

Organisations are measuring webinar success in a variety of ways, with almost 95% of respondents having defined what success means for them.

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

We'd like to see more organisations 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.

Bar chart:

| Metric	Percentage
Number of attendees	74.3%
Amount of sign-ups	59.0%
Qualified leads generated	45.7%
Engagement time	34.2%
Audience satisfaction surveys	23.8%
Sales or revenue generated	22.8%
Number of questions asked	21.9%
Views of on-demand recording	21.9%
Other	18.1%
Chat activity	11.4%
We haven't defined success yet	6.6%

Only 41% of organisations have their webinar software integrated into their marketing stack.

This is an increase on last year, where only 30% of respondents reported that their webinar and MarTech tools were integrated.

This improvement is vital, as harder to access data makes it a challenge to accurately attribute the success of webinar programmes.
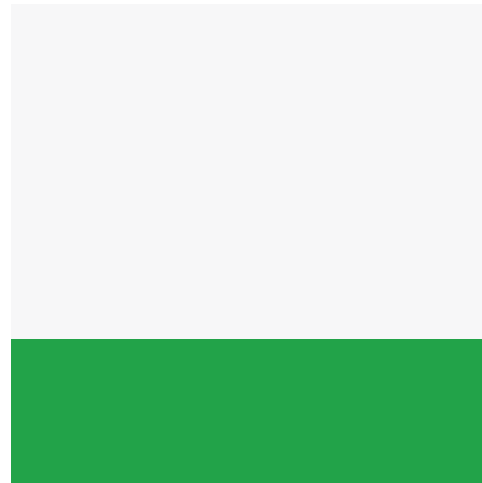
The data here is a promising start, and the future will see better integrated tools offering better metrics to drive business.

41%
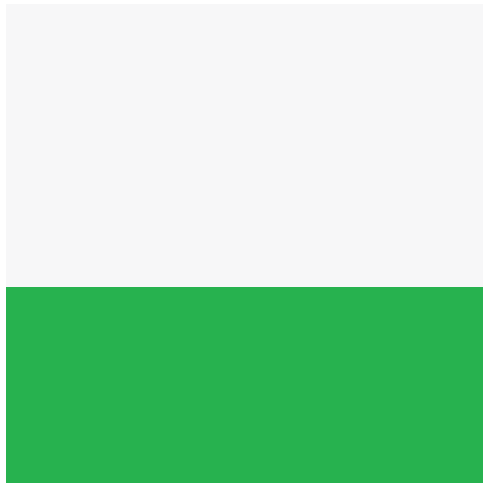
Automated
Our webinar tool is integrated with our CRM and/or marketing automation tool

30%

Manual
We manually download CSV files, etc.

15%
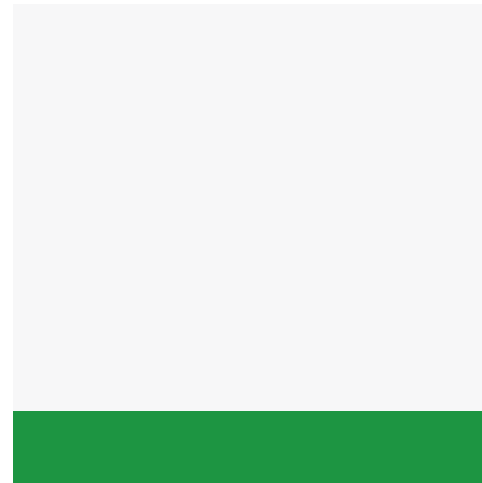
None
We aren't currently tracking or analyzing the performance of our webinars

14%

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

Further Benchmarking

284
Avg. signups

57.9%
Avg. attendance rate

3.5
Avg. Speakers in webinars

89%
Avg. leads from live

11%
Avg. leads from ondemand

63.0%
Avg. conversion rate

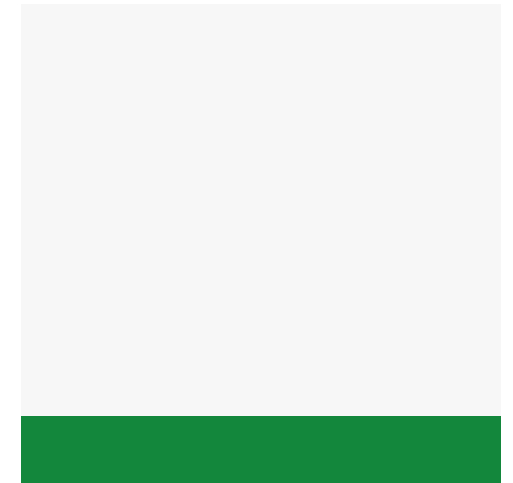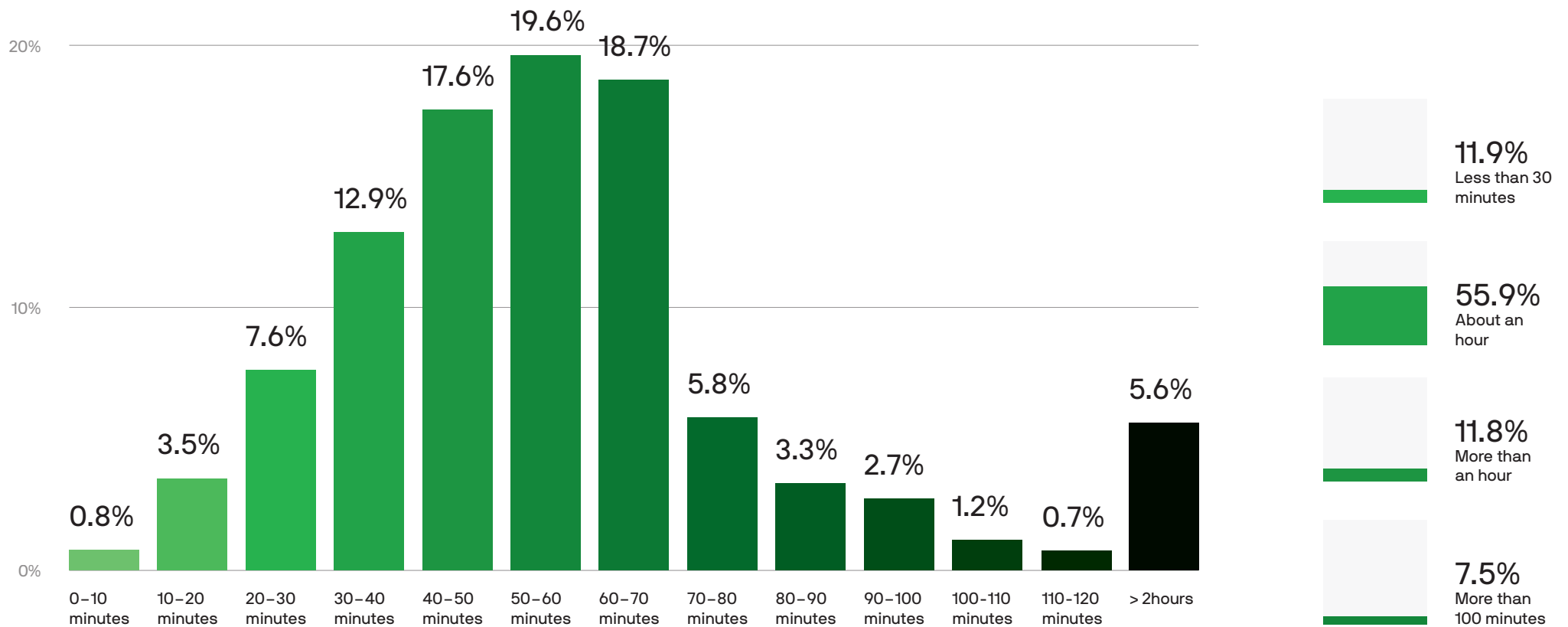# The long and the short of it... there's room for all kinds of webinars.

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, over 5% of webinar makers are finding value in going beyond the two-hour mark—a blockbuster effort!

The average length of a live webinar is 64 minutes and 22 seconds, with engagement lasting 42 minutes and 32 seconds.

Category	Percentage
Less than 30 minutes	11.9%
About an hour	55.9%
More than an hour	11.8%
More than 100 minutes	7.5%

Bar chart values:
- 0–10 minutes: 0.8%
- 10–20 minutes: 3.5%
- 20–30 minutes: 7.6%
- 30–40 minutes: 12.9%
- 40–50 minutes: 17.6%
- 50–60 minutes: 19.6%
- 60–70 minutes: 18.7%
- 70–80 minutes: 5.8%
- 80–90 minutes: 3.3%
- 90–100 minutes: 2.7%
- 100–110 minutes: 1.2%
- 110–120 minutes: 0.7%
- > 2hours: 5.6%

05
Webinar Budgets

Looking at how organisations plan to spend their money going forward, we can see that webinars are here to stay. Just over 70% of marketers are planning to spend more on webinars going forward while budget will stay stable for almost half of respondents.

The State of Webinars

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

22

Webinars are here to stay, and budgets reflect that.

Over a fifth of 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.
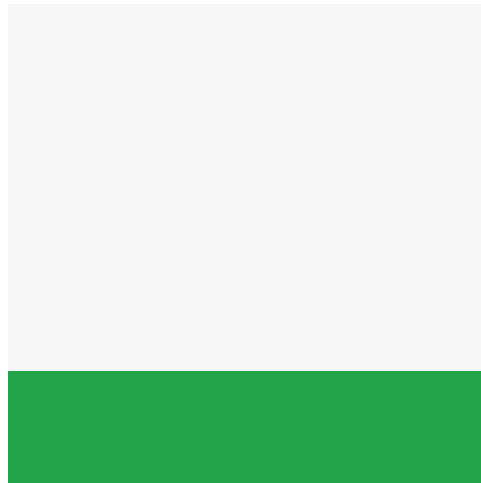
However, 21.4% of organisations are running webinars without a defined budget. This makes it incredibly difficult for them to calculate the effectiveness of their webinars.
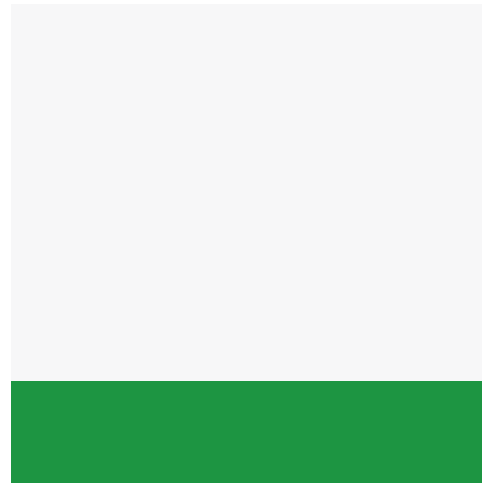
46.9%
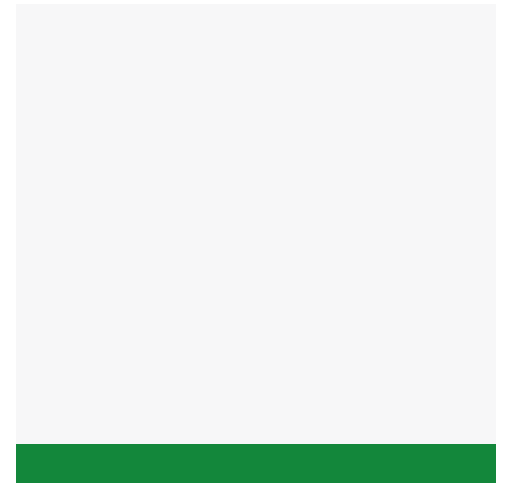
Our budget will stay the same

23.5%

We will be spending more

21.4%
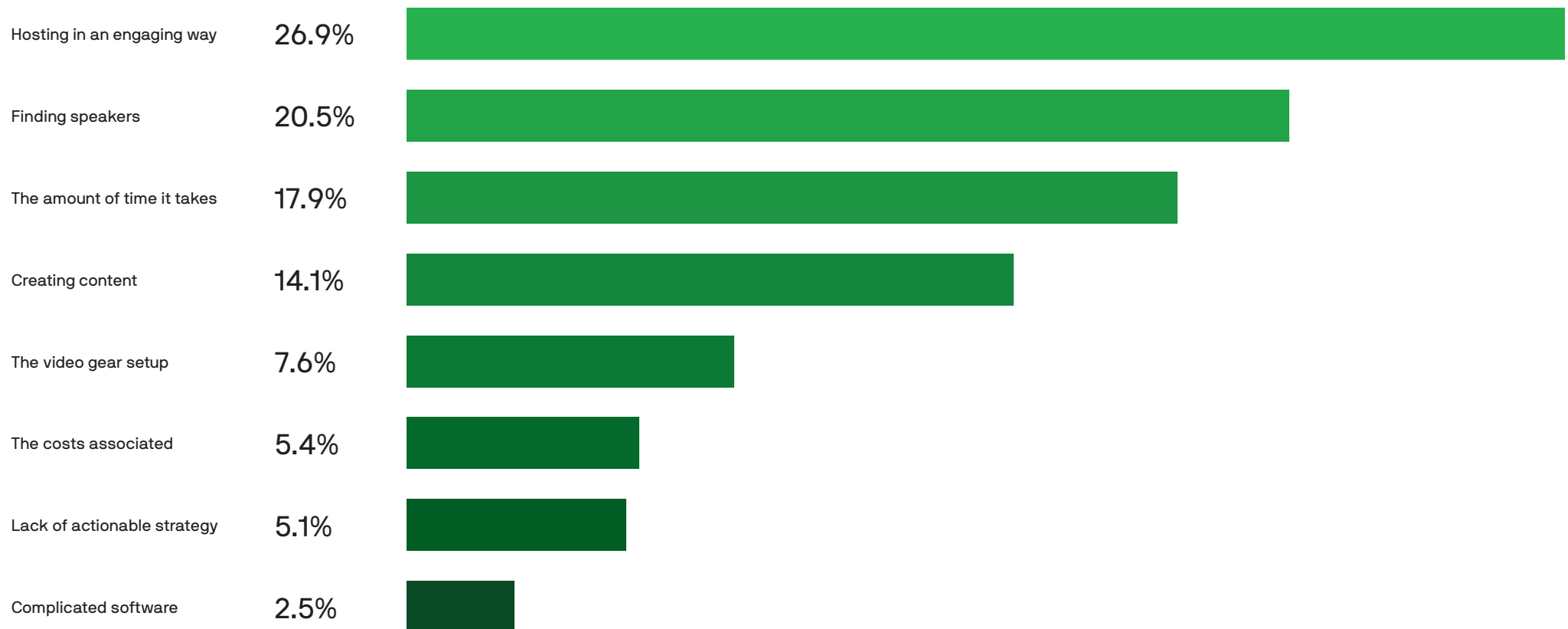
We do not currently have a webinar budget

8.2%

We will be spending less

How to shine on camera? Organisations are feeling stage fright when it comes to webinars.

After falling behind last year, concerns about appearing on camera have returned as our respondent's main obstacle.

This suggests that getting employees more comfortable with video is key to webinar strategy success.

Hosting in an engaging way	26.9%
Finding speakers	20.5%
The amount of time it takes	17.9%
Creating content	14.1%
The video gear setup	7.6%
The costs associated	5.4%
Lack of actionable strategy	5.1%
Complicated software	2.5%

The State of Webinars

11. What do you expect you'll spend the majority of your webinar budget on?

24

# Budgets are being spread but marketing costs still dominate.

Respondents' focus on marketing and promotions over increasing the quality of their webinars is reminiscent of the domination of vanity metrics.

We can infer from this feedback that organisations are more concerned with increasing their audience, rather than retaining the one they have.

Marketing and promotions
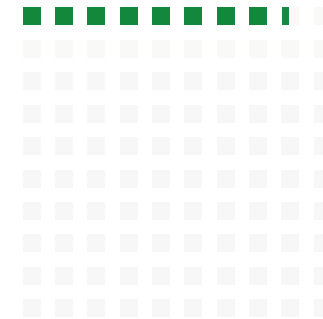## 42.2%
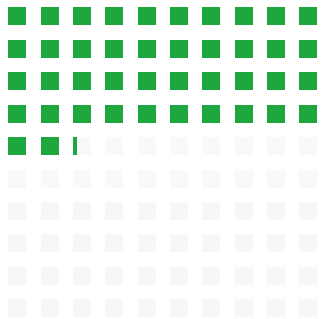
Creating content
24.1%
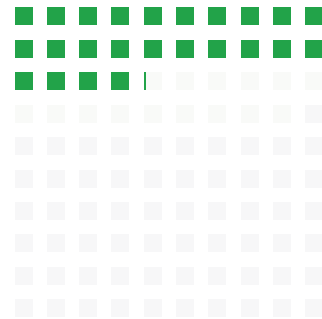
Buying more gear
12%

Growing the team
8.4%

Setting up a studio
6.0%

Upgrading your webinar software
4.8%

External services (training, consultants, etc.)
2.4%

07
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 organisations.

01. Across your organisation, 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+

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

☐ Increase
☐ About the same
☐ Decrease

03. Is this an increase or decrease from the previous year?

☐ Increase
☐ About the same
☐ Decrease

04. What are the three main reasons that your organisation 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

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

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

06. What type of webinars does your organisation 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)
☐ Online/digital events (longer format with multiple speakers, for example)

07. 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)

08. 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 analyzing the performance of our webinars

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

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

10. 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

11. What do you expect you'll spend the majority of your webinar budget on?

- [ ] 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)

State of Webinars 2024 was conducted and compiled by TwentyThree.

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 organisation's webinar strategy.

Visit 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.