

ON24

50 EXCEPTIONAL DIGITAL EXPERIENCES

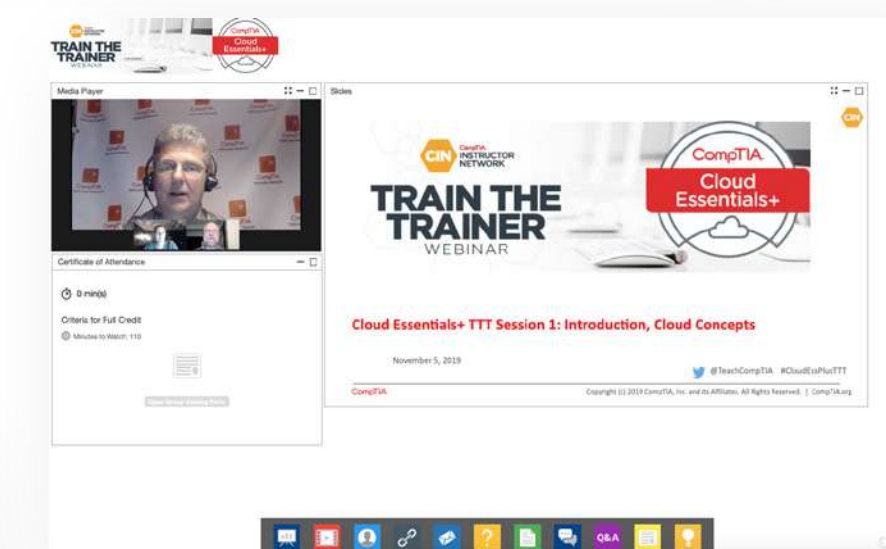
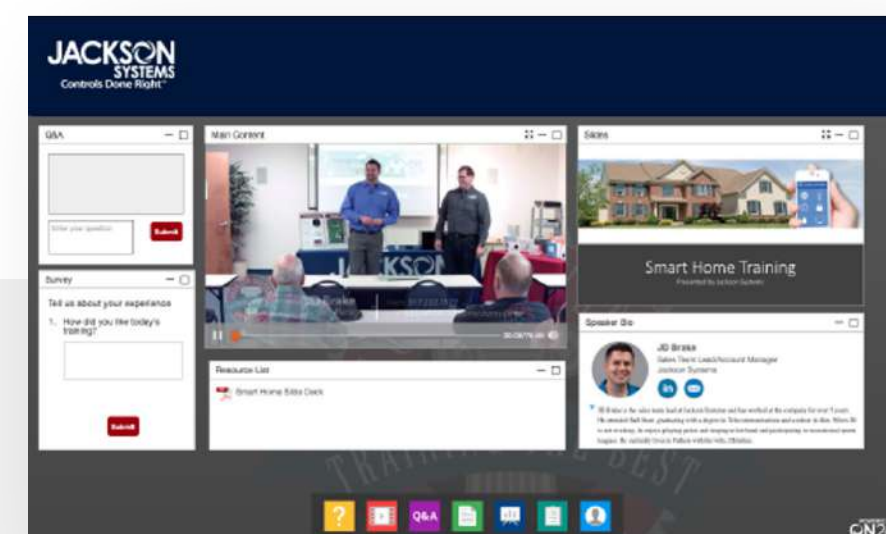
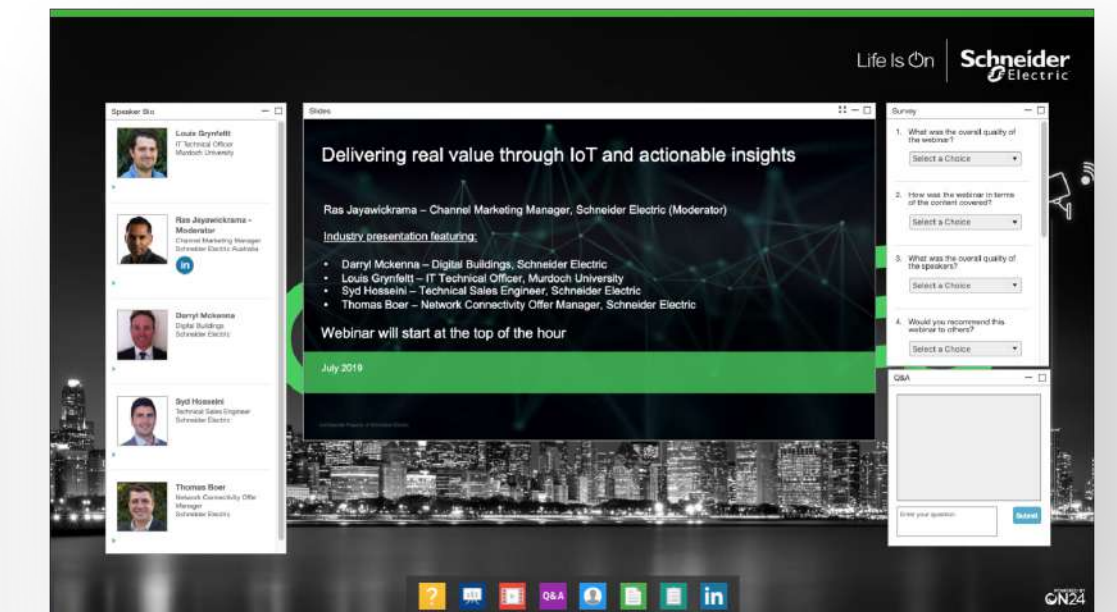
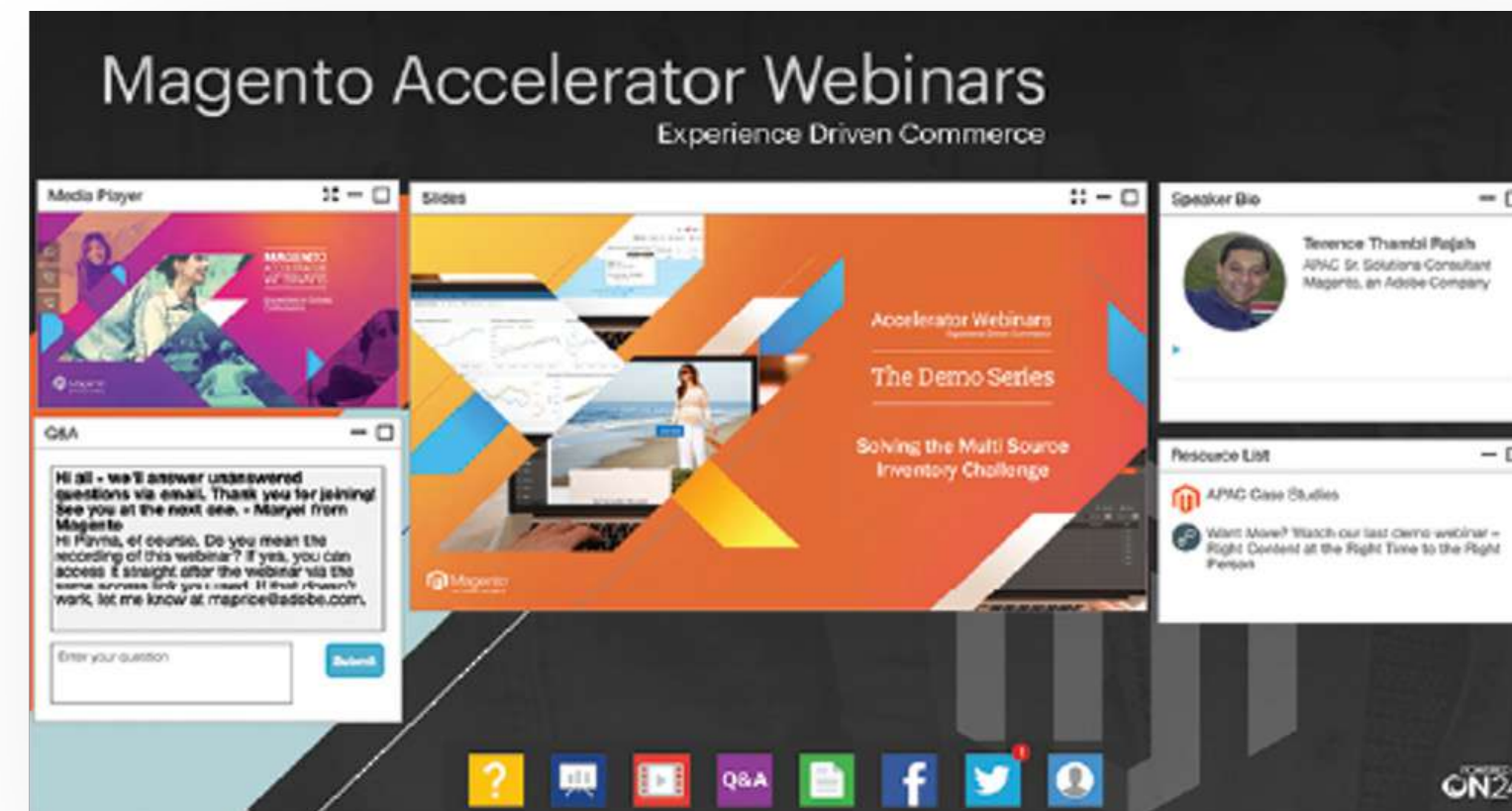
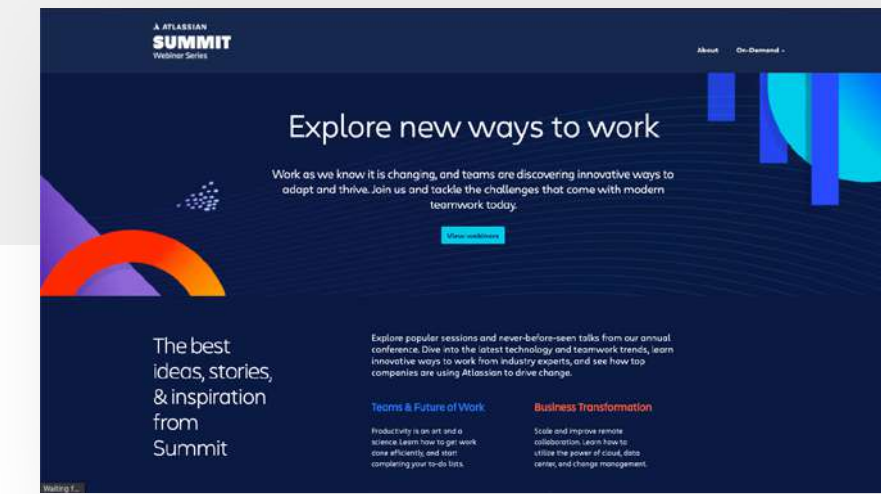
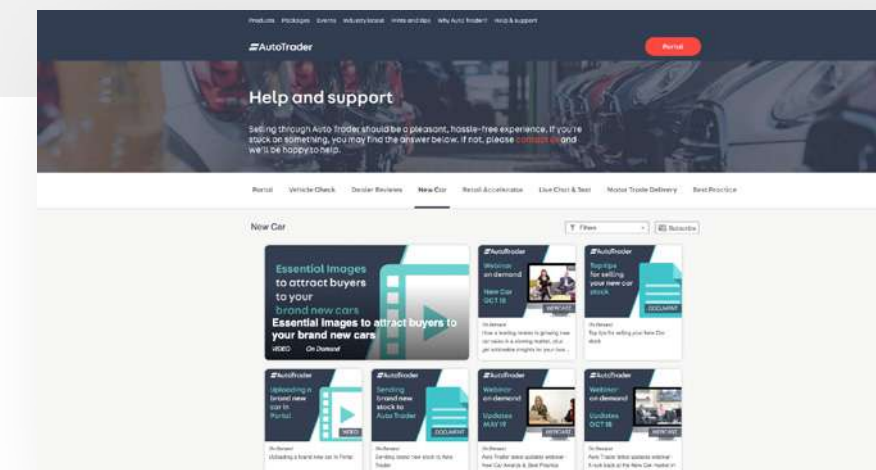
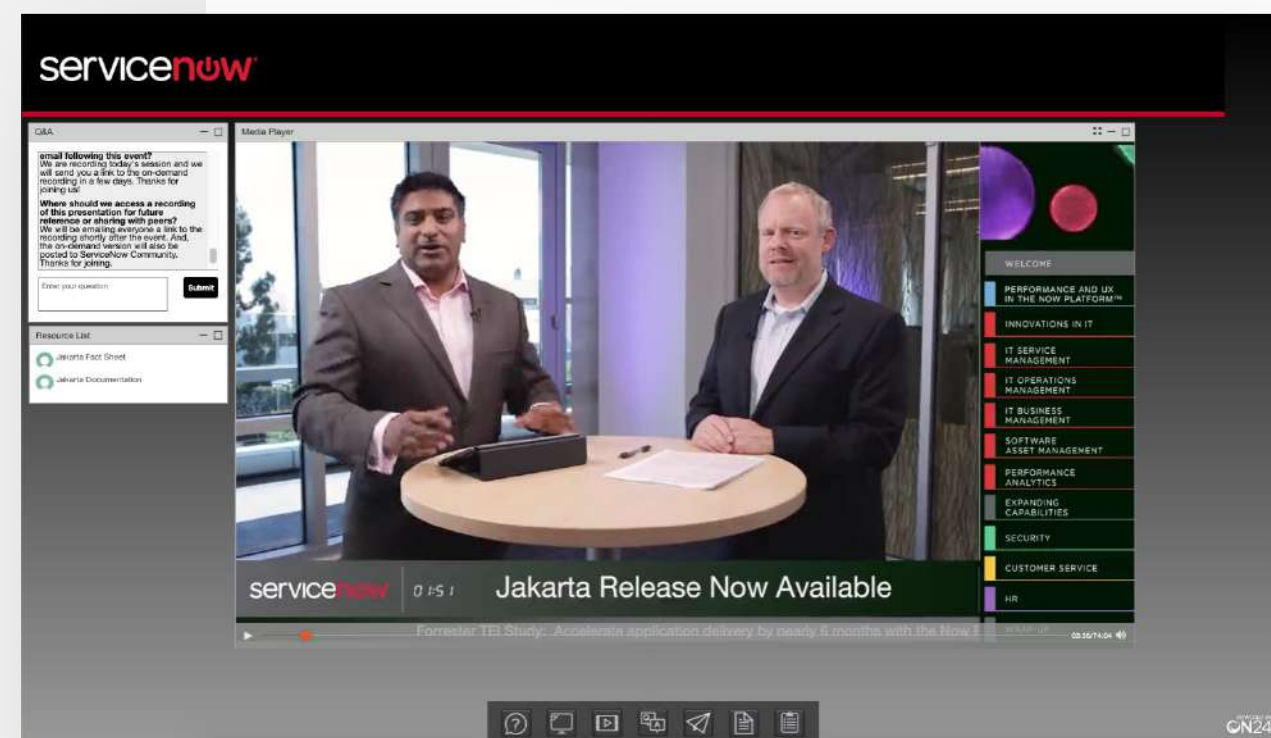
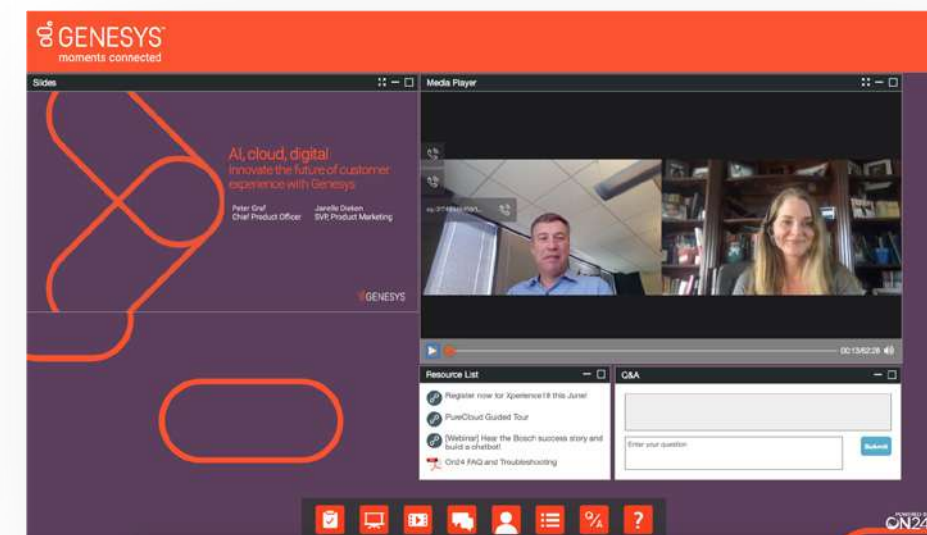
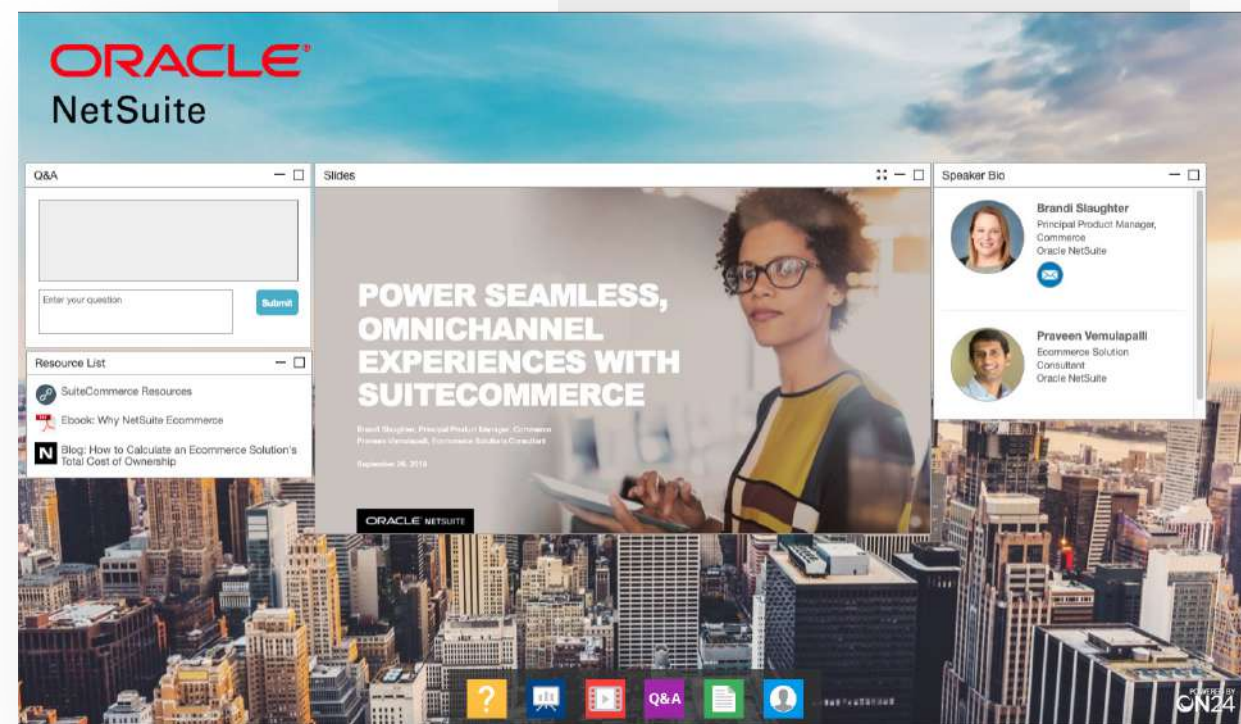


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TAKING YOUR EXPERIENCES FORWARD

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INTRODUCTION

DIGITAL EXPERIENCES ARE ONE OF THE MOST POWERFUL CHANNELS FOR ENGAGING AN AUDIENCE ONLINE TODAY.

They offer the ability to create interactive two-way conversations with every persona imaginable, provide audiences with the content and information they need and even provide the material to create additional collateral, like e-books, blog posts, video clips and even podcasts.

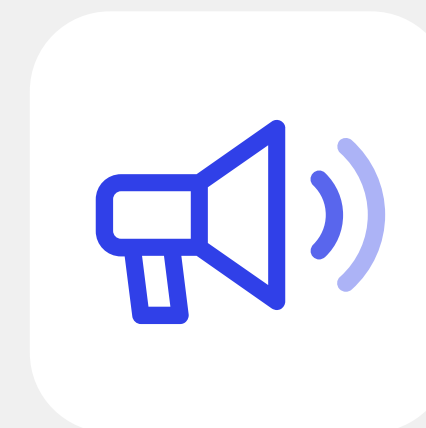
Digital experiences also provide the first touch for many buying opportunities, which may explain why experiences like webinars have exploded in popularity as the world shifts to more remote working. In fact, according to our [Webinar Benchmarks Report](#), in April 2020, audiences listened to nearly 170,000 hours of webinar content each day — almost three times as much the average for 2019.

But despite this shift, you might not know where to start with your digital journey. You may have been put off by underwhelming webinars that failed to engage you, or you might not be aware that an exceptional experience is about providing more than a one-off webcast.

THIS GUIDE IS HERE TO HELP INSPIRE YOU AND GUIDE YOU THROUGH YOUR OWN DIGITAL EXPERIENCES JOURNEY.

We've pulled together 50 exceptional experiences across a whole host of use cases, from product marketing and thought leadership to turning physical conferences into robust digital experiences. We've also included examples that prove why digital experiences like webinars are a key element within the entire audience journey.

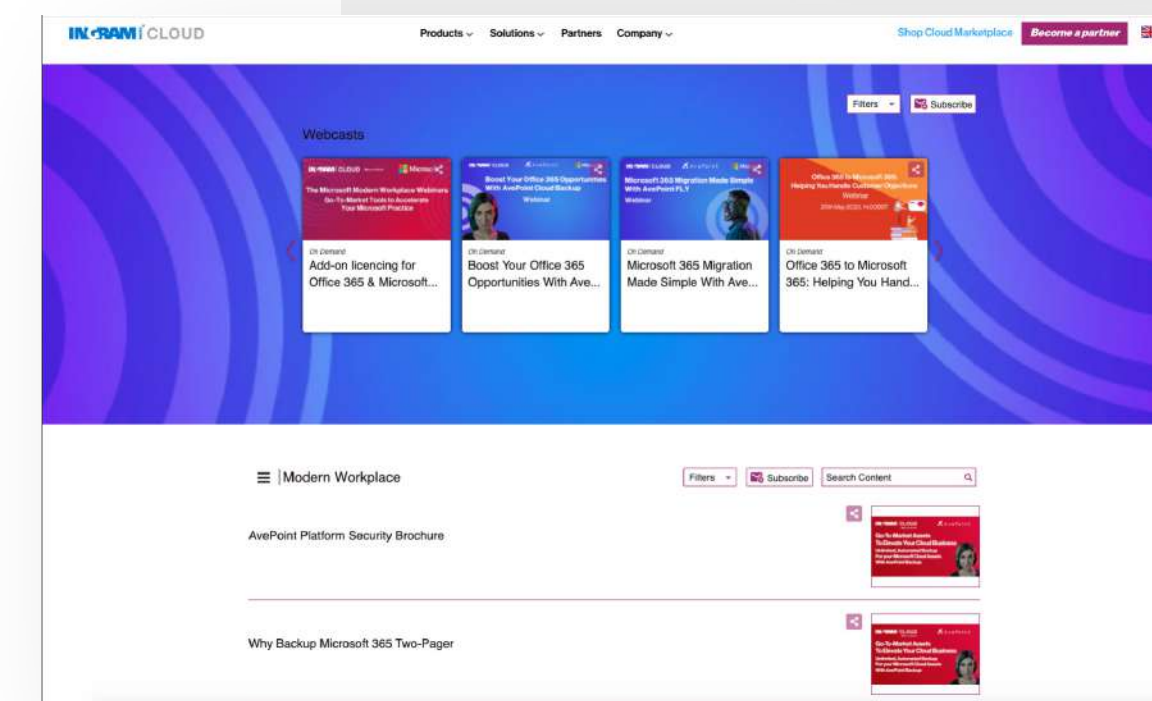
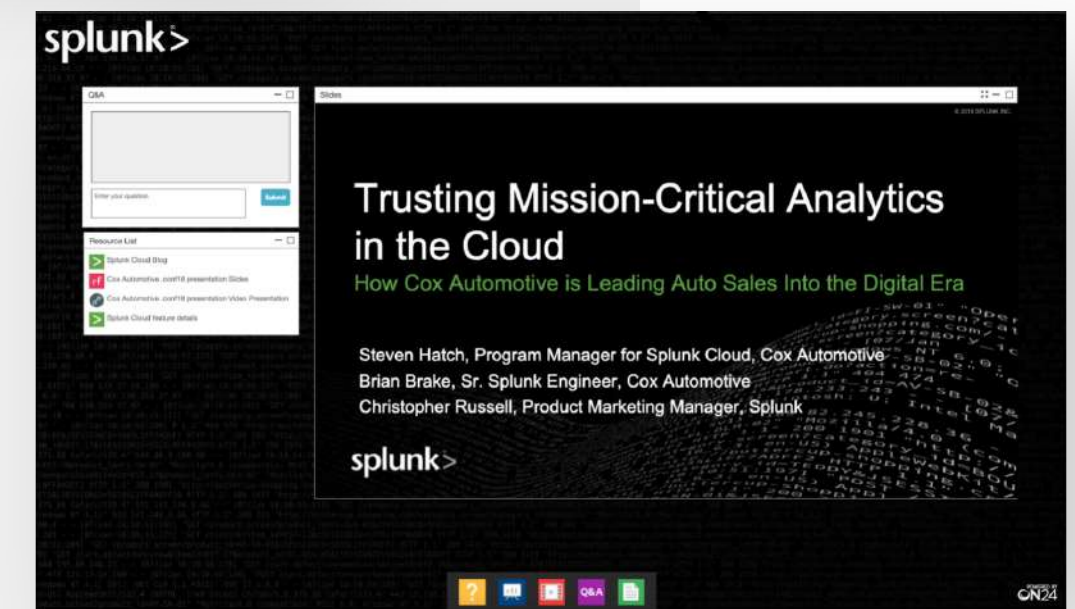
So come on in and get inspired. We look forward to seeing the experiences that you'll create and your audiences will crave.

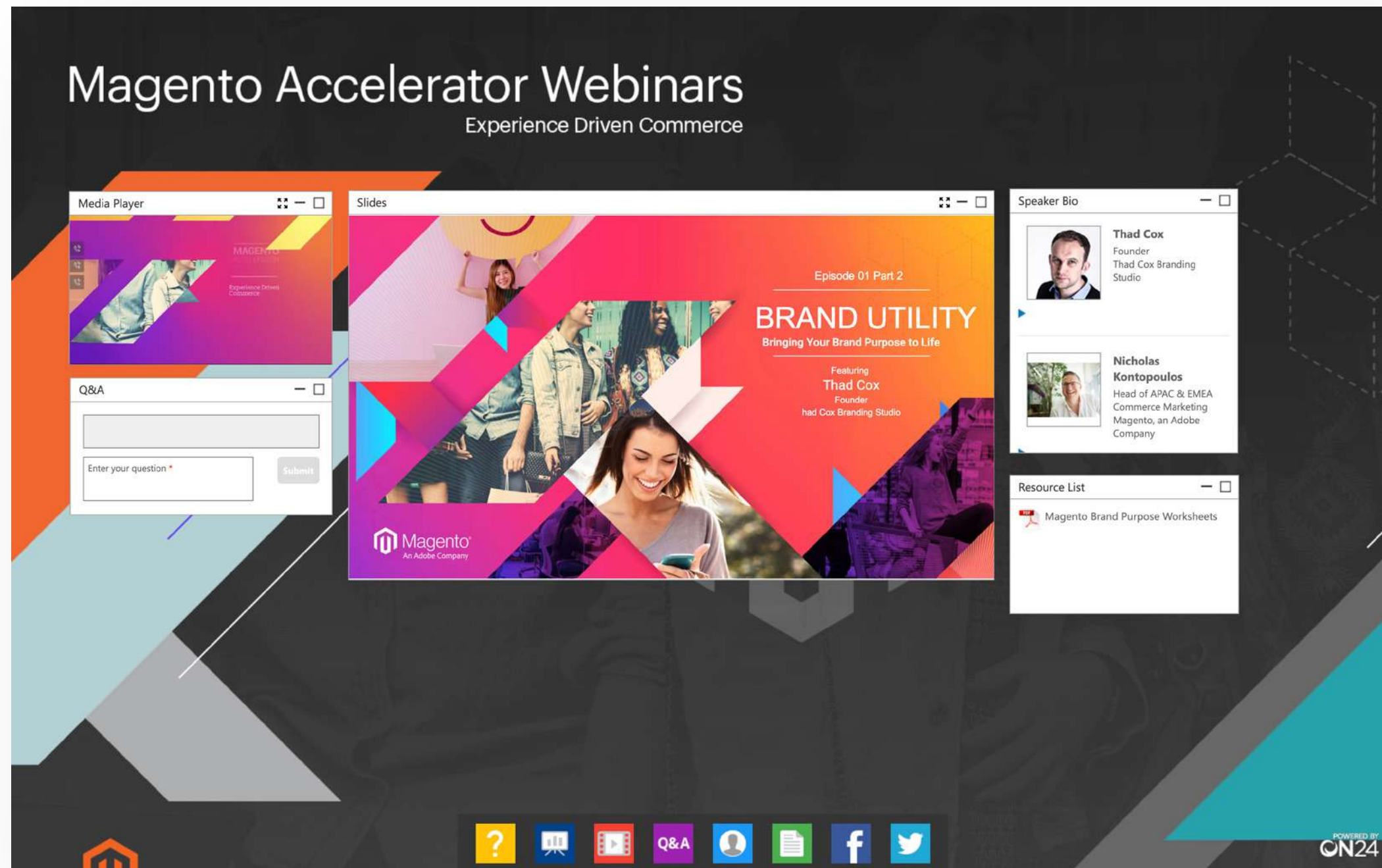




USE CASES

DEMAND GENERATION





INDUSTRY

Technology

FEATURED EXAMPLE

The Demo Series: Solving the Multi Source Inventory Challenge

BACKGROUND AND APPROACH

With its flagship digital commerce platform, Magento needed a webinar program that inspired and helped its leads and customers to envisage what their future online business could look like. They faced a number of barriers to achieving their goal of information sharing and education around digital transformation, including a lack of strategy, limited functionality, stagnant leads and a low budget. With the support of the ON24 Platform, Magento created a series of webinars that told a cohesive, compelling story to its audience with value extending far beyond the initial webinar airing.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **847%** uplift in pipeline
- **3x faster** generation of leads
- Better **customer retention** and upselling opportunities

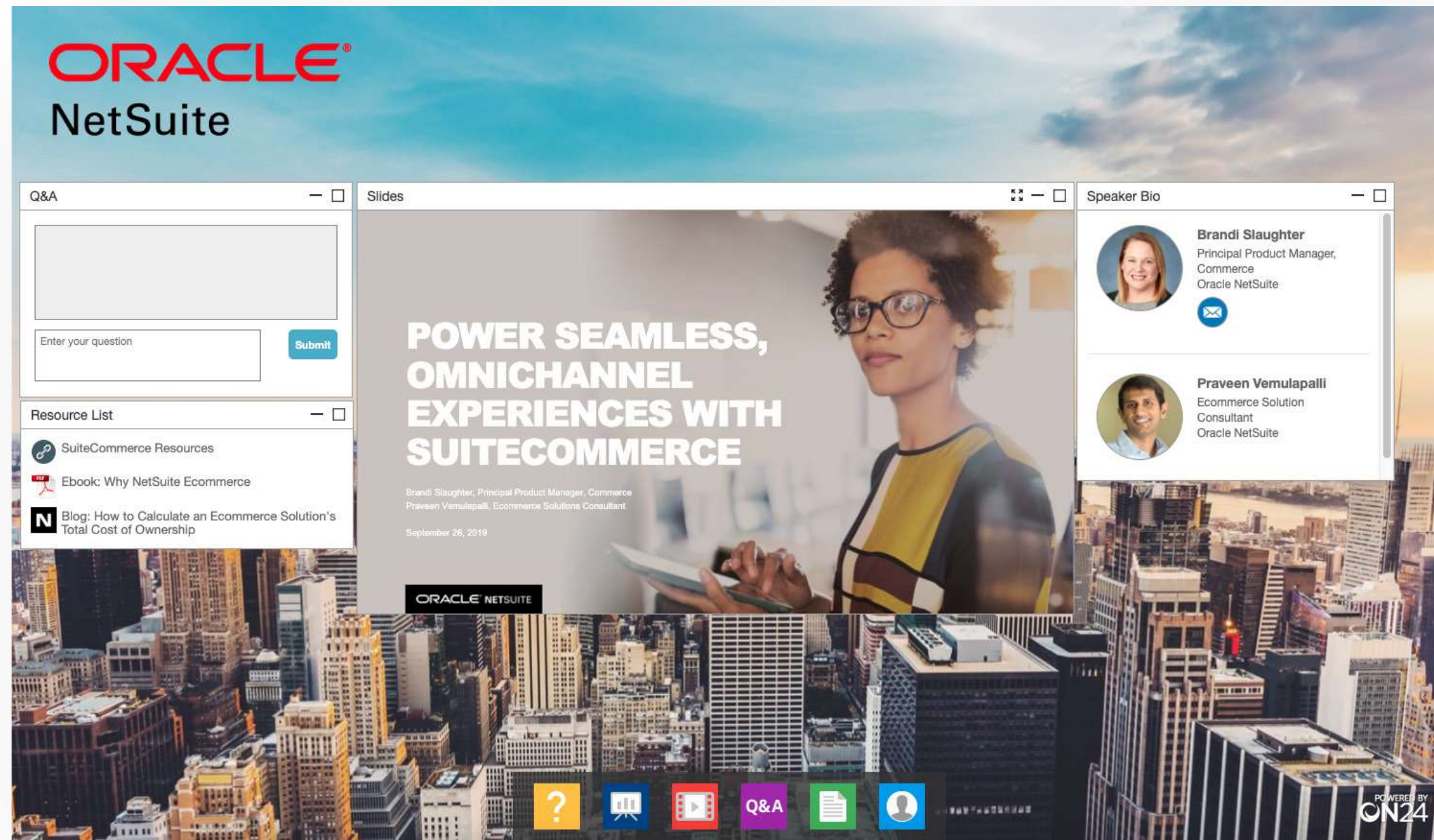
KEY EXPERIENCE TOOLS

- Customized Webinar Console
- Polls and Surveys

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: ALIGN YOUR WEBINARS WITH YOUR OTHER MARKETING CONTENT FOR MAXIMUM IMPACT.

Buyers seldom convert on a single touchpoint. To improve your experience and speed up your workflow, integrate your touchpoints as a key part of any campaign or your overall marketing strategy.



ORACLE®
NETSUITE

INDUSTRY

Technology

FEATURED EXAMPLE

Power Seamless, Omnichannel Experiences with SuiteCommerce

BACKGROUND AND APPROACH

Cloud business management solution Oracle NetSuite relies heavily on thought leadership as part of its lead generation, partner enablement and overall marketing program. Despite offering a seamless single solution to its clients, the company’s content, sales and marketing teams were struggling to operate as a single unit. The marketing team needed an integration to help target leads, create engaging follow up, tailor messaging to customer segments and track channels, all in a cost-effective manner. By connecting webinars to its marketing automation and CRM systems, the brand is able to provide measurable and relevant experiences across the customer journey.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **15,600+** registrants in 2018
- **42%** attendance rate
- More **new leads** generated

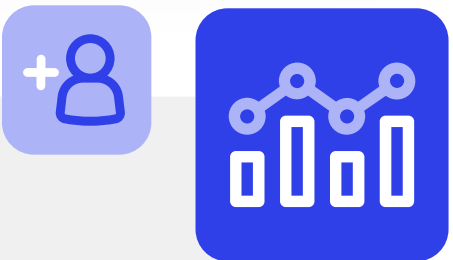
KEY EXPERIENCE TOOLS

- Eloqua Integration
- Live Q&A

CHECK OUT THE CASE STUDY

ON24 TIP: WEBINAR EXPERIENCES ARE MORE THAN THE SESSION. USE ENGAGEMENT DATA TO SEGMENT AND PERSONALIZE FURTHER COMMUNICATIONS.

By using data that originates from your webinars, you can tailor any experience you offer in the future, from email follow up to relevant content recommendations.





INDUSTRY

Technology

FEATURED EXAMPLE

Going Live: Jakarta Release

BACKGROUND AND APPROACH

ServiceNow, a cloud-based platform and solutions deliver digital experiences, decided to further target its marketing strategy and to cut through to key decision-makers through account based-marketing. To do so, it needed a sophisticated webinar program that would allow it to be laser-focused in its audience targeting, rather than the broader webinars it previously used. ServiceNow uses the ON24 Platform’s range of capabilities to deepen its ABM program, providing personalized content experiences, creating live demo showcases and generating user-friendly interactive engagement.

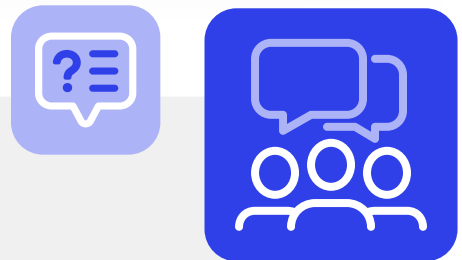
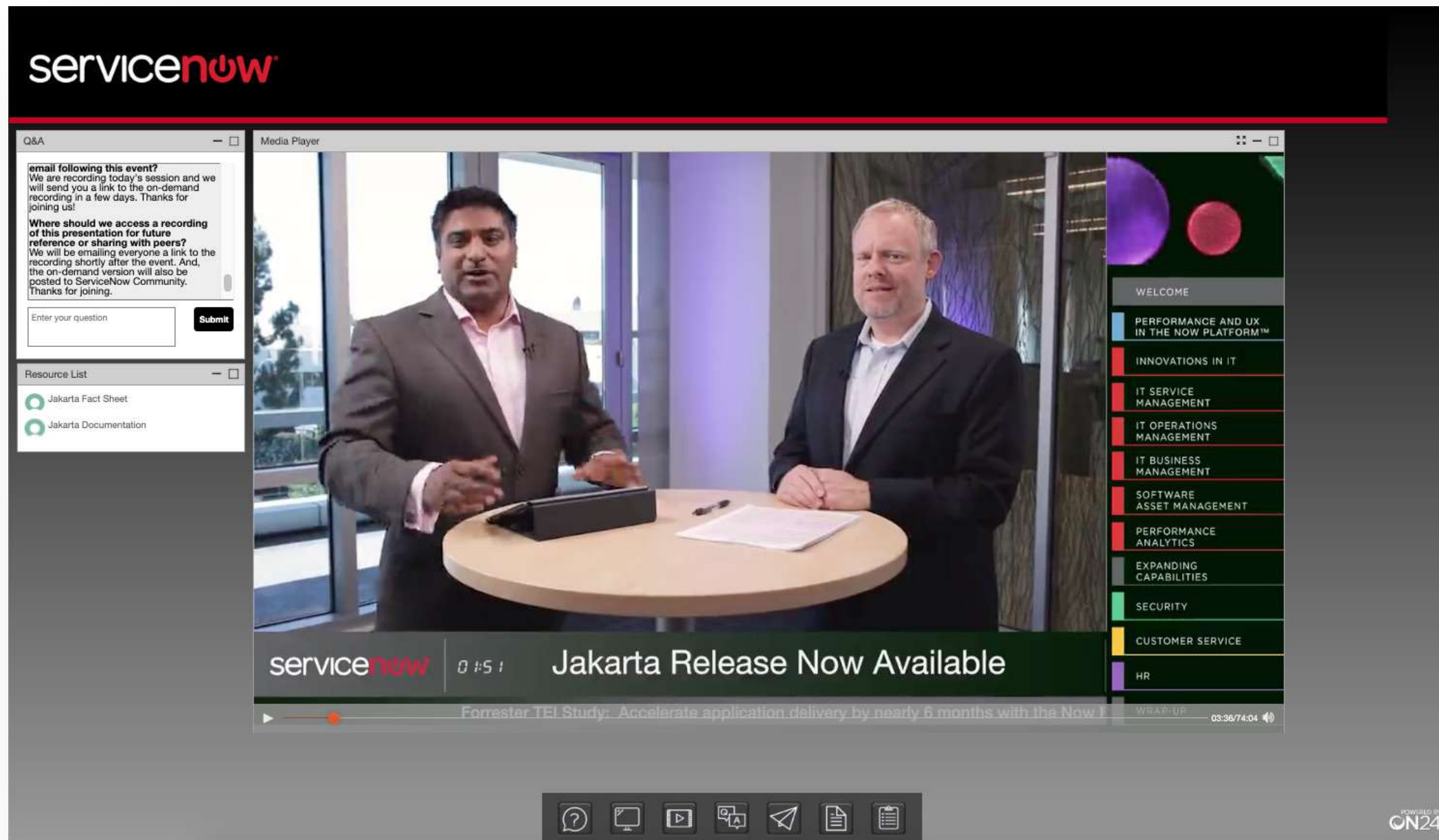
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- 538% more pipeline influence year-over-year than any other channel
- 52% more live attendees
- 62% more on-demand attendees

KEY EXPERIENCE TOOLS

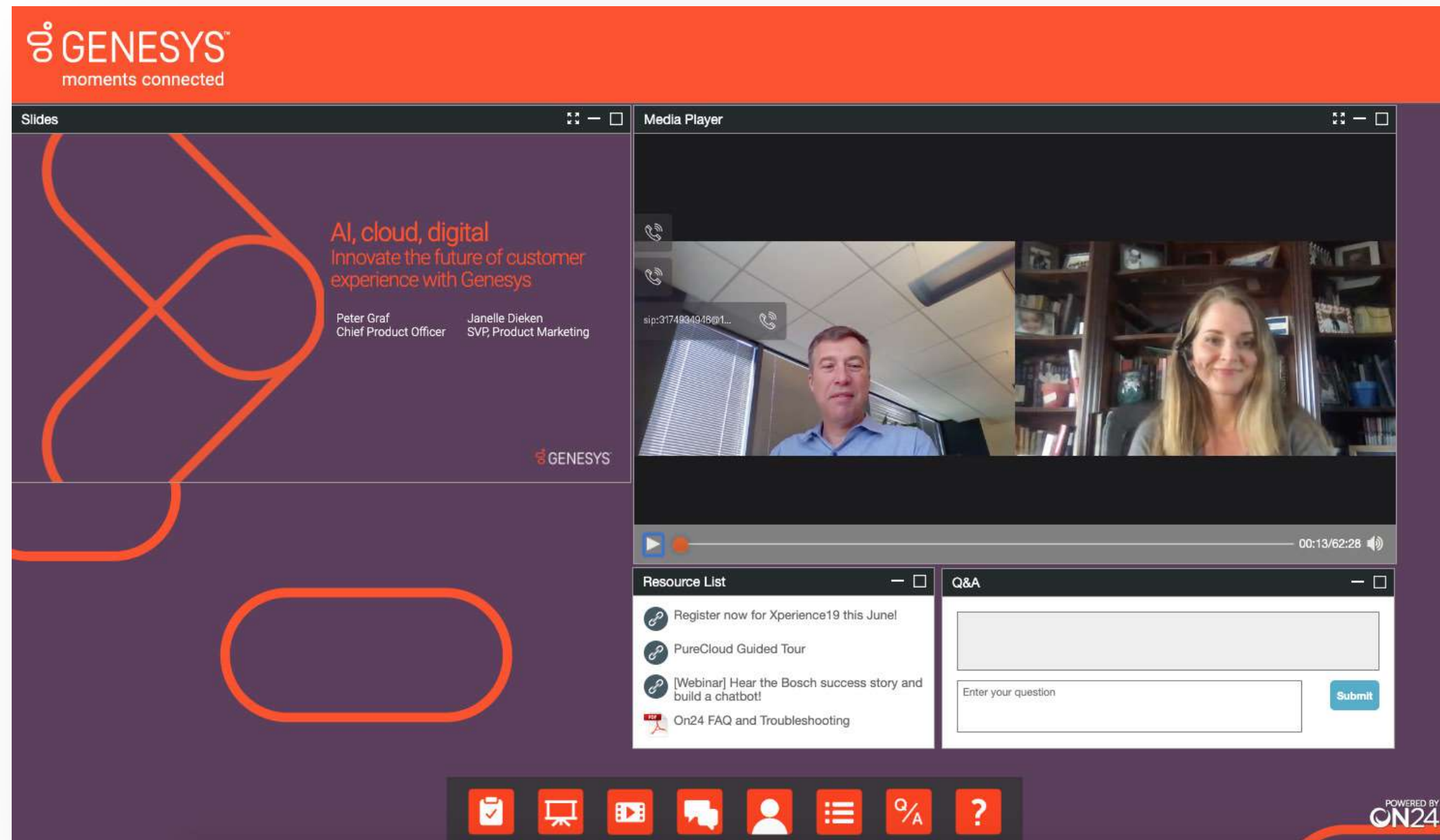
- Live-Studio Video
- Live Q&A

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: FOR LIVE WEBINARS, PROACTIVELY ENGAGE YOUR AUDIENCE BY ANSWERING THEIR QUESTIONS AND CONCERNS.

Webinars offer more than video because of the potential for one-on-one interactions. Ask your audience for their questions and viewpoints so you can build those connections ahead of sales conversations.



INDUSTRY

Technology

FEATURED EXAMPLE

AI, Cloud, Digital: Innovate the Future of Customer Experience with Genesys

BACKGROUND AND APPROACH

As Genesys grew into a global company, it was looking for a way to transform its digital events to support and scale a new ABM strategy. But as it started to move away from one-off, top-of-the-funnel webinars, it needed an easier way to leverage online events throughout the buying cycle, across all of its marketing and campaigns. Previous webinar content was minimal with little to no engagement or value. To take this up a level, Genesys rolled out a targeted, multi-funnel approach with great webinar experiences at its foundation.

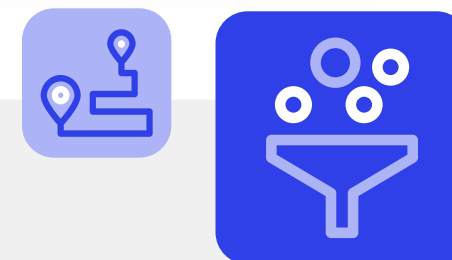
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **+127%** in pipeline
- **+101%** increase in registration
- **+56.4%** increase in engagement scores

KEY EXPERIENCE TOOLS

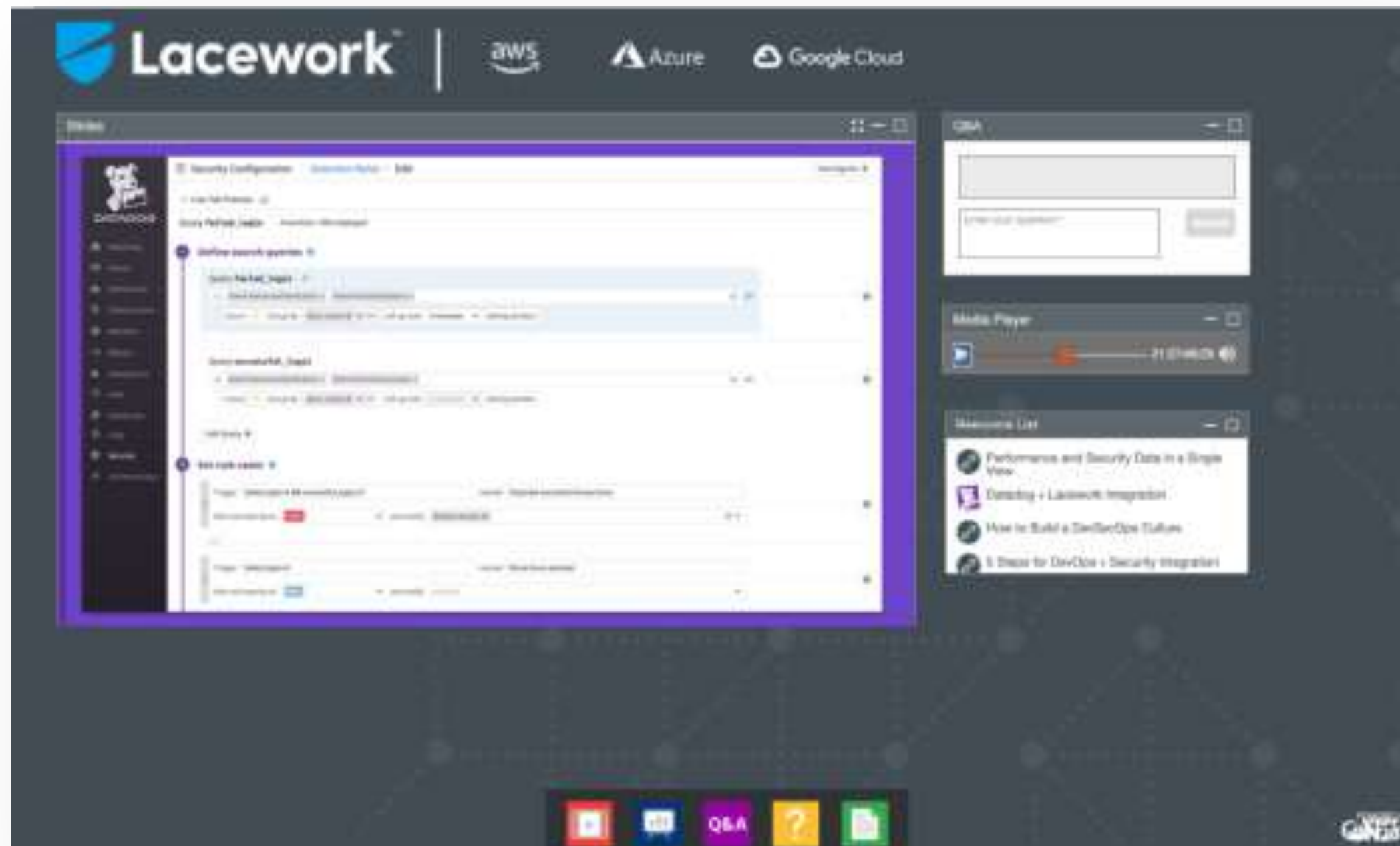
- Media Player
- Q&A

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: PROVIDE TOUCHPOINTS IN YOUR WEBINARS RELEVANT TO ALL PARTS OF THE BUYER JOURNEY.

When building your webinar console, offer both top-of-funnel and bottom-of-funnel content and interactions. This improves the experience and allows you to segment audiences based on how they engage.



INDUSTRY

Cybersecurity

FEATURED EXAMPLE

Lacework Demo: Gain Visibility & Protect Your AWS, Azure, and GCP Clouds

BACKGROUND AND APPROACH

Lacework's Cloud Security Platform needed to see who was attending its webinars, increase conversions and provide its site visitors with a library of material to review. But its prior webinar provider couldn't, well, provide and even broke down during broadcasts. The ON24 Platform changed all that. With ON24, Lacework could reliably report on attendees and conversions, attribute pipeline to its marketing team, access its own recordings and even provide its audience with an on-demand library of its material. Now, the company has increased its webinar reach and massively improved its overall digital experience.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **\$1.1 million** in sourced pipeline from webinars
- **30%** quarter-over-quarter growth in webinar-driven pipeline
- **Engaging content** audience members would recommend to others

KEY EXPERIENCE TOOLS

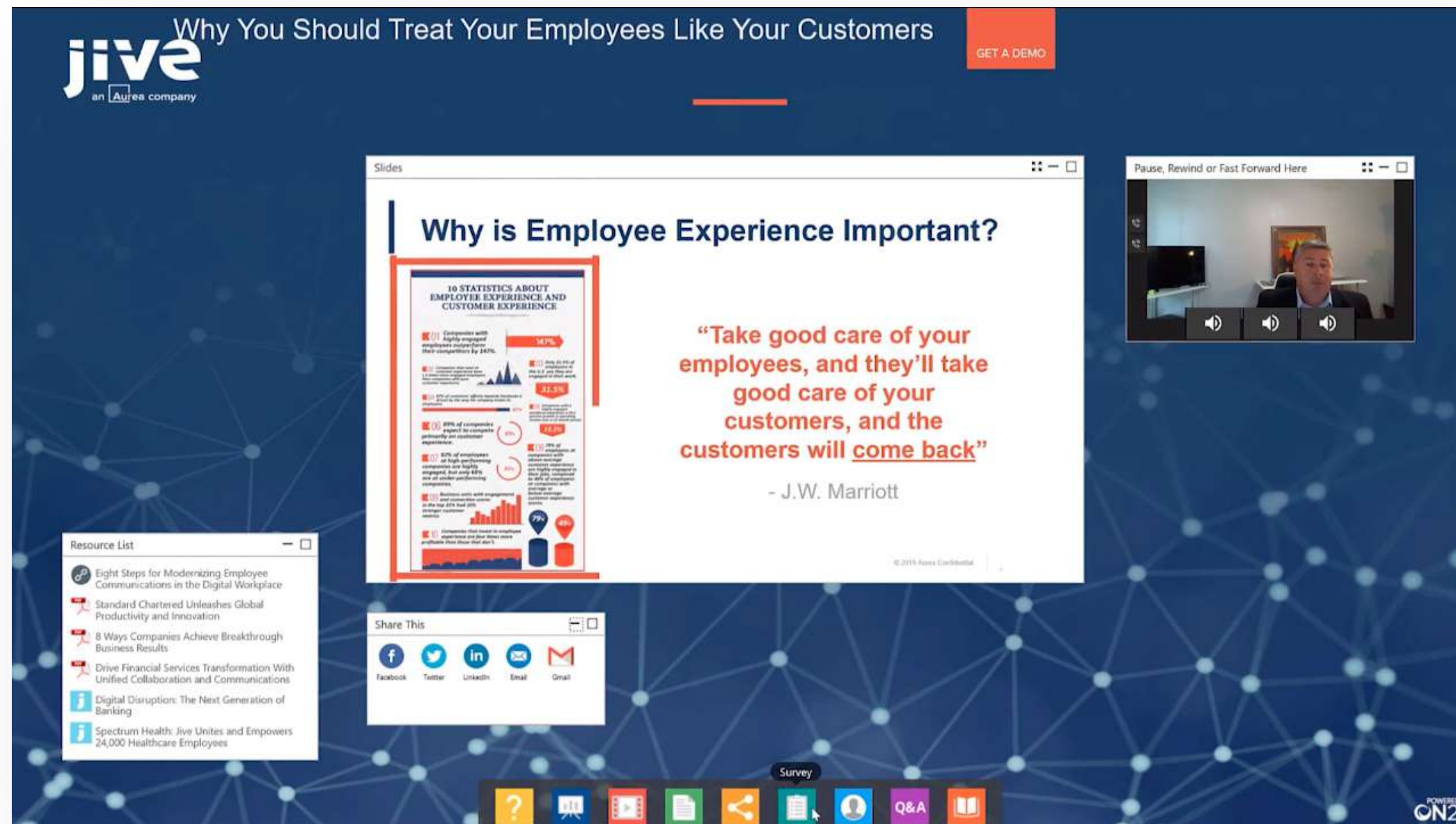
- On-Demand Recordings
- Downloadable Resources

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: MAKE SURE YOUR EXPERIENCE TECHNOLOGY WORKS FOR YOUR AUDIENCE.

In highly-regulated industries, security settings can prevent some technology from working effectively. ON24 requires no software downloads, making it perfect for reaching such audiences.



INDUSTRY

Technology

FEATURED EXAMPLE

Treating Employees Like Customers

BACKGROUND AND APPROACH

As a collection of 80 different software companies, Aurea needed a way to leverage content to supercharge the buyer’s journey. It needed to be easy to use, efficient and to deliver high-quality, relevant insights to its customers and wider audience. With ON24, the company has seen results fast. Using ON24 Target pages to build out a digital experience for every key vertical, Aurea’s variety of specific content is packaged in a hub that gives users easy access to relevant webinar content. The brand’s partnership with ON24 has turned something that may have taken a team of marketers into a one-person job.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **Increased** conversion rates throughout the funnel
- Over **20,000 minutes** of webinar content within 90 days
- **Time efficient** to run

KEY EXPERIENCE TOOLS

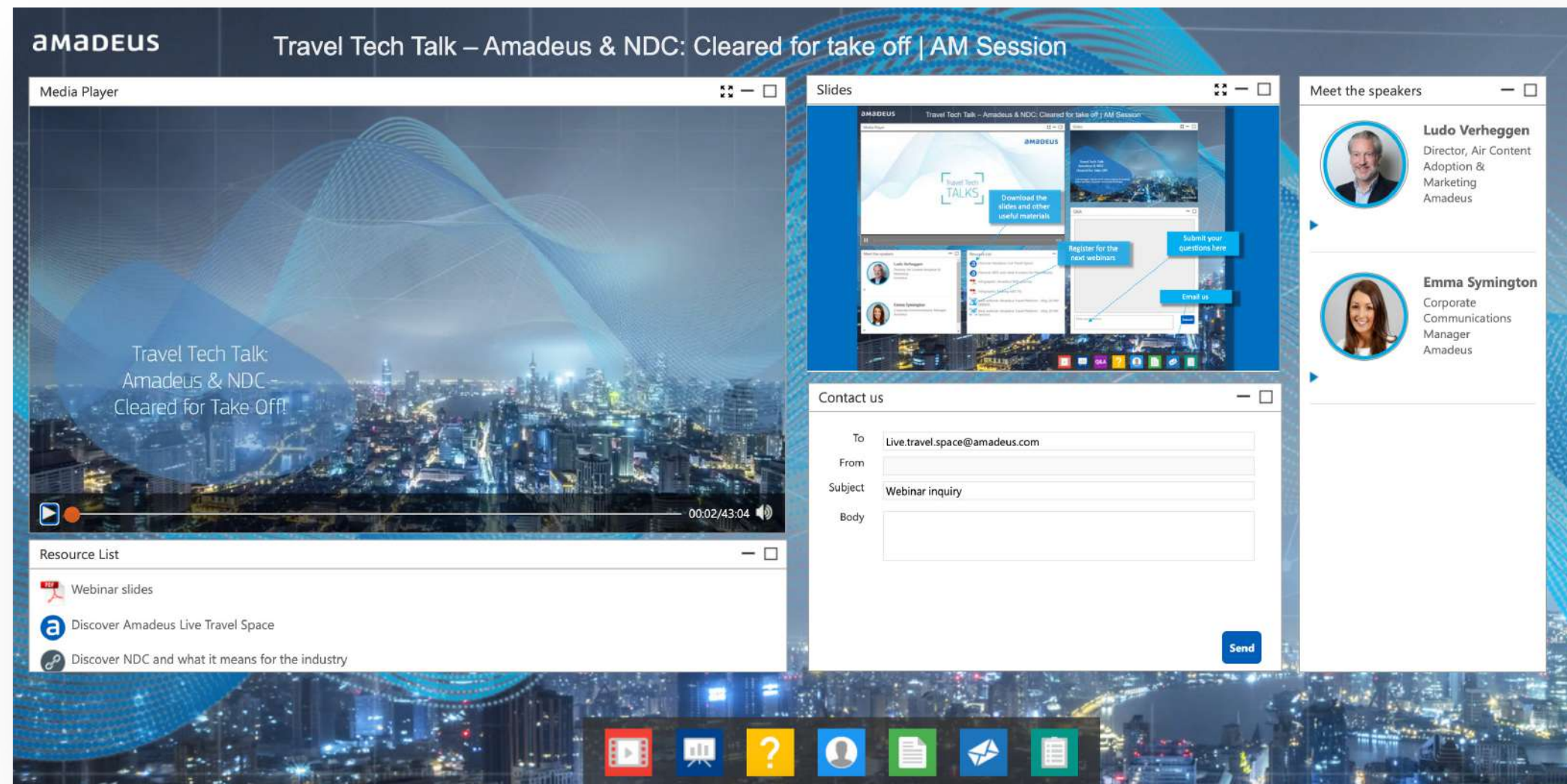
- Target Pages
- Resource Lists

[CHECK OUT THE CASE STUDY VIDEO](#)



ON24 TIP: FEATURE YOUR WEBINARS ON PERSONALIZED LANDING PAGES AND CONTENT HUBS TO MAXIMISE CONVERSION RATES.

Even if you don’t have time to create webinars unique to each persona or target vertical, you can curate them on personalized landing pages and content hubs, maximising your impact with minimal effort.



INDUSTRY

Technology

FEATURED EXAMPLE

Travel Tech Talk: Amadeus & NDC Cleared for Take Off

BACKGROUND AND APPROACH

Amadeus provides technology solutions for travel providers and agencies. Historically, its webinars were outsourced to various third parties, leading to inconsistent branding experiences, legal liability and lack of visibility into customer preferences. Amadeus' strategic approach to webinars needed to scale, provide a 360-degree view of customers, integrate data for analytics and provide user-friendly branding. With ON24, Amadeus can now easily create dynamic webinars, both live and on-demand, that produce major company-wide results.

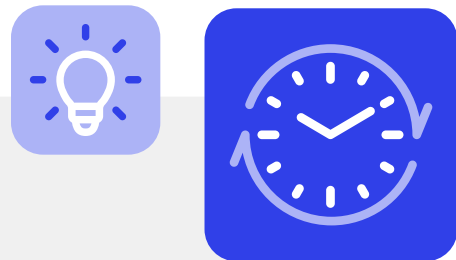
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- €300K generated in pipeline
- Registration by **15%** of Amadeus database
- **62%** attendance rate

KEY EXPERIENCE TOOLS

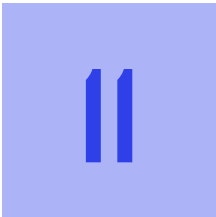
- Q&A
- Integrated Metrics

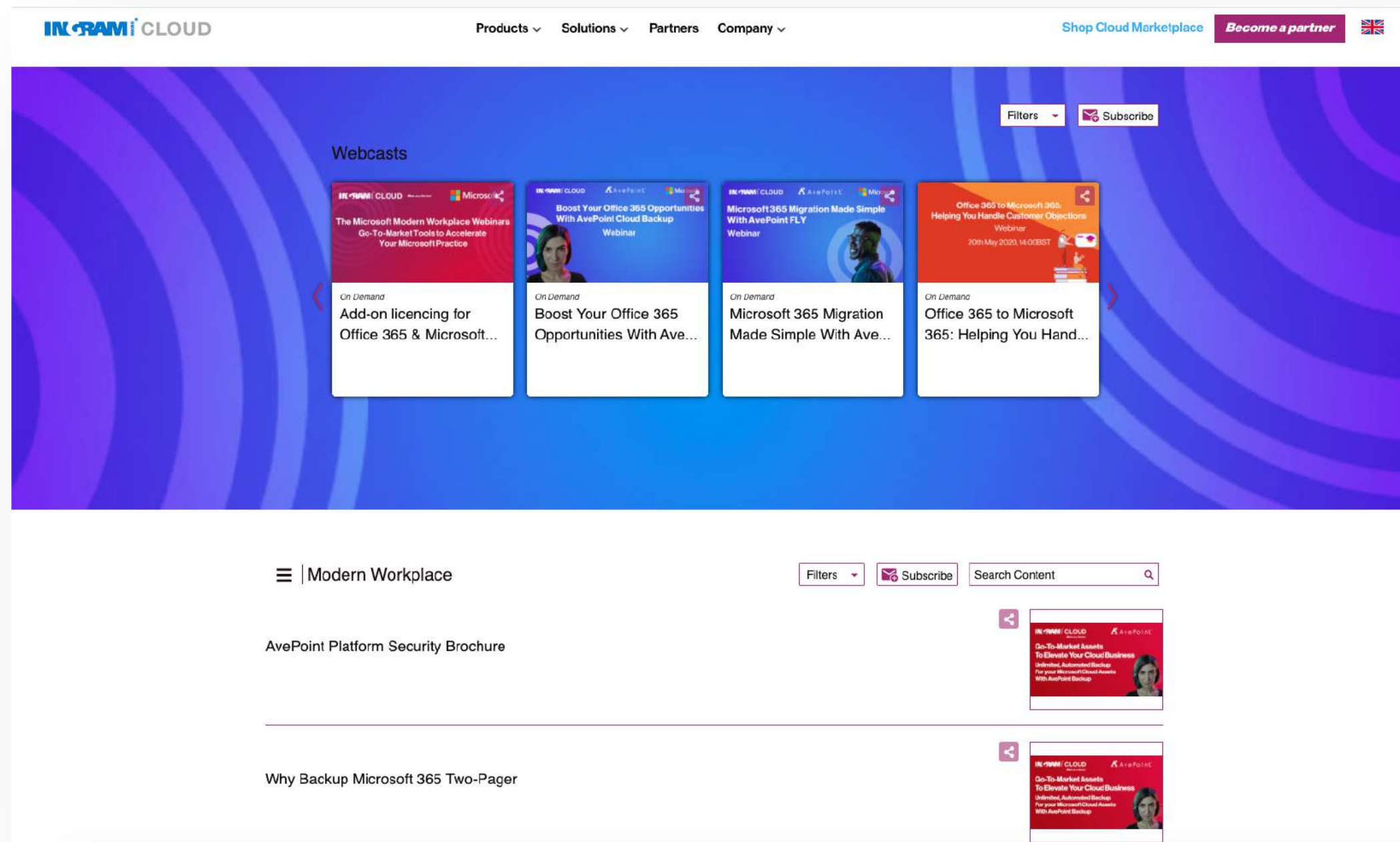
[CHECK OUT THE CASE STUDY](#)



ON24 TIP: DELIVER BOTH EVERGREEN AND TIME-SENSITIVE CONTENT WHEN CREATING YOUR WEBINARS.

By delivering both trending and long-lasting content, you can drive both immediate interest from current developments and lasting engagement with always-on sessions.





INDUSTRY

Technology

FEATURED EXAMPLE

The Modern Workplace Content Hub

BACKGROUND AND APPROACH

Technology company Ingram Micro found it was facing marketing challenges due to its wide range of solutions. The company needed to capture data on its audience, tailor its messaging and resolve gaps in its content strategy. After moving to ON24 for its webinar solution, Ingram Cloud found ON24's approach to content hubs and always-on engagement to be game-changing, allowing its prospects to choose they want when they want it. This enhanced, branded digital experience offers content segmented by vendor solutions, and allows for the efficient monitoring and optimizing of a high volume of webinars.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **100** quality leads generated
- **20%** engagement rate
- People return **2.5 times** on average to interact

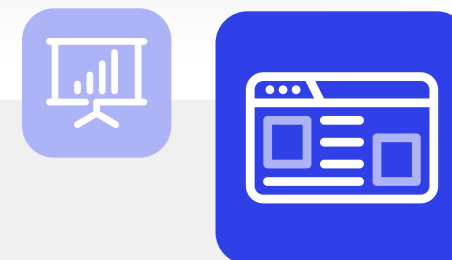
KEY EXPERIENCE TOOLS

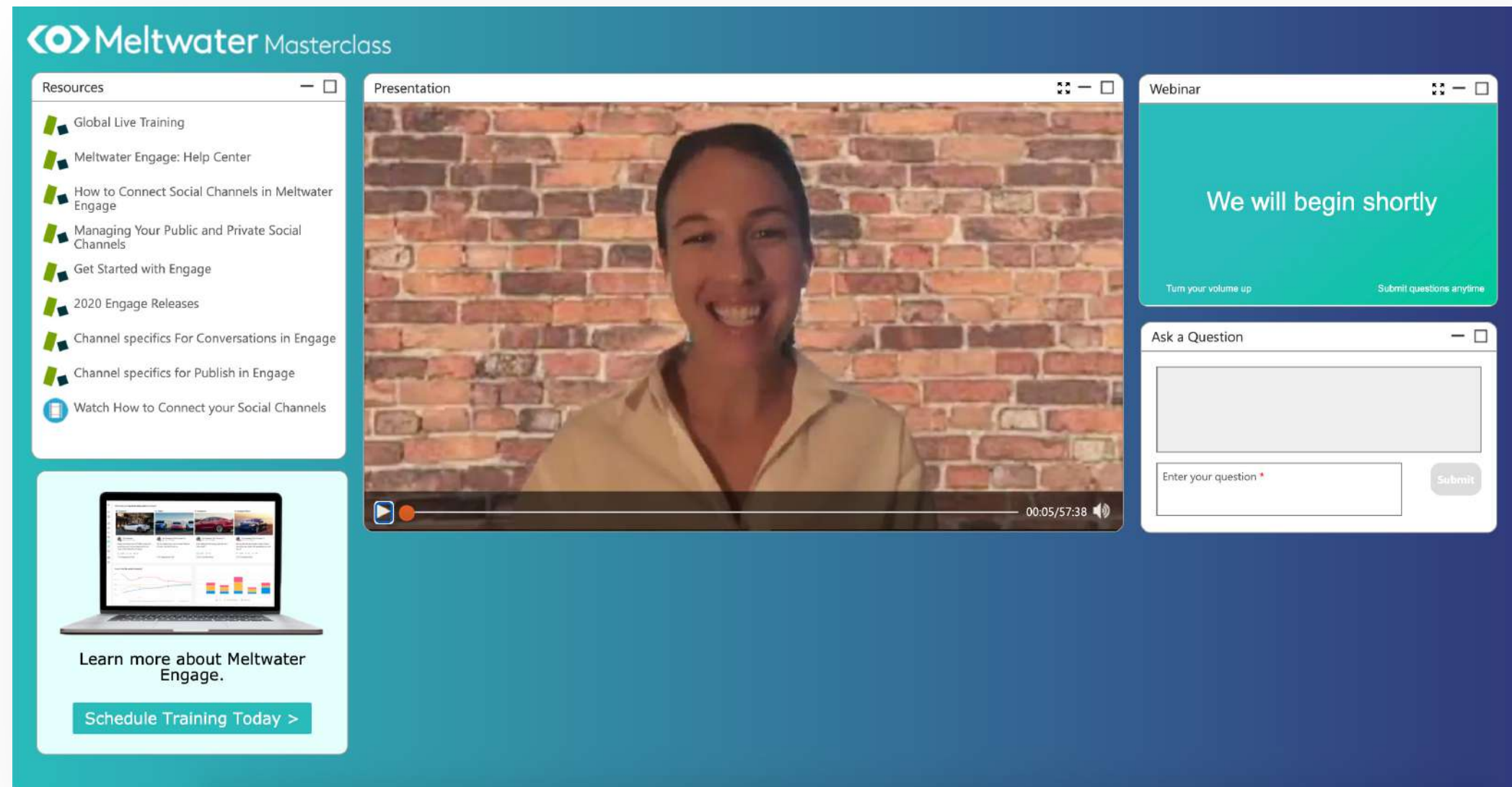
- ON24 Intelligence
- Customized Branding

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: ADD ADDITIONAL CONTENT SUCH AS WHITEPAPERS, ARTICLES AND PRESENTATIONS TO YOUR WEBINARS AND CONTENT HUBS.

Providing different content formats improves engagement during and after your webinar sessions, as well as engaging audiences that might not be able to view a webinar right now.





INDUSTRY

Technology

FEATURED EXAMPLE

Become a Rockstar In Social Media

BACKGROUND AND APPROACH

Meltwater’s media intelligence platform has positioned the company as a pioneer and leader in digital media monitoring. But, as the company and its strategy evolved, a cost-effective solution was needed to scale its content creation efforts globally. This content needed to be high-quality and to cut through the noise in an oversaturated digital marketing landscape. With the ON24 Platform, Meltwater could easily create the interactive digital experiences that actually connect with audiences, identify quality leads and quickly produce the webinar content its followers actually want.

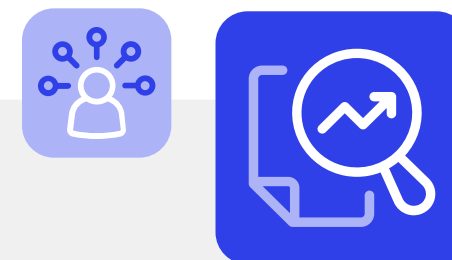
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **\$700K+** in pipeline generated
- Over **1,000** registrations for most webinars
- Actionable data and reporting powers **lead qualification**

KEY EXPERIENCE TOOLS

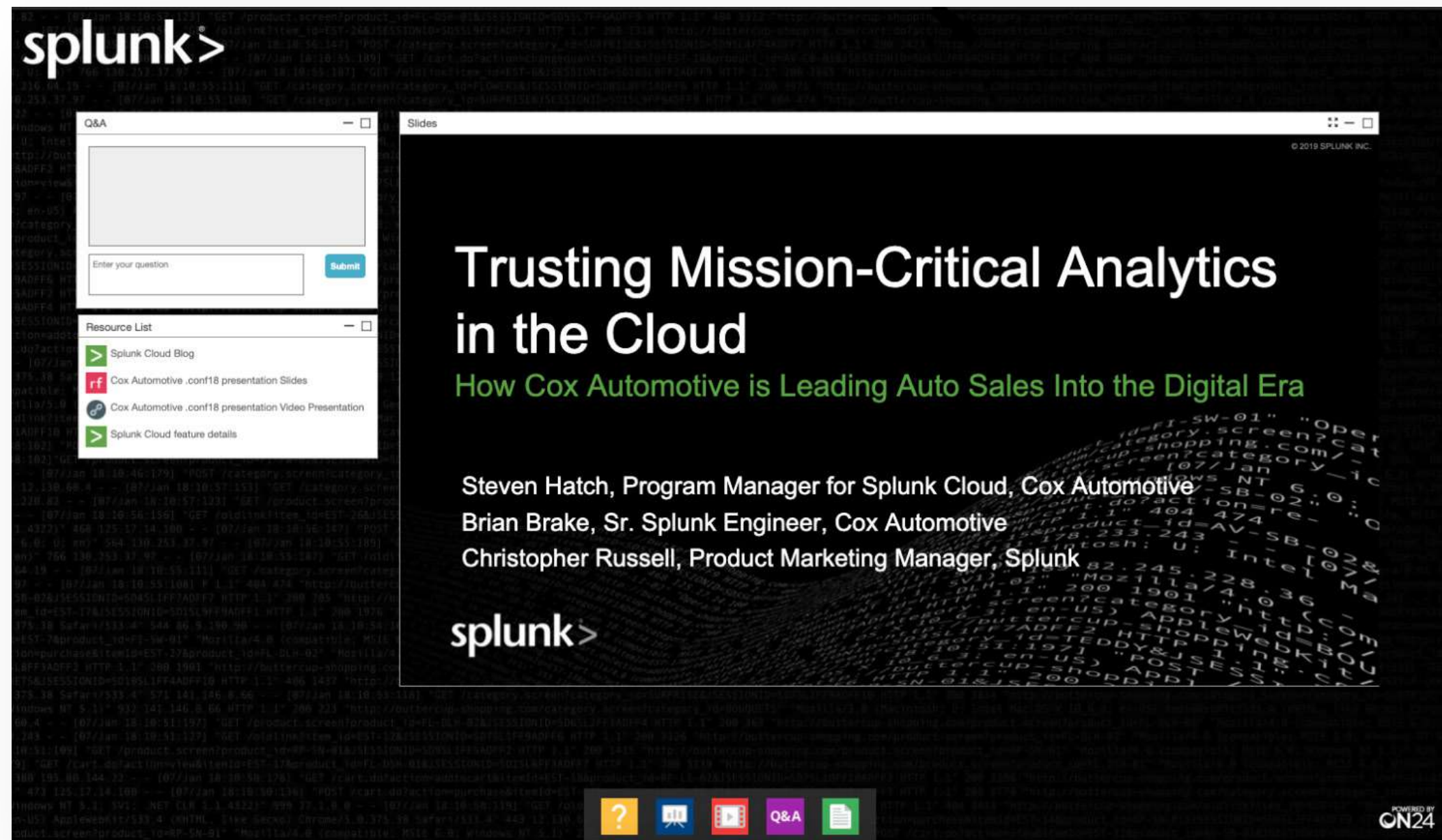
- Simulive Webinars
- Q&A

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: FEATURE YOUR UNIQUE DATA AND PERSPECTIVES IN YOUR WEBINAR CONTENT.

Buyers will feel a webinar is of greater value when you provide them with information that isn’t available elsewhere. Showcase something unique to make future engagement even more compelling.



INDUSTRY

Technology

FEATURED EXAMPLE

Trusting Mission-Critical Analytics in the Cloud

BACKGROUND AND APPROACH

Splunk helps organizations make the most of their data, but when its demand generation team undertook a deep analysis of its own webinar program, it found that its own webinars weren't producing the results it needed. Held back by a lack of integration, a limitation to live webinars and excessive manual processes, Splunk made the switch to the ON24 Platform and now uses webinars to run a strategic demand generation machine. By integrating webinars with marketing automation and CRM as well as using Simulive, Splunk has cut down on manual processes, leveraged data for lead insights and scaled without compromising on quality.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **\$48.9M** influenced in sales pipeline
- **10 times** more webinar registrations
- Delivers a predictable **pipeline of leads**

KEY EXPERIENCE TOOLS

- Simulive
- Polling

CHECK OUT THE CASE STUDY

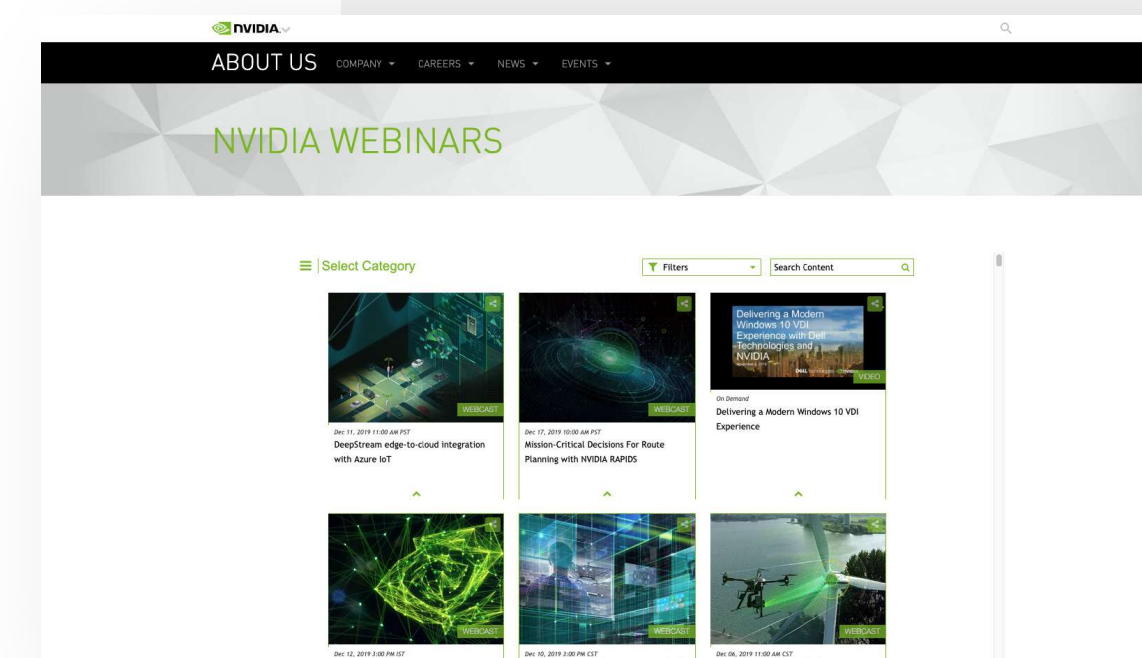
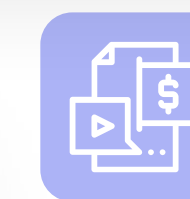
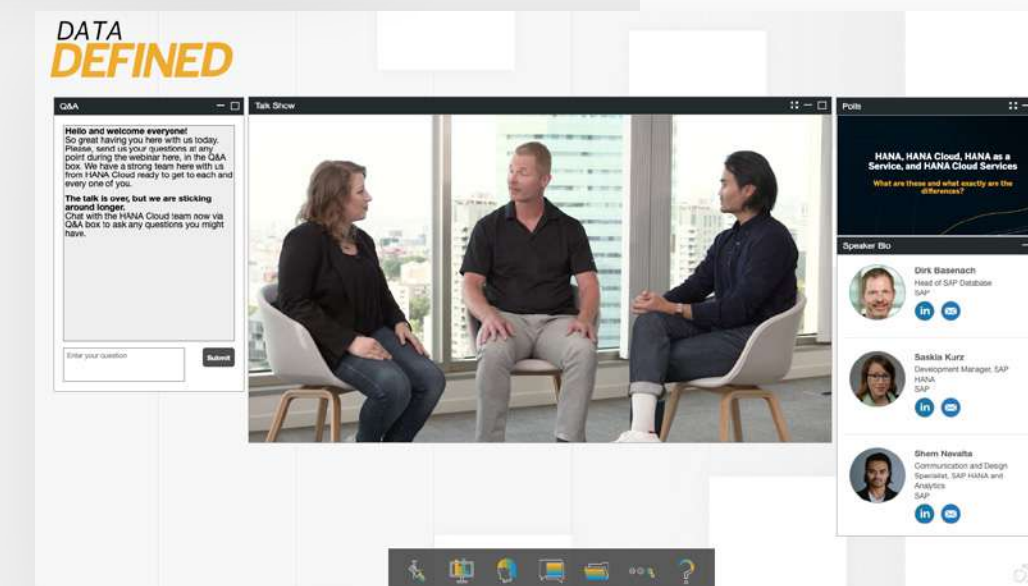
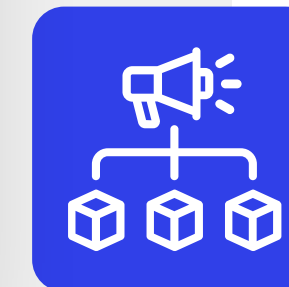
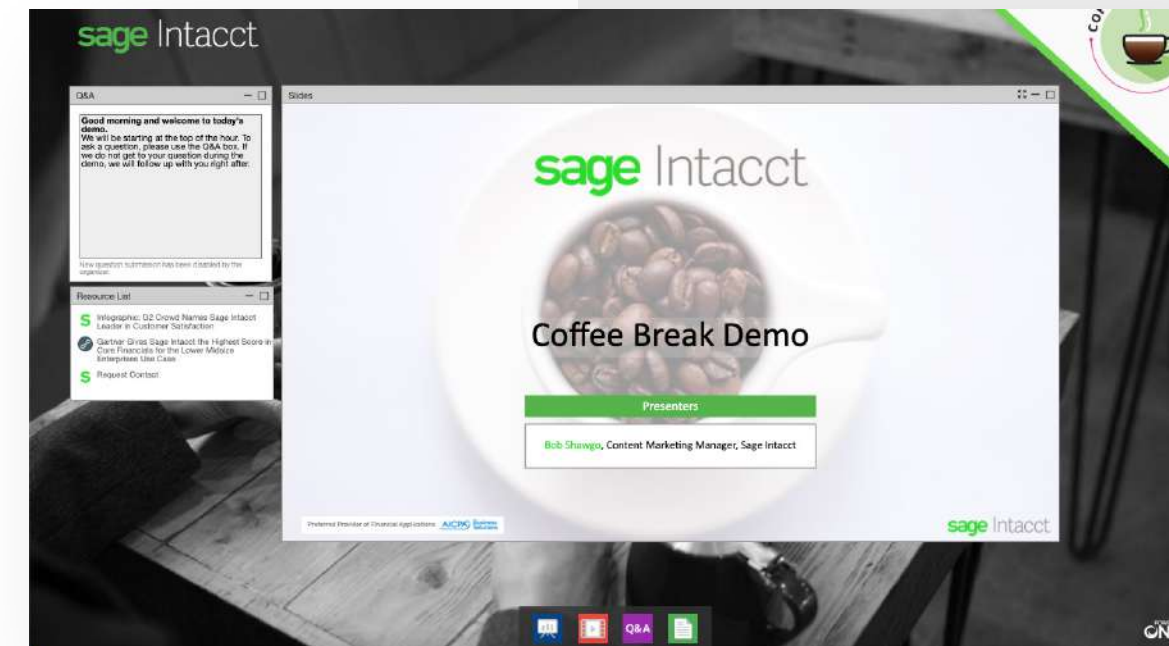
ON24 TIP: USE PRE-RECORDED SIMULIVE WEBINARS TO REACH BUYERS ACROSS DIFFERENT TIME ZONES.

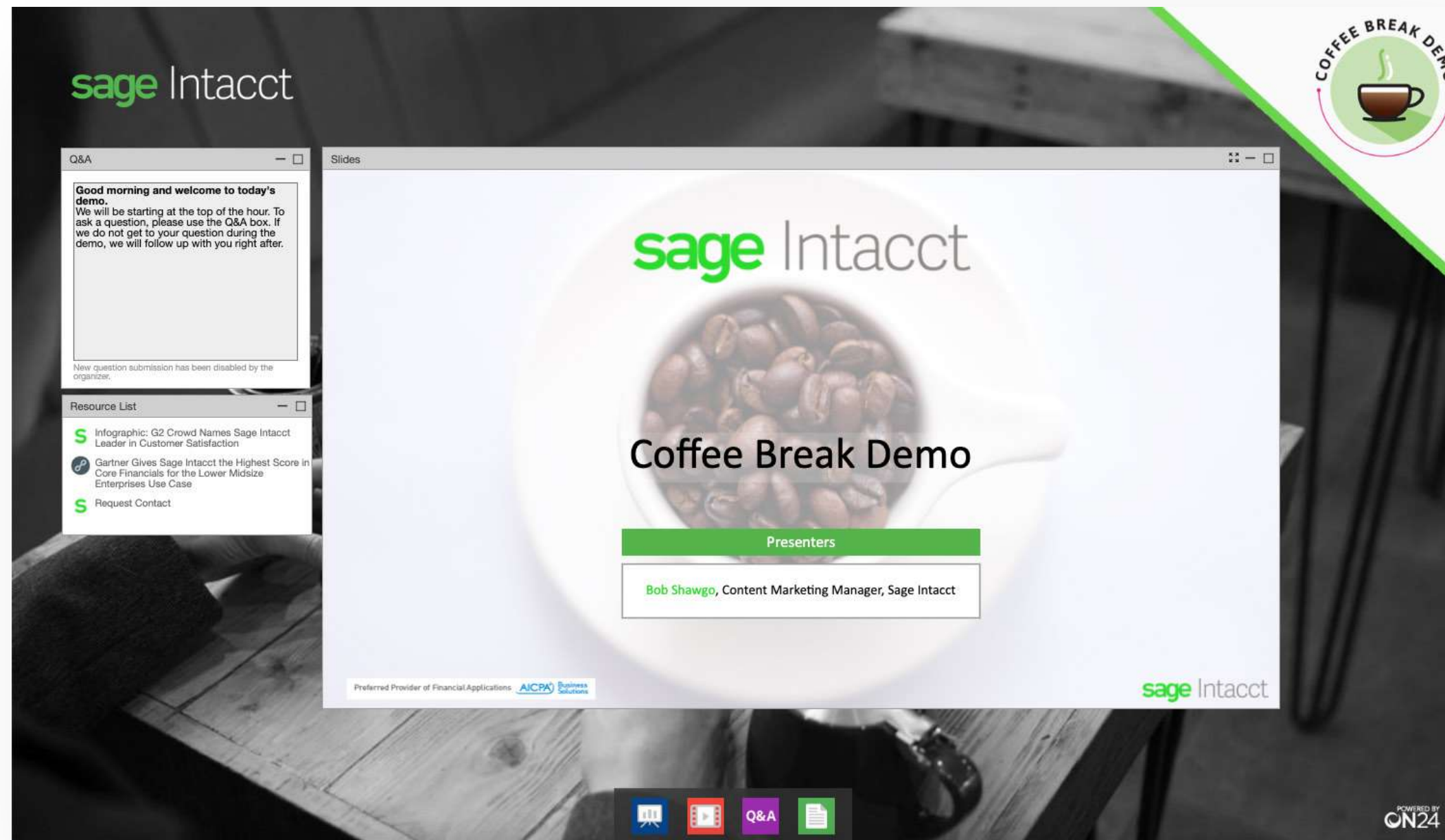
Simulive webinars offer the feel of a live experience but the convenience of pre-recorded content. Repurpose existing webinars to help colleagues in different markets to reach their buyers and save on production time.



USE CASES

PRODUCT MARKETING





sage Intacct

INDUSTRY

Technology

FEATURED EXAMPLE

Coffee Break Demo

BACKGROUND AND APPROACH

Sage Intacct is a cloud accounting software solution designed to meet the needs of financial professionals. But, to get audiences from the top to the bottom of the marketing funnel, it needed compelling content that would capture and maintain audience attention throughout the buying journey. To do this, Sage Intacct produces the daily Coffee Break Demo, a 30-minute simulative webinar held every morning and promoted across all key channels. These short webinars allow Sage Intacct to show off all the best and cool features of its product in a short amount of time, while providing sales teams a regular stream of prospects they can interact with.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Drives **15%** of marketing pipeline
- **50%** registration to attendee conversion
- **50%** of webinar pipeline from daily demo webinar

KEY EXPERIENCE TOOLS

- Chat
- Q&A

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: LET YOUR SALES TEAM ANSWER ATTENDEE QUESTIONS TO HELP THEM OPEN CONVERSATIONS WITH YOUR BUYERS.

For demo webinars in particular, offering your sales team the chance to interact while buyers are watching is an easy and proven way to generate marketing-sourced opportunities.



INDUSTRY

Technology

FEATURED EXAMPLE

Data Defined: SAP HANA Cloud Services Talk Show

BACKGROUND AND APPROACH

After several webcasts, SAP HANA realized the platform it used dampened the impact of its customer stories. Audience sizes were restricted. Attendees could only attend if they used the right browser. Mobile attendance, whether on a tablet or a phone, made for a bad experience. By using the ON24 Platform, SAP HANA could support a bi-weekly series of customer-led webinars, enabling it to provide a better user experience that could drive engagement with attendees anywhere and on any browser — all while collecting actionable data for sales to use in conversations and to fuel demand generation and lead nurturing efforts.

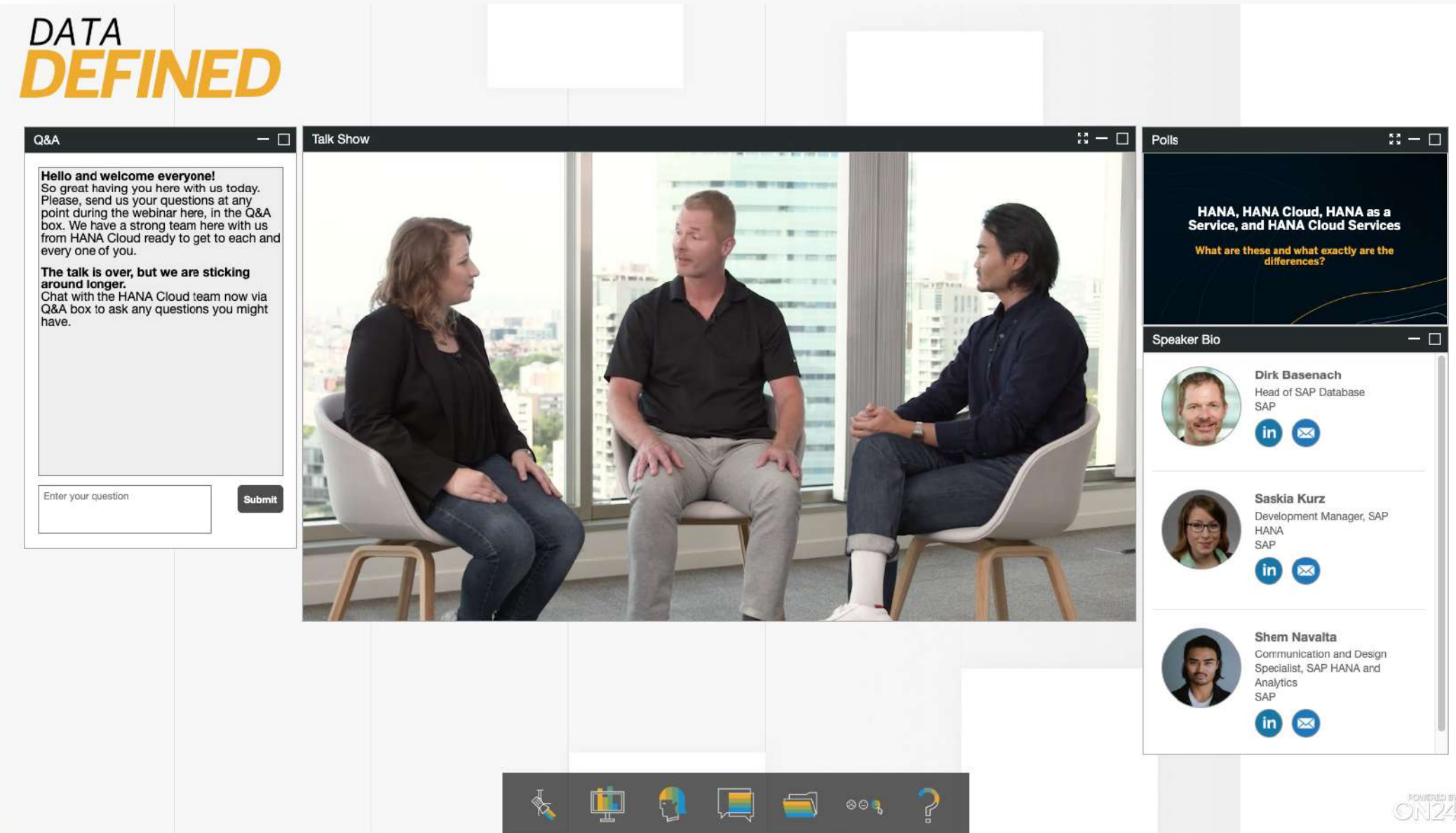
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Generated **2,600** registrations
- **29%** attendee to opportunity conversion rate
- **\$50,000** of influenced pipeline revenue per webinar

KEY EXPERIENCE TOOLS

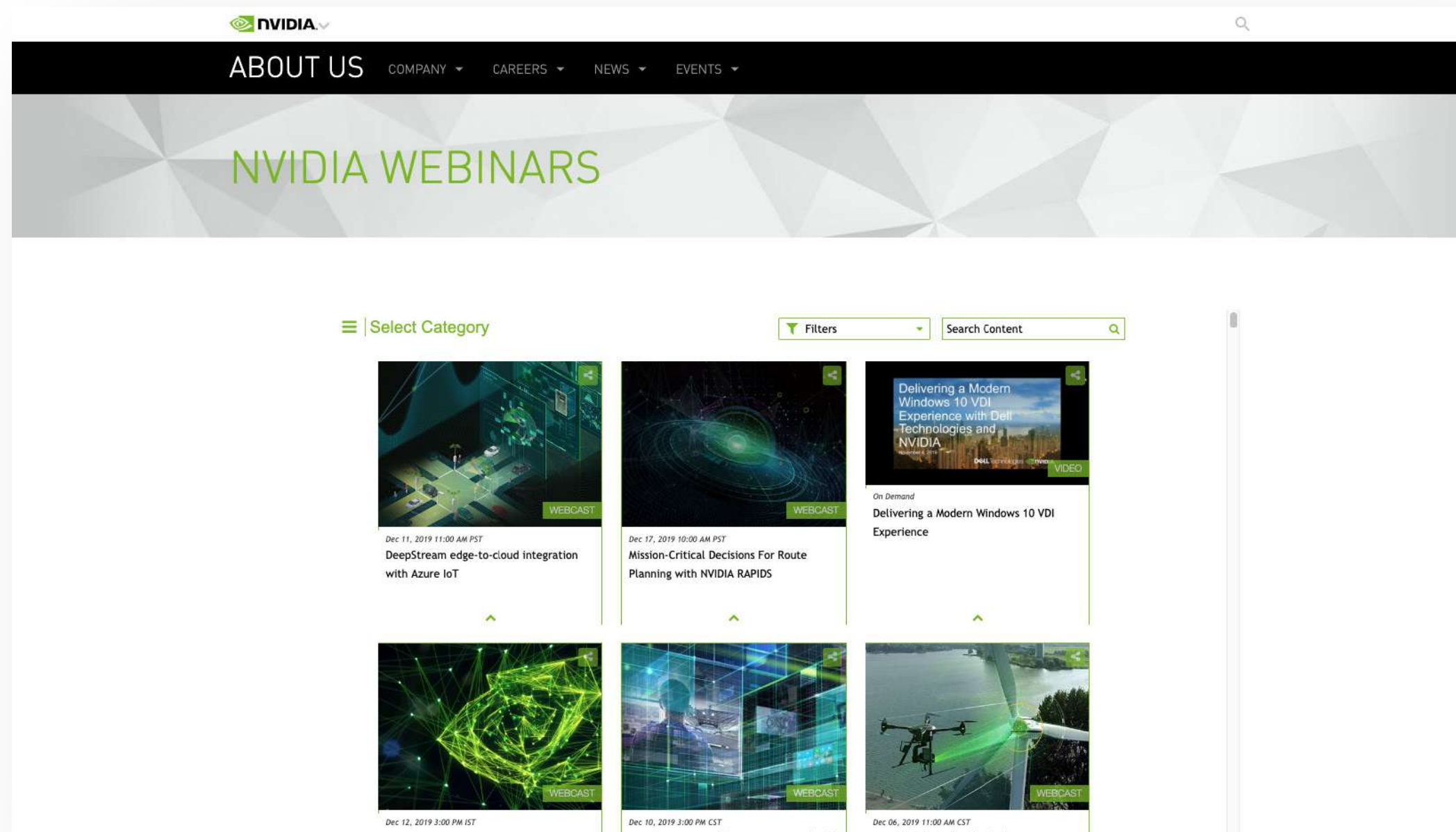
- Media Player
- Polling

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: MAKE SURE YOUR WEBINAR PLATFORM CAN EASILY SCALE BASED ON ATTENDEE NUMBERS.

Turning away webinar registrants based on how many viewers can watch leads to a bad buyer experience and lost revenue opportunities. With more people watching webinars than ever before, make sure your platform can accommodate them all.



INDUSTRY

Technology

FEATURED EXAMPLE

NVIDIA Webinar Hub

BACKGROUND AND APPROACH

NVIDIA addresses a broad range of markets, from gaming and supercomputers to self-driving cars and artificial intelligence. But with the company's webinar program being led by a small team based in its Santa Clara headquarters, it was critical to find a solution that would allow it to scale quickly and effectively to better serve regions and industries across the world. With the ON24 Platform, NVIDIA deployed several live/simulive webinars globally every week to help expand webinars in the EMEA and APAC markets, driving increased engagement for its product marketing webinars.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **28%** increase in on-demand views
- More than **9,000** unique visitors to NVIDIA content hub in year one
- **More reliable** webinar program execution

KEY EXPERIENCE TOOLS

- Q&A
- Resource List

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: ALLOW YOUR AUDIENCE TO SEGMENT THE WEBINARS YOU OFFER BASED ON THEIR NEEDS, INDUSTRY OR OTHER CRITERIA.

Not every webinar you run will be relevant for everyone. To help find the right content, provide visitors with an easy way to filter and find the content that's most valuable for them.



INDUSTRY

Client Industry

FEATURED EXAMPLE

OutSystems Demo

BACKGROUND AND APPROACH

Few people enjoy making cold calls. Fewer enjoy taking them. So, why not warm those calls up? To add some warmth to its cold calls, OutSystems used the ON24 Platform to create a global demo series that would, in turn, generate actionable insights that its sales team could use to connect with prospects and continue the conversation. To achieve this, OutSystems' marketing and sales teamed up to encourage audiences to attend a low-pressure, recurring product demo. Buyers can now engage when they are ready and sales benefits from a stream of attendees who actually want to set up a meeting to talk.

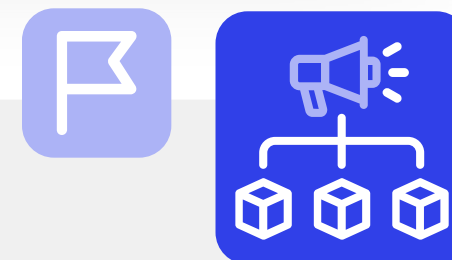
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **2,000** attendees
- **\$2.1M** revenue influence
- Average view per event: **500**

KEY EXPERIENCE TOOLS

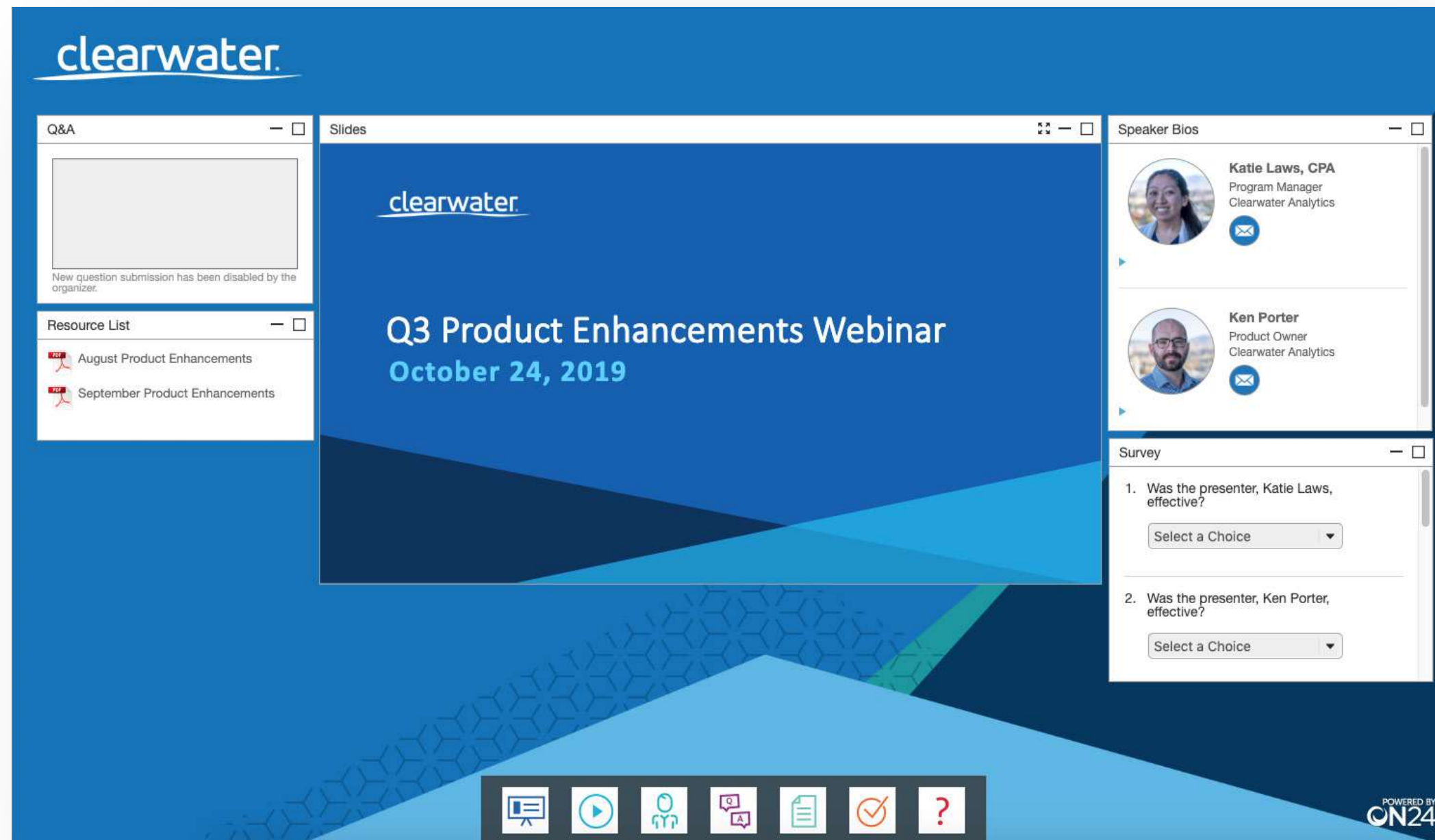
- Survey
- Q&A

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: MAKE WEBINARS A KEY PART OF YOUR SALES ENABLEMENT EFFORTS.

Marketers often have a hard time when it comes to encouraging sales to use collateral. But because webinars can provide sales reps with the opportunity to interact live with attendees, they are a perfect format to build alignment and marketing's contribution to pipeline.



INDUSTRY

Technology

FEATURED EXAMPLE

Q3 Product Enhancement Webinar

BACKGROUND AND APPROACH

Clearwater Analytics is the leading provider of investment portfolio, accounting, reporting and analytics for institutional investors in more than 4,500 organizations. Previously, the company ran a number of events using a web meeting platform, with less than satisfactory results. The marketing team turned to the ON24 Platform to deploy sophisticated, interactive and engaging digital experiences that would help drive lead generation and customer satisfaction. The professional appeal and reliable nature of the Webcast Elite platform gives Clearwater confidence that its audiences will have a great experience — and the results prove it.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Above average **70-75%** registration-to-attendee ratio
- Consistent **high satisfaction ratings** reported on exit surveys
- **#2 in lead** generation for company

KEY EXPERIENCE TOOLS

- Survey
- Q&A

[CHECK OUT THE CASE STUDY](#)

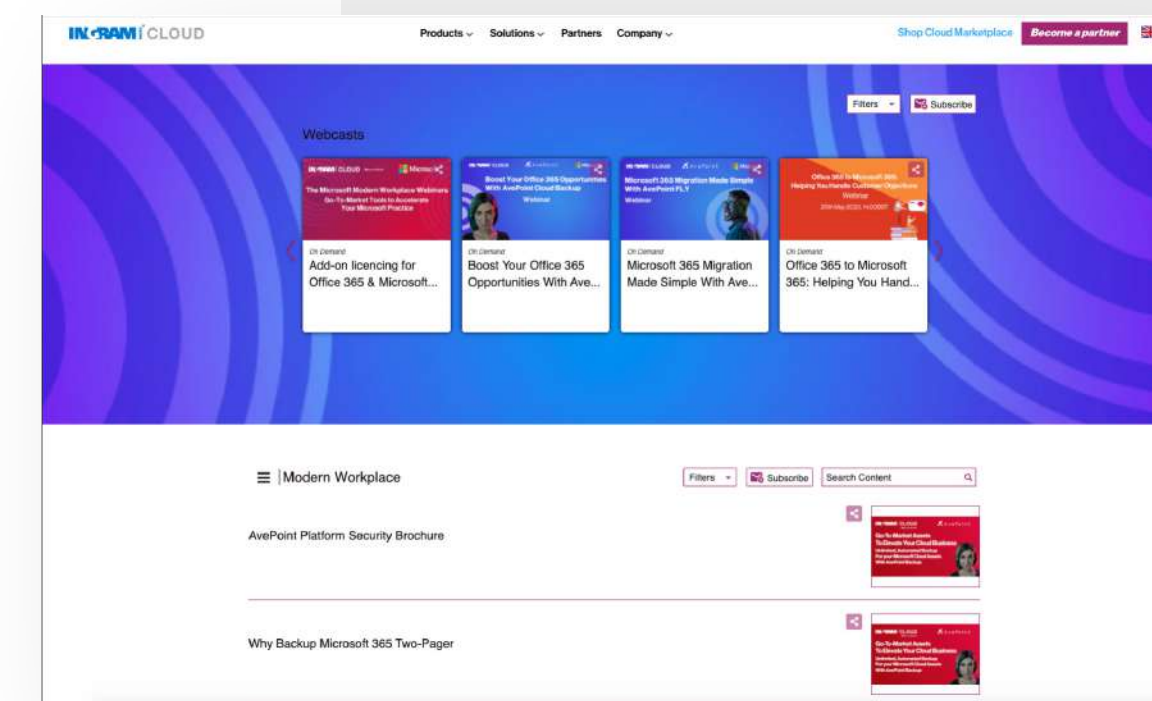
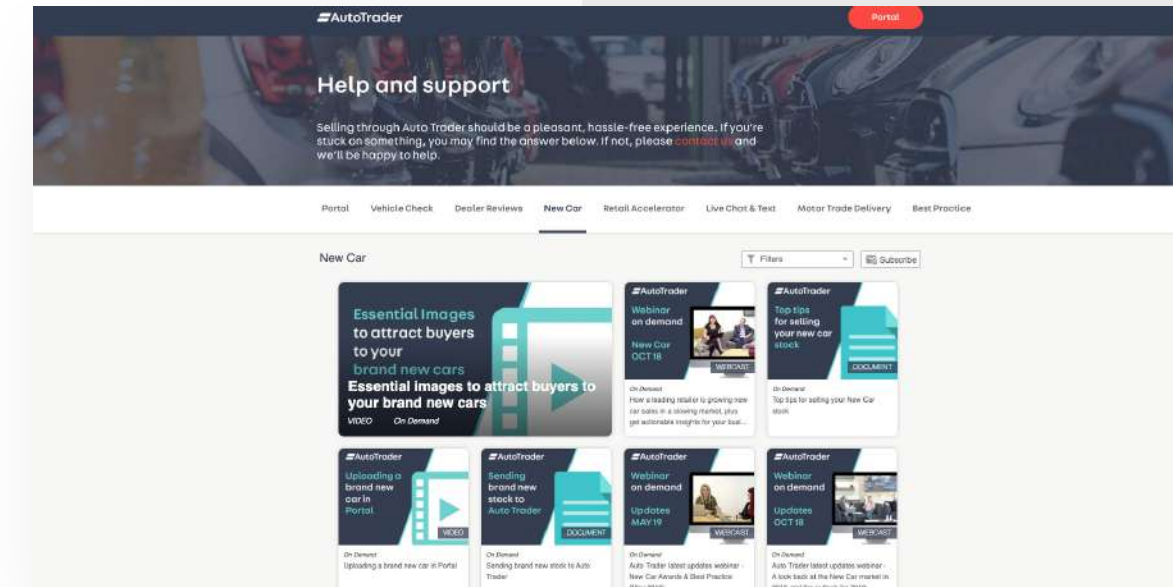
ON24 TIP: BRING YOUR PRODUCT TEAM AND TECHNICAL COLLEAGUES INTO WEBINARS TO ANSWER QUESTIONS AND DEMONSTRATE FUNCTIONALITY.

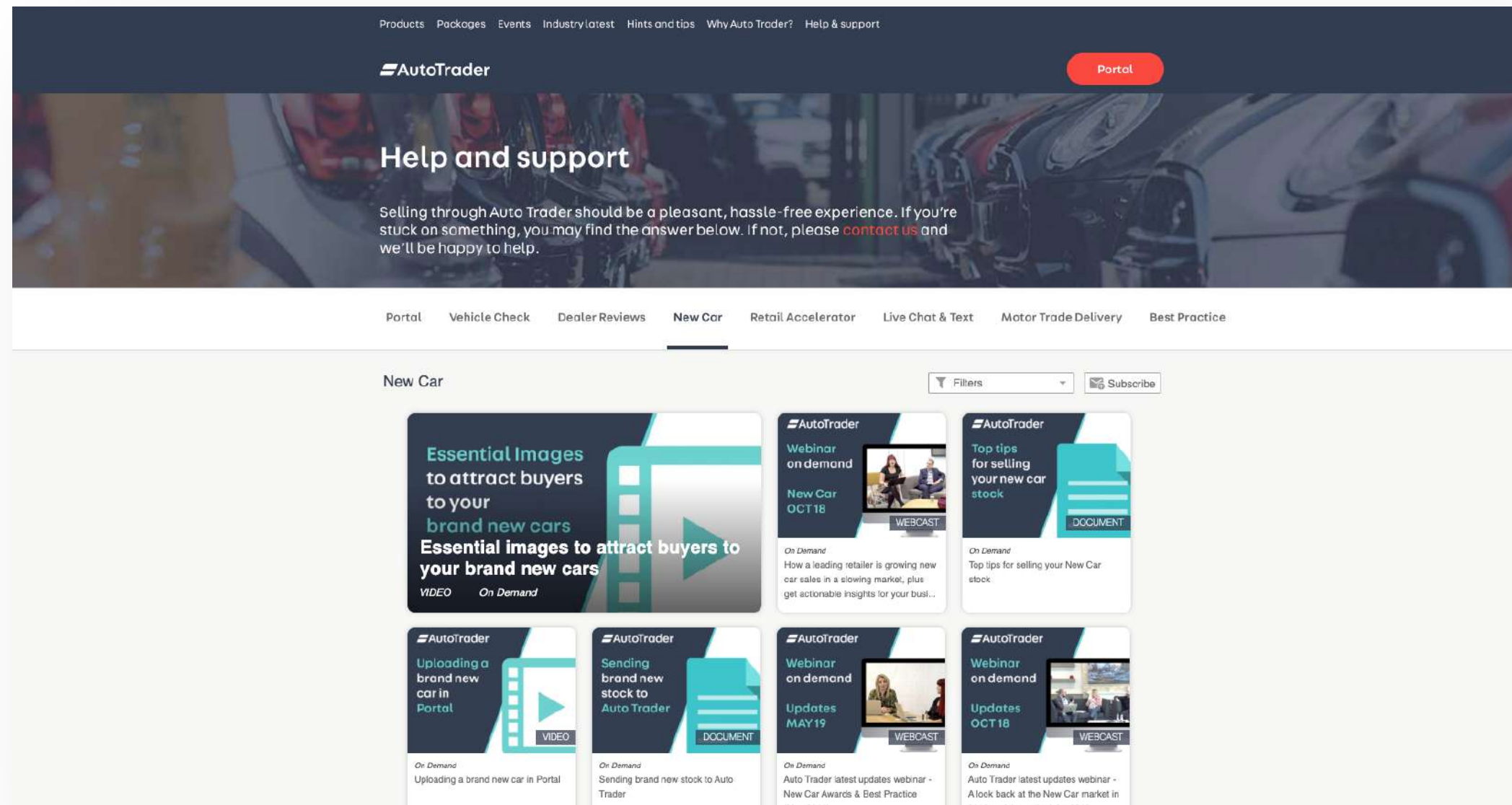
Improvements to your product and service might be easy to overlook, or need detailed explanations. Bring your experts directly to your customers and buyers with deep-dive webinars featuring your team's expertise.



USE CASES

CUSTOMER ENGAGEMENT





INDUSTRY

Media

FEATURED EXAMPLE

New Car Webinar

BACKGROUND AND APPROACH

Autotrader is an online marketplace which connects buyers and sellers of new, used and certified second-hand cars from dealers and individuals. To maintain its position as the premier car marketplace in the UK, it needed to engage those selling cars on a regular basis. Webinars have been a key part of its strategy. Its “New Car Webinar” webinar helps retailers, manufacturers and internal staff to familiarize themselves with trends and insights in the automotive industry. The webinar begins with a live host who introduces attendees to the topic and encouraging interaction, before cutting to a pre-recorded panel discussion, followed again by a live broadcast for Q&A. This maintains high production values, makes it easier to book speakers and encourages audience engagement.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Took advantage of almost **all engagement tools**
- **Embedded** call-to-action within console banners and graphics
- Covered topics that brought in **large, varied audience**

KEY EXPERIENCE TOOLS

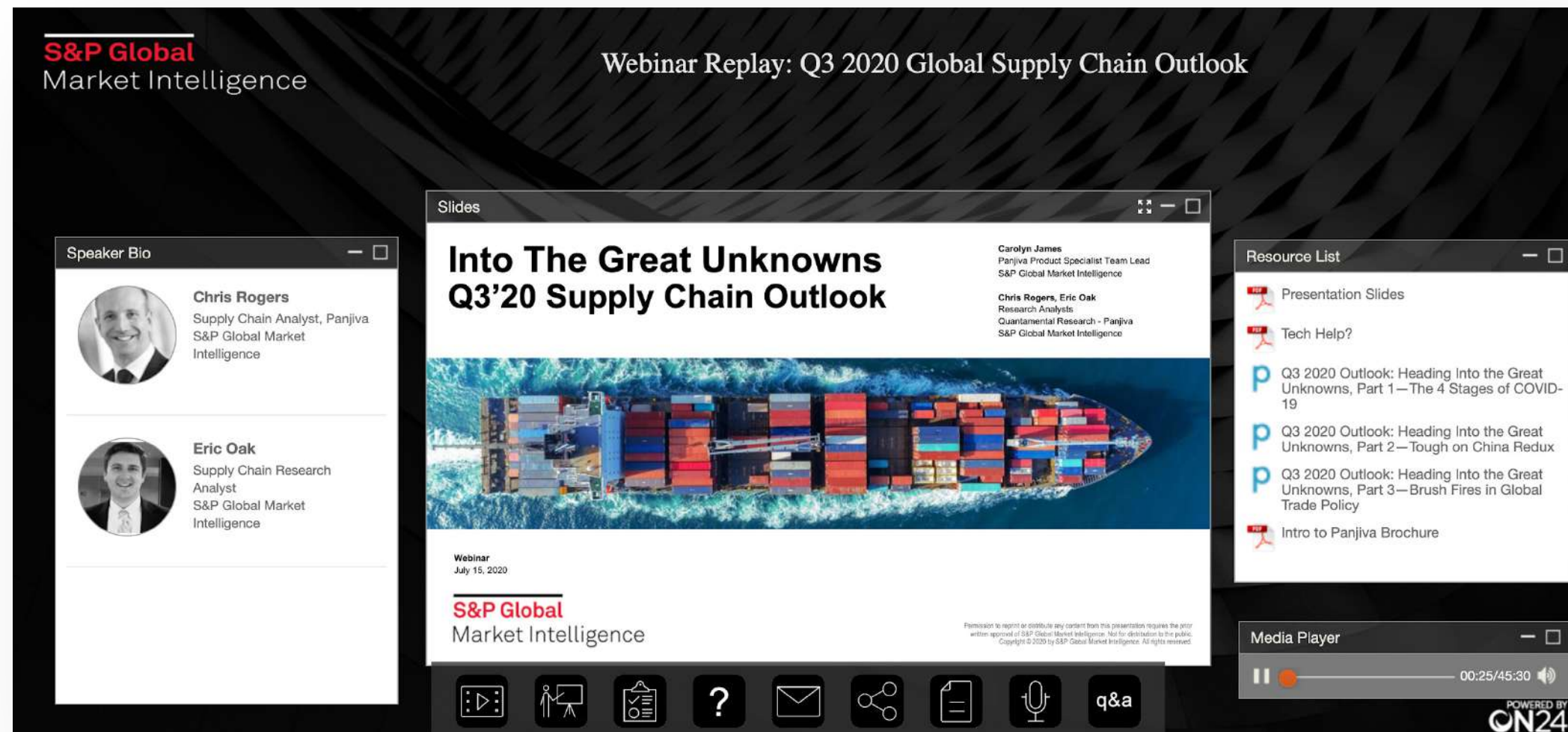
- CTA
- Live Video

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: UPLOAD HIGH-QUALITY, PRE-RECORDED VIDEO INTO YOUR LIVE WEBINARS.

If you don't have the ability to livestream studio-quality content, consider pre-recording it and embedding it within a live session. That way, you ensure your audiences gets a high-quality live experience.





S&P Global
Market Intelligence

INDUSTRY

Financial Services

FEATURED EXAMPLE

Events in Focus Series

BACKGROUND AND APPROACH

S&P Global Market Intelligence is known for delivering some of the most important financial information and data to its clients. Often, these complex topics are complicated and highly regulated. Thus, the need arose for a better way to educate clients on the proper use of its offerings to help increase consumption. S&P faced three big problems: scaling its programs across global regions; increasing engagement in its always-on library; and making its tight budget go far with an engaging design and interactive events. To make this dream a reality, S&P turned to the ON24 Platform began creating evergreen digital experiences, interactive webinars and digital events that actually drove conversions.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **100%** increase in on-demand attendees over 2 years
- **300%** increase in overall webinar attendees over 2 years
- **400%** increase in webinar registrants over 2 years

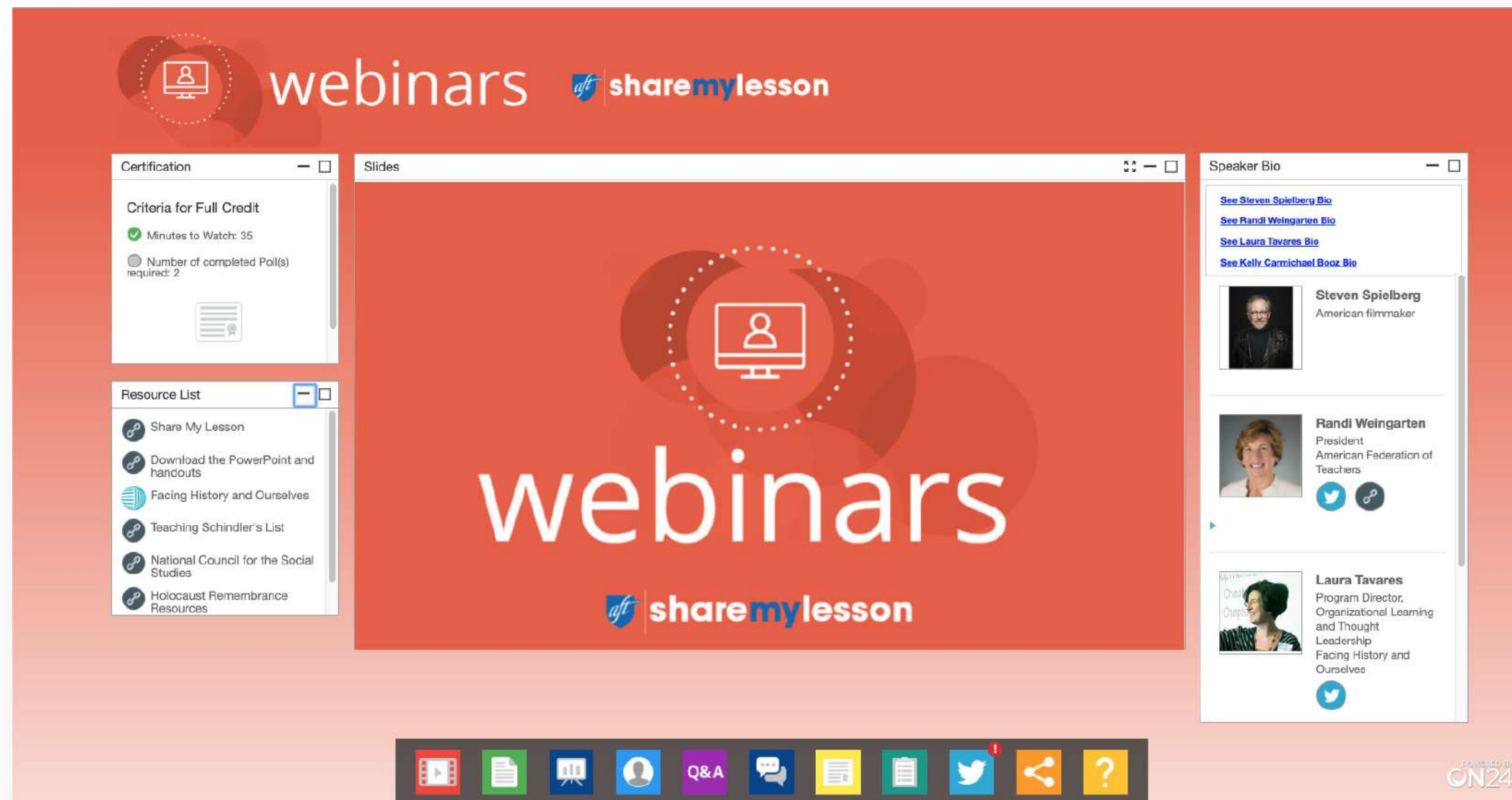
KEY EXPERIENCE TOOLS

- Webinar Survey
- Share This

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: PROVIDE UNIQUE INSIGHT AND DATA ON YOUR WEBINARS THAT IS UNAVAILABLE ELSEWHERE.

Your customers will be more likely to register for and view webinars when there is compelling content that is unavailable elsewhere.



INDUSTRY

Associations

FEATURED EXAMPLE

Share My Lesson

BACKGROUND AND APPROACH

A joint effort of the American Federation of Teachers and TES Global, Share My Lesson is a place where 800,000 K-12 educators come together to create and share their very best professional development for teachers' resources. When it began webcasting, using a low-end platform, the AFT team encountered issues around scaling, performance, interactive, branding and the inability to offer testing for CECs and associated certifications. It also required users to download software to connect with webinars. By switching to ON24, AFT could offer testing and certification within a given webinar and help drive member recruitment.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Production **time savings**
- **Top campaign** for member recruitment
- Top site campaign in **driving traffic**

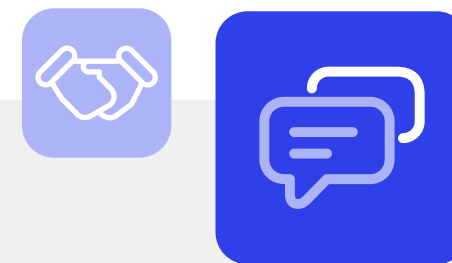
KEY EXPERIENCE TOOLS

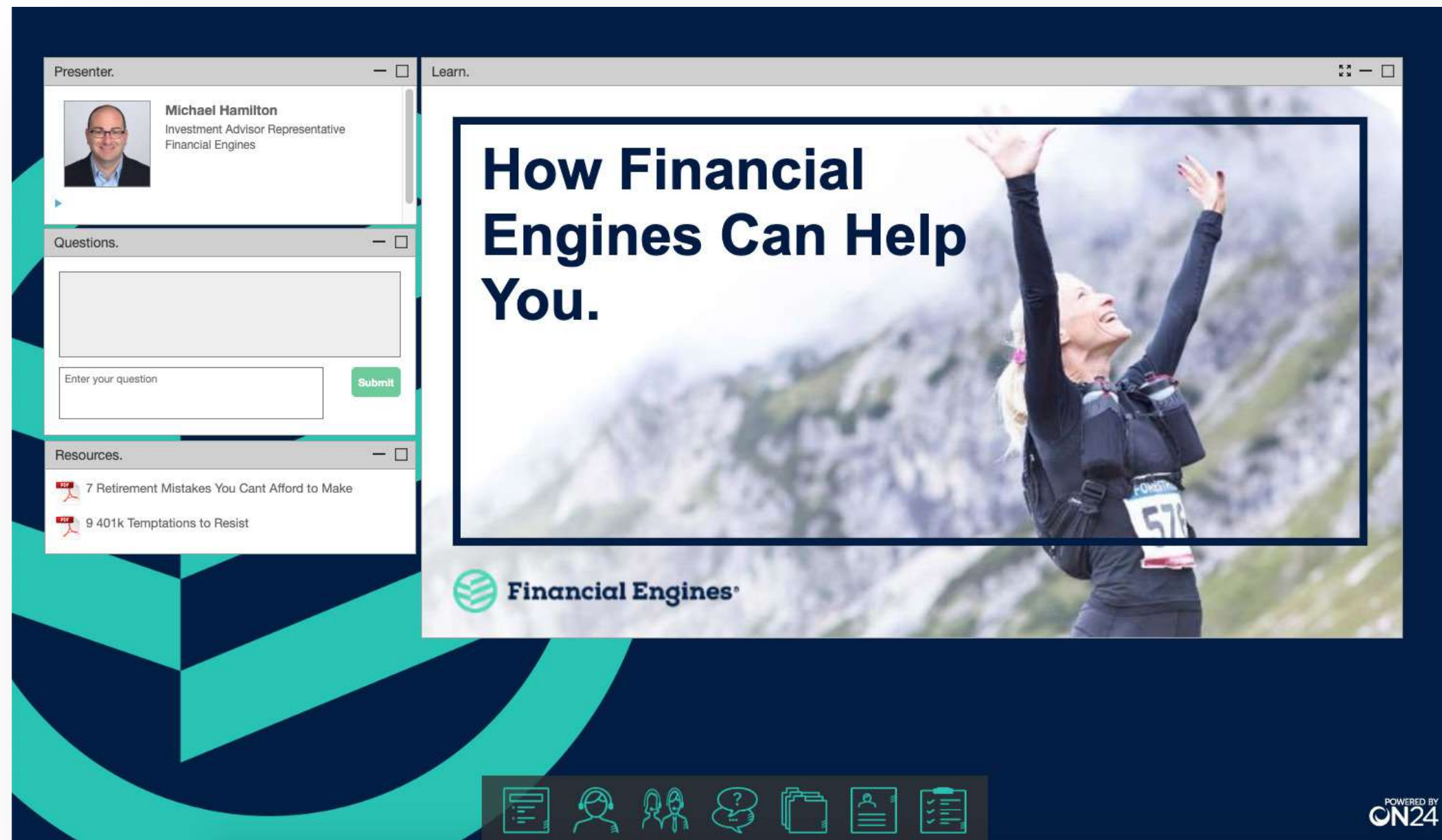
- Certifications
- Resource List

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: INVITE YOUR CUSTOMERS TO PRESENT ON YOUR WEBINARS TO BOOST ENGAGEMENT AND STRENGTHEN CONNECTIONS.

Giving your customers the chance to share their insight will not only strengthen your relationship with those that speak, but will also encourage other customers to register and view your sessions.





INDUSTRY

Financial Services

FEATURED EXAMPLE

How Financial Engines Can Help You

BACKGROUND AND APPROACH

Edelman Financial Engines fills a financial information gap by providing ongoing guidance about retirement savings to employees through an interactive, data-rich webinar series. While cost-effective, Edelman Financial Engines knew its webinars had to do more than just deliver a PowerPoint presentation. Its webinars needed to inform, involve and influence audiences. The Edelman team also needed behavioral intelligence about its audience to know who to follow up with and book an additional financial advisor meeting. By adopting an engagement-driven webinar platform, Edelman Financial Engines believed its retirement savings education programs would make a greater impact on its clients and drive client growth.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- 20% year-over-year increase in advisor appointments
- 86% increase in attendees (including on-demand views)
- 48% increase in new clients using services

KEY EXPERIENCE TOOLS

- Surveys
- Appointment Scheduler

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: OFFER AND ENCOURAGE USE OF ENGAGEMENT TOOLS TO IDENTIFY CUSTOMERS MOST RECEPTIVE TO CONVERSATIONS.

Any webinar interaction can be tracked, so offer plenty of options for your attendees. Those with the most engagement can be prioritized for follow-up.





INDUSTRY

Technology

FEATURED EXAMPLE

Qlik Insider Lounge

BACKGROUND AND APPROACH

Qlik helps enterprises around the world move faster, work smarter and lead the way forward with an end-to-end solution for getting value out of data. As a high-growth company, retention is a critical metric. However, customers didn't engage with product updates as often as the company wanted, meaning customers were missing out on all of Qlik's available features. To deliver a complete customer content journey, Qlik offered customers the opportunity to subscribe and opt-in to its quarterly Qlik Insider webinar series. Then, Qlik could direct subscribers to more complementary information about the release using a dedicated page built with ON24 Target.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **2x** quarter-over-quarter in subscriptions for the Qlik Insider Series
- **Increased** in overall customer engagement
- **Doubled** the reach of product information

KEY EXPERIENCE TOOLS

- One-Time Registration
- Series Subscriptions

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: PROACTIVELY ASK FOR AND ANSWER QUESTIONS ON YOUR CUSTOMER WEBINARS.

Customer webinars provide the ability to engage at scale and help customers with their problems. Use Q&A to make the webinar as valuable as possible so they can get even more from your product or service.



securly://

INDUSTRY

Technology

FEATURED EXAMPLE

Securly Things

BACKGROUND AND APPROACH

Securly provides the tools and technology that keeps K-12 students and children safe on digital devices. But the company serves more than 2,500 school districts and 1.2 million parents, posing a significant challenge: how can Securly educate so many customers on how to use its tools effectively? With the 2019 school season starting, Securly created a series entitled “Securly Things,” borrowing from Netflix’s “Stranger Things.” Securly even carried its branding across to its dynamic registration page, where attendees could sign up for one or multiple webinars in its series.

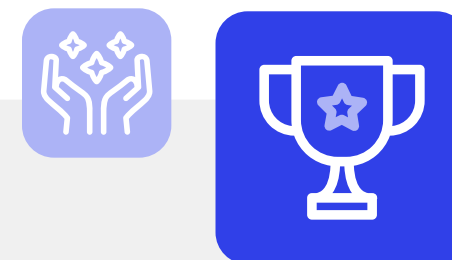
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **400%** YoY increase in expansion revenue
- **150%** YoY growth in Net Promoter Scores for customer success
- **17%** increase in reach

KEY EXPERIENCE TOOLS

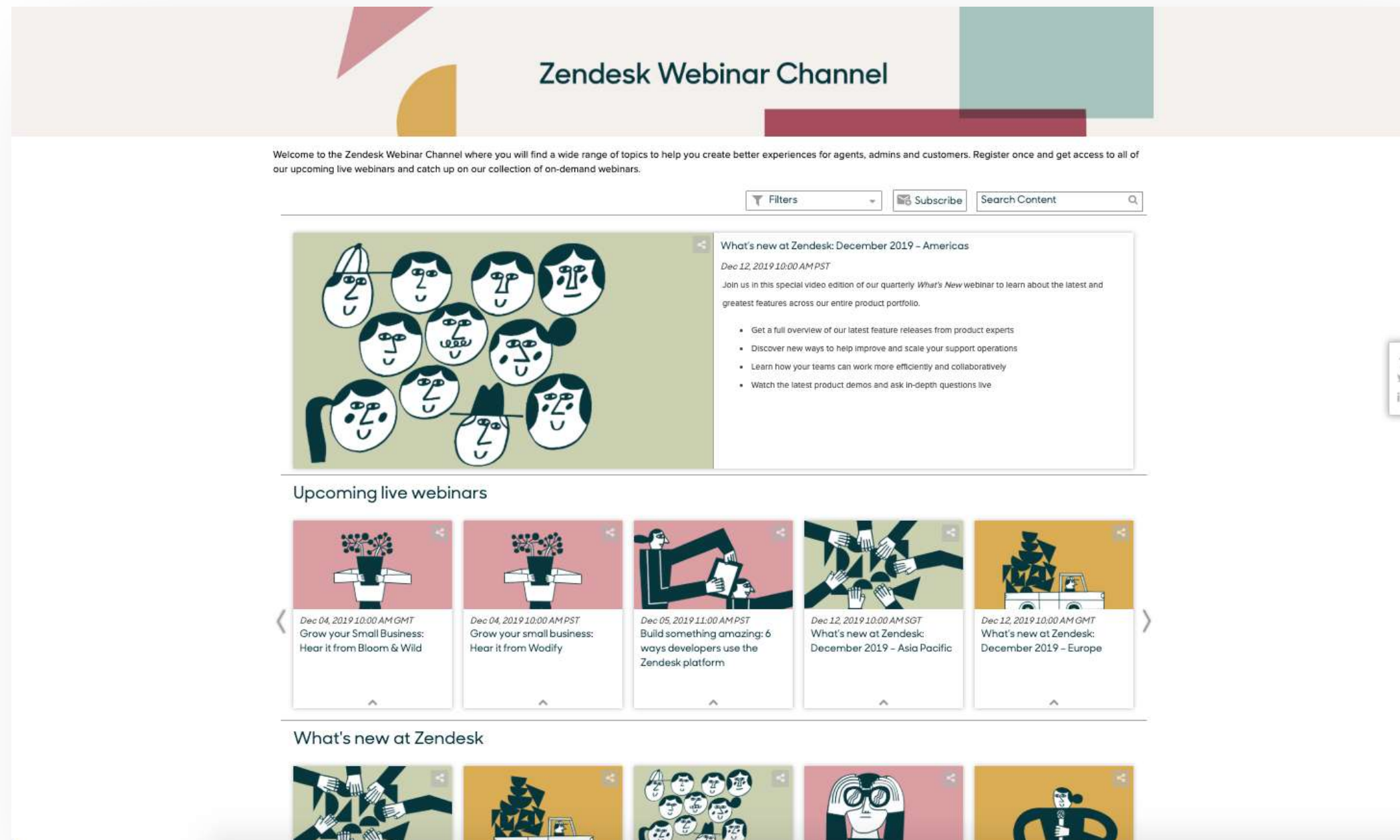
- Slides
- Q&A

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: WORK WITH YOUR CUSTOMER SUCCESS AND SUPPORT TEAMS TO CREATE THE MOST VALUABLE WEBINAR CONTENT.

By working together, you can both create useful content and reduce the workload of your colleagues in customer success and support.




zendesk
INDUSTRY
 Technology

FEATURED EXAMPLE
 Zendesk Webinar Channel

BACKGROUND AND APPROACH

As a software company dedicated to helping businesses improve relationships with customers, Zendesk has to connect with clients and prospects to earn business. But to make this happen, the customer relations platform had to connect at scale, at anytime and anywhere where its clients may be. Webinars proved to be one of the most reliable tools Zendesk had to build business, generate leads and sign new customers. The Zendesk team also found they could deliver webinars at scale and reach audiences across the globe.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **55%** conversion-to-close rate
- A near **45%** live attendance rate
- Host about **25** webinars per quarter

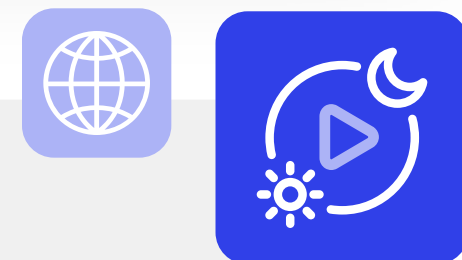
KEY EXPERIENCE TOOLS

- Survey
- Q&A

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: ENSURE YOUR WEBINARS ARE AVAILABLE ON-DEMAND SO CUSTOMERS CAN ENGAGE WHENEVER AND WHEREVER THEY ARE.

With business becoming increasingly global and remote in nature, on-demand webinars are preferred by many audiences. Provide them with this option to help them succeed.





INDUSTRY

Financial Services

FEATURED EXAMPLE

Unlock the Potential of Your 401(k) Hub

BACKGROUND AND APPROACH

As a company offering a suite of tools and services to companies in need of HR support, ADP needs to help HR departments promote and simplify 401(k) enrollment for employees — a process requiring employees to consider and process a great deal of information. Using ON24 Target, ADP could consolidate and share all of its 401(k) information in one easy-to-access portal. Clients could then share this portal with employees, who, in turn, could then educate themselves in the time and manner most suitable for them. The Target page also included a direct call to action that allowed visitors to enroll in its 401(k) plans immediately.

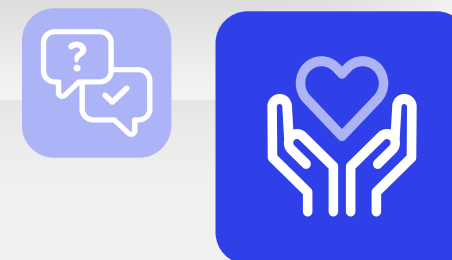
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **Increased** enrollments in plans
- **Provided** self-education
- Ability to enroll **directly** from the page

KEY EXPERIENCE TOOLS

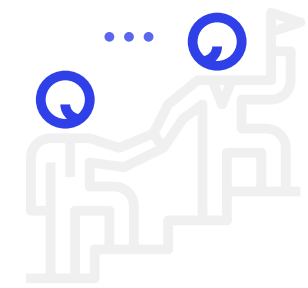
- CTA
- Resources

[CHECK OUT THE CASE STUDY](#)



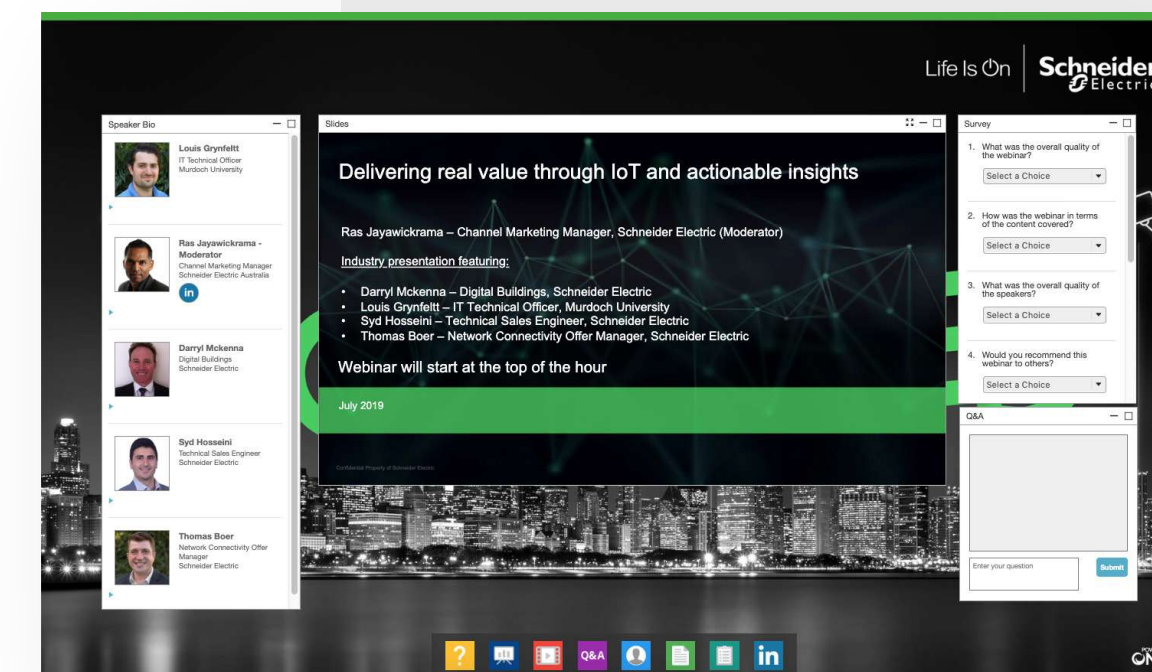
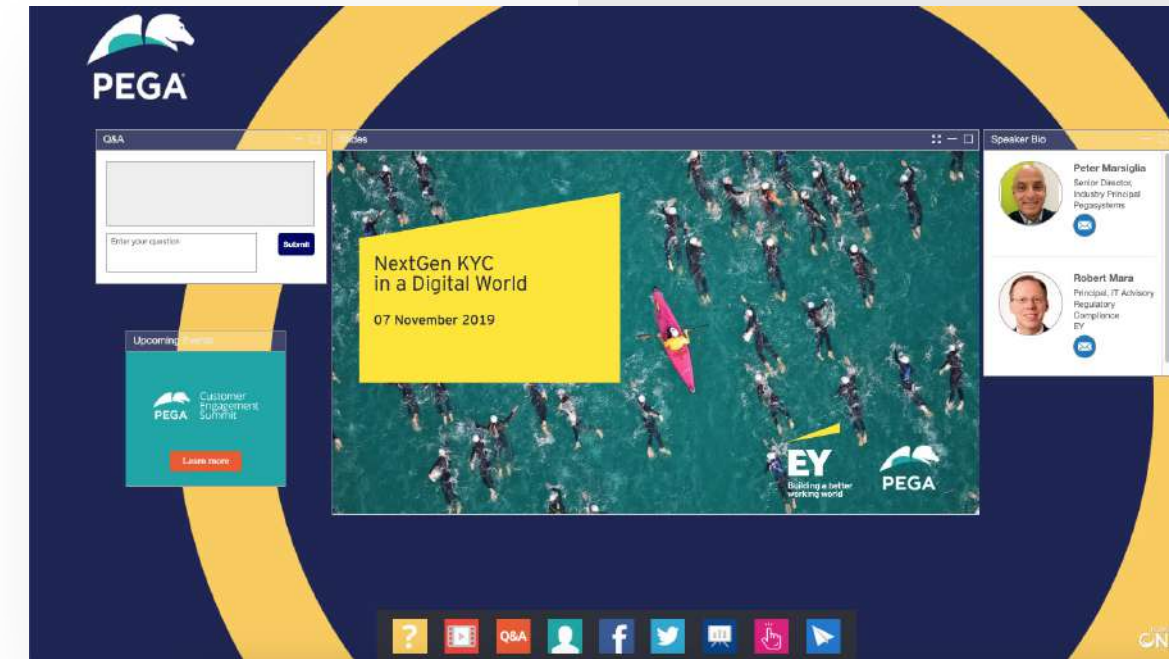
ON24 TIP: USE CUSTOMER WEBINARS TO HELP YOUR END USERS – EVEN IF THEY DON'T MAKE THE BUYING DECISION.

Webinars can help build lasting support for your product or service by engaging with many audiences. This can help your key champions and buyers to build internal buy-in and increase renewal rates.



USE CASES

BRAND AND THOUGHT LEADERSHIP





INDUSTRY

Manufacturing

FEATURED EXAMPLE

Delivering Real Value Through IoT and Actionable Insights

BACKGROUND AND APPROACH

Schneider Electric is leading the digital transformation of energy management and automation in homes, buildings, data centers, infrastructure and industries. With its heavy focus on R&D, Schneider Electric had a conservative marketing budget and was searching for an efficient way to communicate with customers and partners around the world. In the process of adjusting its communication strategy to a digital platform, Schneider needed to consider a number of opportunities. Turning to the ON24 Platform to support their go-to-market strategy, they are able to create a real place for digital events and digital marketing within a company previously focused on the physical.

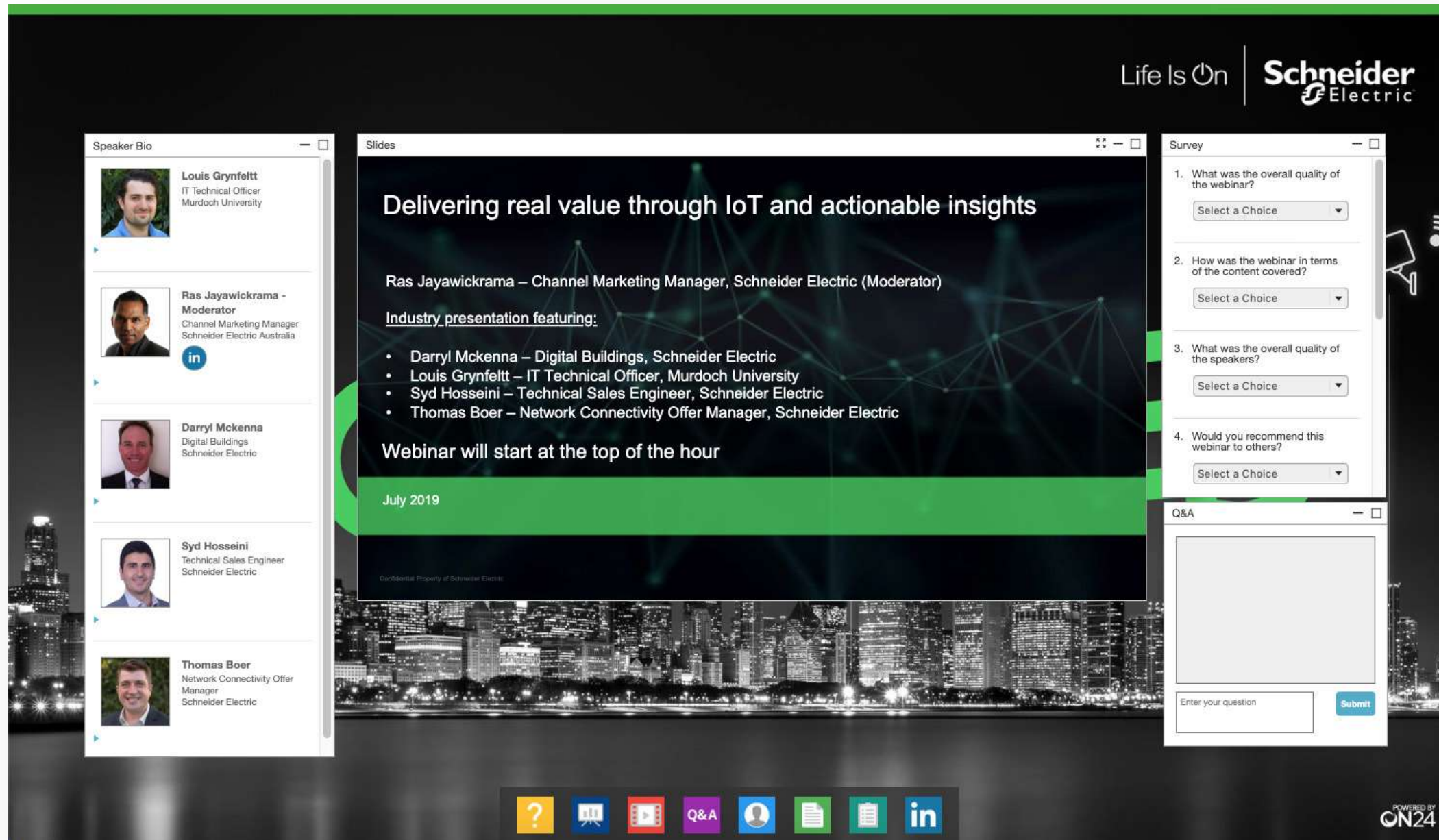
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **\$500K** in revenue generated from a single webinar
- **3 in 10** customers reached through digital content following live event
- Long-lasting **impact** through on-demand recordings

KEY EXPERIENCE TOOLS

- Q&A
- Resource List

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: BRING EXTERNAL INFLUENCERS AND EXPERTS INTO YOUR WEBINARS TO BOOST REGISTRATIONS AND INCREASE AUTHORITY.

Influencers and experts help attract new audiences and help position your brand as a leader in the space.

INDUSTRY

Financial Services

FEATURED EXAMPLE

Growing Your Estate Planning Business

BACKGROUND AND APPROACH

Octopus Investments helps asset managers and investors make the right decisions for a variety of financial issues. The company’s “Growing Your Estate Planning Business” webinar had two aims. First, it helped position Octopus Investments as a thought leader for financial advisors looking to grow their estate planning client base. Second, to make a topic as complex as estate planning easy to understand and interesting to follow. Octopus Investments made this happen with a combination of live and pre-recorded video. The team also made great use of something typically overlooked: clean slides. Forgoing information-dense slides allowed presenters to tell a story and capture attention.

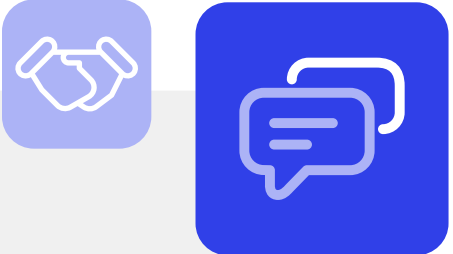
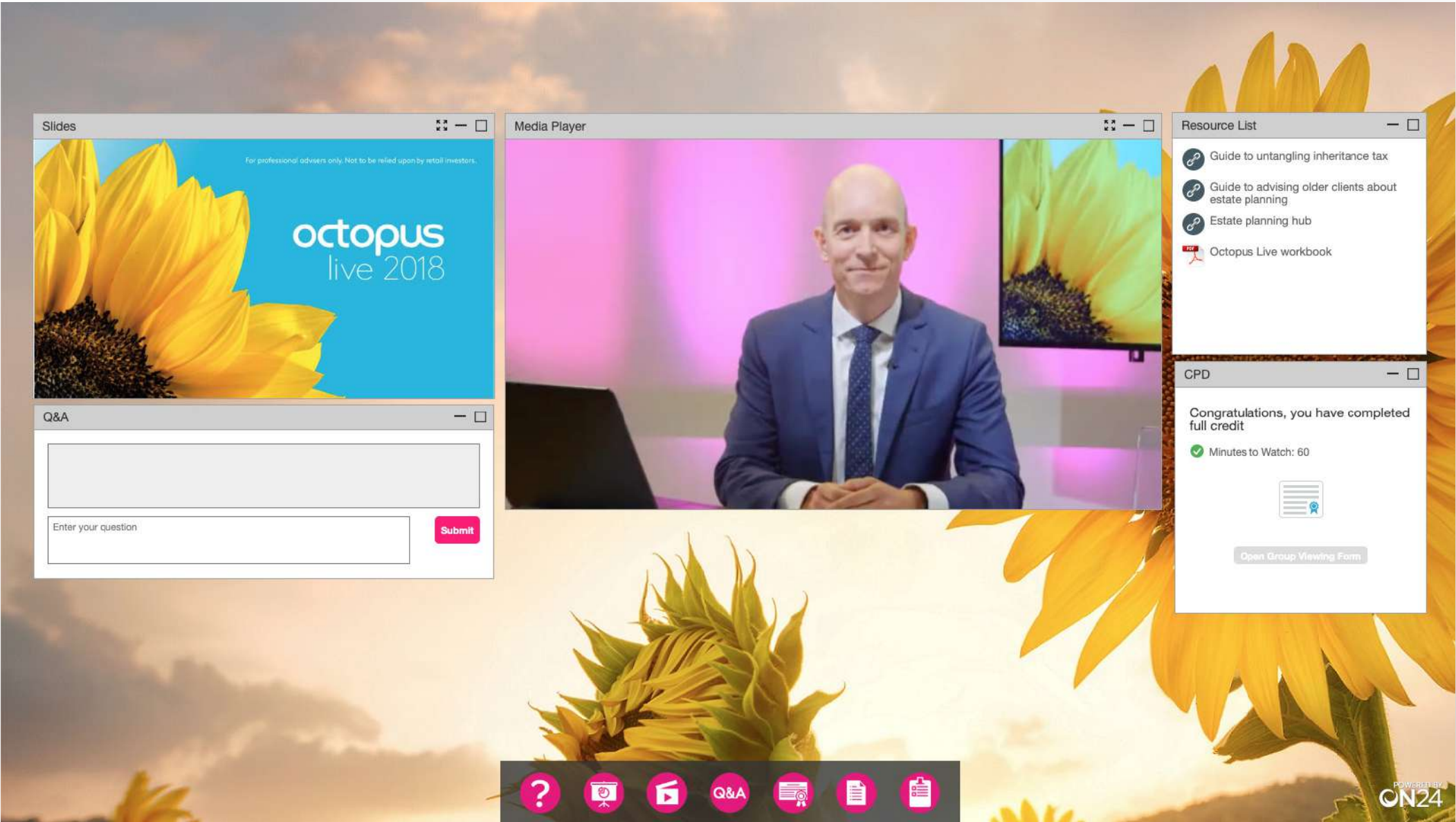
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **Engaged** attendees with Q&A
- Utilized simulive to give attendees an **educational** and **entertaining experience**
- Allowed for **continued learning** through resource list and console links

KEY EXPERIENCE TOOLS

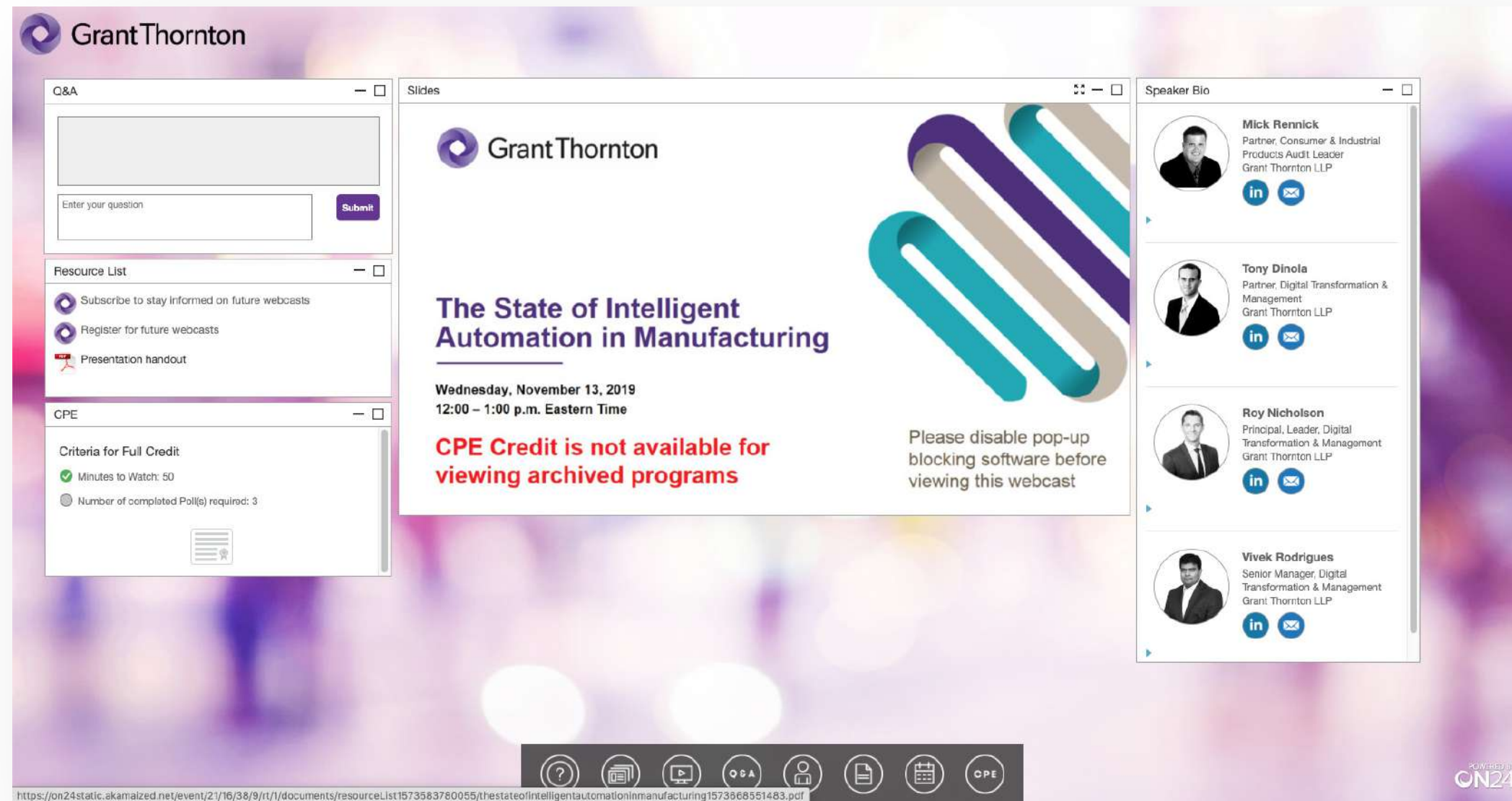
- Survey
- Slides

[READ THE BLOG ARTICLE](#)



ON24 TIP: TELL STORIES AND SHARE REAL-LIFE EXAMPLES TO MAKE YOUR WEBINARS A MEMORABLE EXPERIENCE.

Stories travel because they are memorable and easily told to others. Bring them into your webinars to help your brand stay front-of-mind.



INDUSTRY

Professional Services

FEATURED EXAMPLE

The State of Intelligent Automation in Manufacturing

BACKGROUND AND APPROACH

As a leader in the financial industry, Grant Thornton takes an innovative, collaborative approach to helping its clients drive excellence in their businesses. Before taking advantage of the ON24 Platform, staff in different business units within the company were creating webcasts on an ad-hoc basis, working in silos without a solid strategy and putting a strain on resources. The Grant Thornton team decided the best way to maximize the benefits from its webinar marketing channel was to create a webcast center of excellence. With this training resource in place, the entire Grant Thornton team centralized digital its marketing operations and orchestrated a unified branded digital experience.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **200%** increase in webcasts produced
- **20,000** fewer emails sent while achieving higher webcast attendance rates
- **Tripled** webcast audience size

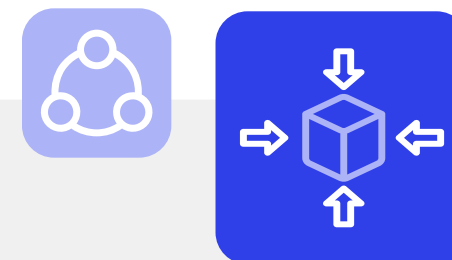
KEY EXPERIENCE TOOLS

- CPE Window
- Resource List

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: CONSOLIDATE YOUR WEBINAR PLATFORMS AND PROGRAMS ACROSS TEAMS.

By bringing everyone in your organization that produces webinars together, you can become more efficient and increase your impact.





INDUSTRY

Technology

FEATURED EXAMPLE

NextGen KYC in a Digital World

BACKGROUND AND APPROACH

Pega is a leader in cloud software for customer engagement and is leading the way in digital transformation. But how does this company go about increasing the number of attendees to its webinars? First, Pega makes sure all its current and past events are accessible through a single hub on its site, allowing users to select the webinars most relevant to them. Second, Pega uses multi-registration to allow anyone to sign up for several webinars with just one form fill. Third, Pega makes sure to use a prominent call-to-action within the webinar itself to encourage its viewers to sign up for the next session.

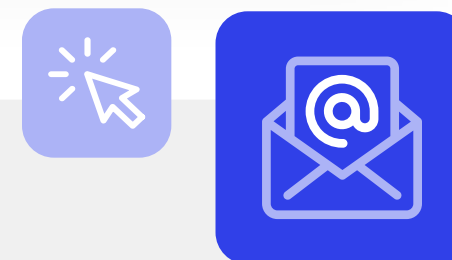
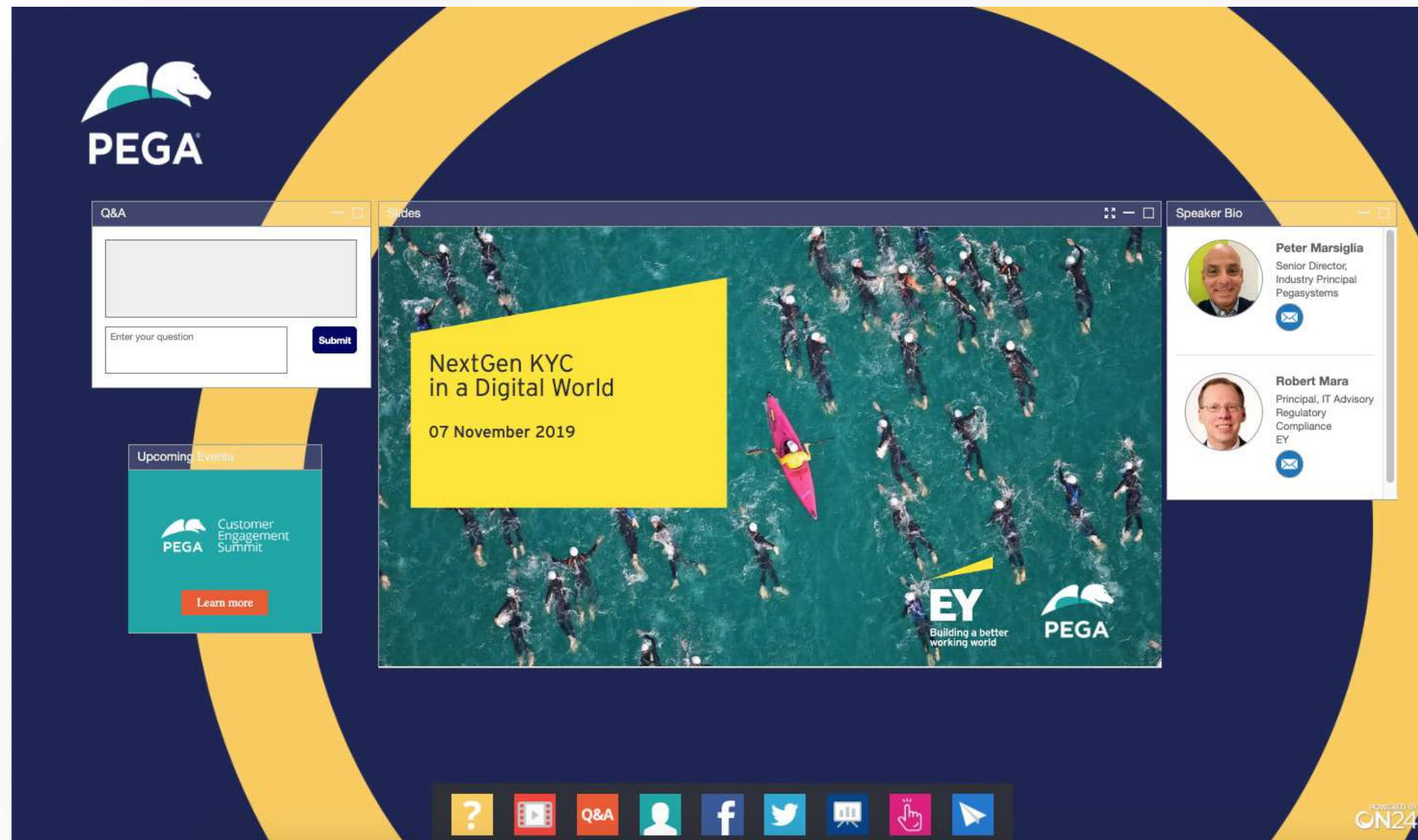
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **Multi-registration** offered at sign up
- **Drives attendance** to future events with CTA tool
- Uses Q&A tool to drive **engagement**

KEY EXPERIENCE TOOLS

- CTA
- Q&A

[READ MORE ABOUT THE CTA TOOL](#)



ON24 TIP: ENCOURAGE YOUR WEBINAR ATTENDEES TO SIGN UP FOR ADDITIONAL WEBINARS.

Brand recognition and recall is rarely achieved from a single touchpoint. To keep your brand front of mind, make sure each engagement encourages another.



INDUSTRY

Technology

FEATURED EXAMPLE

Contact Center Circle CX Conversations

BACKGROUND AND APPROACH

While 8x8 hosts regular webinars on a variety of topics, the company uses Target to create a space explicitly personalized for customer experience professionals. The portal consists of short webcasts designed to provide helpful information without taking up too much audience time. These webcasts are all on-demand, so the target audience can access them wherever and whenever they wish.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **Personalized** content
- Content is short for **easier** consumption
- On-demand for viewing anytime, **anywhere**

KEY EXPERIENCE TOOLS

- Q&A
- Slides

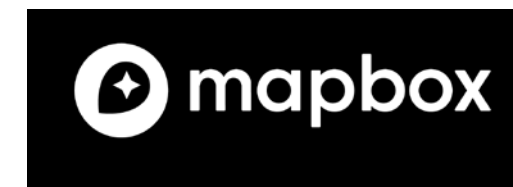
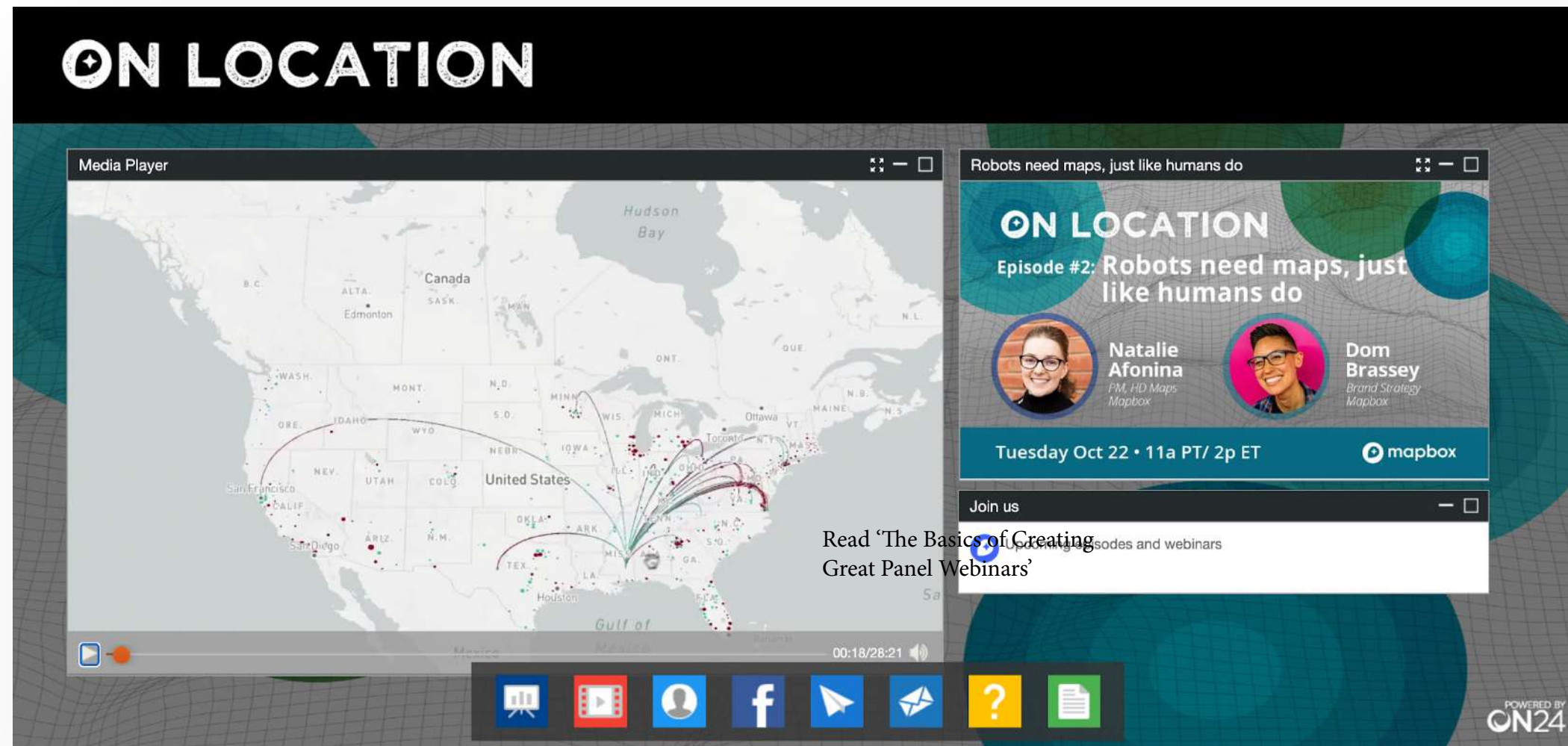
[DOWNLOAD THE GUIDE TO CREATING PERSONALIZED EXPERIENCES](#)

The screenshot shows the 8x8 website with a main banner for 'Contact Center Circle CX Conversations'. Below the banner is a section titled 'On-Demand Conversations' featuring three video thumbnails with titles and descriptions:

- A Contact Center Journey in the New World**: Spencer Waldron, Director of Technical Services of NorthStar Home, shares tips on migrating to the cloud, while maintaining employee engagement.
- Idea to Action: How One of the UK's Largest Retailers Went Remote**: Leading British retailer, Halfords, shares how they made the shift to remote working while protecting the customer experience.
- Adjusting to New Norms in the Contact Center**: Renowned industry analyst, Sheila McGee-Smith, joins us to talk about changing trends and expectations in the contact center.

ON24 TIP: COVER TOPICS THAT HELP YOUR AUDIENCE SOLVE THEIR MOST PRESSING ISSUES.

Look to solve the key problems of your audience even if your product or service doesn't address them. This will help position your brand as a trusted source of information.



INDUSTRY

Technology

FEATURED EXAMPLE

Robots Needs Maps, Just Like Humans Do

BACKGROUND AND APPROACH

Mapbox is the location data platform for mobile and web applications. Not only does the company help its customers to add location features to digital experiences but it strives to educate customers on the nuances of location technology as well. To do this, Mapbox uses regular webinars that feature its engineers and product experts. By using its own experts who speak in plain language the company can create a piece of thought leadership that also stays true to its brand.

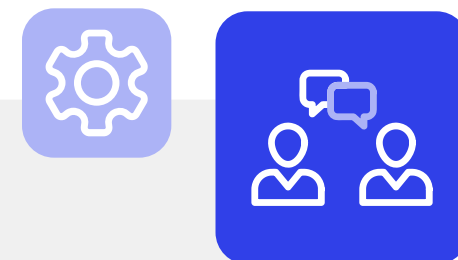
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Uses company **branding**
- Utilizes product **experts**
- **Provides CTAs** for inviting colleagues and to sign up for future webinars

KEY EXPERIENCE TOOLS

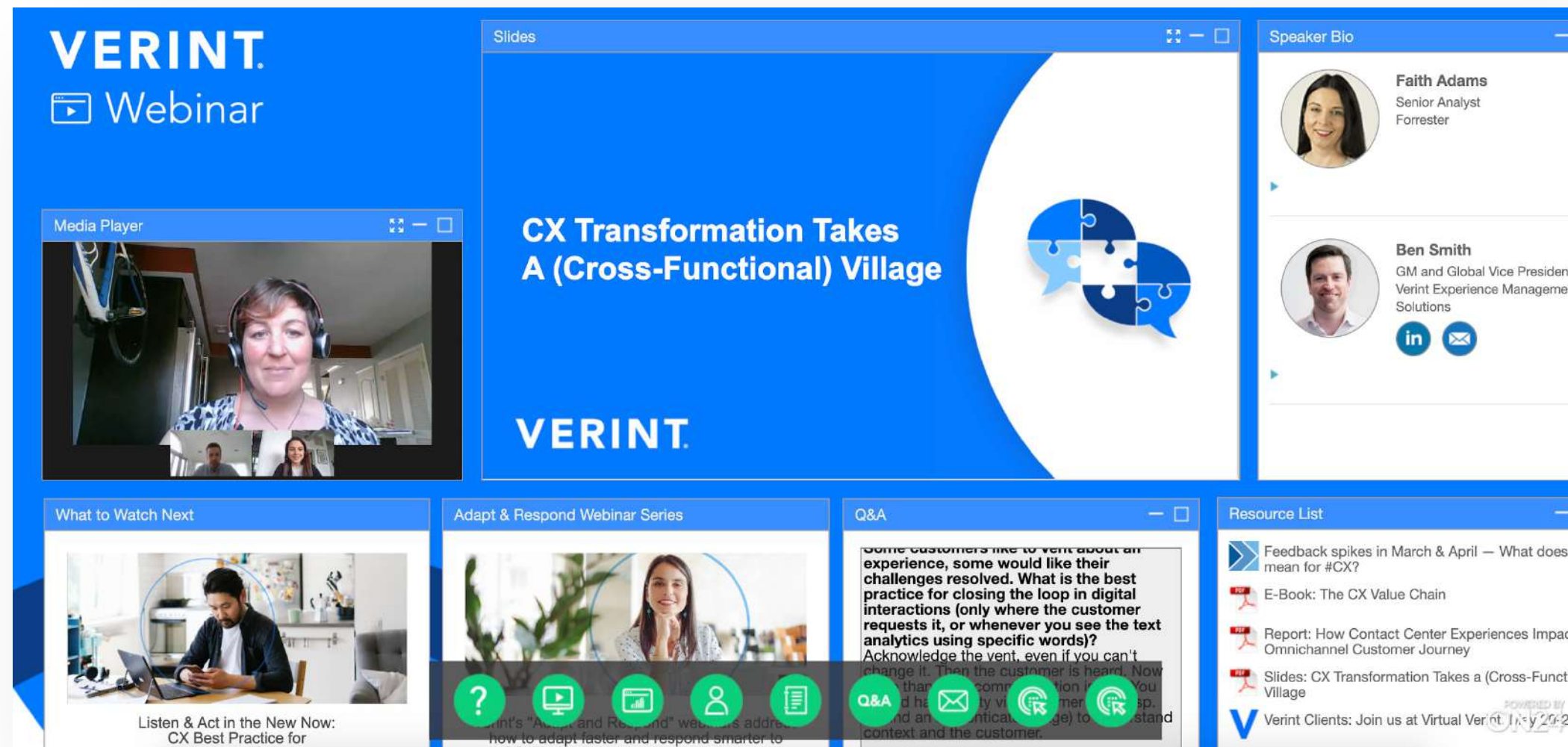
- Media Player
- CTA

[READ 'THE BASICS OF CREATING GREAT PANEL WEBINARS'](#)



ON24 TIP: IF YOUR PRODUCT OR SERVICE IS TECHNICAL, MAKE SURE TO FEATURE YOUR OWN TECHNICAL EXPERTS ON PANELS.

Audiences will be more likely to engage when they are confident the speaker has the knowledge and authority to address the topics at hand.



VERINT.

INDUSTRY

Technology

FEATURED EXAMPLE

Adapt and Respond Series

BACKGROUND AND APPROACH

Verint has strong expertise in customer engagement and cyber intelligence. When the coronavirus pandemic upended life and business around the globe, Verint, like many other organizations, knew it needed to communicate with customers early and often to deliver value and a sense of continuity. Verint purchased ON24 Webcast Elite to create scalable, impactful digital experiences. Most recently, ON24 enabled Verint to move quickly with the changing market needs. The company’s international business units came together to produce the Adapt and Respond educational webinar series, which focuses on aspects of the business that help customers navigate the COVID-19 pandemic in the short and long term.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **45%** increase in interest in high-value report via webinar vs. report-only download
- **39%** of registrations for series were new contacts within existing accounts
- **10%** average boost in report downloads from webinar audience

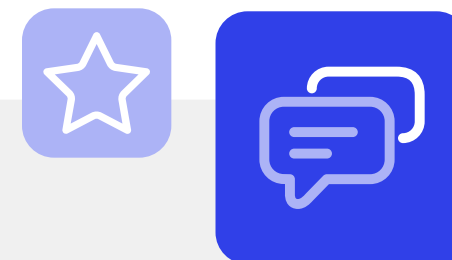
KEY EXPERIENCE TOOLS

- Q&A
- Resource

CHECK OUT THE CASE STUDY

ON24 TIP: COVER TIMELY TOPICS AND THEMES IN YOUR WEBINARS TO CAPITALIZE ON INCREASED INTEREST.

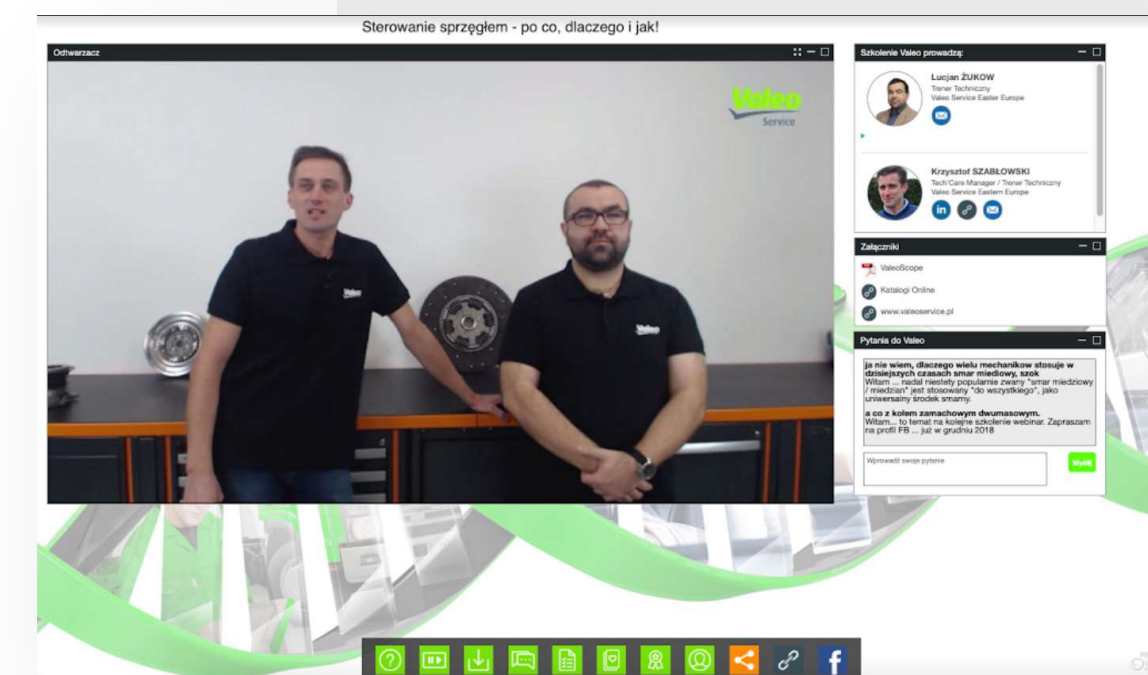
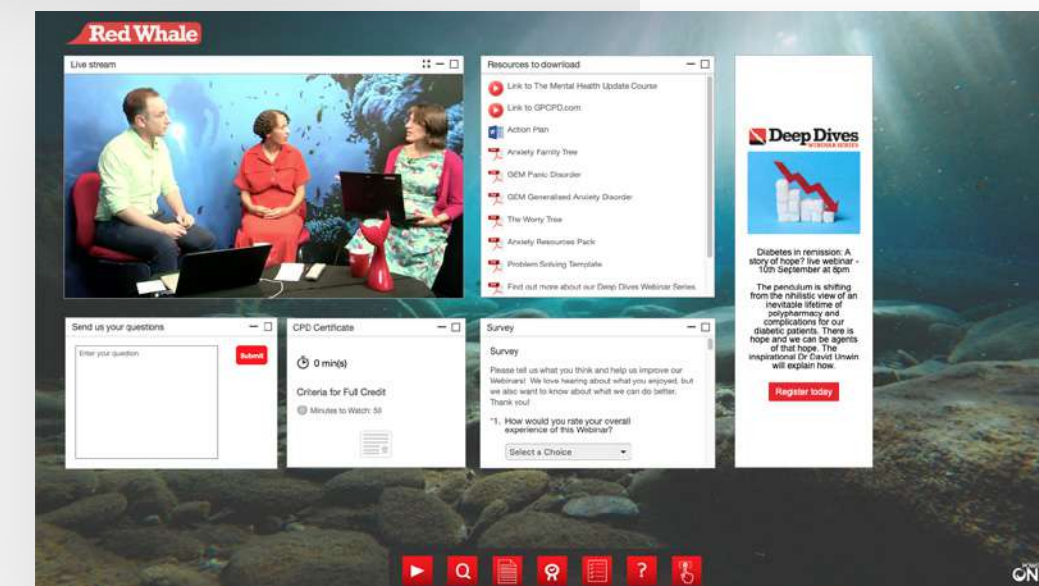
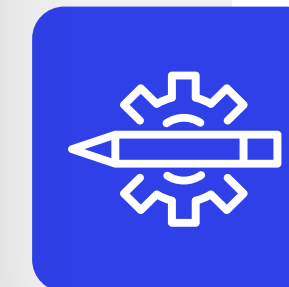
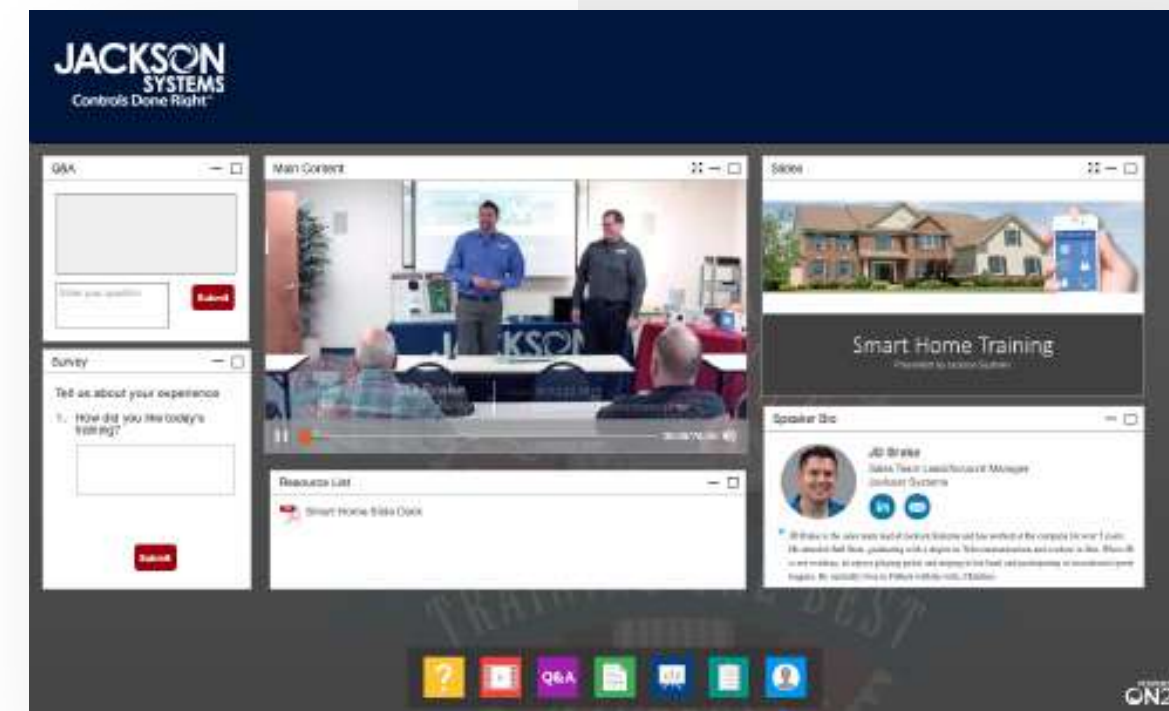
Timely themes can help you to reach a larger audience that is currently dealing with the issues at hand.

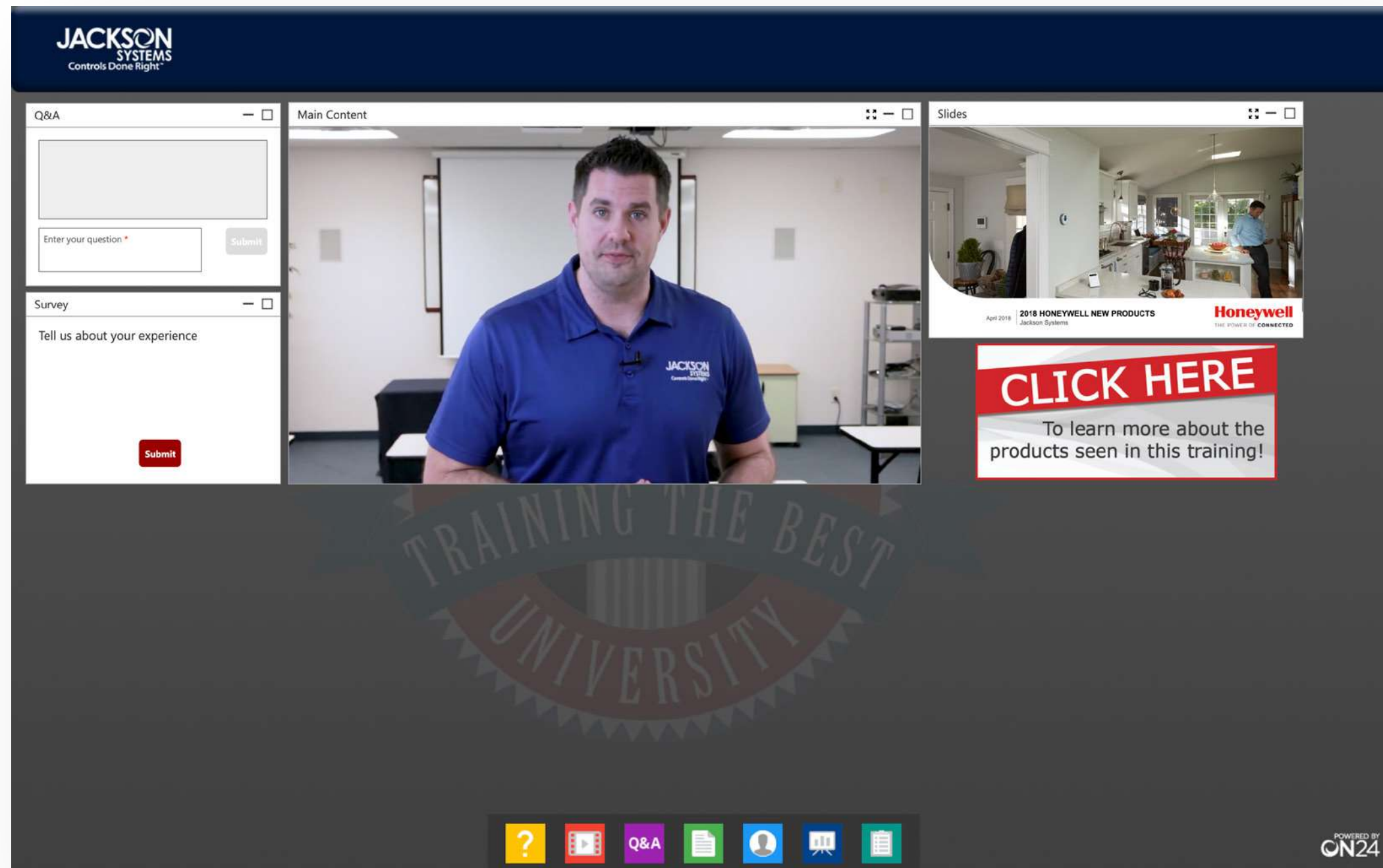




USE CASES

TRAINING





INDUSTRY

Manufacturing

FEATURED EXAMPLE

Adapt and Respond Series

BACKGROUND AND APPROACH

As one of the fastest growing companies in Indiana, Jackson Systems saw industry training and continuing education courses for contractors as an essential part of its value-add and continuing success. The Jackson Systems team had to deliver high-quality educational offering, build more brand awareness and generate national leads, but it had a limited marketing budget and struggled to garner the industry coverage it needed for awareness. The company turned to ON24 for a way to live stream events from its training center to a national audience. With the platform's video broadcast functionality, Jackson Systems is managing just that — as well as storing its educational sessions in an always-on library.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **800+** new contractors per year
- **2000%** increase in webinar attendees
- Now a **trusted HVAC distributor** in the contractor community

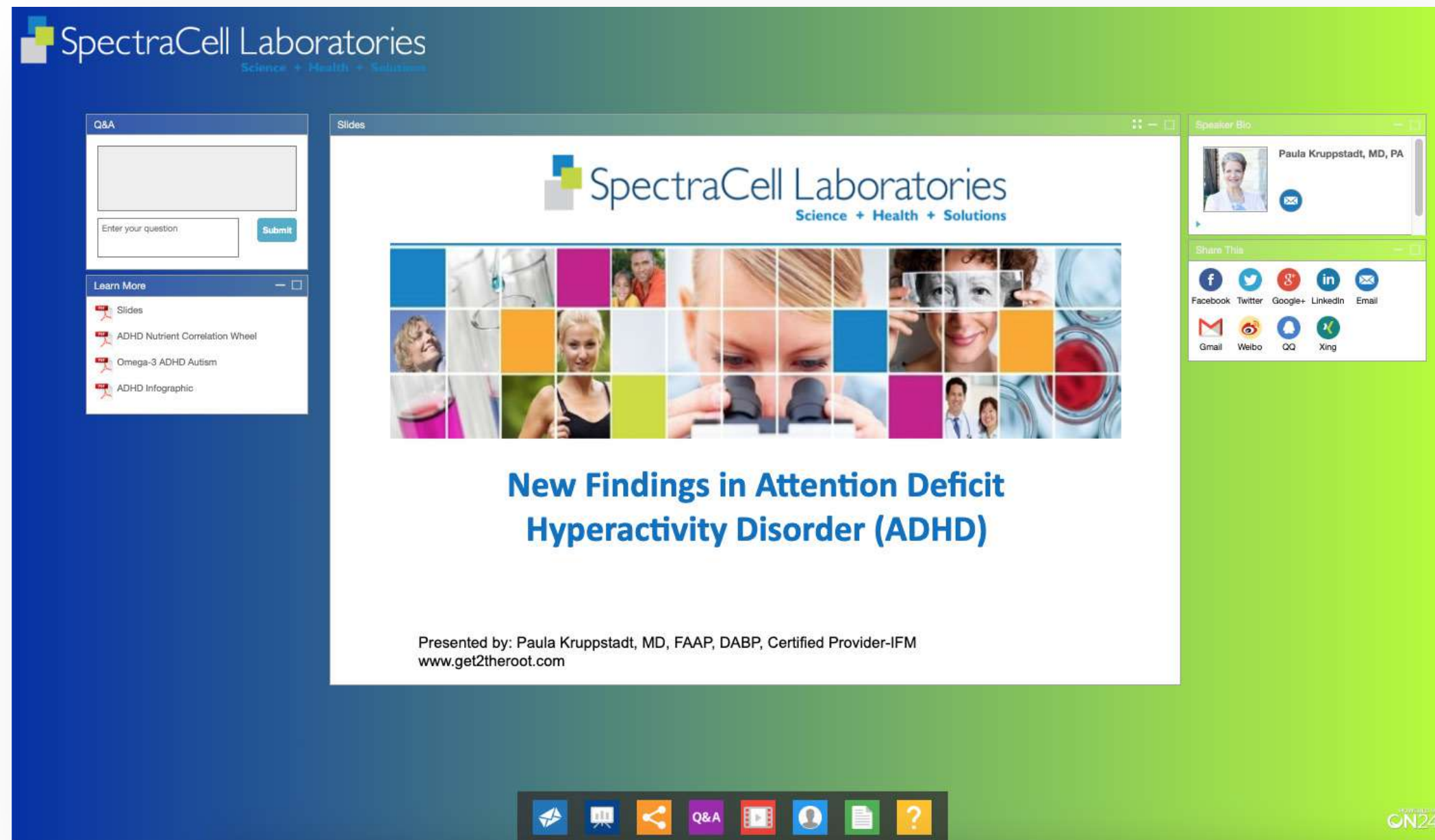
KEY EXPERIENCE TOOLS

- Video Broadcast
- Polls & Surveys

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: ENCOURAGE TRAINING AND MARKETING TEAMS TO COLLABORATE ON WEBINARS FOR MUTUAL BENEFIT.

By pooling resources, content, technology and expertise, the overall impact of webinars can be improved across the board.



INDUSTRY

Life Sciences

FEATURED EXAMPLE

Training Education Webinars

BACKGROUND AND APPROACH

As a biotech leader, SpectraCell needs to update and education physicians on its testing and diagnostic services. This includes providing educational material, technical insights and the latest information on tools in development. For compliance, it also needs to monitor course completion and train its employees. By creating a rich webinar experience with embedded resources, full slides and Q&A functionality, SpectraCell has been able to ensure its key audiences are engaged and have everything needed in one location. Its success now means it produces a monthly series that not only delivers training, but has also generated sales pipeline.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **\$800** saving per employee on new hire orientation
- **20%** mobile viewing
- **800** registrants for monthly series

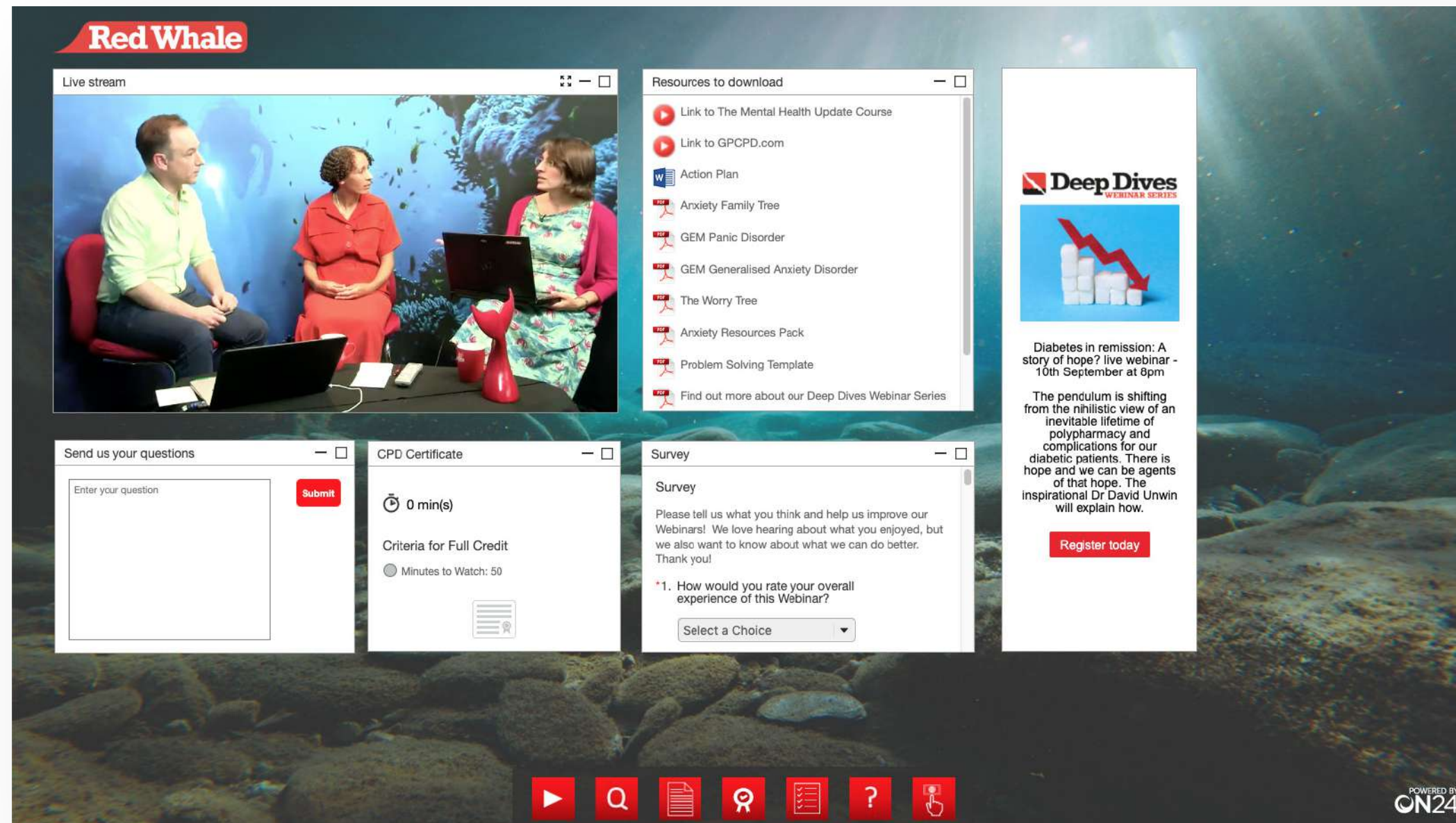
KEY EXPERIENCE TOOLS

- Q&A
- Resource List

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: USE WEBINAR ENGAGEMENT DATA TO IMPROVE YOUR TRAINING, MONITOR LEARNING OUTCOMES AND ENSURE COMPLIANCE.

With almost any engagement within a webinar being measurable, the resulting data can help you track against training goals and provide an audit trail for future reference.



INDUSTRY

Life Sciences

FEATURED EXAMPLE

Deep Dives

BACKGROUND AND APPROACH

Life sciences training provider Red Whale needed to discuss sensitive and personal medical topics in a way that was relatable for patients and informative for professionals. Recruitment and workload pressures in the primary care field meant that it needed to do this digitally. The company chose ON24 for its Deep Dives webinar series, making expert use of multiple presenters, memorable discussion and tools that encouraged engagement. It also took the opportunity to customize the series design to perfectly represent the company’s brand, name and tone.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **20,000** webinar registrations
- **94%** of attendees said they would recommend
- **170%** increase in audience reach

KEY EXPERIENCE TOOLS

- Resources List
- CTA

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: EMBED RELEVANT RESOURCES IN YOUR WEBINARS TO HELP YOUR AUDIENCES WITH THEIR LEARNING.

By offering additional content you can lift engagement and help improve training outcomes.





INDUSTRY

Manufacturing

FEATURED EXAMPLE

On-Demand Training Series

BACKGROUND AND APPROACH

Valeo offers personalized training on a global scale. Initially, its trainings were face-to-face only, but, to cut down on travel costs, the company wanted to scale its digital experiences. Crucially, it needed a way to keep its digital material available for reference post-training to ensure participants could retain all they had learned. With the help of ON24, Valeo has created a library of material available 24/7, from basic webinars to interactive and inventive sessions. Content is bingeable, but can also be filtered by topic, use case or role for ultimate relevance.

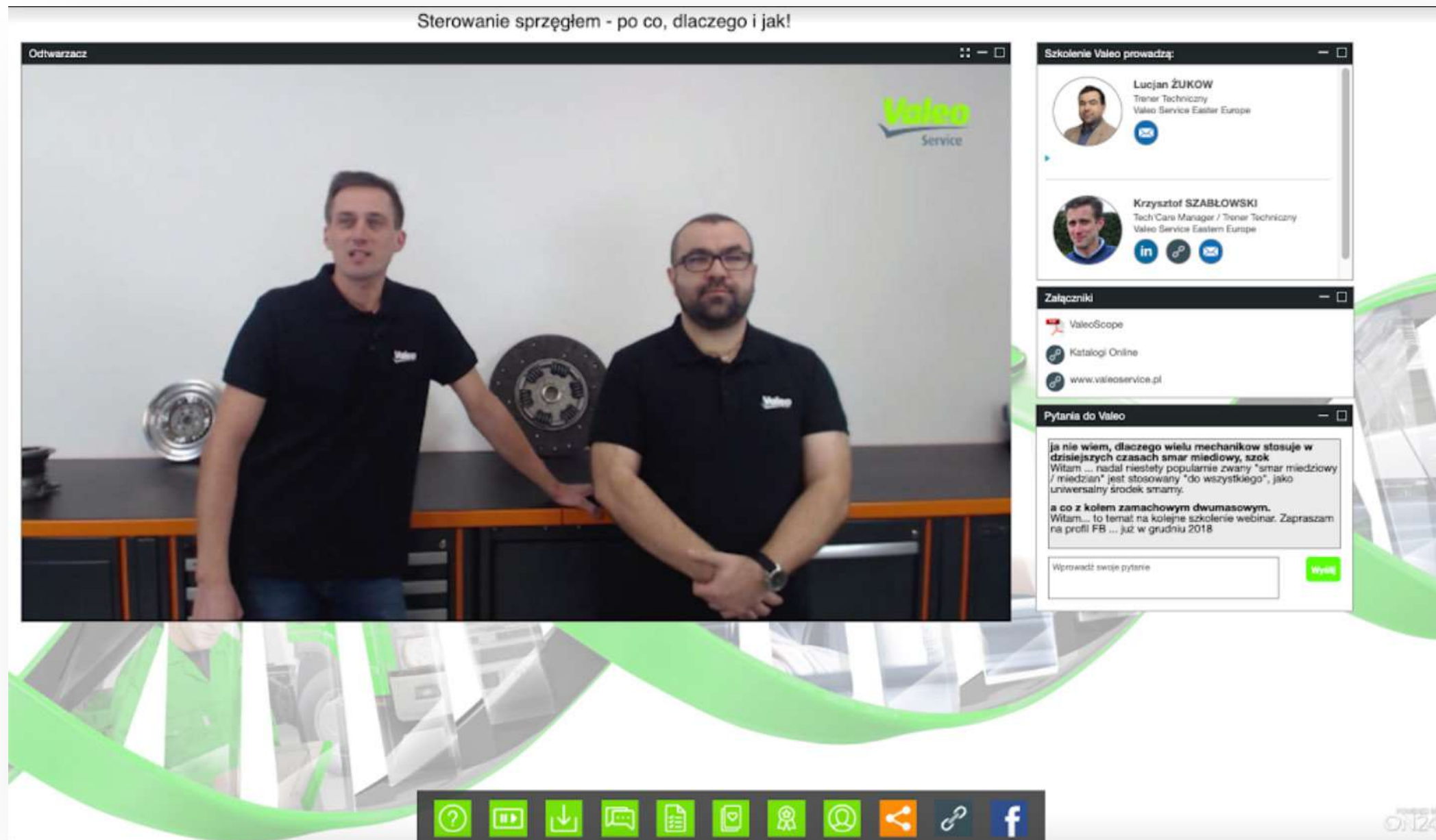
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **339%** increase in content views
- **45%** increase in unique viewers
- **25** digital trainings available in 11 languages

KEY EXPERIENCE TOOLS

- Q&A
- Downloadable Resources

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: RECORD YOUR TRAINING SESSIONS TO PROVIDE A GROWING RESOURCE LIBRARY THAT IS AVAILABLE ON-DEMAND.

On-demand sessions help to save you time and make your content more convenient for your audiences.



INDUSTRY

Life Sciences

FEATURED EXAMPLE

Birdtual Offsite Toolkit

BACKGROUND AND APPROACH

With more than 1,000 staff across the US and Europe, biotech firm bluebird bio needed to make its training offsites as efficient as possible. Proving that webinars aren't just for engaging with customers, bluebird bio created a content hub filled with internal resources for training and sales, using the ON24 Engagement Hub. In particular, the company made use of the ability to customize branding and design, looking to create a positive experience for employees engaging with training materials.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- More **engaging** training
- **Efficiently** reaches high number of employees

KEY EXPERIENCE TOOLS

- Custom Branding
- Downloadable Resources

[DISCOVER THE ON24 ENGAGEMENT HUB](#)

ON24 TIP: IMPROVE LEARNER ENGAGEMENT BY OFFERING MULTIPLE CONTENT TYPES IN YOUR CONTENT HUB.

Your audiences might not always have time to watch a webinar, so by offering alternative content formats you can deliver information in the format they need.



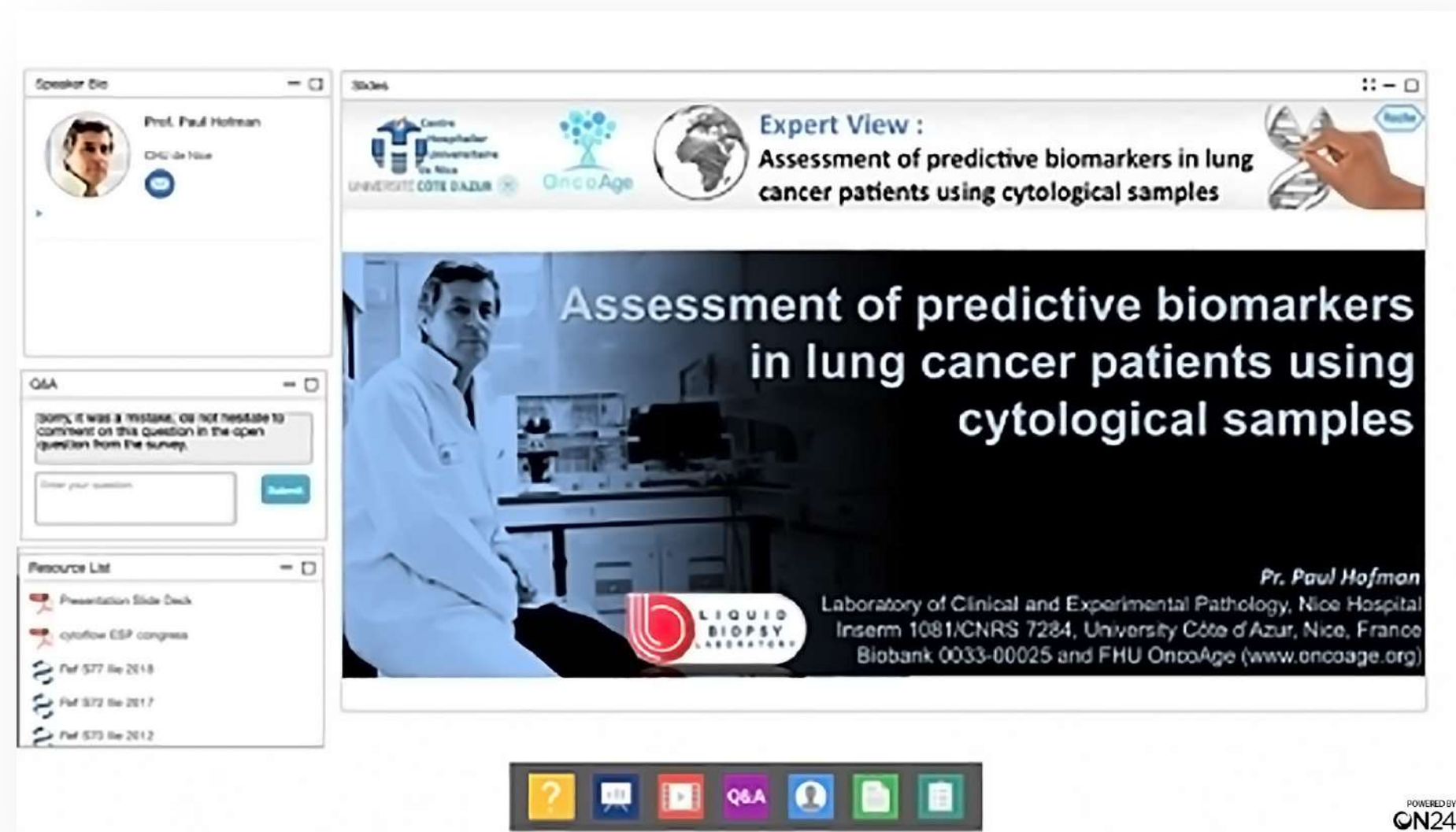


INDUSTRY

Life Sciences

FEATURED EXAMPLE

Training and Educational Program



BACKGROUND AND APPROACH

Like most R&D companies, Roche needed to bridge the gap in communication between its expert researchers and those in the field daily. In its mission to beat cancer, the company wanted to engage with healthcare providers and spread diagnosis and treatment information. Roche identified webinars as the best channel to realize this goal and partnered with ON24. Its goal was to ensure its content had efficient global reach, as well as being relevant and impactful. Now, its platform has opened up crucial information exchanges between experts and in-the-field healthcare professionals from anywhere in the world.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- 70% conversion of registrants to attendees
- 48% increase in engagement of viewers
- HCPs are **changing routine** practice based on webinar teachings

KEY EXPERIENCE TOOLS

- Engagement Score
- Surveys

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: IF COMPLIANCE OR REGULATION IS AN ISSUE, PRE-RECORD YOUR WEBINARS TO ASSIST IN GETTING SIGN OFF.

Webinars don't always need to be live. If you require sign-off from other teams, use pre-recorded content to streamline your processes.



INDUSTRY

Life Sciences

FEATURED EXAMPLE

iTero Intraoral Scanner Training

BACKGROUND AND APPROACH

Dentistry and orthodontics are shifting from analog to digital. Those advances in technology require similar advances in education and training to continuously build deeper relationships with customers. Align needed a tool to carry out the final phase of its comprehensive online program, involving advanced clinical education. The tool needed to provide interactivity, reliability and on-demand functionality. So, Align turned to the ON24 Platform to deliver relevant content and adapted for a busy audience with always-on and simulative features.

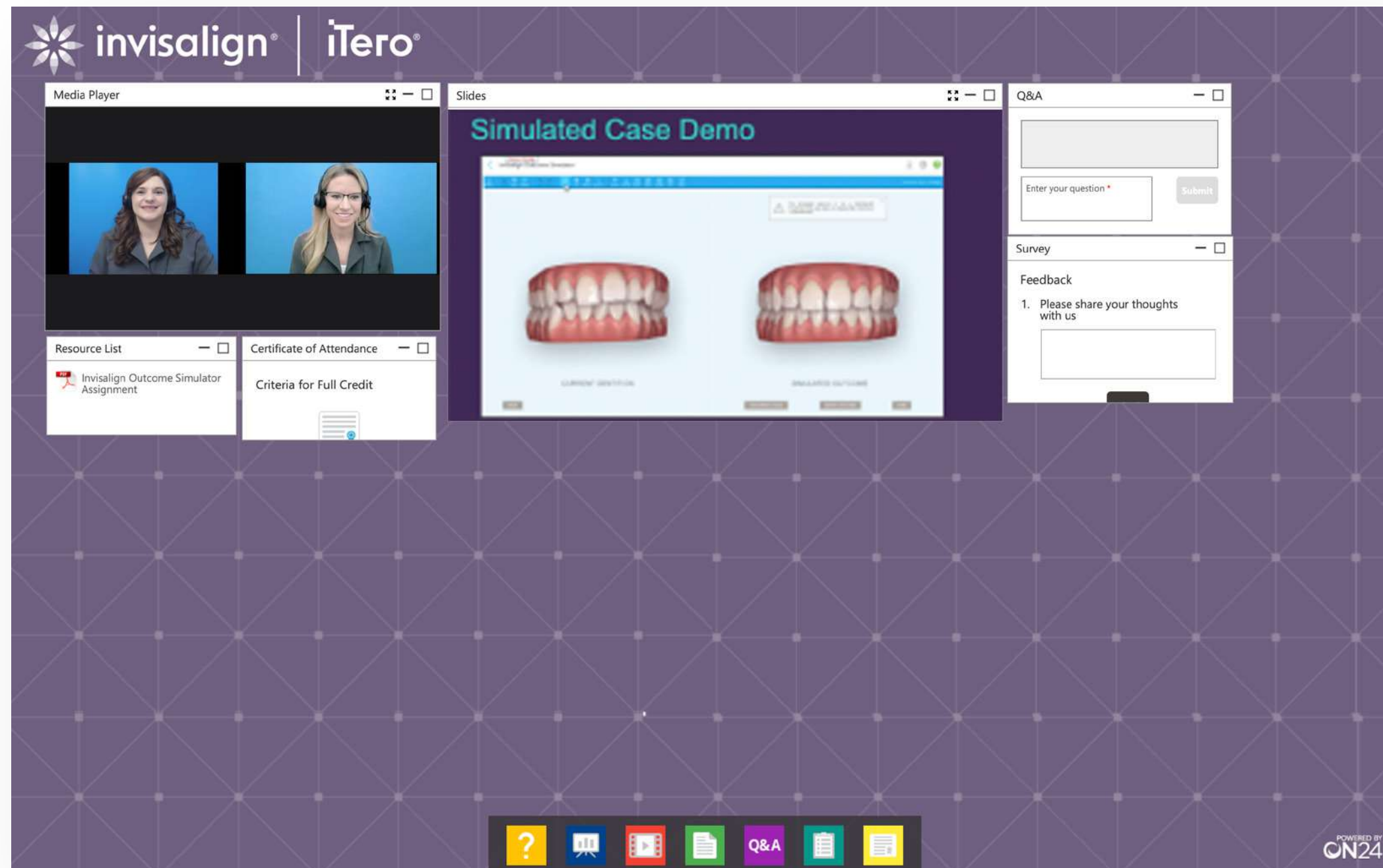
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **45.75%** scale up in number of trainings
- **54%** increase year-over-year in training attendance
- Digital processes **improving** dental care

KEY EXPERIENCE TOOLS

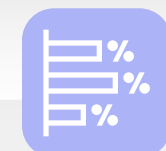
- Simulative
- Always-On Viewing

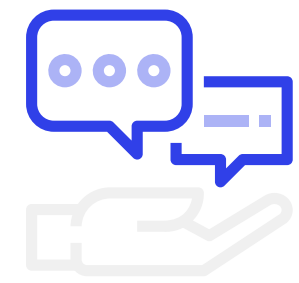
[CHECK OUT THE CASE STUDY](#)



ON24 TIP: EMBED SURVEYS AND FEEDBACK TOOLS IN YOUR TRAINING WEBINARS TO IMPROVE QUALITY OVERTIME.

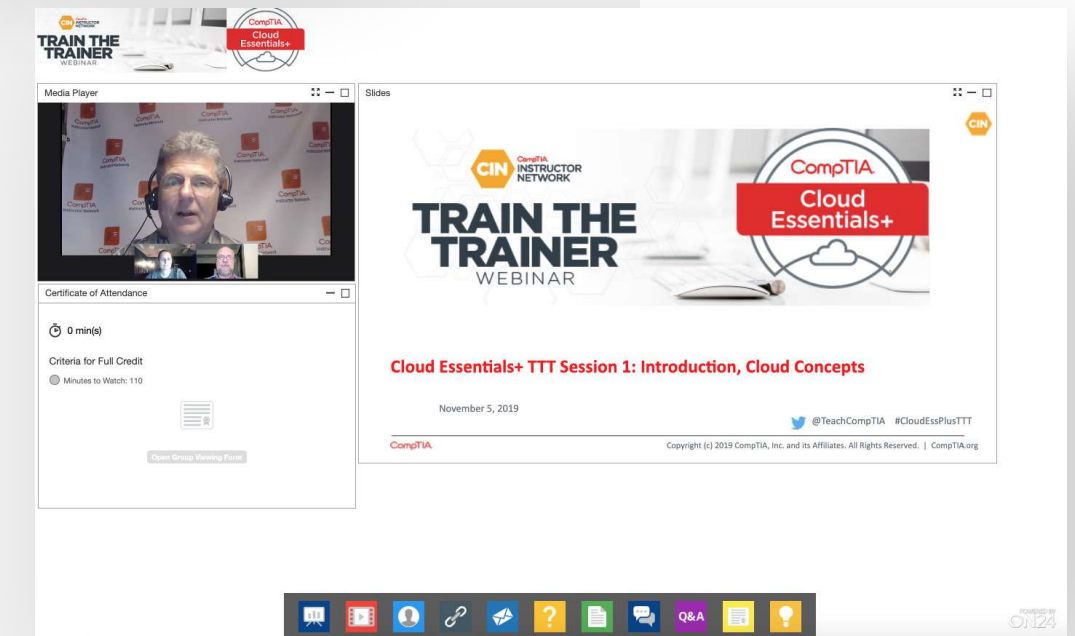
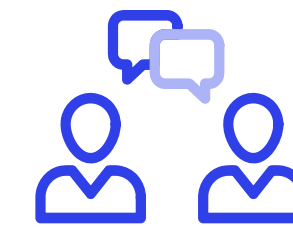
By asking for feedback while your audience is watching, you can increase the amount of information you collect to improve your training programs.





USE CASES

COMMUNICATIONS





INDUSTRY

Religious Studies

FEATURED EXAMPLE

Tyndale Church Connect

BACKGROUND AND APPROACH

Churches and religious groups are keen to engage their communities and expand their impact. But pastors and leaders already have a great number of responsibilities and obligations. To help churches with their work, Tyndale Church Connect pairs high-quality video production with the simulive format. By pre-recording the webinar, it was able sit back and engage with its audience during the live event using Q&A, while providing further content for its viewers to read. Speaker bios and contact links also help to drive engagement. This helps them to achieve their mission regardless of geography.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Increased audience
- Valuable engagement

KEY EXPERIENCE TOOLS

- Downloadable Resources
- Q&A

SIMULIVE, AN EASIER WAY TO SCHEDULE WEBINARS



ON24 TIP: WEBINARS ARE NOT JUST FOR BUSINESS. THEY CAN BE USED TO DELIVER ANY MESSAGE AND ENCOURAGE ENGAGEMENT.

Consider using webinars as part of a broader communications strategy that can engage more than customers.



INDUSTRY

Financial Services

FEATURED EXAMPLE

Charity Fraud Awareness Hub

BACKGROUND AND APPROACH

Alongside being a global leader in the banking and finance industry, UK Finance are on a mission to help prevent charities from falling victim to fraud. This being a somewhat niche topic, UK Finance needed a way to engage and educate a broader audience than it could reach with a single campaign. So, with the help of ON24 Target it approached Charity Fraud Awareness Week with the long-term vision of creating a memorable digital experience to engage people on the issue. With Target, UK Finance created a one-stop-shop for helpsheets, case studies and uniquely branded webinars.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- More than **1,000** registrants in less than a month
- **Awareness** raised about key issue
- Continues to **provide value** to members year-round

KEY EXPERIENCE TOOLS

- ON24 Target
- Live Stream

[CHECK OUT THE CASE STUDY](#)

CHARITY FRAUD AWARENESS HUB

Your one stop shop for help sheets, case studies and webinars



Beyond Covid-19: Keeping your charity safe from fraud



As part of international charity fraud awareness week 2020 the Fraud Advisory Panel and Charity Commission are pleased to present this future-looking webinar.

This webinar will consider the fraud and cybercrime in the next 6 to 12 months from a range of different charity perspectives and outline some of the big issues we think that

Further information

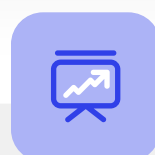
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ON24 TIP: USE WEBINARS AS A WAY TO ENCOURAGE PARTNERSHIPS BETWEEN THIRD PARTIES WITH SIMILAR OBJECTIVES.

Partners can be highly effective in helping with key communication goals. By offering webinar opportunities, you can open and strengthen relationships with those you want on your side.



INDUSTRY

Publishing

FEATURED EXAMPLE

Relevance Required

BACKGROUND AND APPROACH

Whether for in-house or for a client, G3 needed to simplify and enhance its on-demand content delivery. Reports needed to be engaging. Surveys needed to interact. Most of all, its lean team needed to be able to easily report on which content actually engaged and how audiences interacted. To do this, G3 turned to the ON24 Platform to enhance its webinars, streamline reporting — and drive revenue growth.

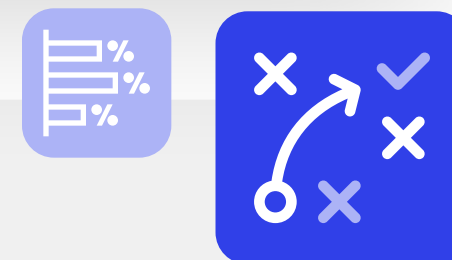
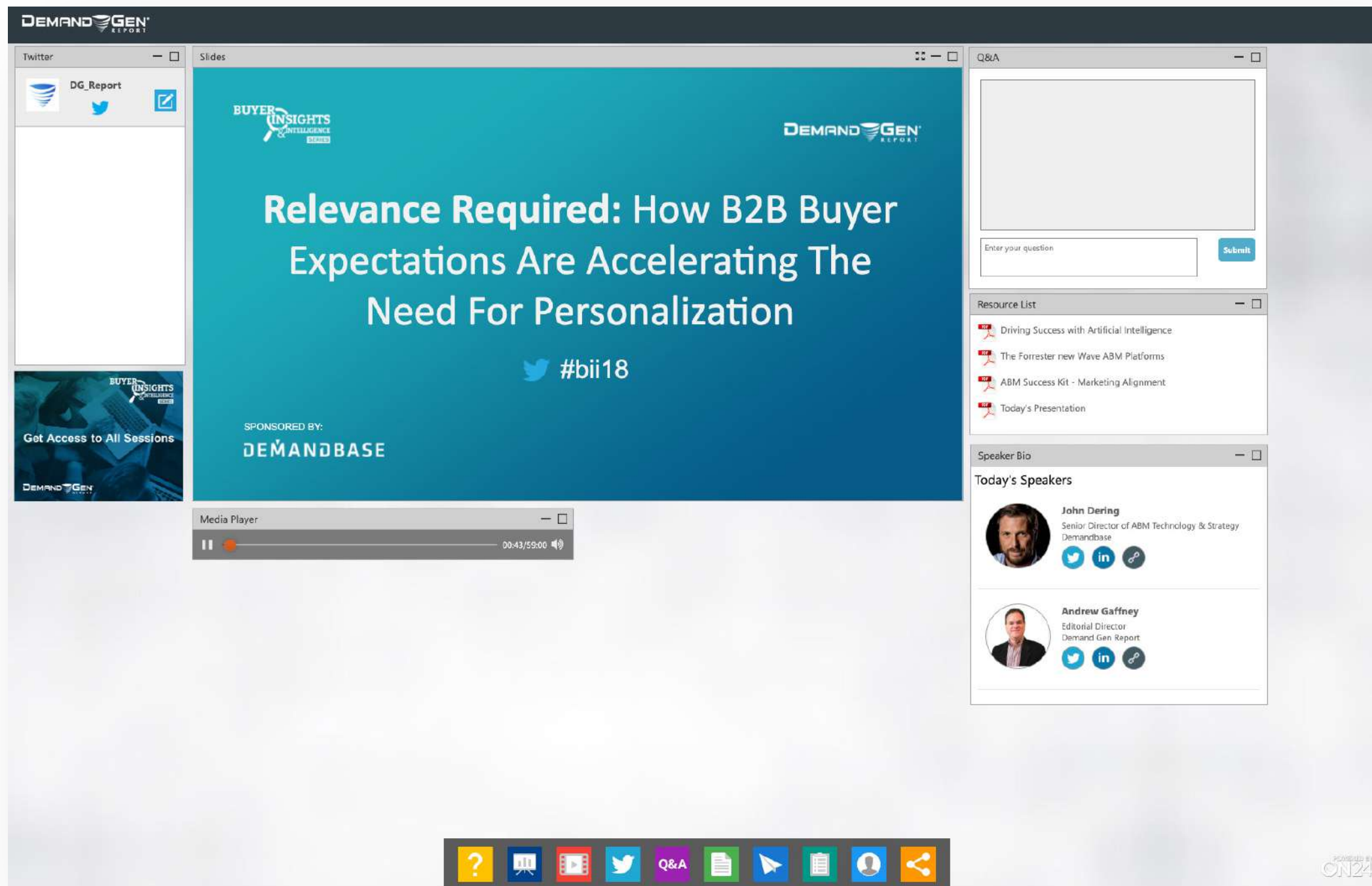
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **Second highest** content format for driving revenue
- Reduced cost-per-lead by **54%**
- **15% increase** in revenue from webinars year-over-year

KEY EXPERIENCE TOOLS

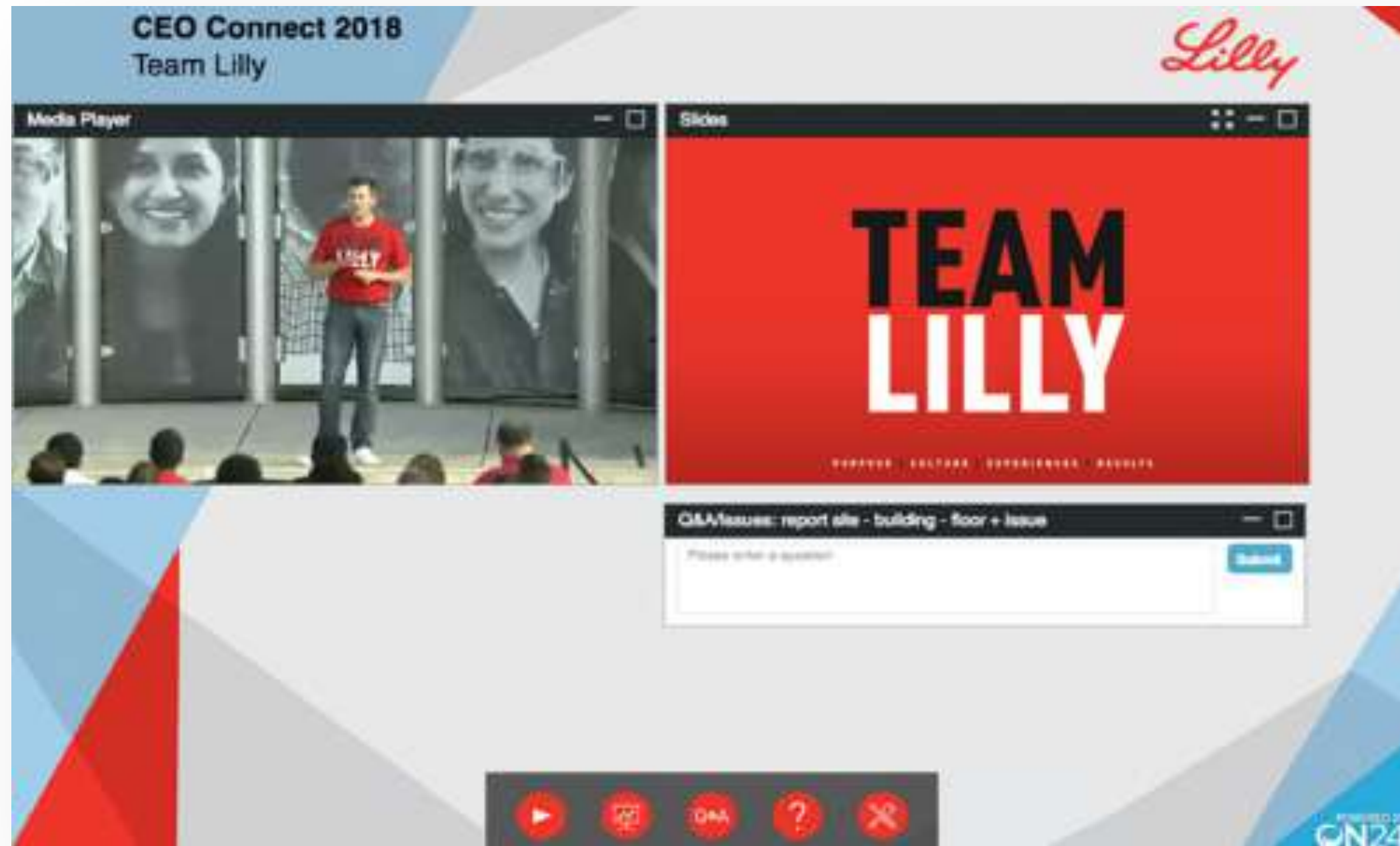
- ON24 Intelligence
- Live and Simulive Chat

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: USE WEBINAR ENGAGEMENT DATA TO PROVE THE IMPACT OF YOUR COMMUNICATIONS STRATEGY.

Communications professionals sometimes struggle with demonstrating results. To counter this, showcase the data from your webinar programs in your reporting.



INDUSTRY

Pharmaceuticals

FEATURED EXAMPLE

CEO Connect 2018

BACKGROUND AND APPROACH

A leader in the health care space, Eli Lilly must provide its partners, employees and customer have a deep understanding of the solutions it provides. To make this a reality, the company needed an easy-to-use, scalable and engaging tool. With ON24, it found a digital experience platform that captured audience attention and enabled it to spin up webinars at a breakneck pace.

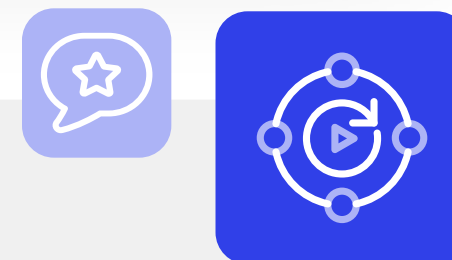
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- More than **4.3 million viewers**
- Published more than **5,000 webinars**
- More than **20,000 speakers** on Eli Lilly events

KEY EXPERIENCE TOOLS

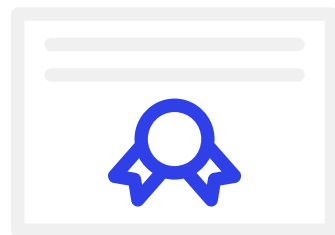
- Seamless Event Registration
- Polls

[CHECK OUT THE CASE STUDY](#)



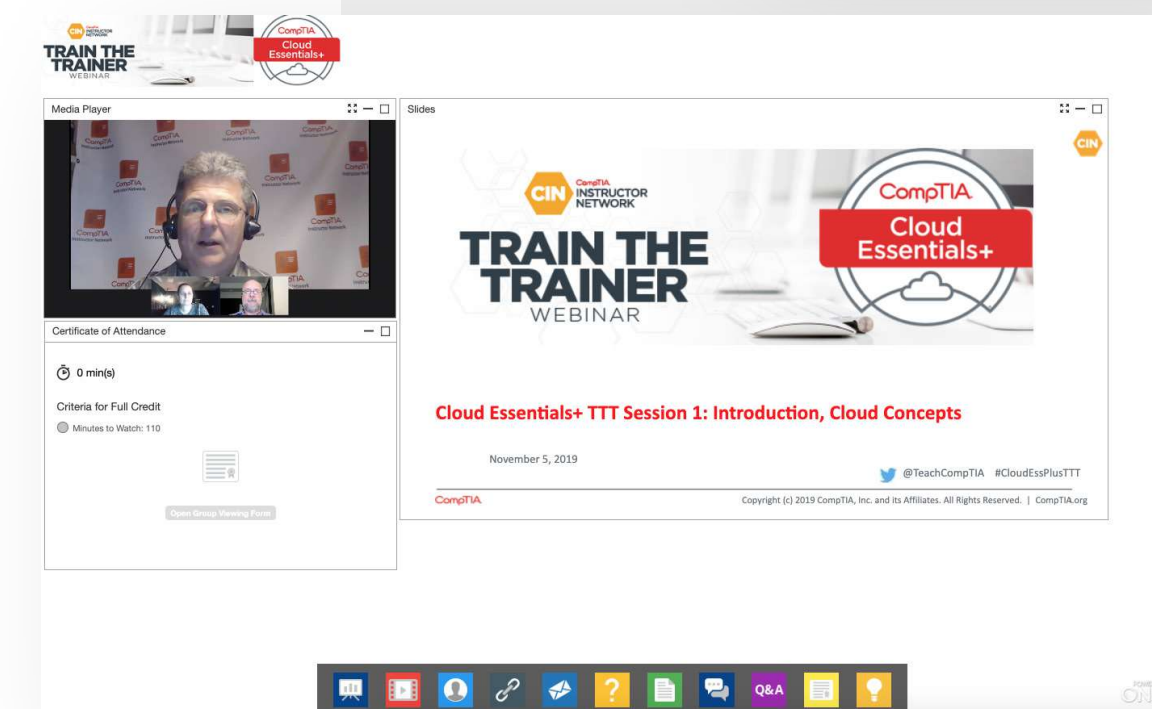
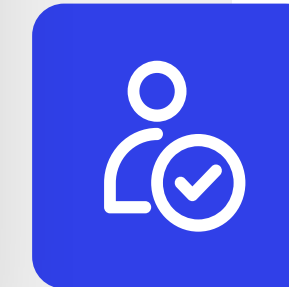
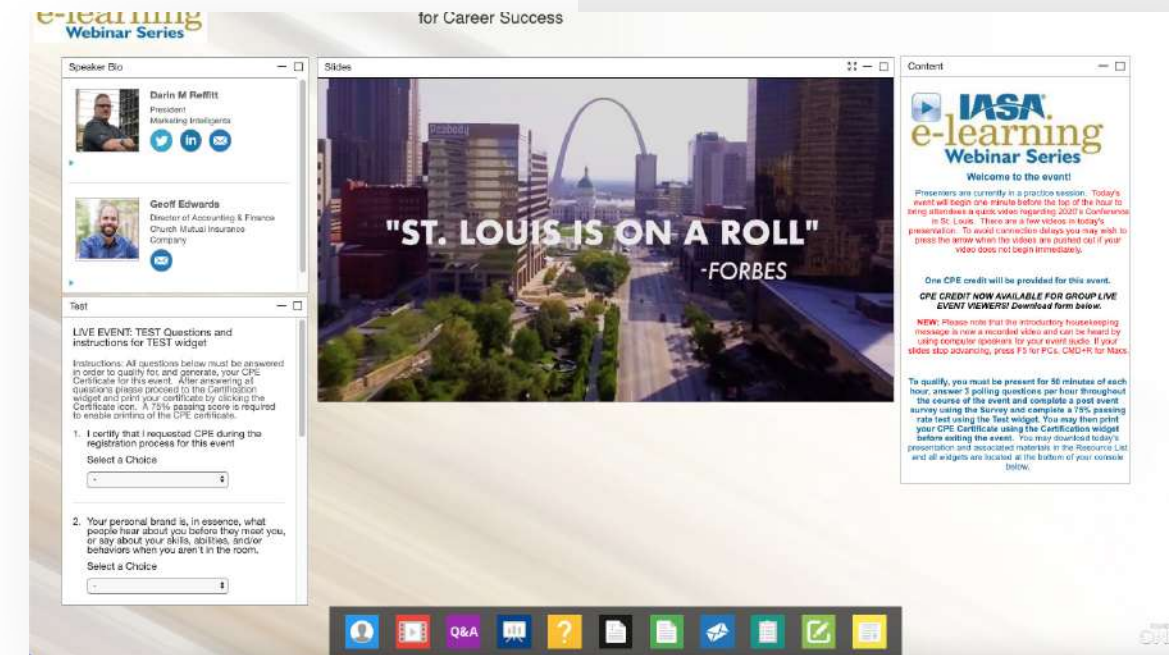
ON24 TIP: USE VIDEO CLIPS FROM YOUR WEBINAR RECORDINGS TO BROADEN THE REACH OF YOUR COMMUNICATIONS STRATEGY.

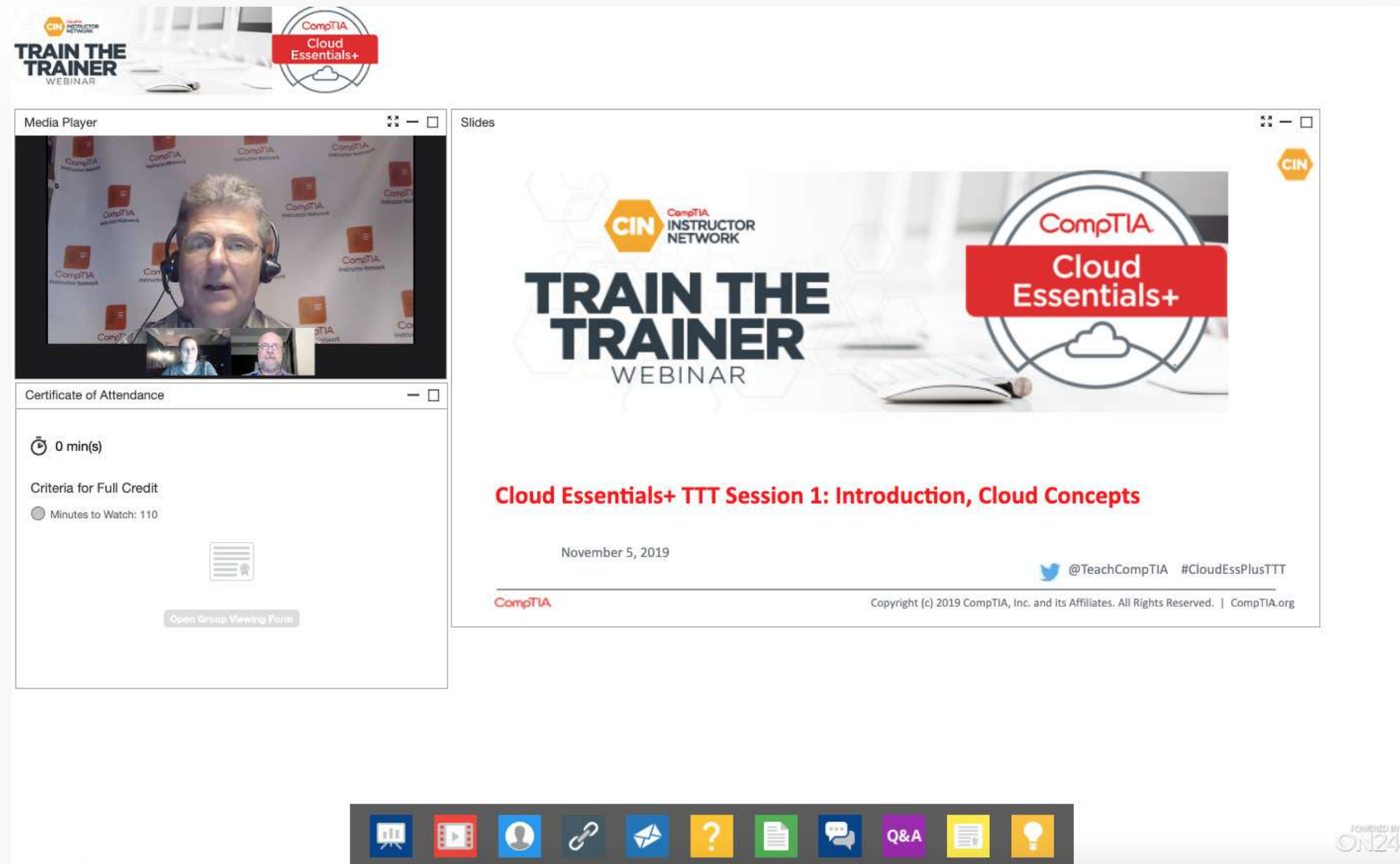
By atomizing your webinar content, you can engage time-pressed audiences with highlights that address their concerns.



USE CASES

CERTIFICATION





INDUSTRY

Associations

FEATURED EXAMPLE

Train the Trainer

BACKGROUND AND APPROACH

CompTIA represents IT professionals across the globe by providing industry-leading certifications, education and resources. As technology changes, certifications are crucial to helping IT professionals keep their skills up to date by earning continuing professional education credits. CompTIA's IT Pro webinar is a key channel for providing CPEs. CompTIA initially used another platform, but its webinars had a cap on attendees, a basic user experience and a lack of engagement. With ON24, CompTIA can host as large of an audience as it needs to, seamlessly deliver certificates for CPE credit and easily transfer its webinar engagement data through its marketing automation software, Marketo.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **9000** registrations per quarterly webinar
- **3000** live attendees per quarterly webinar
- Ability to earn CEUs **live or on-demand**

KEY EXPERIENCE TOOLS

- Group Chat
- Certification

[CHECK OUT THE CASE STUDY](#)

ON24 TIP: CONNECT YOUR WEBINARS WITH YOUR CRM OR LEARNING MANAGEMENT SYSTEM TO CENTRALIZE CERTIFICATION DATA.

Key attendance and engagement data can be sent automatically to your systems to save time on manual processes and reduce errors.



INDUSTRY

Associations

FEATURED EXAMPLE

Personal Branding Workshop: Effectively Market Yourself for Career Success

BACKGROUND AND APPROACH

As a leading association in the insurance industry, granting continuing professional education credits online was important to IASA's primary goal of providing educational opportunities to its members. The challenge was finding a way to deliver training that met CPE accreditation requirements to members all across the country. In the end, the e-learning team saw ON24 as the obvious choice to provide professional, engaging webinars that are convenient as well as providing comprehensive reporting. Now, IASA feels like it is making a splash and providing a genuinely enjoyable experience for members.

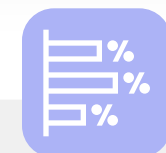
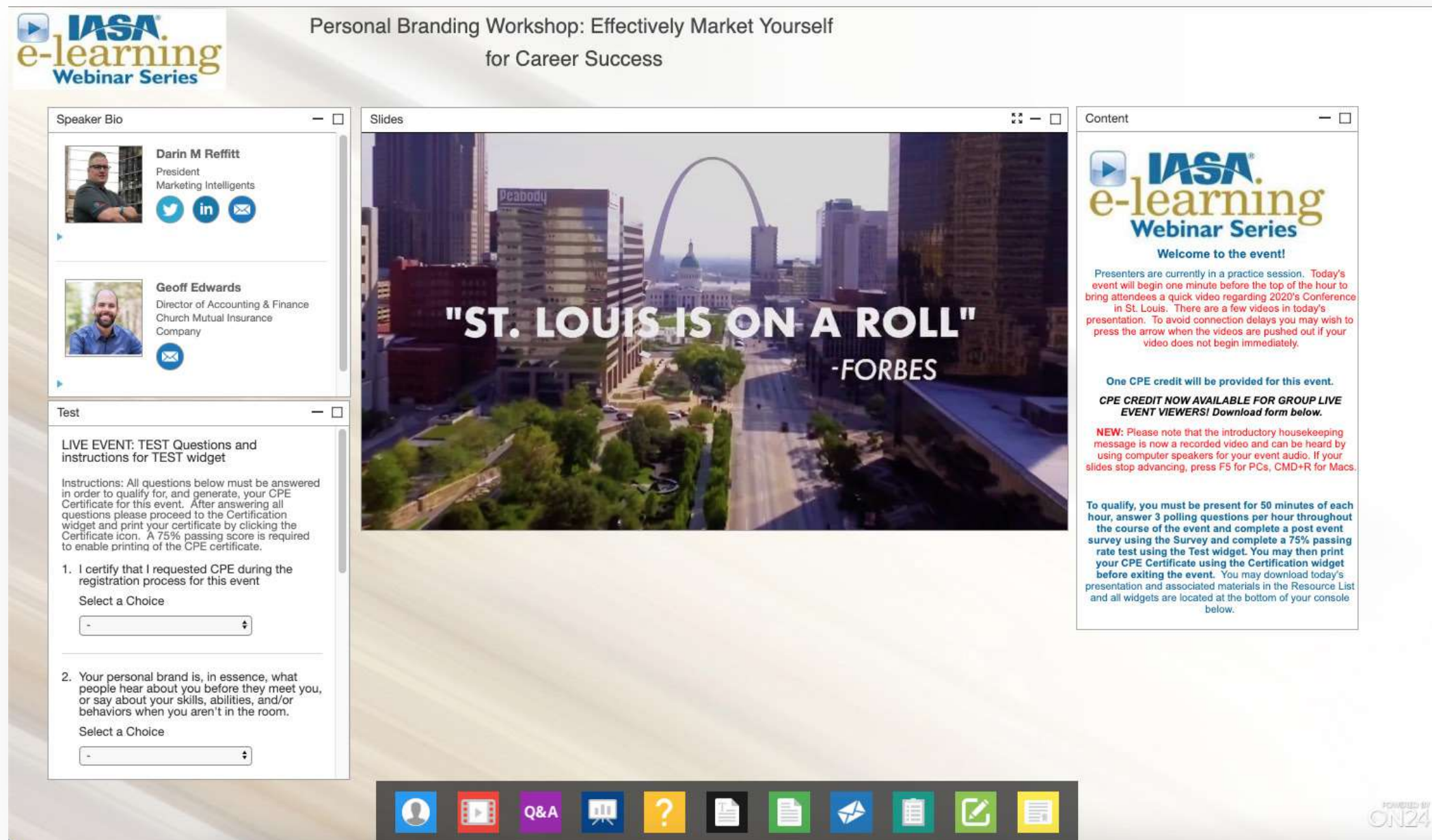
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **More than double** the event count of previous provider
- Record breaking **60%** attendance rate
- **Free** CPE credits for member companies

KEY EXPERIENCE TOOLS

- Polling
- Surveys

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: USE POLLS IN YOUR WEBINARS TO ENSURE THAT AUDIENCES HAVE MET KEY LEARNING OUTCOMES.

By embedding polls you can create an audit trail that demonstrates your audiences have reached the required level of understanding.



INDUSTRY

Financial Services

FEATURED EXAMPLE

Virtual Training and Content Program

BACKGROUND AND APPROACH

For a global advisory services company like EY, continuing professional education credits are one of the most pertinent aspects of internal communication. Previously, EY's training strategy relied heavily on costly in-person conferences. When the decision was made to reduce these events, the company knew webinars were a key tool but struggled to scale its program globally and cost effectively. ON24 helped EY create the virtual program it and its members needed, with a rapid turnaround time, live and on-demand accessibility, interactive learning and attendee journey insights.

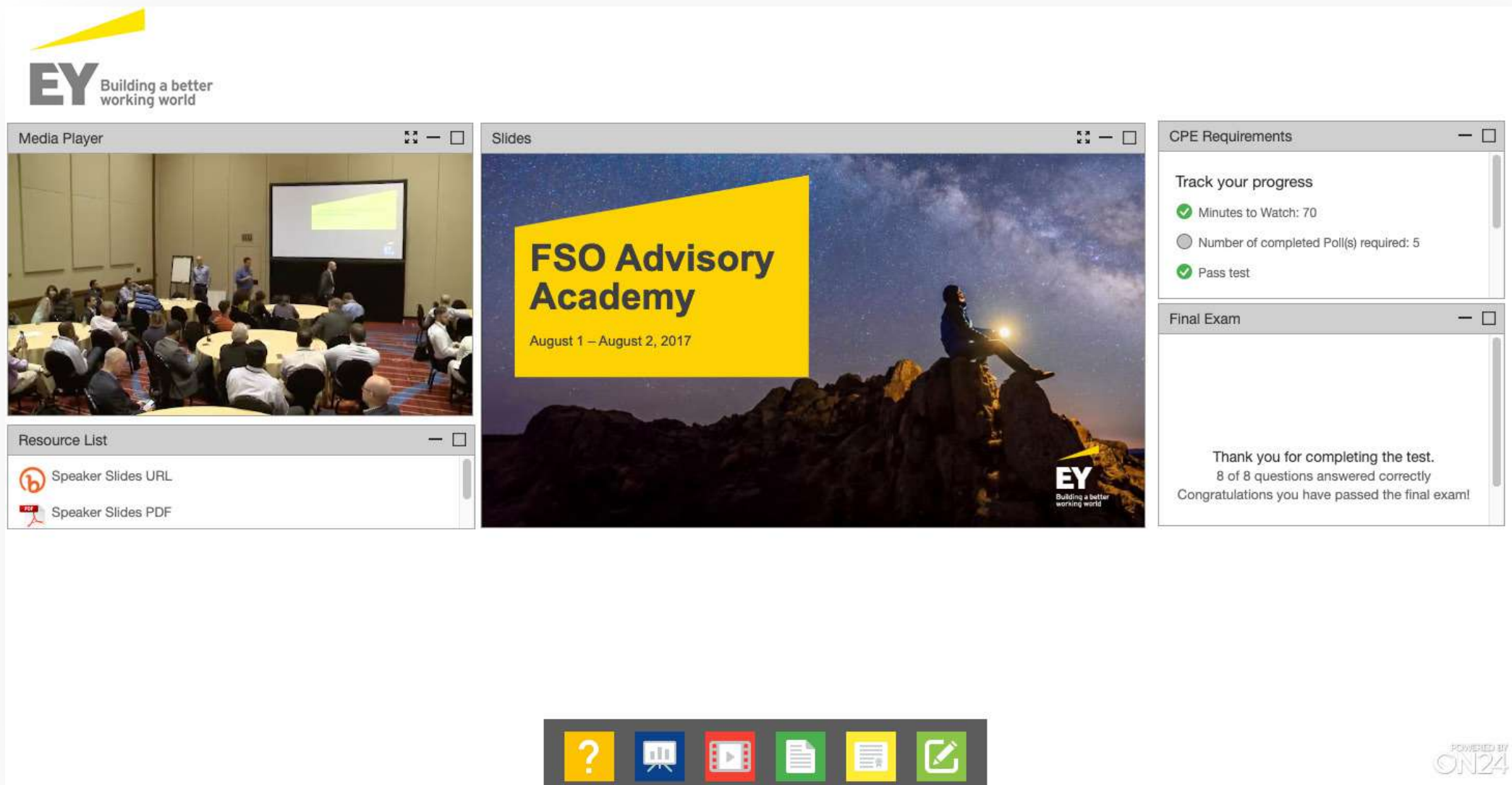
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- More than **4500** registrants
- **51.5%** participation rate
- Average attendee engagement of **78.6 minutes**

KEY EXPERIENCE TOOLS

- Virtual Learning Environments
- Group Chat

[CHECK OUT THE CASE STUDY](#)



ON24 TIP: MAKE CERTIFICATION WEBINARS AVAILABLE ON-DEMAND TO FIT IN WITH THE TIME PRESSURES OF YOUR AUDIENCE.

On-demand webinars help your audiences maintain their professional status at times which suit them.



INDUSTRY

Associations

FEATURED EXAMPLE

Inside Talk

BACKGROUND AND APPROACH

IMA represents a global network of more than 70,000 members, and delivering the latest training is a core tenet of its exclusive focus on advancing the management accounting profession. The Institute was already hosting its monthly Inside Talk webinars, but needed a platform that supported multimedia capabilities, had rapid reporting and offered a customizable console. After evaluating multiple vendor solutions, IMA chose the ON24 Platform, making significant annual cost savings. Since then, IMA enjoys considerable performance and scalability improvements and an award-winning webinar series.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Enables a **growing** global audience
- **10 to 14** hours saved in manual processing
- Training time down from **1 hour to 30 minutes**

KEY EXPERIENCE TOOLS

- Customized Registration Pages
- Track Attendance

[CHECK OUT THE CASE STUDY](#)

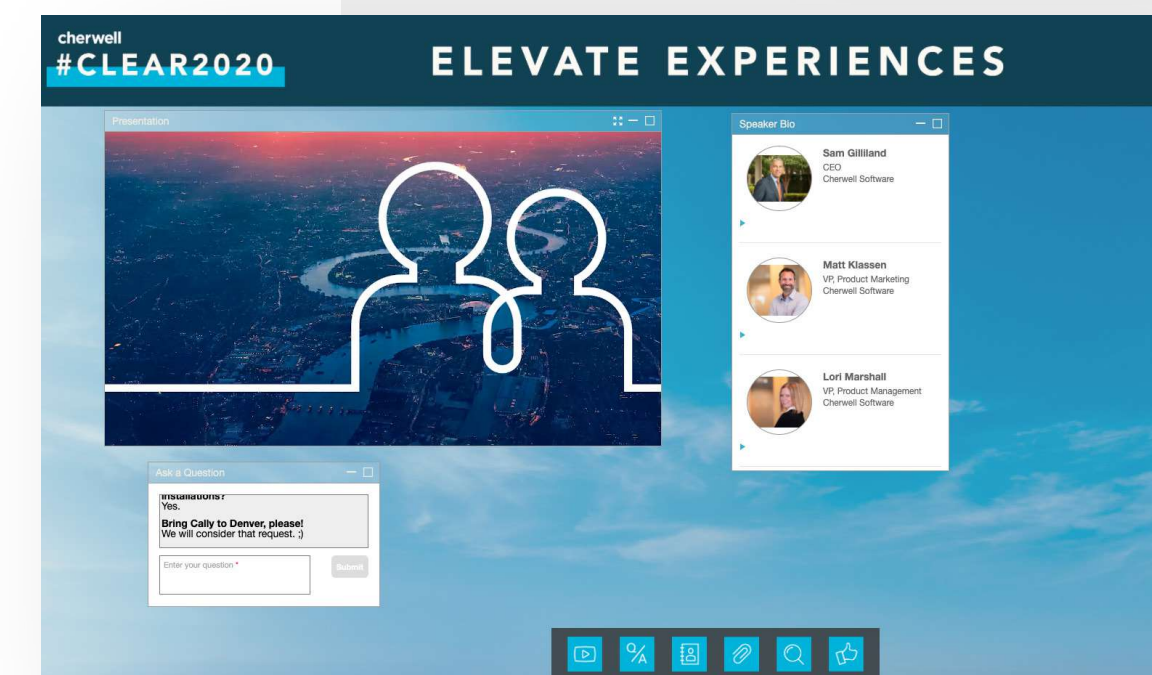
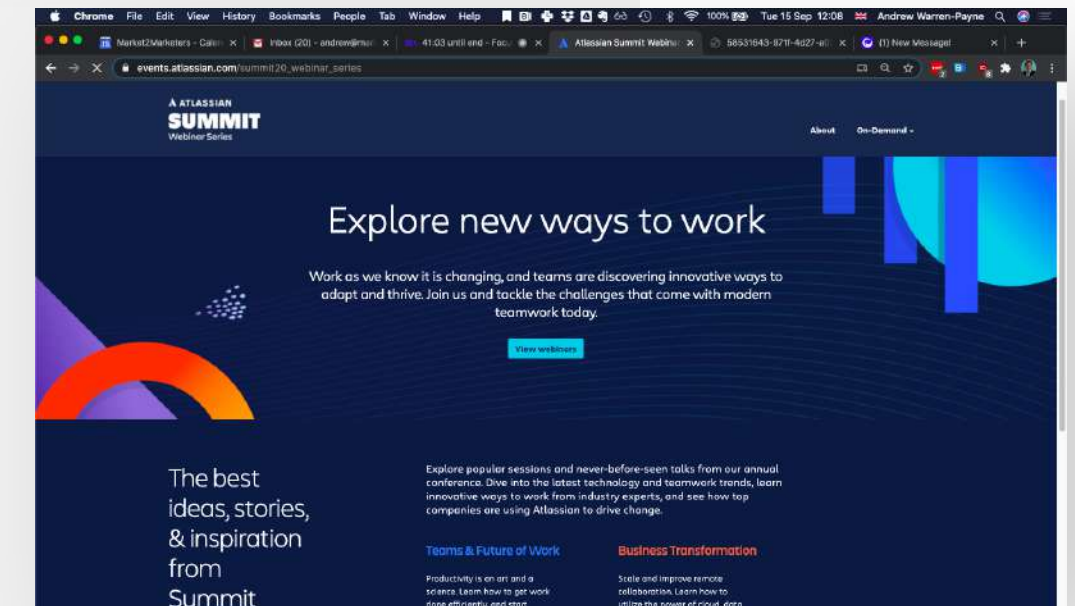
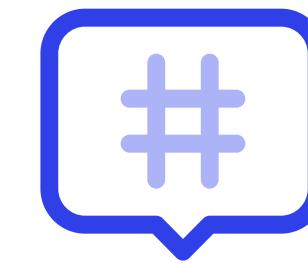
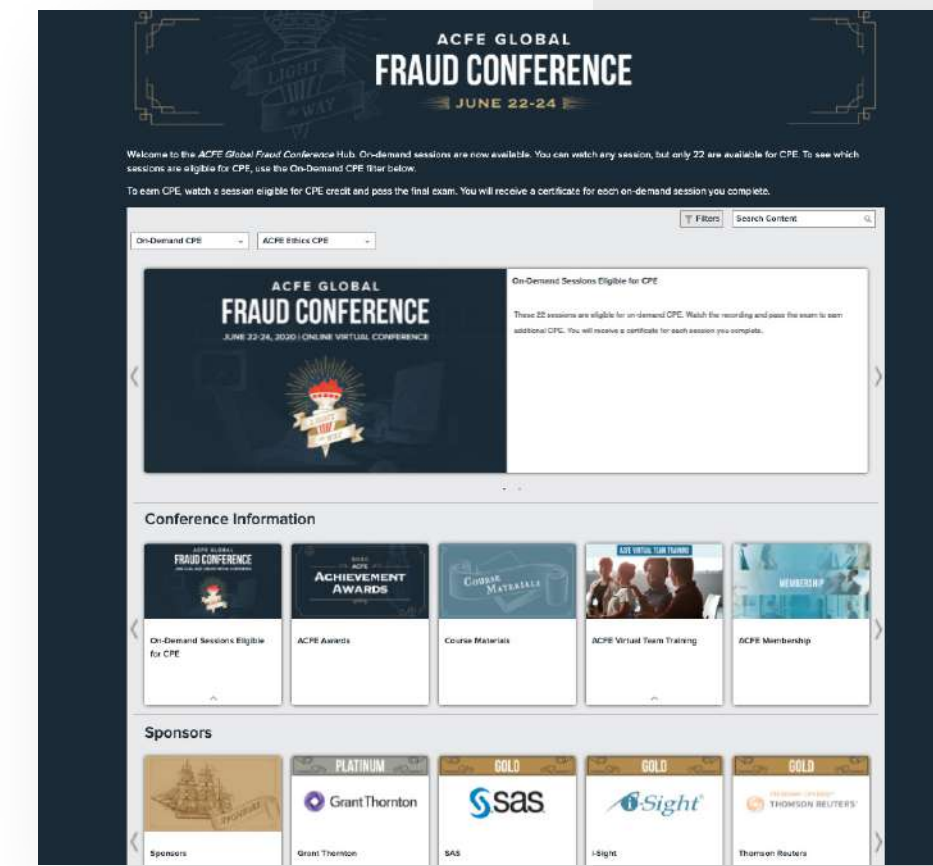
ON24 TIP: USE ENGAGEMENT TOOLS AND LIVE VIDEO TO MAKE YOUR WEBINAR SESSIONS A PLEASURE TO ATTEND.

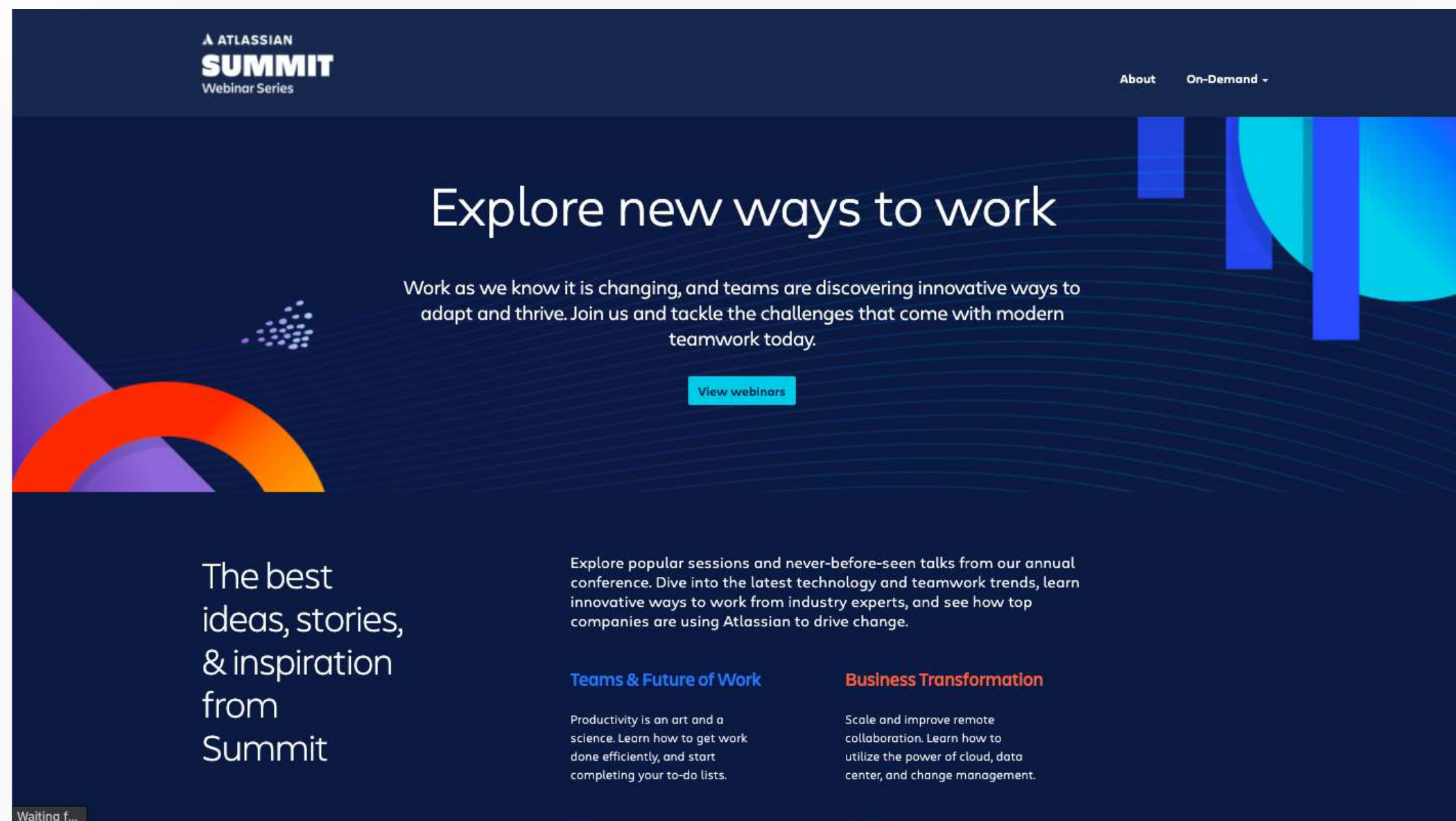
Attendance and compliance will be higher when your sessions are richer and more interesting to watch.



USE CASES

PHYSICAL TO DIGITAL





INDUSTRY

Technology

FEATURED EXAMPLE

Atlassian Summit Webinar Series 2020

BACKGROUND AND APPROACH

In 2019, Atlassian held its largest Summit ever in Las Vegas, Nevada. Some 5,000 customers, partners and friends attended. But in 2020, holding such an event was no longer possible due to the COVID-19 pandemic. Instead of just replicating an in-person event online, Atlassian decided to spread out its content across five weeks covering five themes. Once registered, attendees could then create their own agendas based on the content that was of interest to them. This allowed Atlassian to build and sustain engagement over a longer time period compared to its in-person summits. Atlassian also made full use of its social channels and community to promote the sessions and engage with its audience wherever they were.

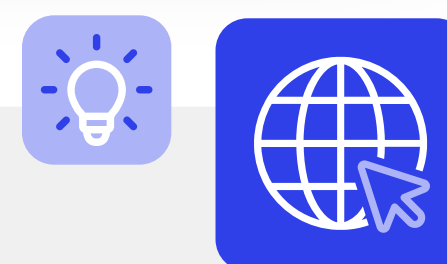
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **Simulive** format allowed for webinars across three time zones
- Extended series over five weeks for **maximum impact**
- **Targeted themes** for its different target audiences

KEY EXPERIENCE TOOLS

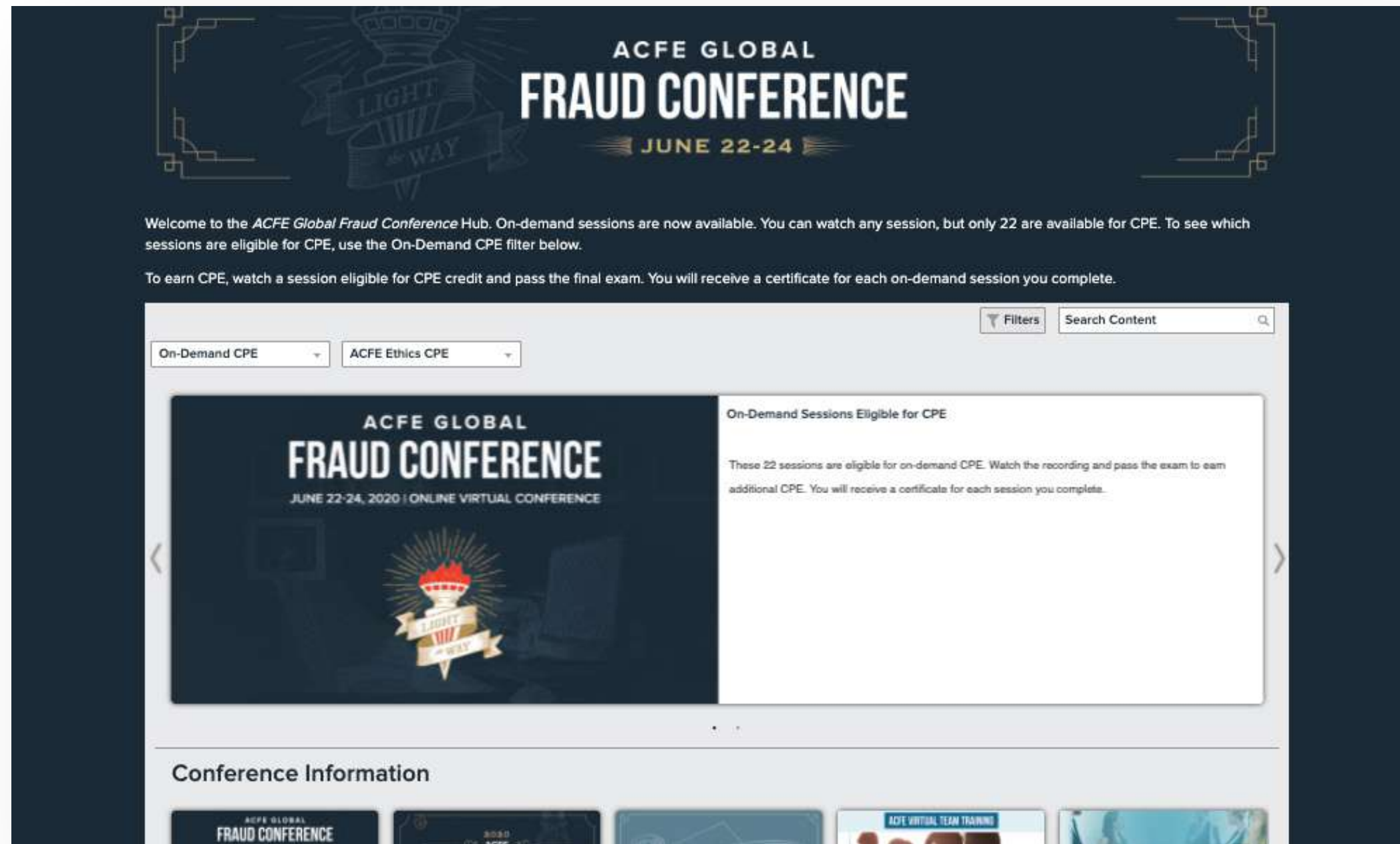
- Sim-2-Live Q&A
- Embedded Surveys

[READ THE POST ON HOW ATLASSIAN SERIALIZED ITS STELLAR VIRTUAL SUMMIT](#)



ON24 TIP: WHEN MOVING FROM PHYSICAL TO DIGITAL EVENTS, TAKE TIME TO REIMAGINE THE EXPERIENCE.

The impact of your events will be greater when you program them to take advantage of the benefits and differences of digital experiences. Keep this in mind when you move your in-person events online.



INDUSTRY

Associations

FEATURED EXAMPLE

Global Fraud Conference

BACKGROUND AND APPROACH

For ACFE, the premier provider of anti-fraud training education and certification, putting on an in-person event just wasn't an option given the ongoing pandemic in 2020. Faced with the cancellation of a key live event, the association decided to take its global fraud conference online, but needed a way to treat participants to an array of sessions just as they would at a live conference. With the help of ON24, ACFE could offer the choice of attending live or on-demand. It also provided filtering and search options, allowing attendees to select the sessions most important to them, be it certifications, virtual activities or sponsor breakout rooms.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **92 sessions** delivered over 2.5 days
- **4000+** attendees
- Dozens of **sponsors**

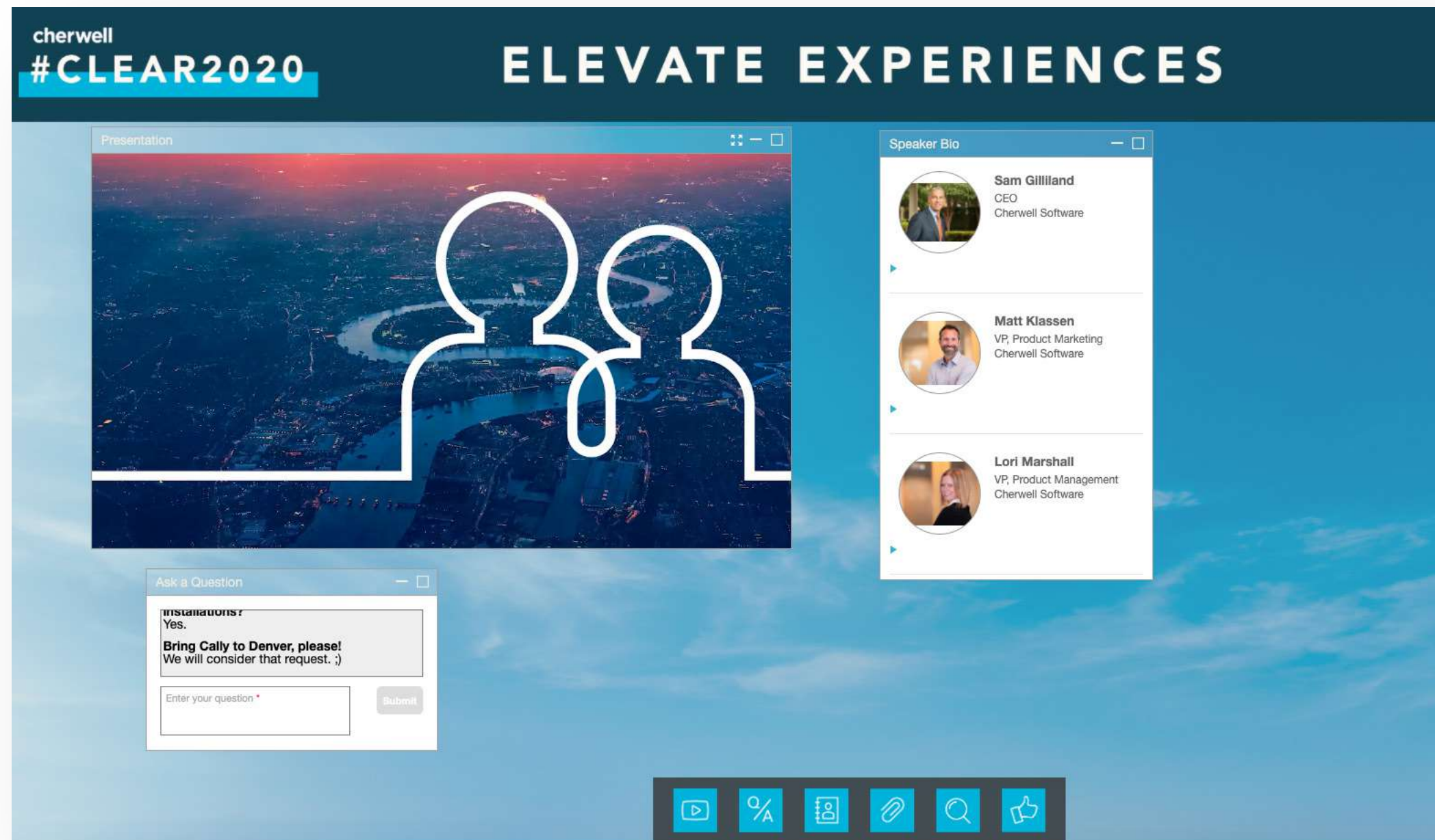
KEY EXPERIENCE TOOLS

- Certifications
- Downloadable Resources

[WATCH THE WEBINAR](#)

ON24 TIP: SEGMENT YOUR SESSIONS BY TOPIC OR TRACK SO YOUR AUDIENCES CAN FIND THE CONTENT MOST RELEVANT FOR THEM.

By segmenting your sessions and providing filters and search functionality, you can make it easier for your audience to engage with the sessions that are right for them.



cherwell®

INDUSTRY

Technology

FEATURED EXAMPLE

Clear2020 Virtual Conference

BACKGROUND AND APPROACH

In March 2020, Cherwell was one of many companies whose live events were disrupted by the global COVID-19 pandemic. Instead of giving up and terminating the event, the company took its conference into the virtual world, turning to ON24 to do so. With ON24 Webcast Elite and Engagement Hub, Cherwell created a virtual conference experience comparable to a live event. Attendees could easily attend keynote speeches, spotlight sessions and engage in breakout briefings from the comfort of their own homes. With the choice to attend live or on-demand, insights and messaging could be digested thoroughly providing ultimate value to attendees.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- Avoided cancellation of a **key annual event**
- **No travel** or airfare for attendees
- **Flexible** opportunities for engagement

KEY EXPERIENCE TOOLS

- Q&A
- Speaker Bios

[LISTEN TO CHERWELL SOFTWARE'S CMO ON THE CMO CONFESSIONS PODCAST](#)

ON24 TIP: CREATE SHORTER AND MORE IMPACTFUL CONTENT FOR YOUR VIRTUAL EVENTS.

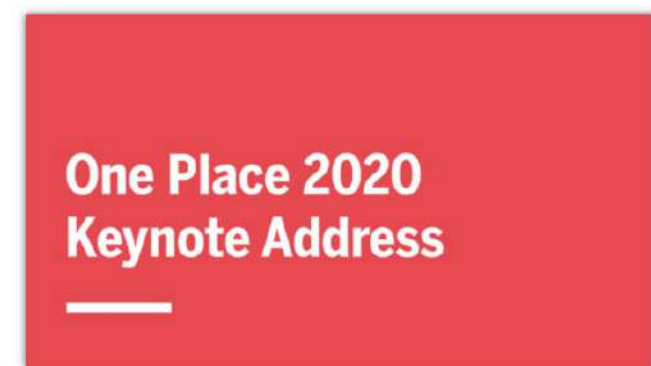
Attendee behavior is different for virtual conferences as it's easier for them to step away. To counter this, offer shorter and more impactful sessions, or repurpose the sessions into snackable clips and content.

WELCOME TO THE ONE PLACE 2020 DIGITAL CONFERENCE ON-DEMAND WEBSITE!

The on-demand experience provides you with the opportunity to tailor your professional development to your own interests and time. You can access over 15 on-demand sessions and other materials below all without leaving your office or home.

Additionally, you can revisit the sessions you attended or catch the presentations you missed during One Place 2020 Digital Conference. This site online access to audio recordings synced with PowerPoint slides. Click on any session tile below to get started!

You must be registered to access the content. If you have already registered, simply click the "Already registered?" link on the pop-up form to enter your email to log in.



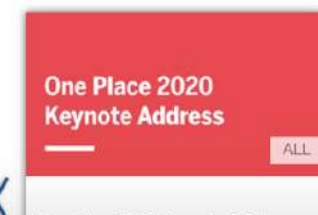
One Place 2020 Keynote Address

One Place 2020 Keynote Address

ALL


Join Benefitfocus President and CEO Ray August, along with guests from the Benefitfocus team, to kick-off One Place 2020, and learn how Benefitfocus' AI-powered platform along with the world's largest benefits community are coming together to transform health care and improve lives with benefits.

INSIGHTS AND INNOVATION



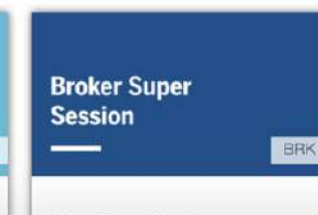
One Place 2020 Keynote Address

ALL




Health Plan Super Session

CAR



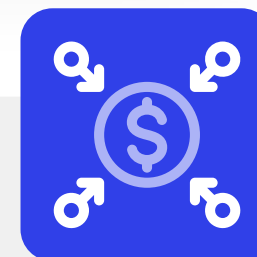
Broker Super Session

BRK



The Individual Market is Expanding: Are You Ready?

CAR



ON24 TIP: SHARE WEBINAR ENGAGEMENT DATA WITH EVENT SPONSORS TO PROVIDE ADDITIONAL VALUE.

Webinars offer a key advantage over in-person events in that they provide a richer stream of engagement data and insights. Share this with your sponsors to increase the value of their investment.

Benefitfocus®

INDUSTRY

Financial Services

FEATURED EXAMPLE

One Place 2020 Conference

BACKGROUND AND APPROACH

Benefitfocus prides itself on simplifying the complexity of benefits administration and delivering a world-class experience — so when the usual delivery model of its flagship annual conference was compromised by the COVID-19 pandemic, the Benefitfocus team had to pivot to a virtual solution — one that would maintain the event's world-class experience. The company turned to the ON24 Platform for the platform's ease of use, ability to deliver content on-demand for various audiences and its flexibility. It was also able to collect real-time audience feedback and received more than ever compared to previous in-person conferences.

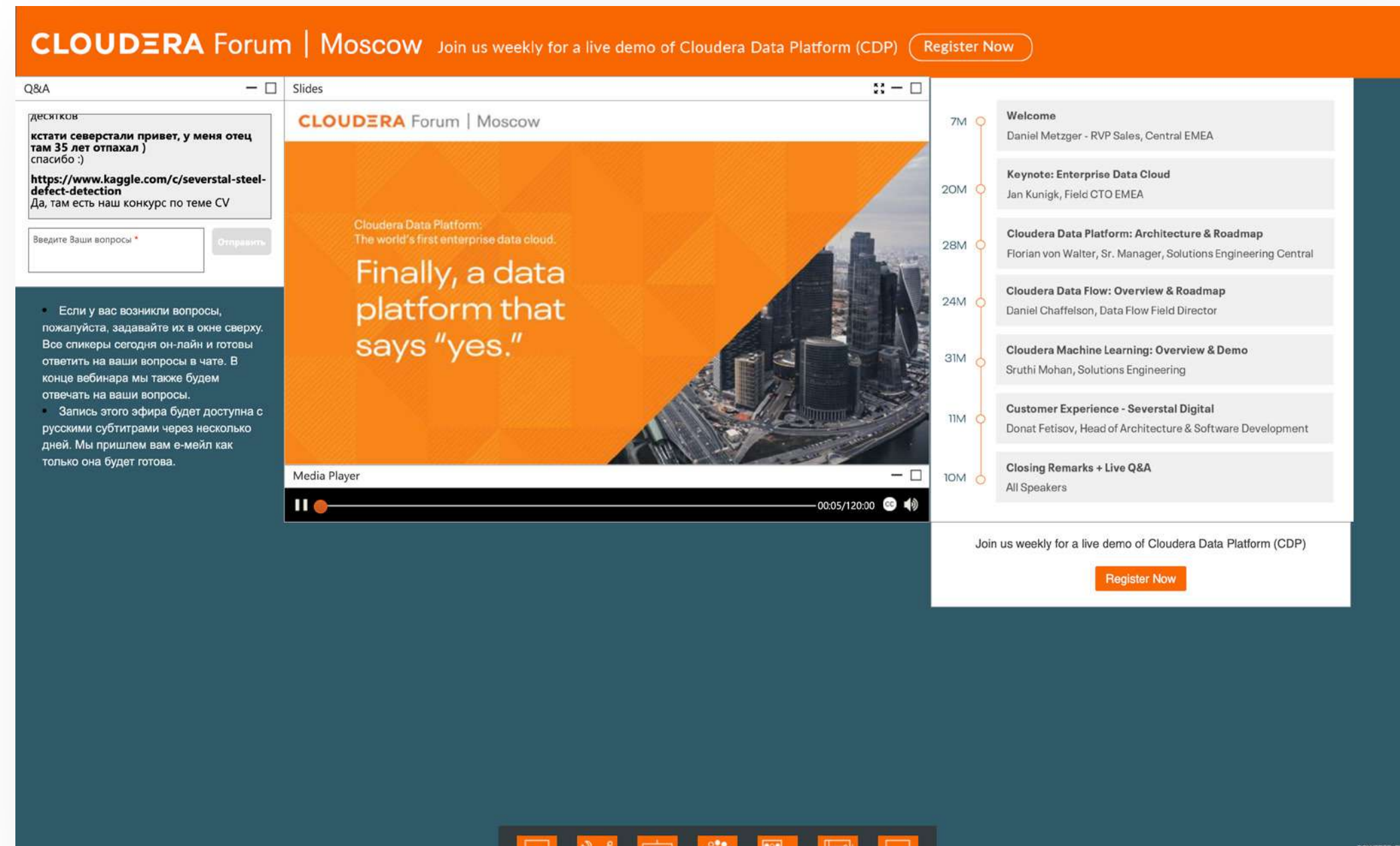
WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- **200%** increase in attendance over in-person event
- Turnaround of **8 business days**
- **Increase** in attendee engagement data

KEY EXPERIENCE TOOLS

- Simulive
- Audience Feedback

[CHECK OUT THE CASE STUDY](#)



cloudera

INDUSTRY

Technology

FEATURED EXAMPLE

50-City Roadshow

BACKGROUND AND APPROACH

For many outside Silicon Valley, the cloud is still a somewhat unfamiliar concept. So for the past few years, Cloudera has showcased what it has to offer with 50-city roadshow. When the company wanted a way to make the events more cost effective, but still impactful, Cloudera turned to ON24 for a simple, scalable system that'd accommodate targeted accounts at a virtual drop of the hat. By turning its roadshow into a customizable virtual event Cloudera distributed high-quality content to an audience of thousands, generating valuable engagement.

WHAT MAKES THIS WEBINAR EXPERIENCE EXCEPTIONAL

- More than **8000** registrants
- **200+** sales meeting requests
- **Continued lead generation** from on-demand events

KEY EXPERIENCE TOOLS

- Customizable Consoles
- Live Q&A

CHECK OUT THE CASE STUDY

ON24 TIP: CONSIDER PRE-RECORDING EVENT CONTENT AND BROADCAST AS SIMULIVE TO EASE THE PRESSURE OF ORGANIZING YOUR EVENT.

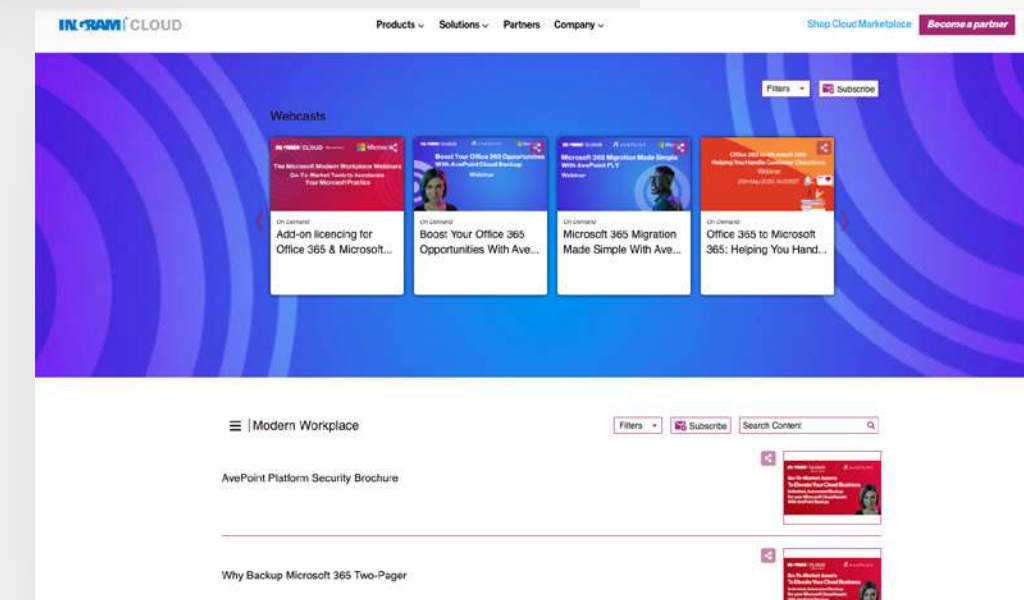
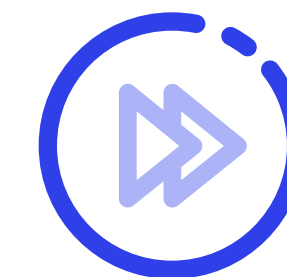
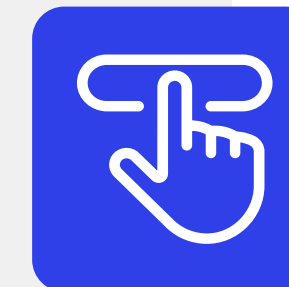
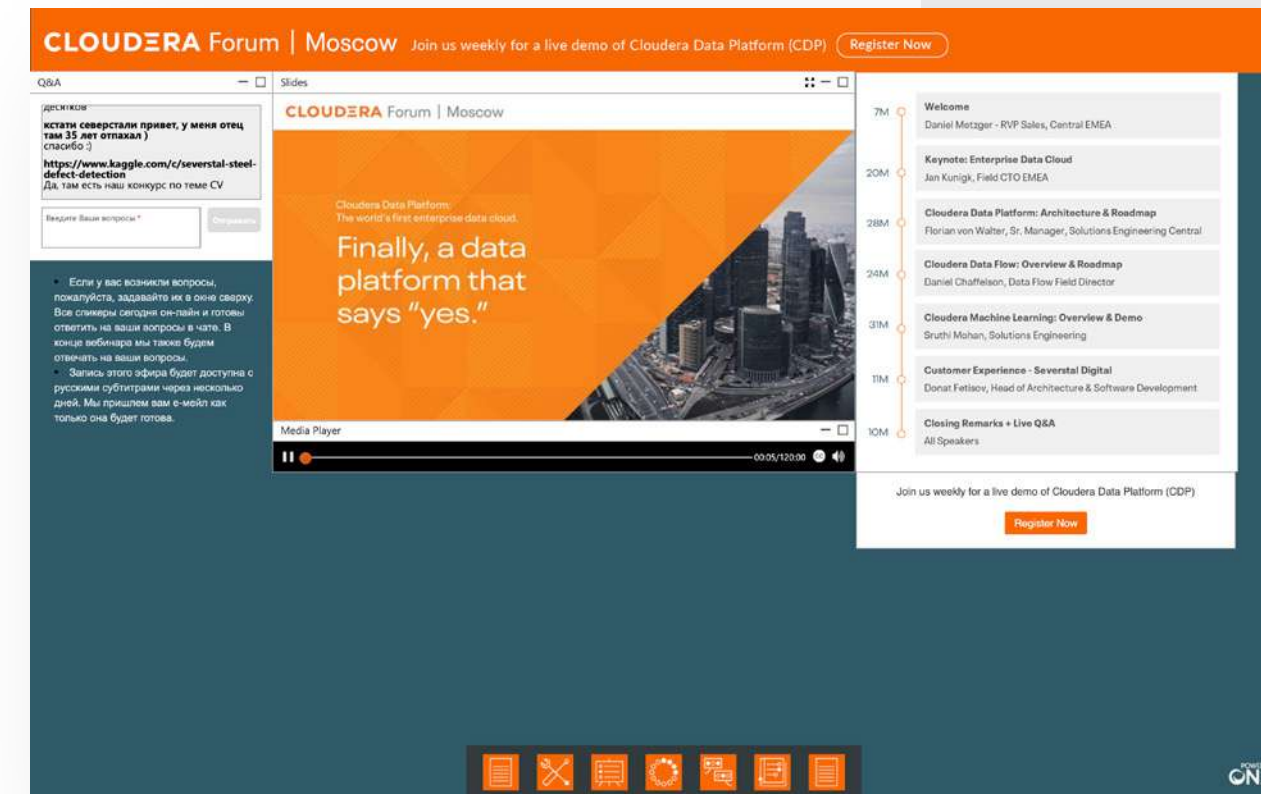
Pulling off a large scale event is not easy — whether it's in-person or online. To make things easier, consider pre-recording content and presenting it as simulive to reduce the strain on your team and your speakers.





USE CASES

TAKING YOUR WEBINARS FORWARD



TAKING YOUR DIGITAL EXPERIENCES FORWARD

Now you've had the chance to see some of the exceptional experiences that organizations of all types have created, we hope you are inspired to create your own digital wonders that will both be loved by your audience and help you achieve your goals.

These examples should help you tell others in your organization that webinars and digital experiences not only offer organizations vast potential in the digital realm, but offer audiences the control they want. In fact, even before the sudden shift to remote working in 2020, data show audiences have, for a long time, expressed a preference for digital channels.

Every passing year, figures from [ON24's Webinar Benchmarks Report](#) show professionals have turned to digital experiences like increasing numbers since 2016. Similar research by SiriusDecisions consistently finds that [webinars are the top-rated channel for engagement and demand.](#)

It should be no surprise, then, that the difference between companies will increasingly be determined by the quality of their digital experiences.

We look forward to seeing the exceptional experiences you'll be able to create. Make sure to connect with us to share how you have delighted your audiences!

