



Webinar and Marketing Technology Purchase Decision Analysis

Prepared for ON24

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Introduction and Methodology

- In December 2015, Hanover Research designed and administered a survey on behalf of ON24, with the goal to understand ON24's target users' opinions regarding marketing technology platforms and webinar software. Specifically, ON24 is interested in the criteria and sources that marketers use to evaluate marketing technology and webinar solutions. In addition, users were asked about the key issues they face when searching for, learning how to use, and integrating marketing technology and webinar solutions.
- After data cleaning, Hanover Research analyzed 367 complete responses from ON24 target users.
- The following report presents aggregate and segmented results.
 - Segmented results are presented when statistically significant differences between segments exist at the 95% confidence level.
 - Statistically significant differences between segments are noted with an asterisk next to the corresponding data labels.

Introduction and Methodology

Segmentation Definitions

- **Level of Involvement¹** (*“Which of the following best describes your level of involvement within your organization in the decision-making process for marketing technology software?”*)
 1. **Sole decision-maker (N=24)** – “I am the sole decision-maker”
 2. **Involved in selecting and deciding (N=224)** – “I am involved in both the selection process and in the final decision”
 3. **Involved in selecting (N=119)** – “I am involved in the selection process, but do not make the final decision”

- **Level of Integration** (*“Thinking about your overall marketing technology suite, how well integrated are these platforms into your business processes?”*)
 1. **Not at all / slightly integrated (N=147)**– “Not at all integrated” or “Slightly integrated”
 2. **Somewhat integrated (N=143)** – “Somewhat integrated “
 3. **Mostly / fully integrated (N=77)** – “Mostly integrated” or “Fully integrated”

- **Webinar Preference** (*“If you had to select one or the other, would you prefer...”*)
 1. **Higher cost, full-service (N=84)** – “A higher cost, full-service webinar software.”
 2. **Lower cost, DIY (N=82)** – “A lower cost, DIY webinar software.”

1. Members who are uninvolved in the selection process were disqualified from the survey.

Introduction and Methodology

Segmentation Definitions

- **Frequency of Use** (*“How often does your company conduct webinars as part of your marketing initiatives?”*)
 1. **Less than once per month (N=63)** – “Less than once every 6 months” or “Once every 4-6 months” or “Once every 2-3 months”
 2. **Once per month (N=32)** – “Once a month”
 3. **More than once per month (N=71)** – “2-3 times a month” or “Weekly” or “Daily”

- **Length of Use** (*“How long have you used your current webinar solution?”*)
 1. **2 years or less (N=88)** – “Less than a year” or “1-2 years”
 2. **3 years or more (N=78)** – “3-4 years” or “5 or more years”

- **Level of Webinar Integration** (*“How well integrated is your webinar software into your business processes?”*)
 1. **Not at all integrated (N=65)** – “Not at all - we only use it to deliver content.”
 2. **Slightly integrated (N=51)** – “Slightly integrated - we use analytical data from the software to evaluate and update online content.”
 3. **Somewhat / fully integrated (N=50)** – “Somewhat integrated - the software works well with most of the other marketing software we use” or “Fully integrated - the software works well with all of the other marketing software we use.”

Executive Summary

Many marketers feel overwhelmed with the number of marketing technology platforms on the market today. While they see value in ensuring technology solutions are integrated into their marketing function, more would rather learn how to utilize the platform they already have versus purchase a new one [that might better meet their needs]. Marketers are looking for a reliable, easy to use marketing technology platform that can help them demonstrate its ROI within the company.

Marketers equally prefer both a higher cost, full-service webinar platform and a more affordable DIY solution. Marketers tend to focus on the benefits specialized webinar platforms can bring to attendees, such as easy access and providing an engaging experience.

Key Findings – Marketing Technology Platforms

- **Marketing technology platforms tend to be selected by multiple individuals within a company.** Just 7% of marketers are their company's sole platform decision-maker. Almost half of the sole decision-makers are Chief Marketing Officers.
- **The majority of marketers see the value in integrating marketing technology into their team's work.** However, over half of marketers are more concerned with utilizing their current platforms rather than finding new marketing technologies. Almost half of marketers feel overwhelmed by the number of marketing technology platforms in the marketplace.
- **Reliability, ease of use, and return on investment are the primary attributes marketers look for when selecting a marketing technology platform.** Marketers are less likely to consider platforms with a high level of sophistication when deciding which marketing technology platforms is right for their company.
- **Benefits to the attendees, such as easy access and providing an engaging experience, are the top benefits marketers find for using specialized webinar software.** The ability to identify leads is considered more of a benefit to marketers who prefer a full-service webinar solution compared to those who prefer a DIY solution.
- **Webinar solutions are the third most common type of marketing technology platform, and are used by 45% of marketers.** CRM solutions are the most common marketing technology platform, followed by web conferencing.

Key Findings – Webinar Software

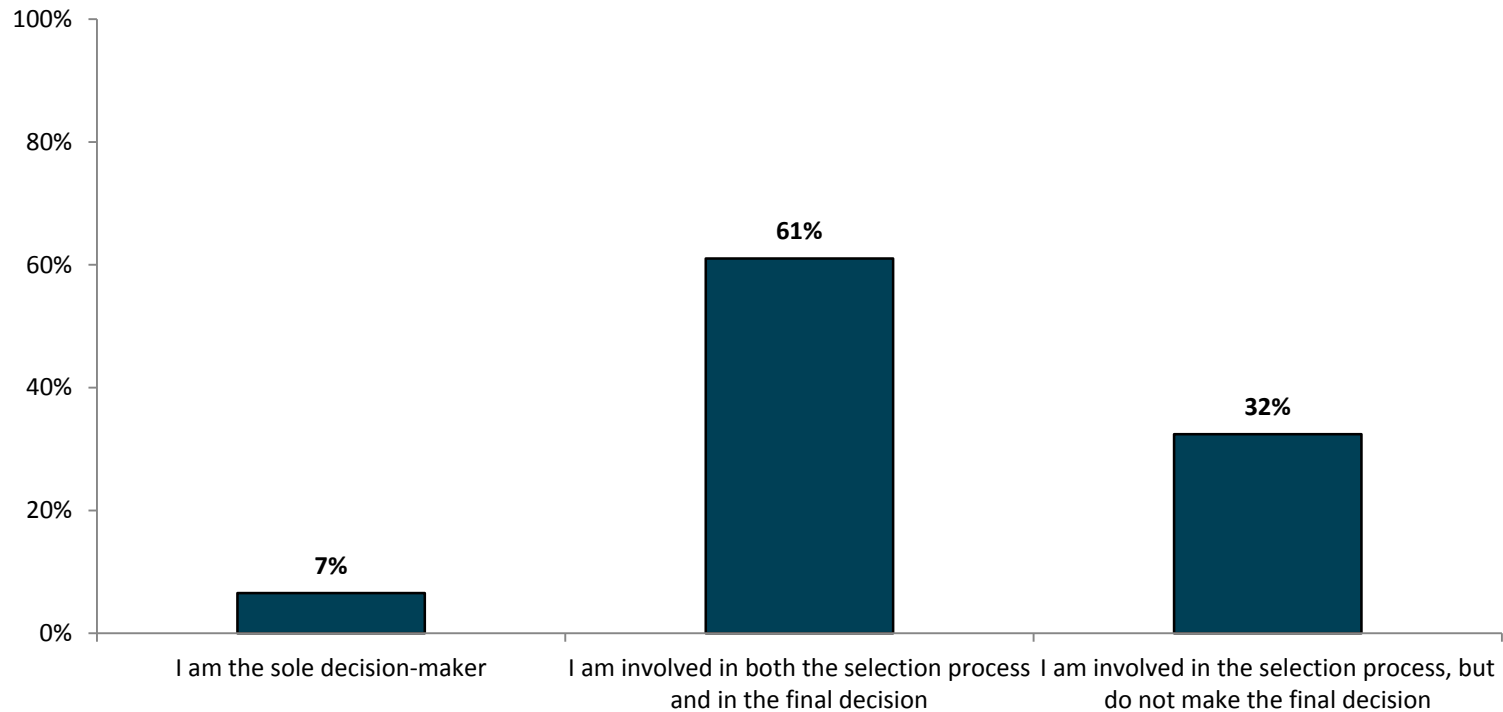
- **Many marketers feel that their needs are being met by their current webinar software provider.** Four out of ten marketers cannot identify any improvements that would increase satisfaction with their current provider.
- **Few marketers (only 7%) describe their current webinar solution as fully integrated into their business.** Among those whose webinar solution is not integrated, 20% consider integration too complex.
- **When implementing webinar software marketers are most likely to worry most about measuring marketing program impact.** Return on investment is also one of the most common attributes marketers look for when selecting a marketing technology platform.
- **Marketers tend to conduct webinars primarily in order to demonstrate thought leadership and connect with new leads.** Marketers with highly integrated marketing platforms are most likely to use webinars to find sales-ready leads.
- **Over half of marketers who conduct webinars hold them relatively frequently (between once every 2-3 months to 2-3 times a month).** Marketers who conduct webinars more than once per month are most likely to value a scalable marketing technology platforms.

MARKETER CHARACTERISTICS

Involvement in Marketing Technology Selection

- Only 7% of marketers are the sole decision-maker for which marketing technology software their company uses.

Importance of Marketing Technology Platform Attributes



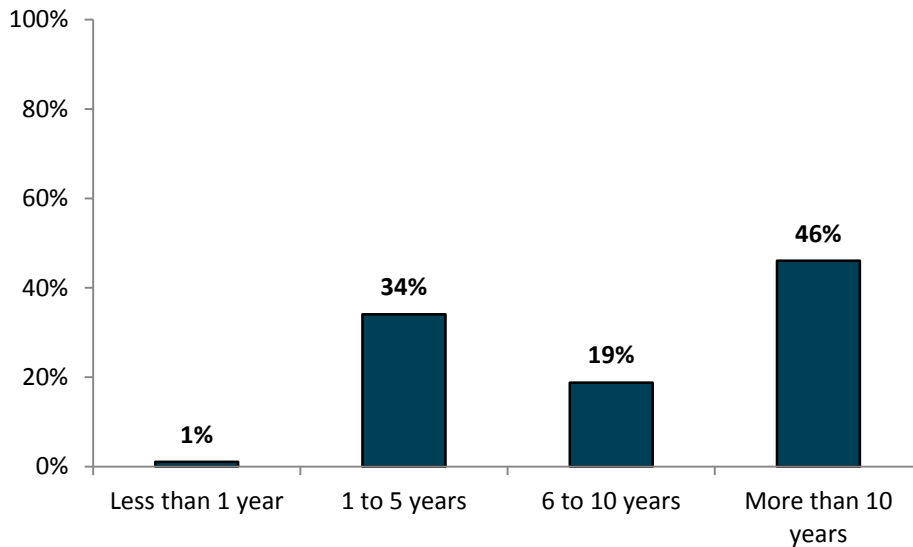
Which of the following best describes your level of involvement within your organization in the decision-making process related to marketing technology software? *N=367*

Note: Respondents who are not involved in the selection or decision process were disqualified from the survey.

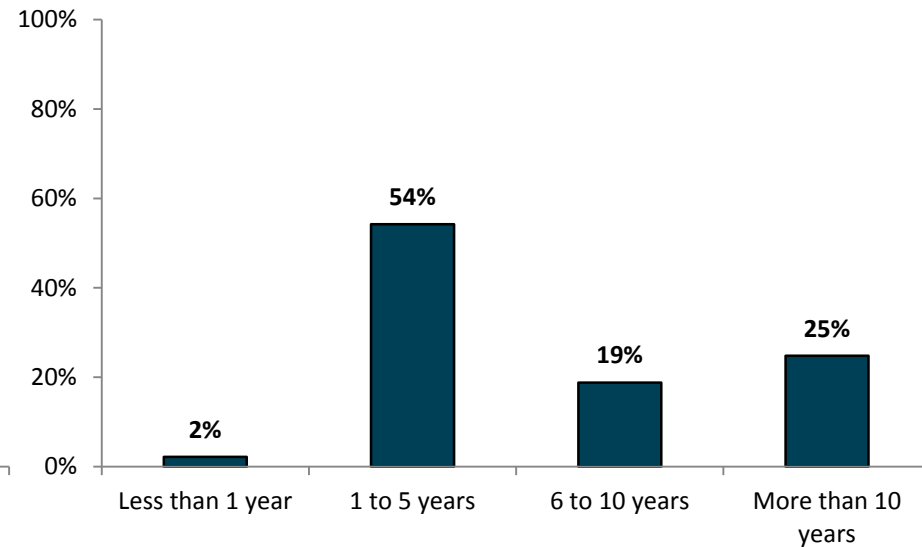
Tenure

- Almost half of marketers have been in their current industry for more than 10 years.
- Marketers are split between those who have been in their current organization for 5 years or fewer (56%) and those who have been there for 6 years or more (44%).

Time in Industry



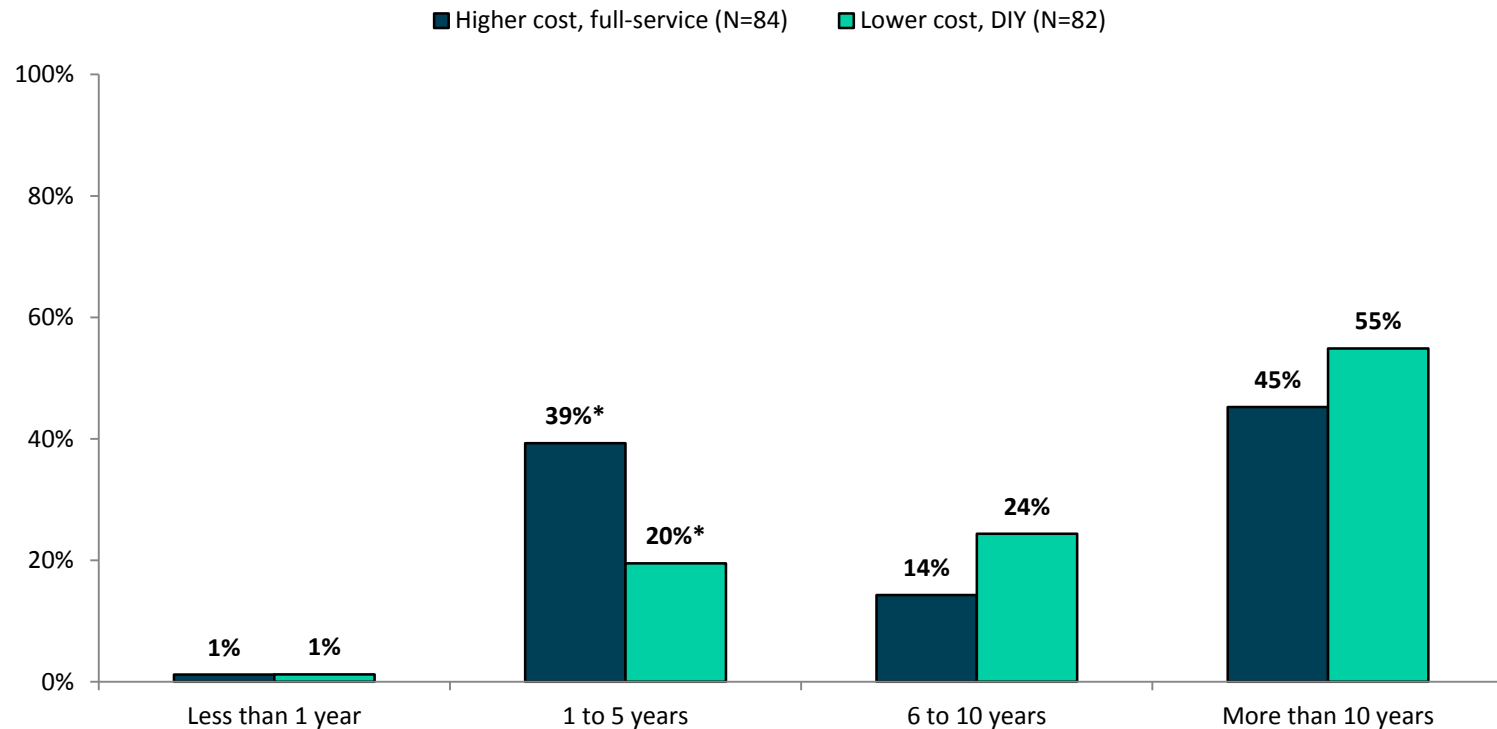
Time in Current Organization



Webinar Preference Differs by Time in Current Industry

- Marketers who have spent 1 to 5 years in their current industry are significantly more likely to prefer a higher cost, full-service webinar software than a lower cost, DIY webinar software.

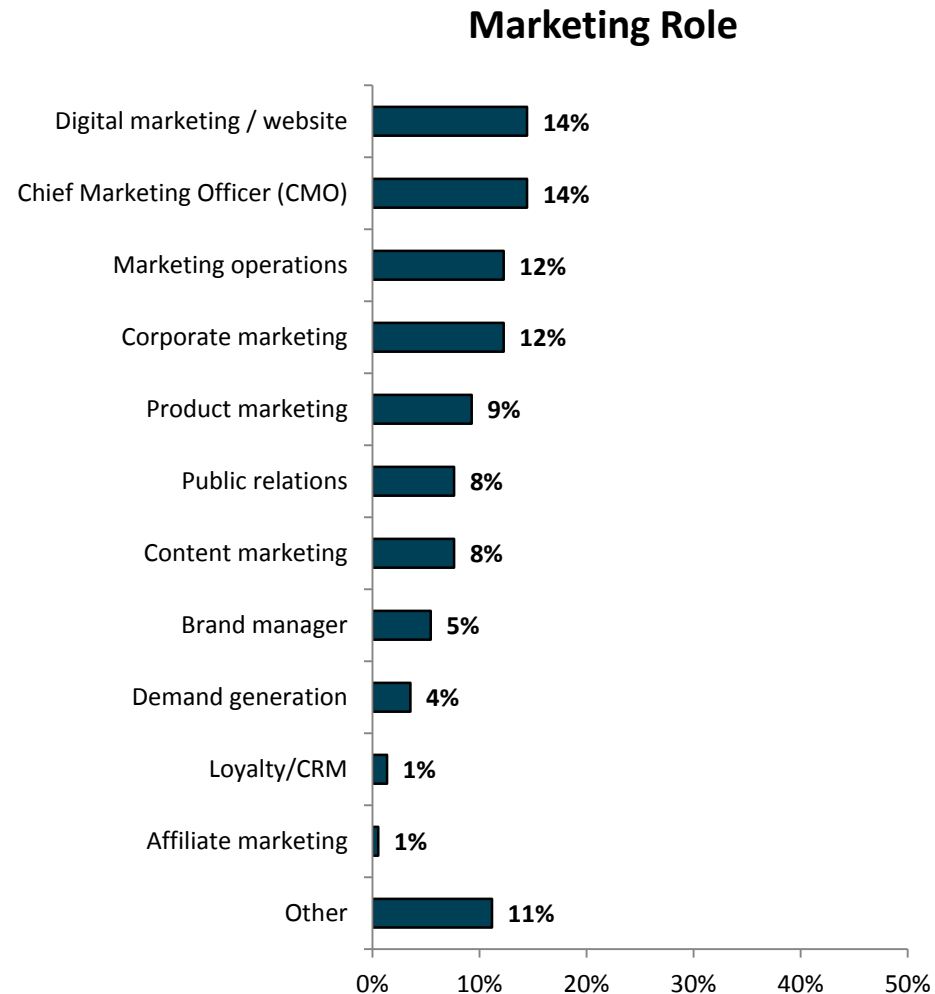
Time in Current Industry, by Webinar Preference



Roles Within Marketing

- Nearly one-third of responding marketers are either digital marketers or Chief Marketing Officers.
- Of the 11% of respondents who have some “other” marketing role, being in market research or multiple roles are the most commonly mentioned positions.

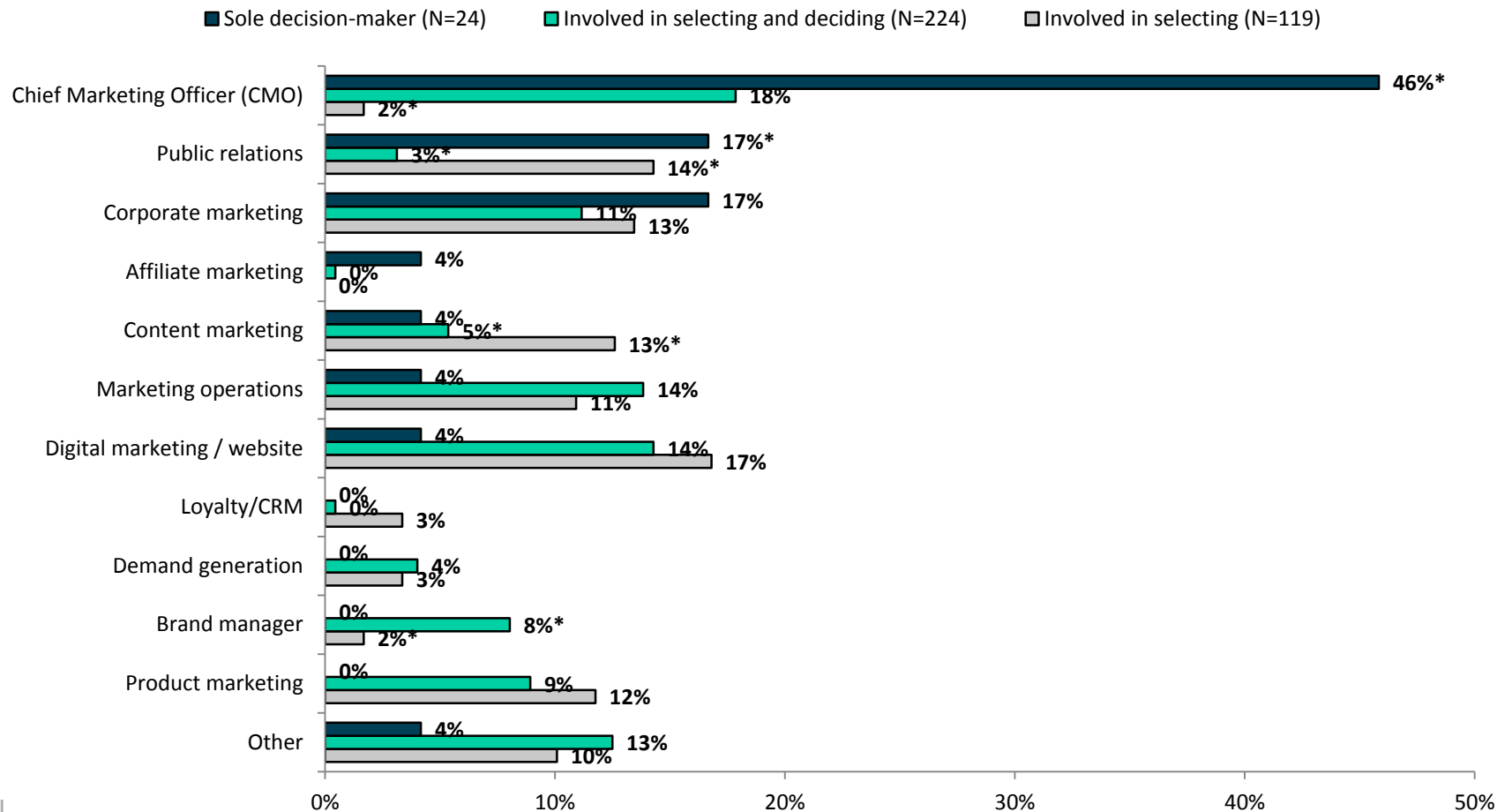
"Other" Marketing Role ¹	Number of Mentions
Market Research / Insights	9
Multiple roles	9
Events Marketing	5
Marketing manager	5
VP	2



Level of Involvement Differs by Marketing Role

- Almost half of those who make the sole decision for their company's marketing technology platform are Chief Marketing Officers.

Marketing Role, by Involvement

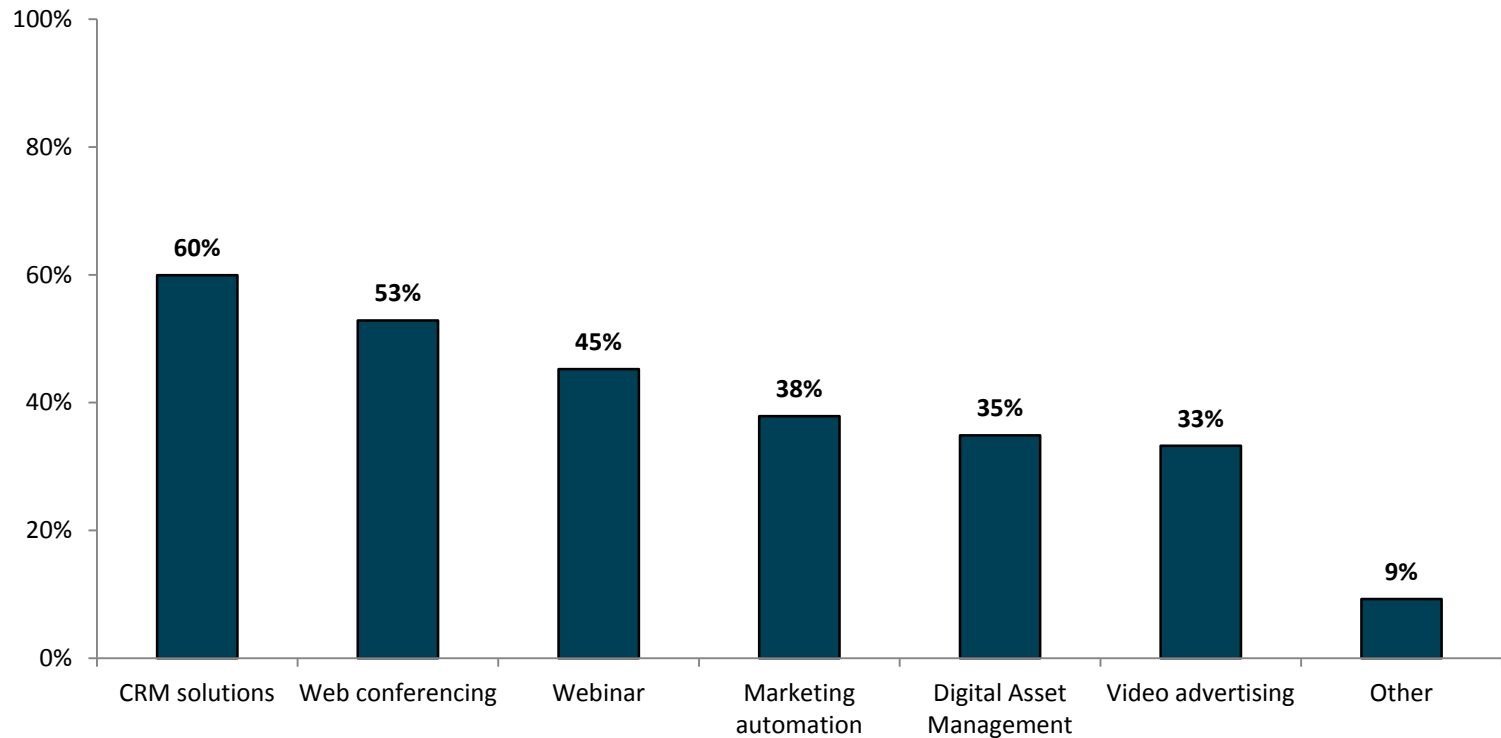


MARKETING TECHNOLOGY

Types of Marketing Technology Platforms

- Nearly two-thirds of marketers use CRM solutions at their current company.
- Webinars are the third most common marketing technology platform in use at marketers' organizations.

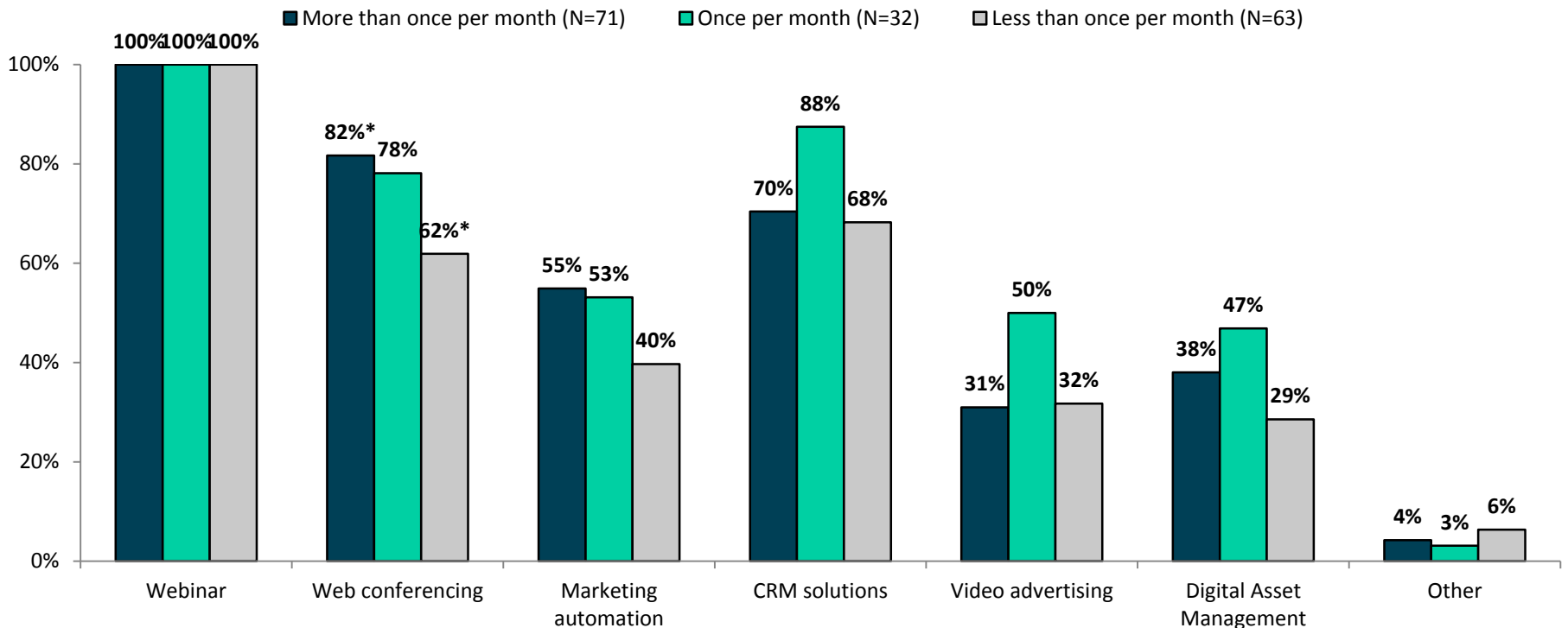
Types of Marketing Technology Platforms Used



Types of Marketing Technology Platforms Differ by Webinar Frequency

- Marketers whose organizations conduct webinars more than once per month are significantly more likely to use web conferencing platforms than those who conduct webinars less than once per month.

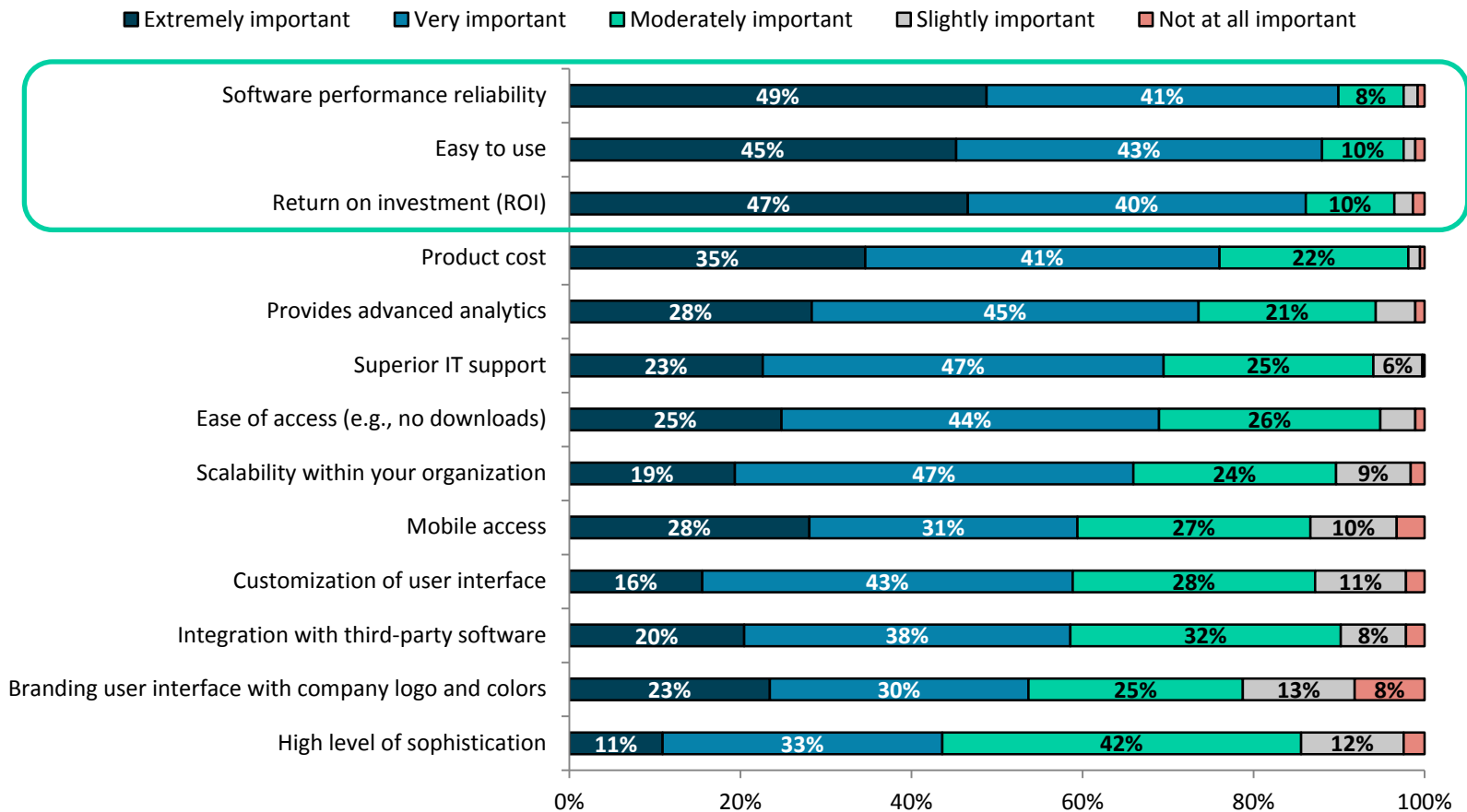
Types of Marketing Technology Platforms Used, by Webinar Frequency



Importance of Marketing Technology Attributes

- When selecting a marketing technology platform, marketers are most likely to look for a solution that is reliable, easy to use, and can demonstrate return on investment.

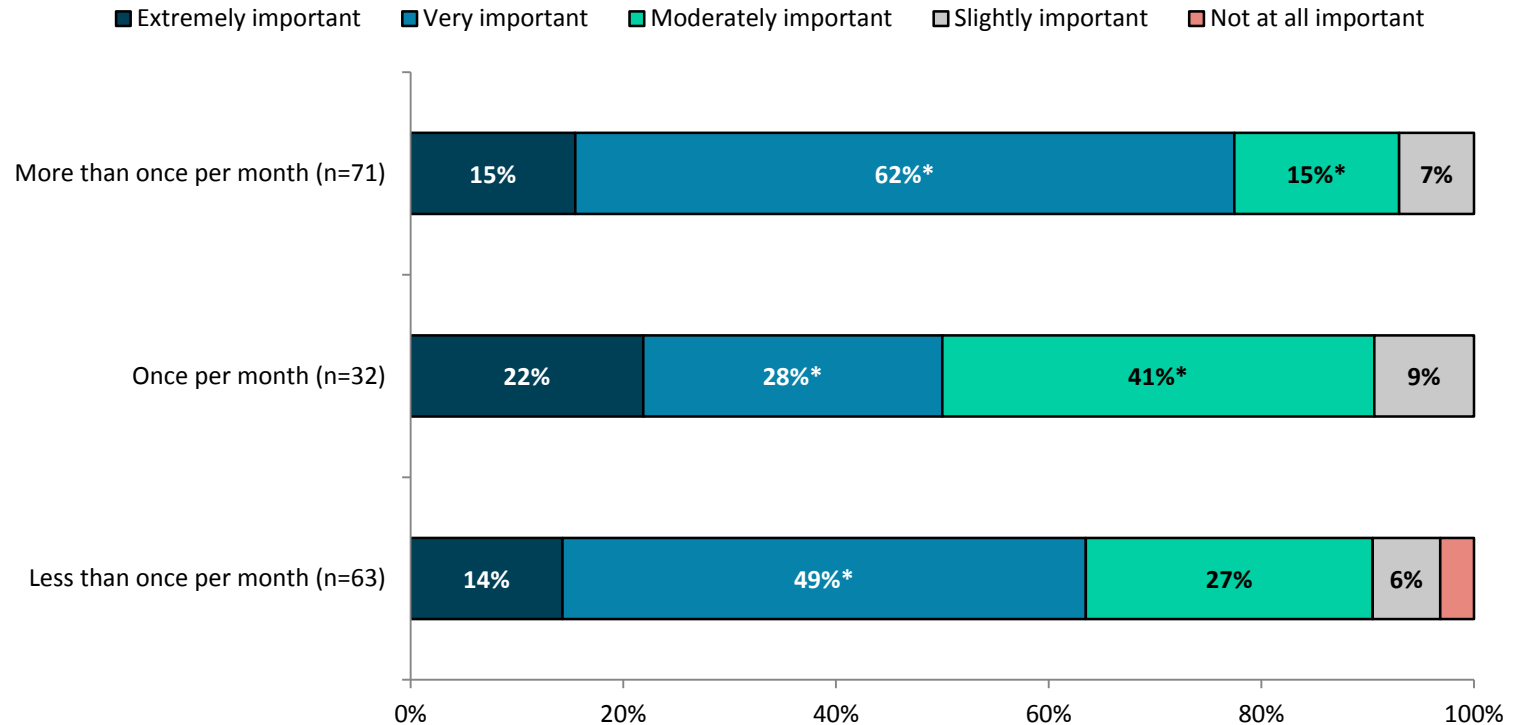
Importance of Marketing Technology Platform Attributes



Importance of Scalability Differs by Webinar Frequency

- Marketers who conduct webinars more than once per month are the most likely to value scalable marketing technology platforms.

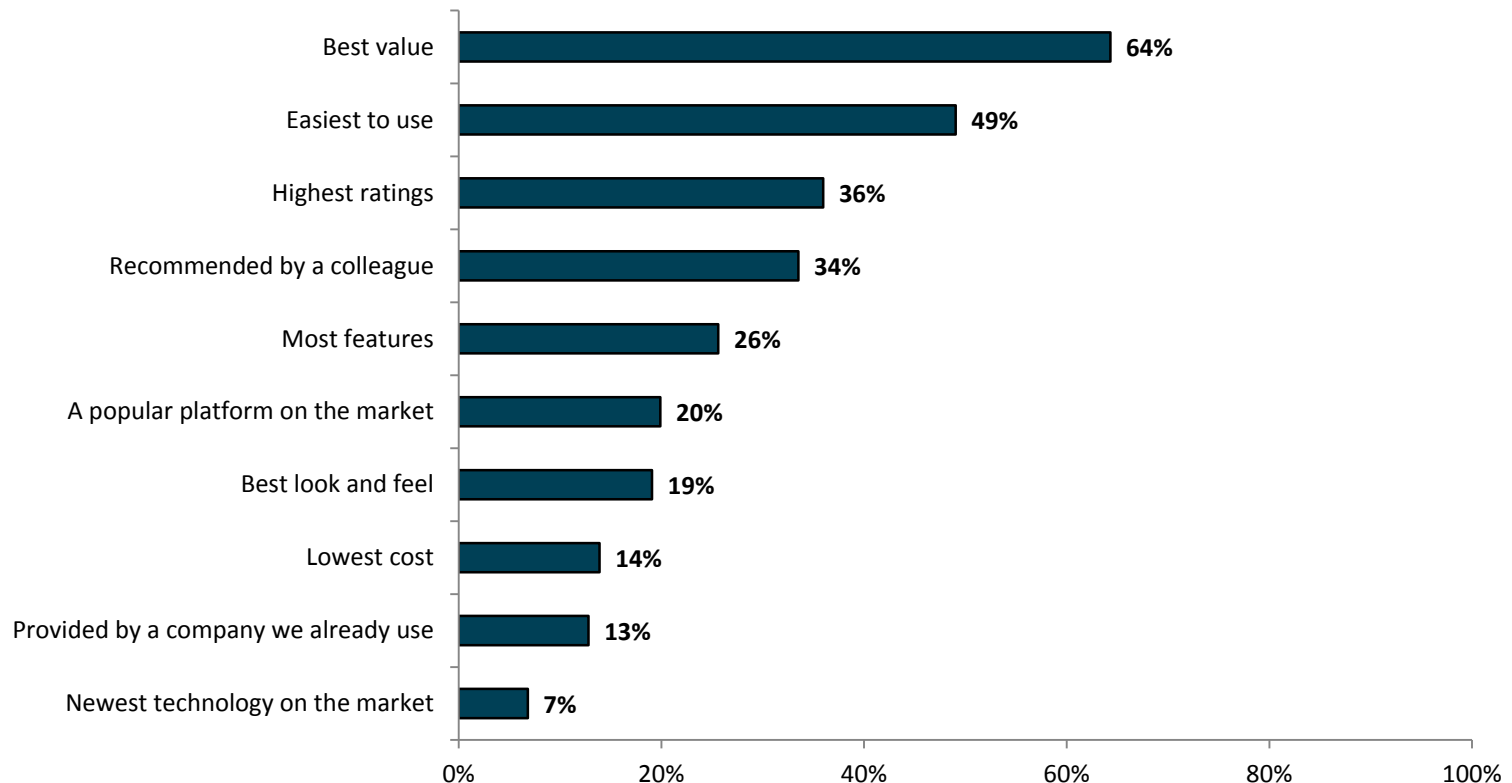
Webinar Frequency, by Importance of Scalability



Reasons for Selecting Marketing Platform

- Marketers look for the best value (64%) when deciding which marketing technology platform to use.

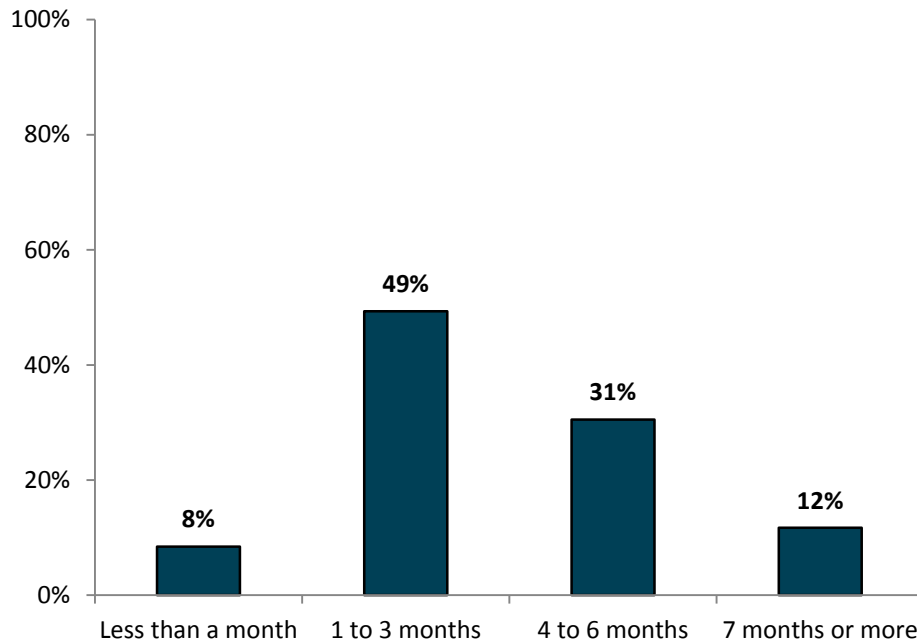
Reasons for Selecting a Marketing Technology Platform



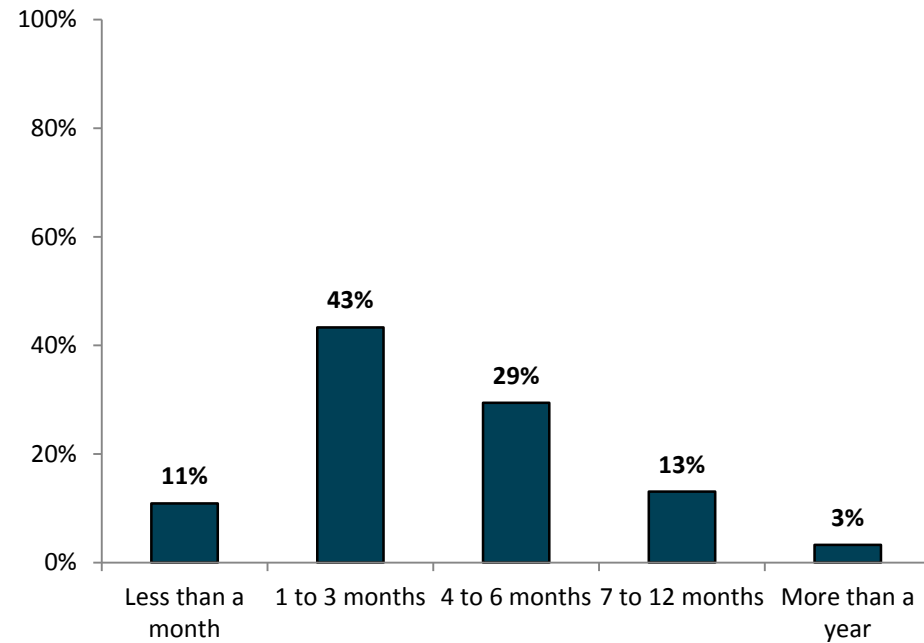
Time Investment in Marketing Platforms

- Nearly half (43%) of marketers research their options for 4 months or more prior to deciding to purchase a marketing technology platform.
- Approval and implementation of marketing platforms most commonly takes between 1 and 6 months (72% of marketers).

Time Spent Researching Options



Time Required for Approval and Implementation



How much time do you generally spend researching your options when deciding to purchase a marketing technology platform? *N=367*

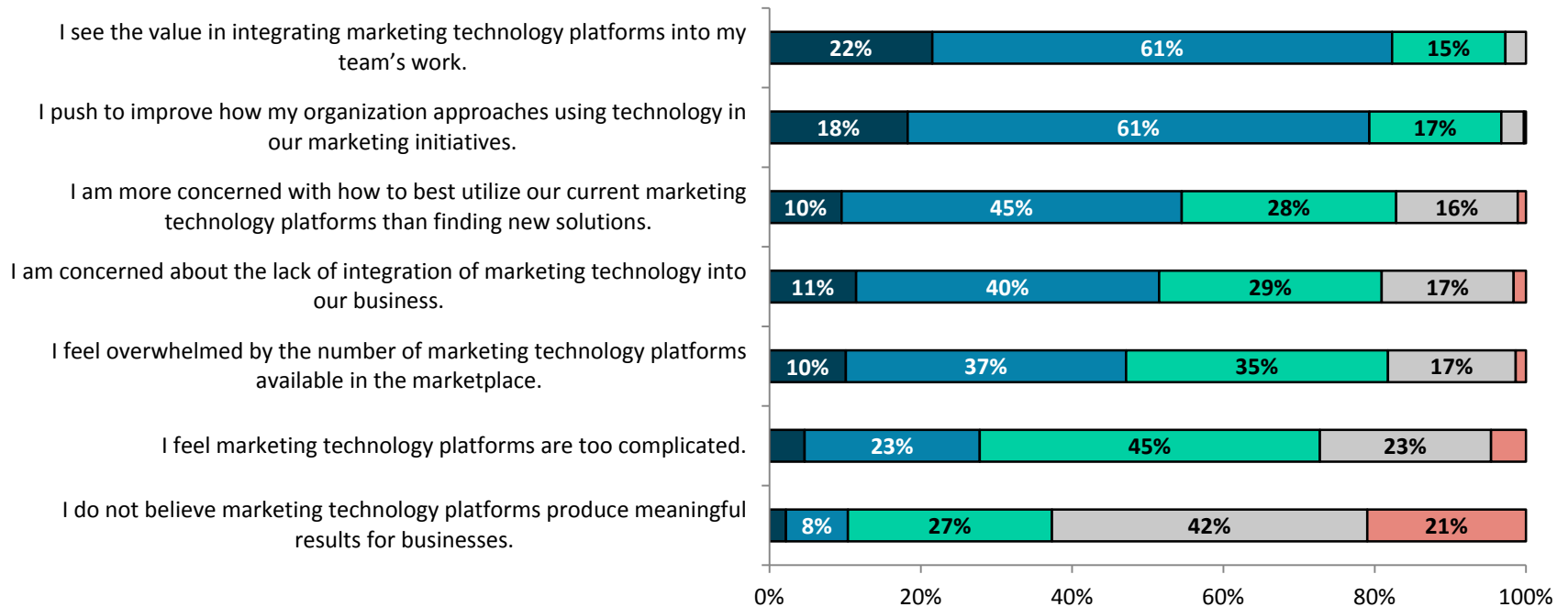
Once you have selected your preferred software solution, what is the timeframe it takes to have the purchase approved AND ready to implement at your organization? *N=367*

Attitudes Towards Marketing Technology Platforms

- The majority of marketers see the value in integrating marketing technology into their team's work.
- Over half of marketers are concerned about the lack of integration of marketing technology into their businesses.
- Almost half of marketers feel overwhelmed by the number of marketing technology platforms in the marketplace.

Attitudes Towards Marketing Technology Platforms

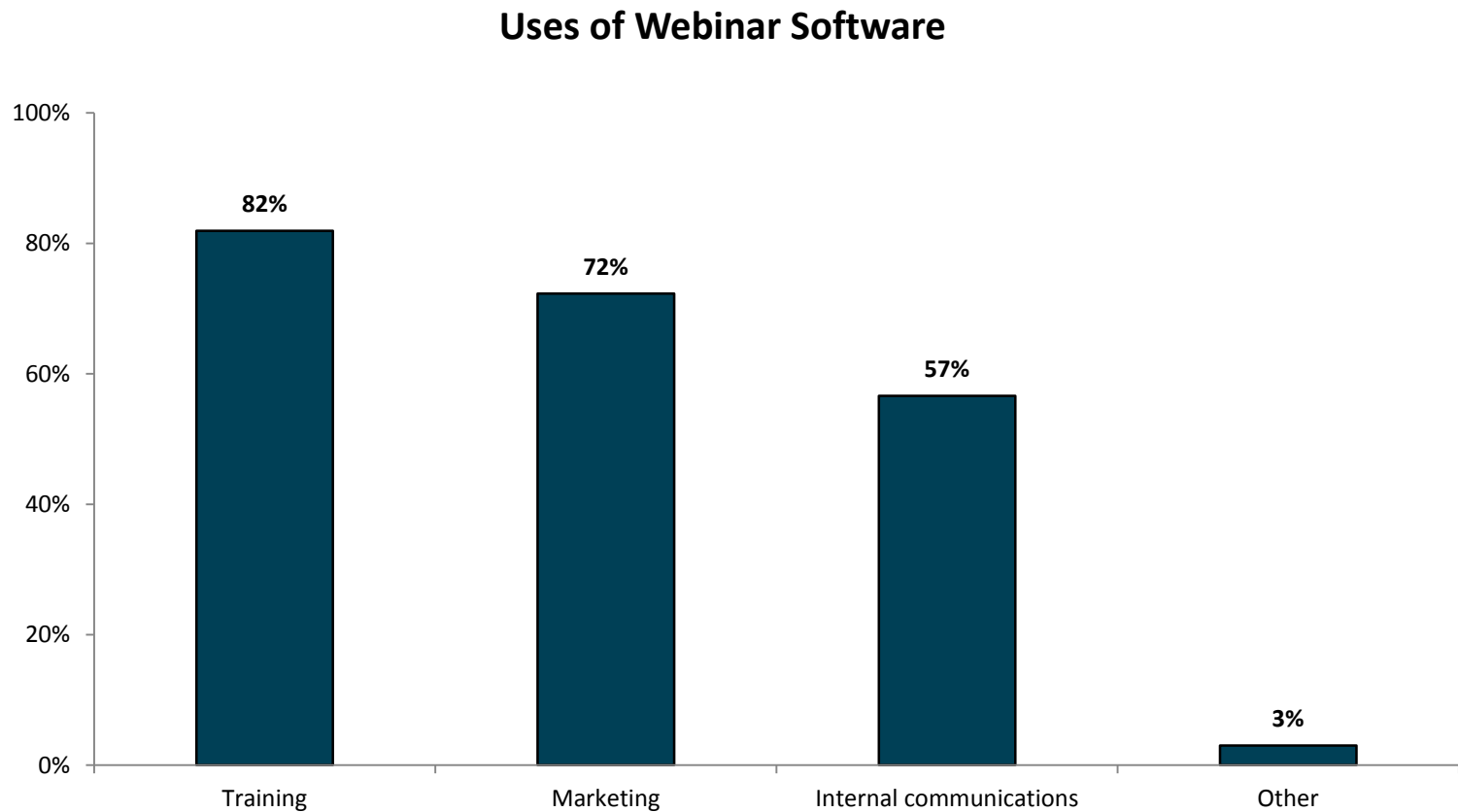
■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree



USE OF WEBINAR SOFTWARE

Uses of Webinar Software

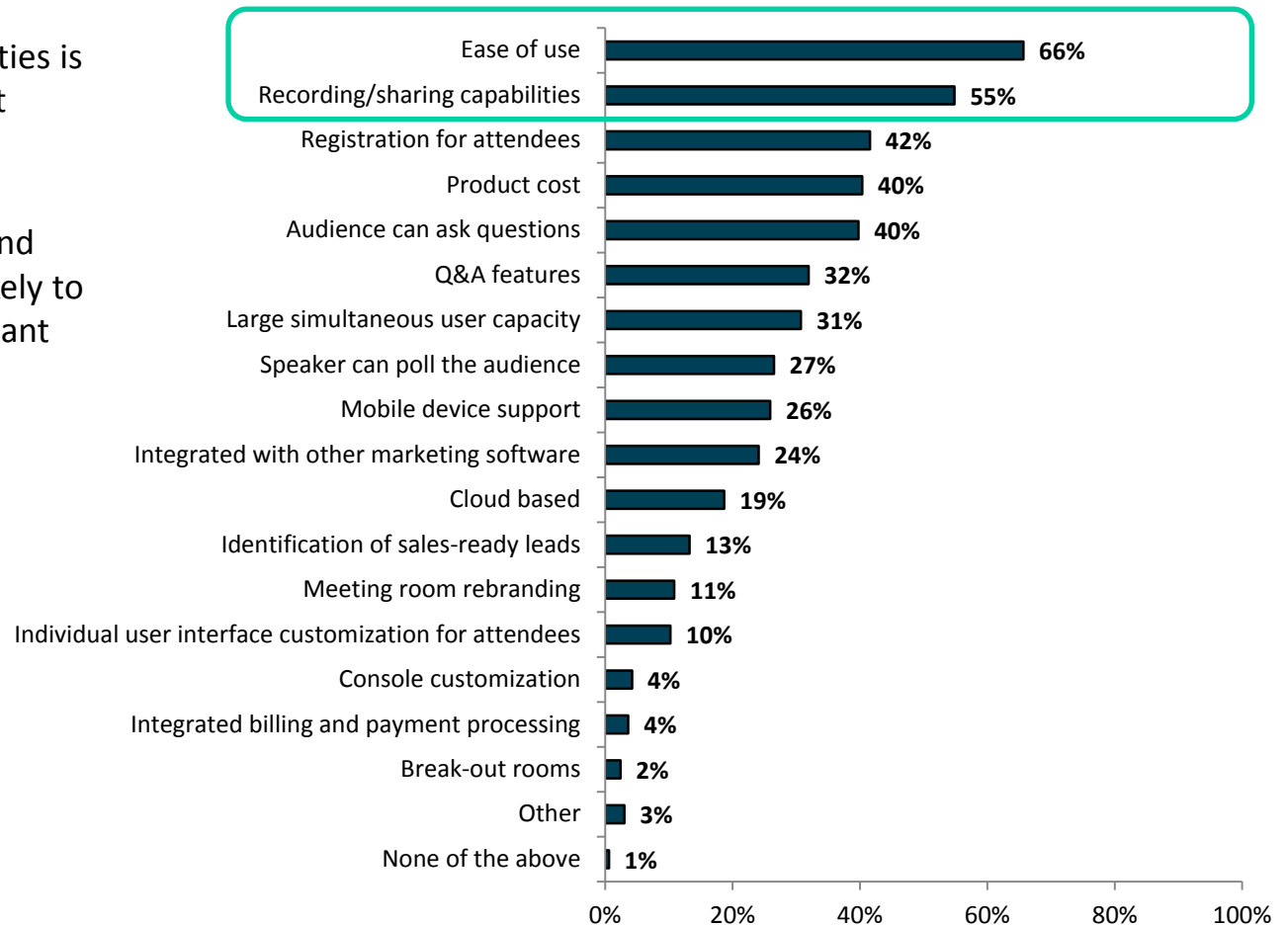
- Marketers most commonly use webinar software for training (82%) and marketing (72%) purposes.



Webinar Product Usage

- Marketers are most likely to value the ease of use of their webinar solution.
- Recording/sharing capabilities is the second most important attribute.
- Technical features, such as customization, branding, and mobile support, are less likely to be among the most important webinar attributes.

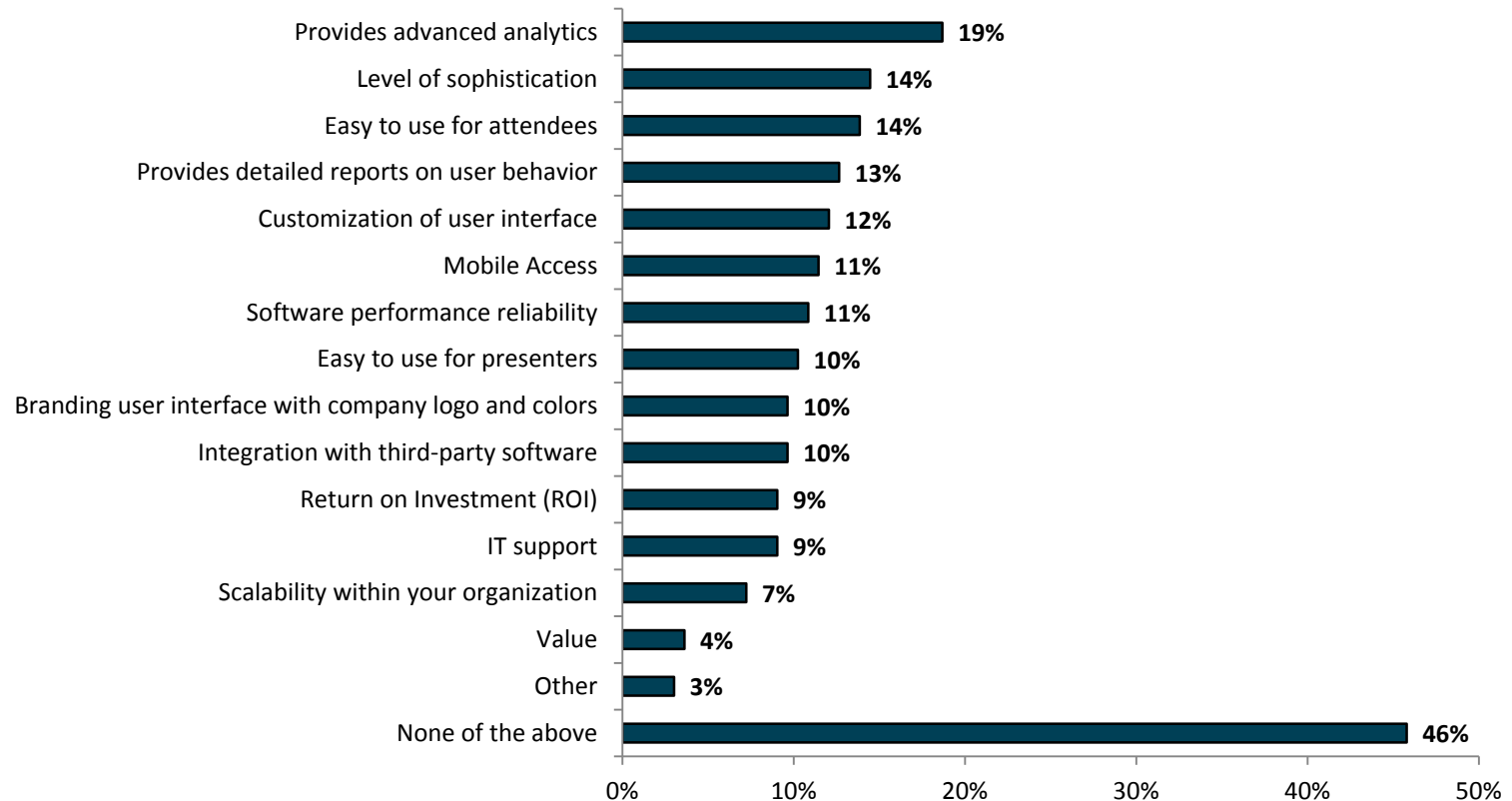
Most Important Webinar Features



Areas in which Webinar Provider is Lacking

- Ease of use, the most important webinar feature, is also the third most common area in which webinar products are lacking.
- Almost half of marketers do not think their webinar provider is lacking in any areas.

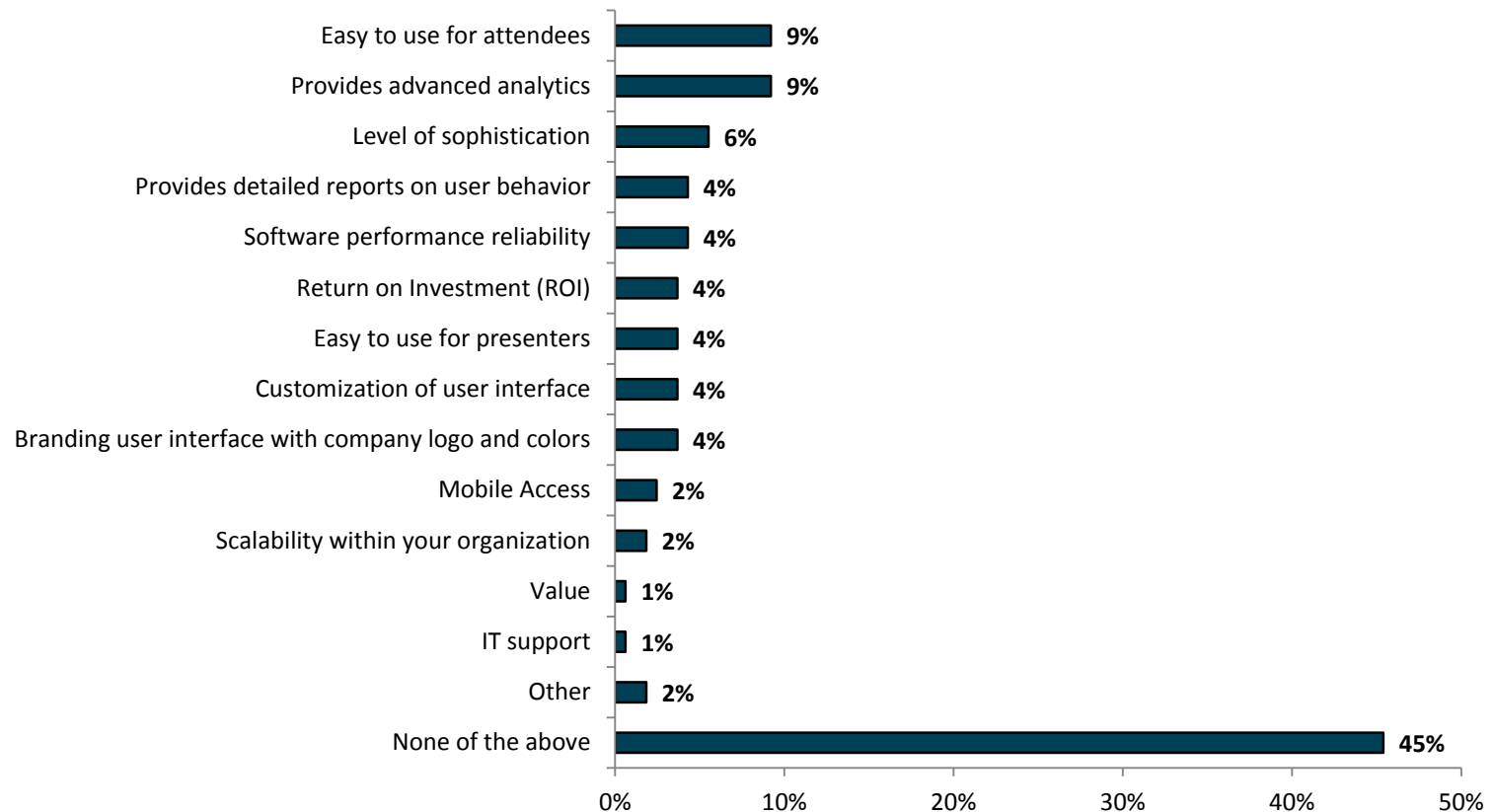
Areas in which Current Webinar Provider is Lacking



Areas that would Increase Webinar Satisfaction

- Marketers would like their webinar software to be easier for attendees to use, as well as provide additional analytical capabilities (such as advanced analytics and reports on user behavior).

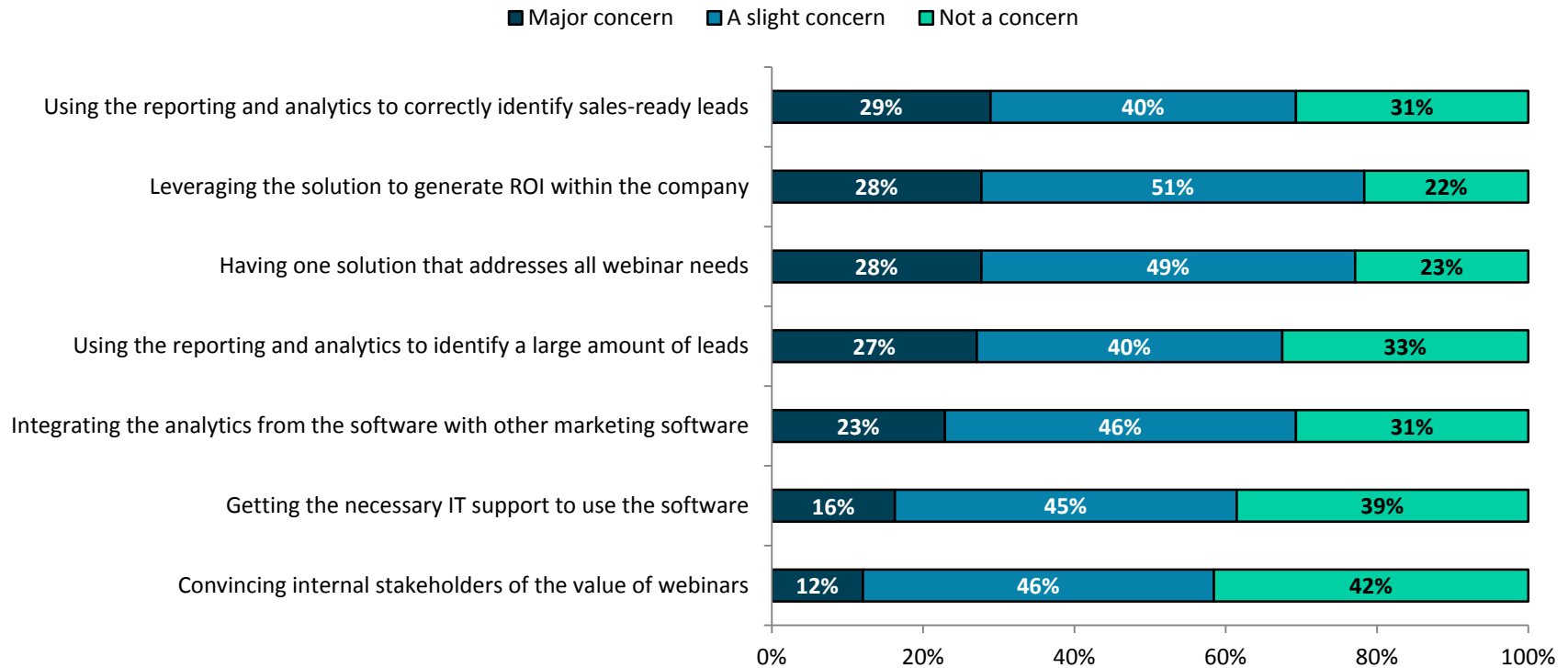
Areas that would Increase Webinar Satisfaction



Concerns of Integrating Webinars

- Marketers are most concerned with webinars' ability to generate a large amount of correctly identified leads for their business.
- Few marketers consider IT or internal support major concerns for integrating webinars into their business.

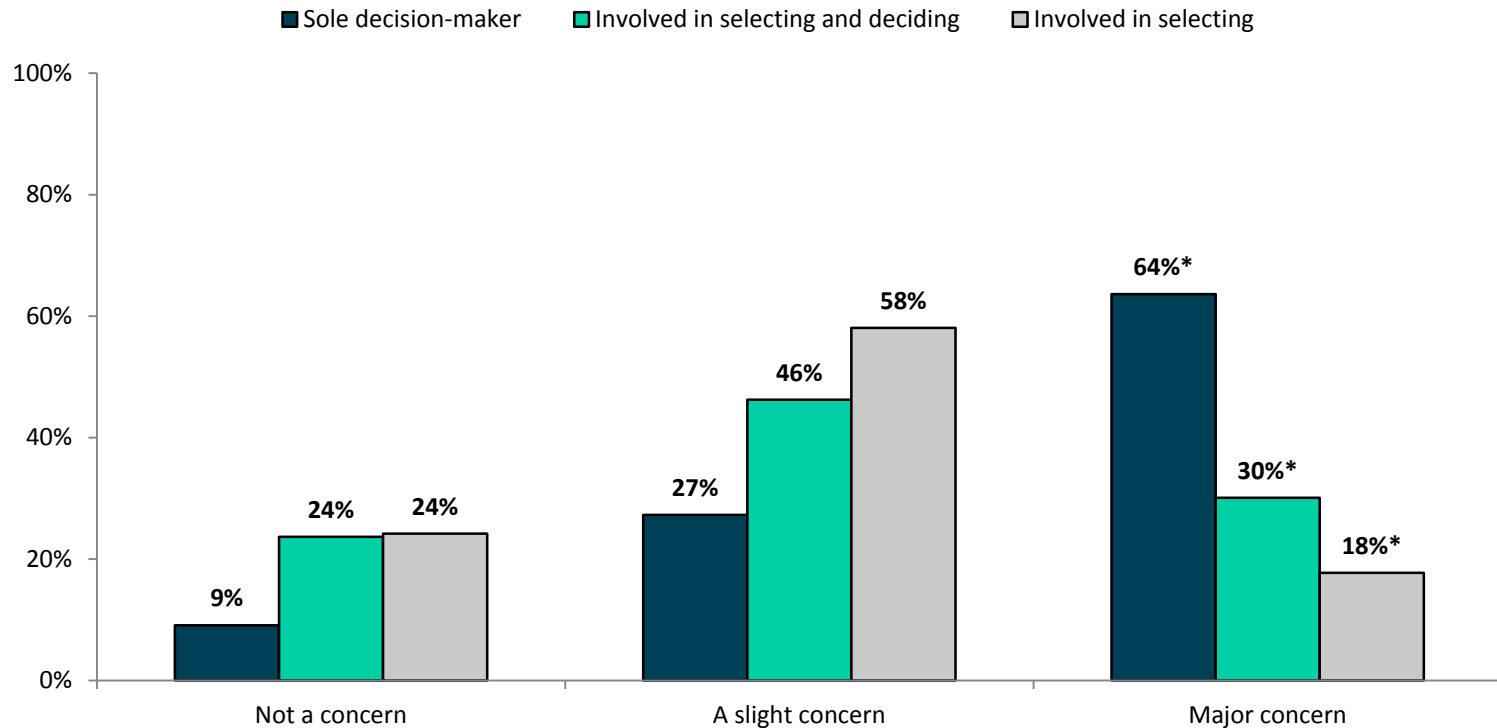
Concerns of Integrating Webinars into Business



Concern of Having One Solution Differ by Involvement

- Marketers with more authority over selecting a webinar solution tend to be more concerned with having a single solution that addresses all webinar needs.

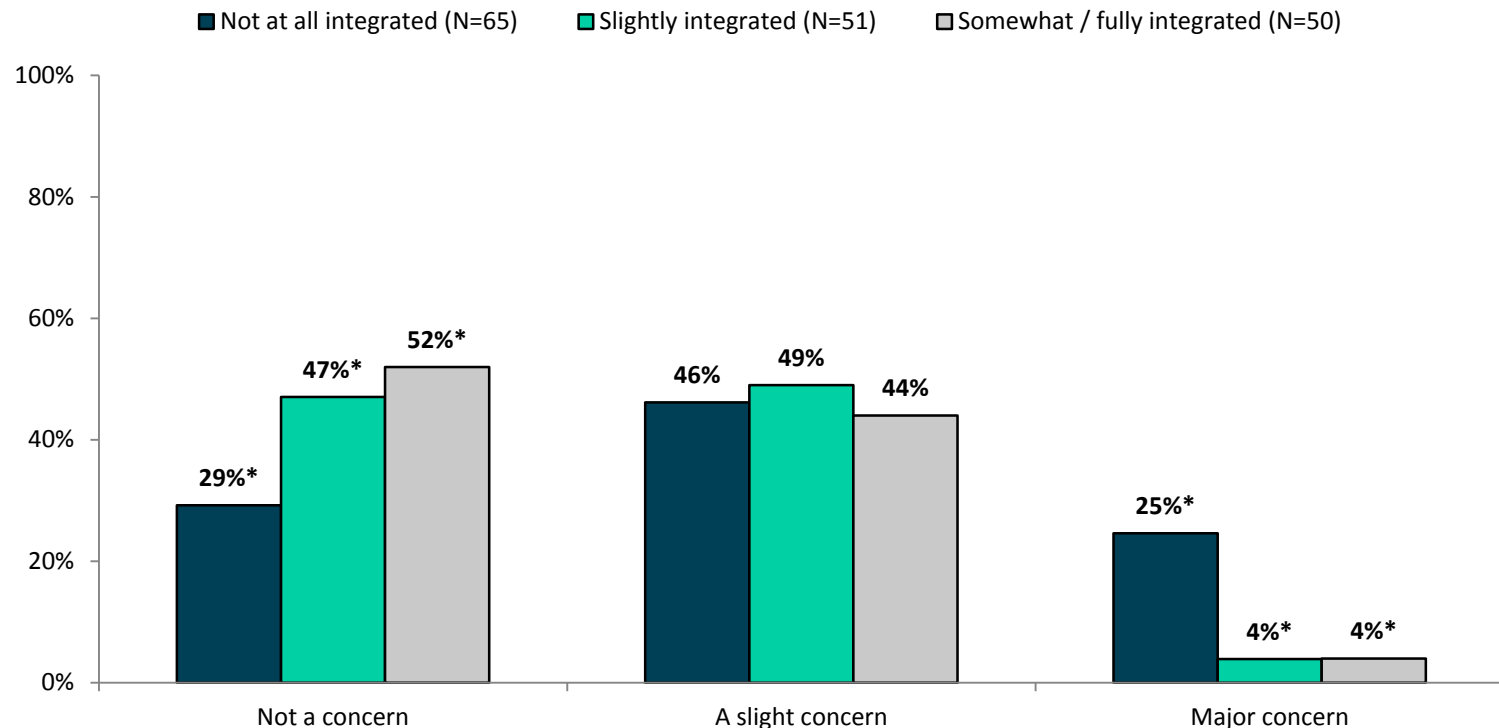
Concern of Having One Solution that Addresses Webinar Needs, by Involvement



Concern of Convincing Stakeholders of Webinar Value Differs by Level of Integration

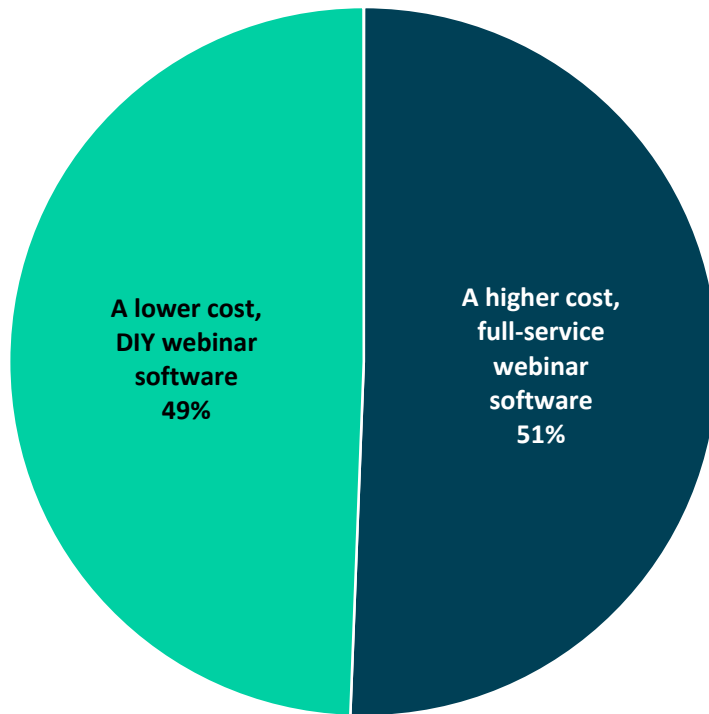
- When marketing technology is less integrated into a business, marketers tend to be more concerned about having to convince internal stakeholders that webinars are valuable.

Concern of Convincing Internal Stakeholders of Value of Webinars, by Integration



Preference for Webinar Software

Preference for Webinar Software

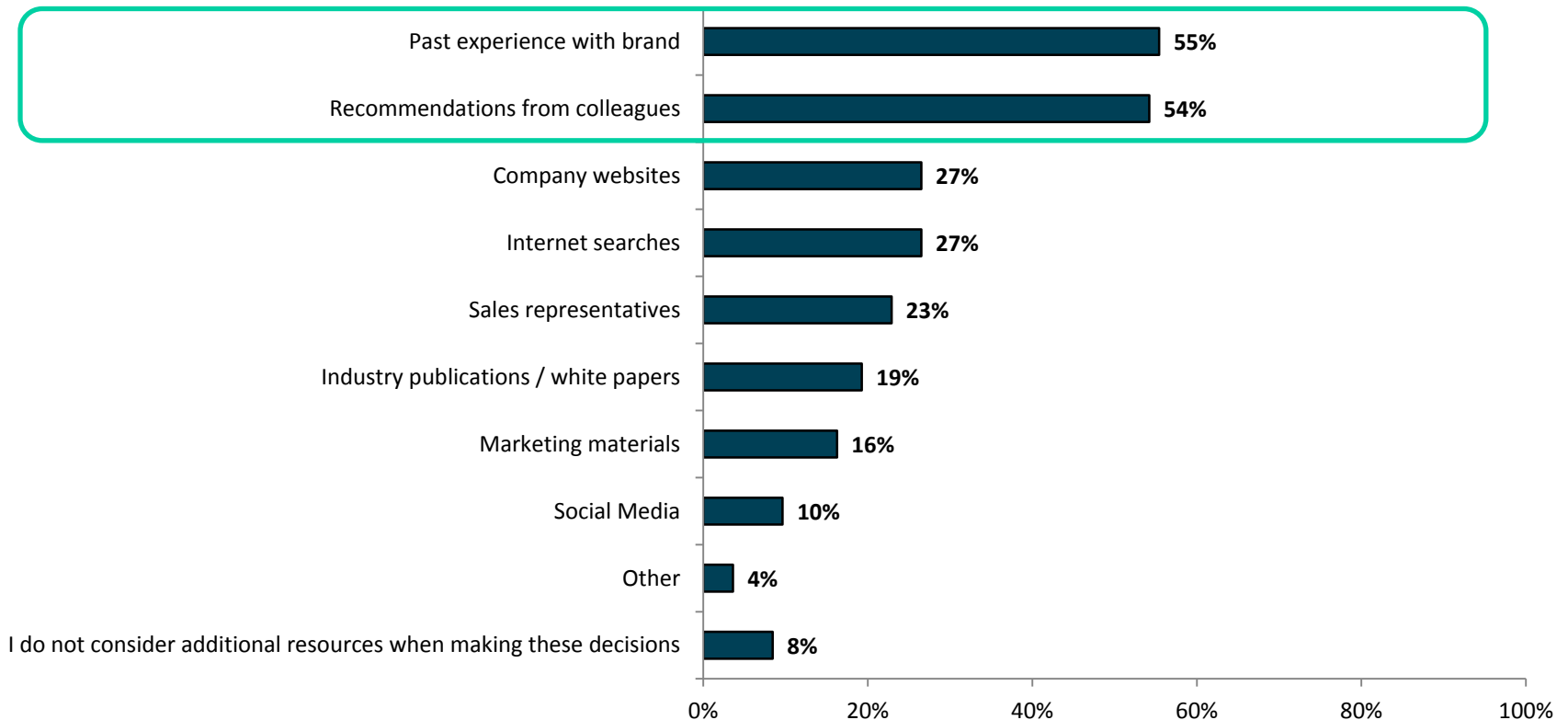


- An equal number of marketers prefer either a higher cost, full-service webinar software or a lower cost, DIY webinar software.

Sources for Selecting Webinar Software

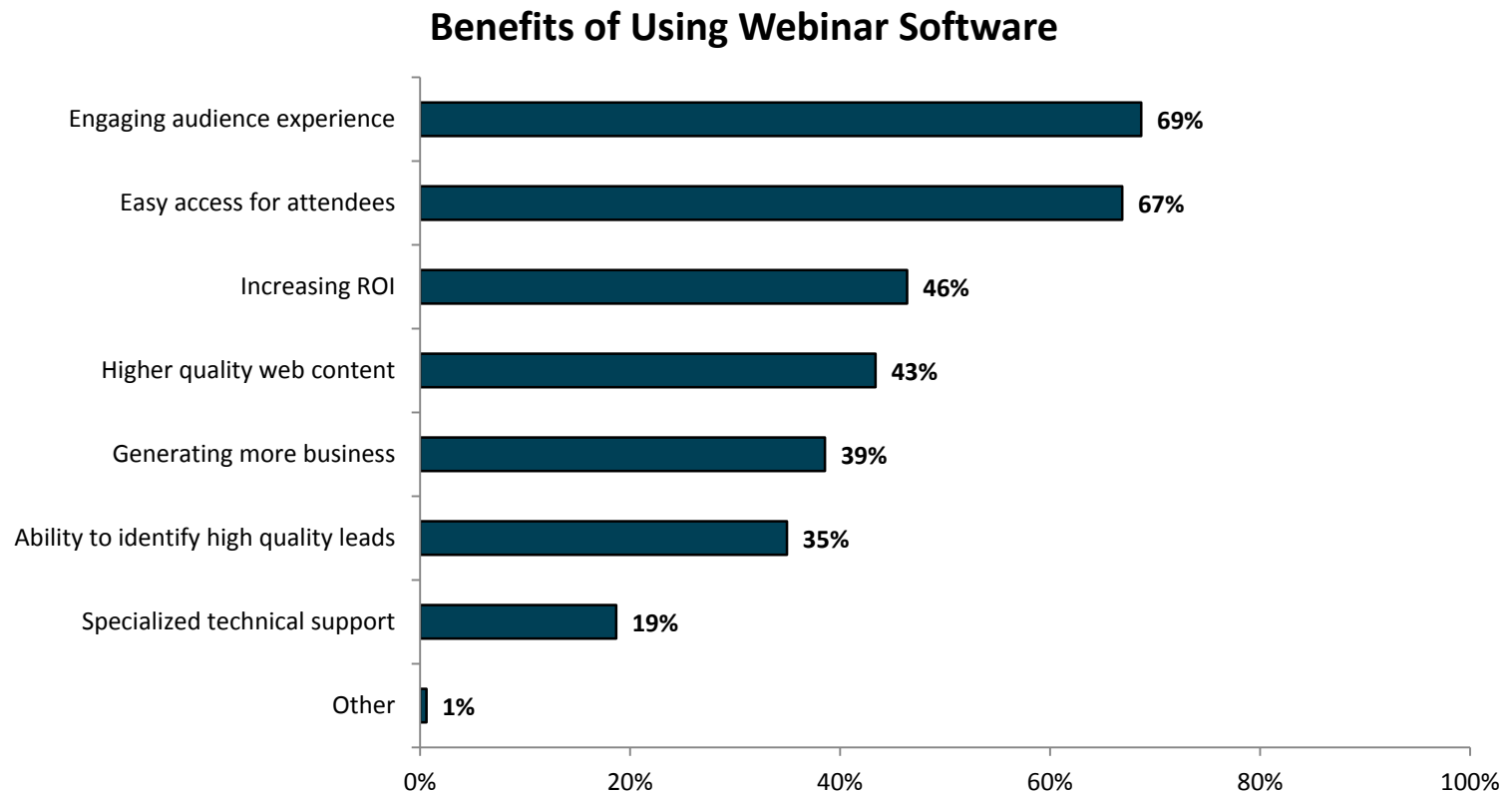
- Marketers are most likely to rely on their own experiences (55%) and colleagues' experiences (54%) when selecting a webinar software to purchase versus online sources.

Sources Used when Selecting Webinar Software



Benefits of Using Webinar Software

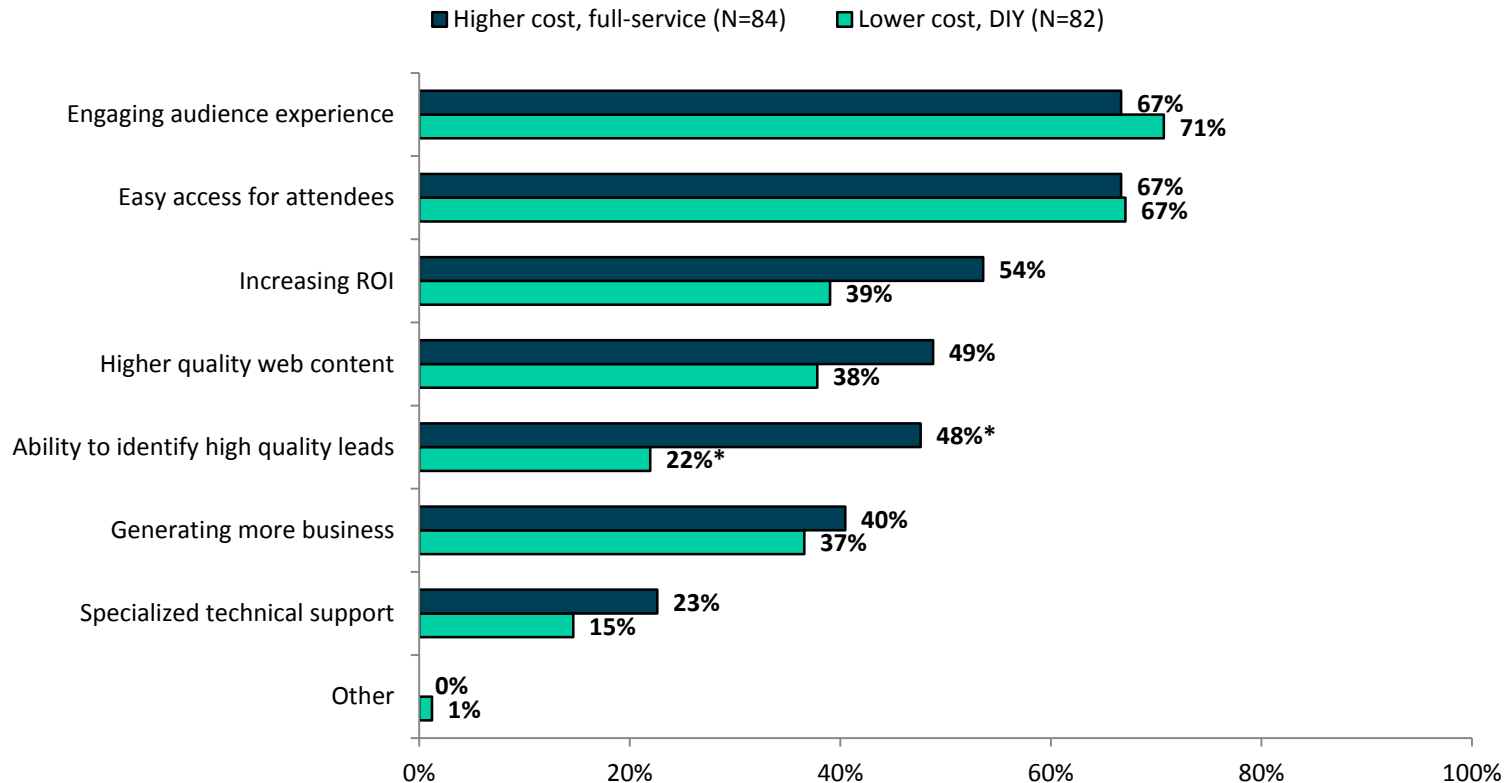
- Marketers perceive the benefits to attendees (an engaging experience and easy access) as the primary benefits of using specialized webinar software.



Benefits of Using Webinar Software Differ by Webinar Preference

- Customers who value a higher cost, full-service webinar software tend to perceive the ability to identify high quality leads as a benefit of using a webinar software.

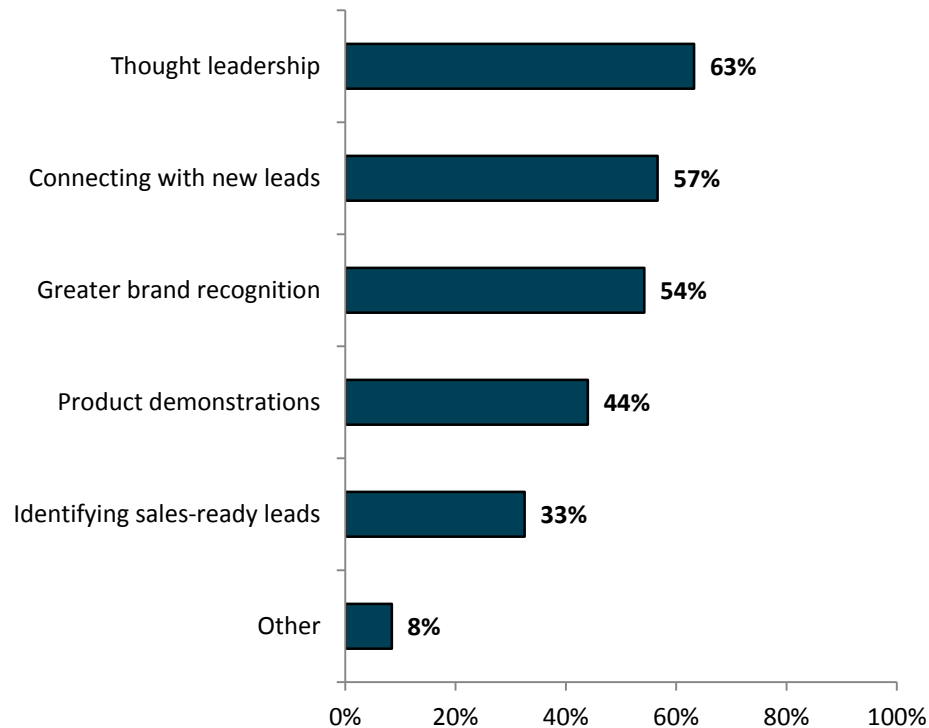
Sources Used when Selecting Webinar Software



Goals When Conducting Webinars

- Two-thirds of marketers conduct webinars in order to demonstrate thought leadership.
- Marketers are more likely to conduct webinars to find new leads than to identify sales-ready leads.

Goals when Conducting Webinars

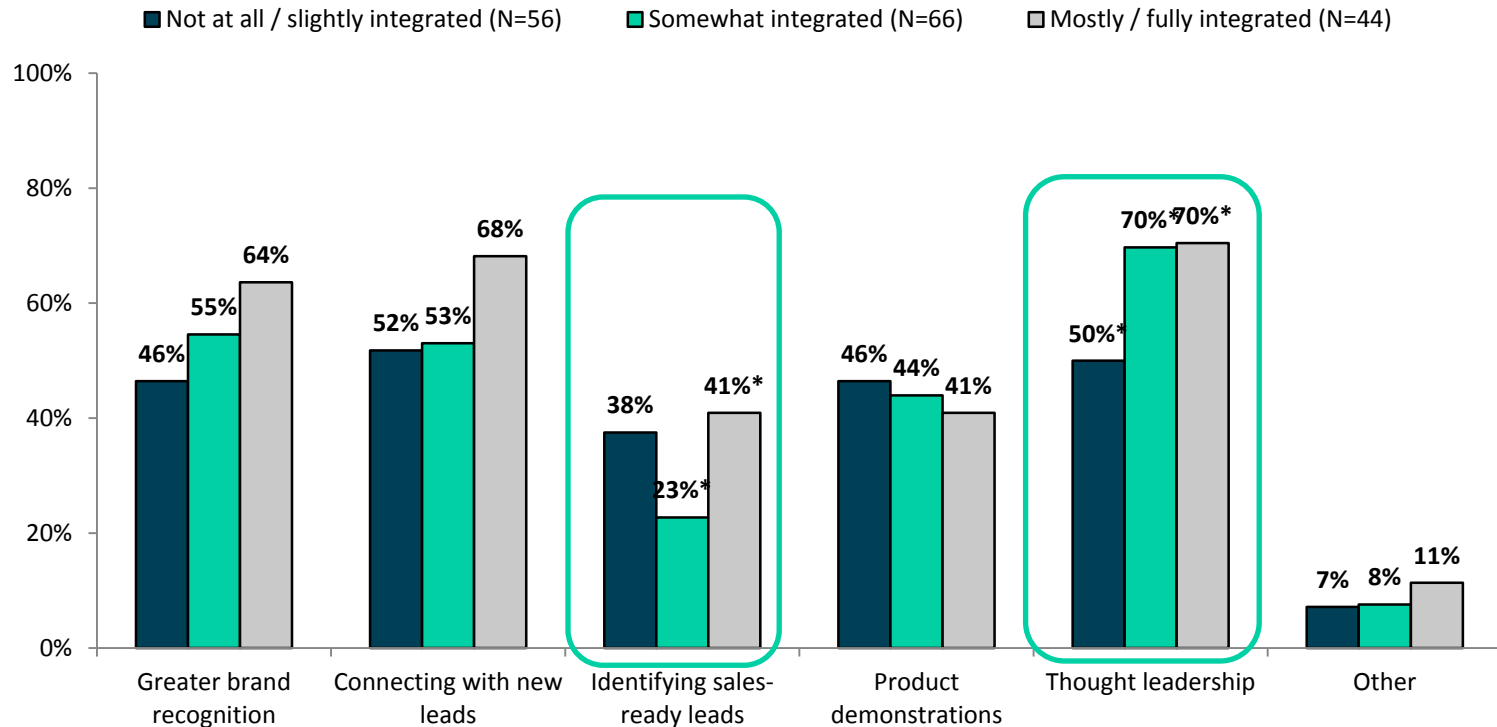


"Other" Goals of Webinars	Number of Mentions ¹
Communication	5
Training / Internal Education	5

Goals When Conducting Webinars Differ by Implementation

- Marketers with highly integrated marketing platforms are most likely to seek sales-ready leads and thought leadership using webinars.

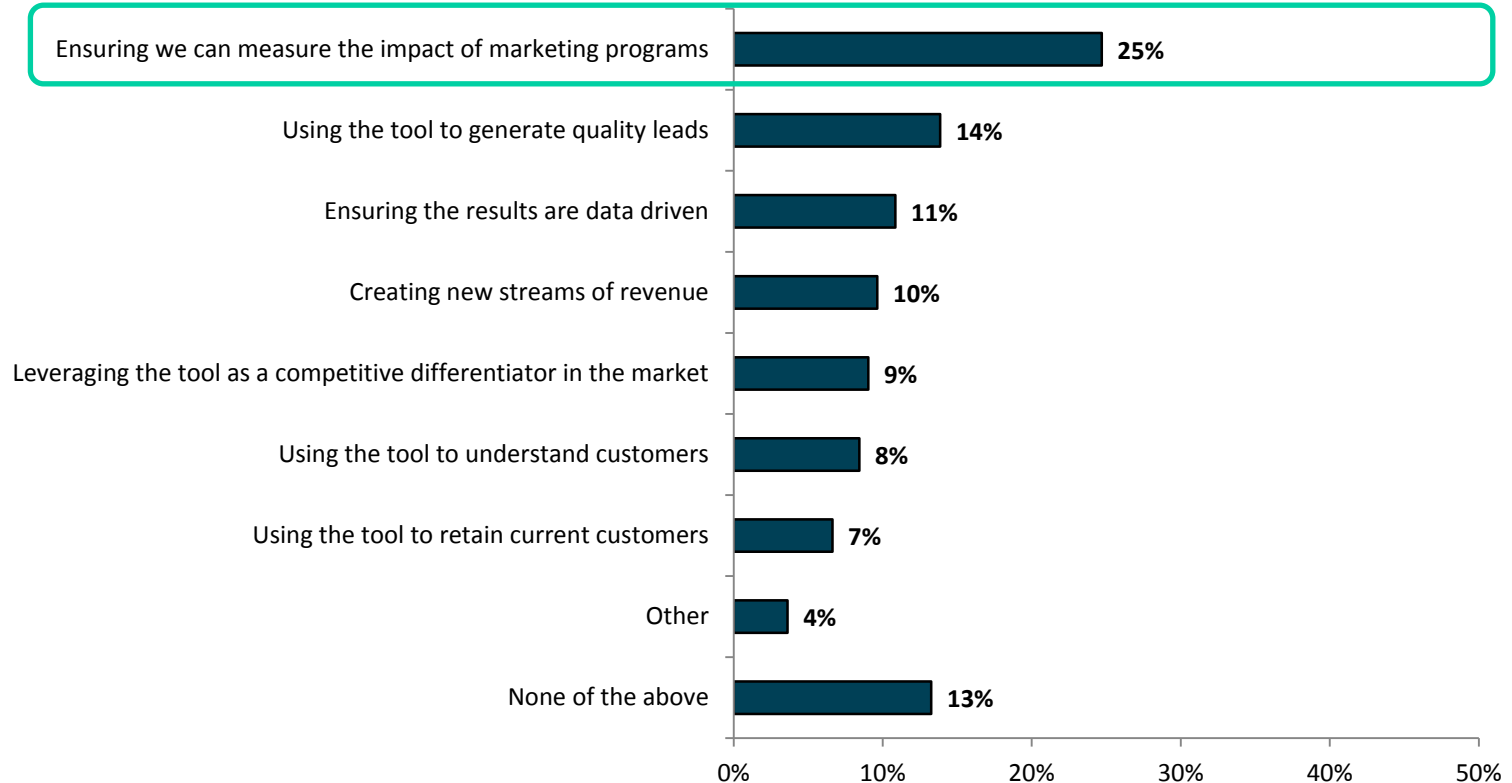
Goals When Conducting Webinars, by Integration



Most Worrysome Part of Webinar Software Implementation

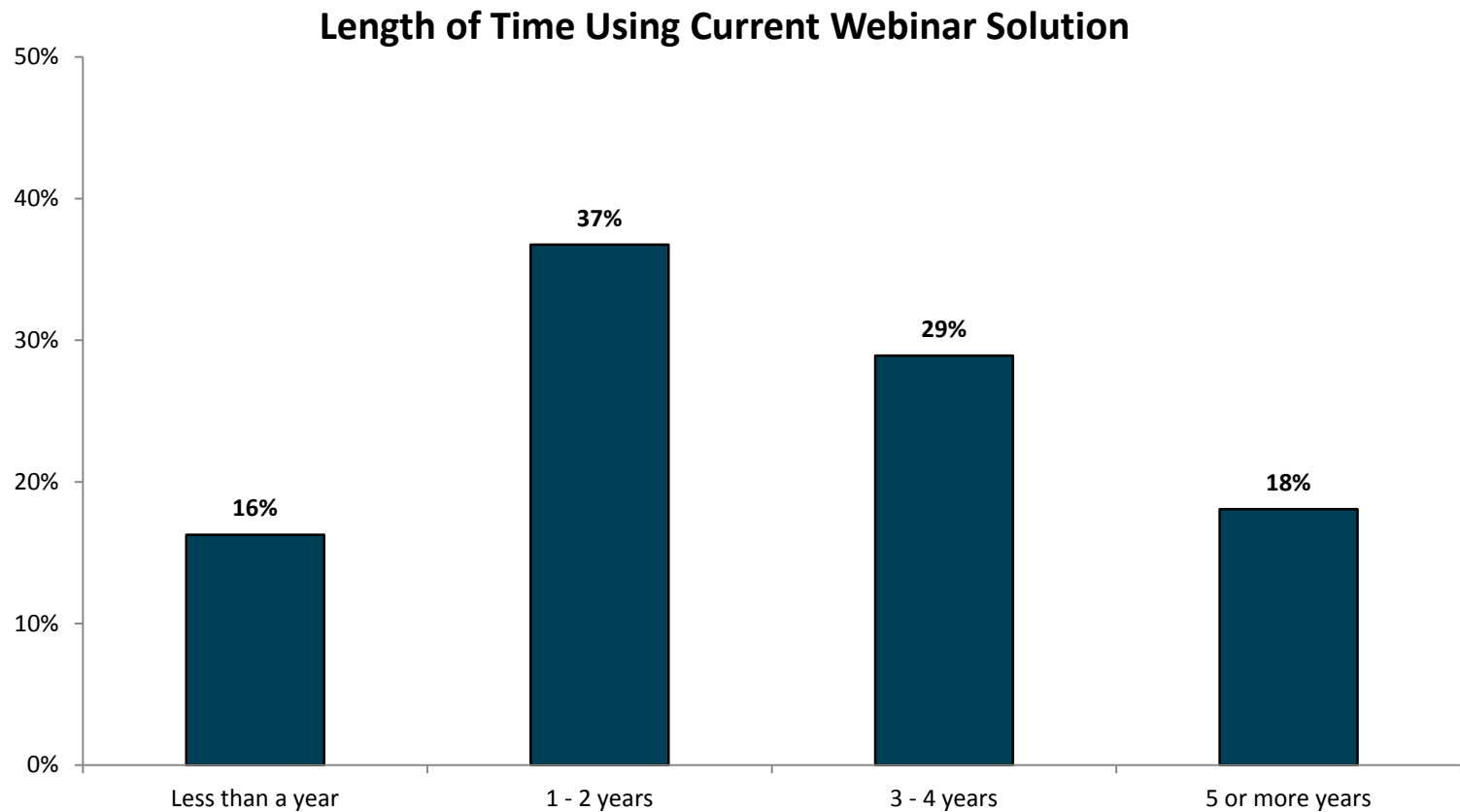
- When implementing webinar software one-fourth of marketers worry most about measuring marketing program impact.

Most Worrysome Part of Webinar Software Implementation



Time Using Webinar Solution

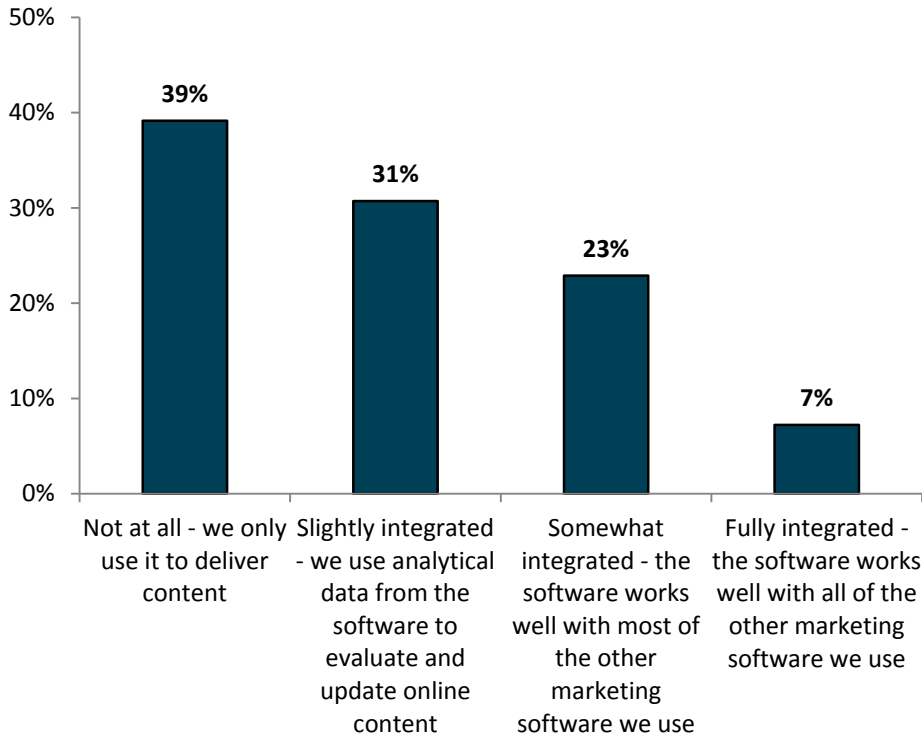
- Two-thirds of respondents have been using their current webinar solution for 1 to 4 years.



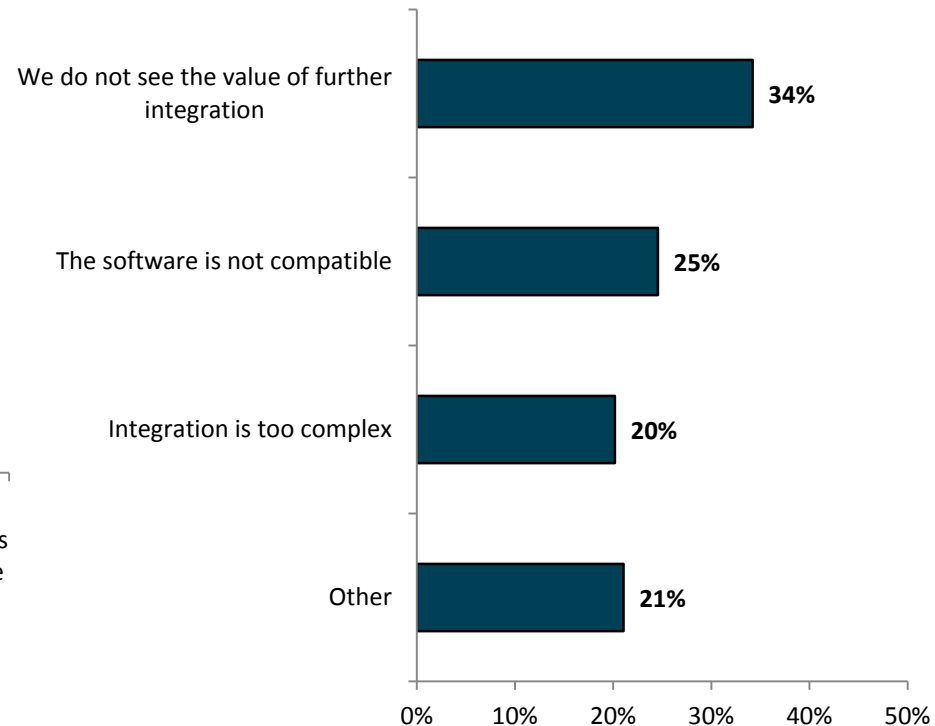
Integration of Webinar Solution

- More than 90% of marketers do not have a fully integrated webinar solution.
- Among marketers with slightly or not at all integrated webinar software, one-third do not see the value of further integration.

Integration of Webinar Software

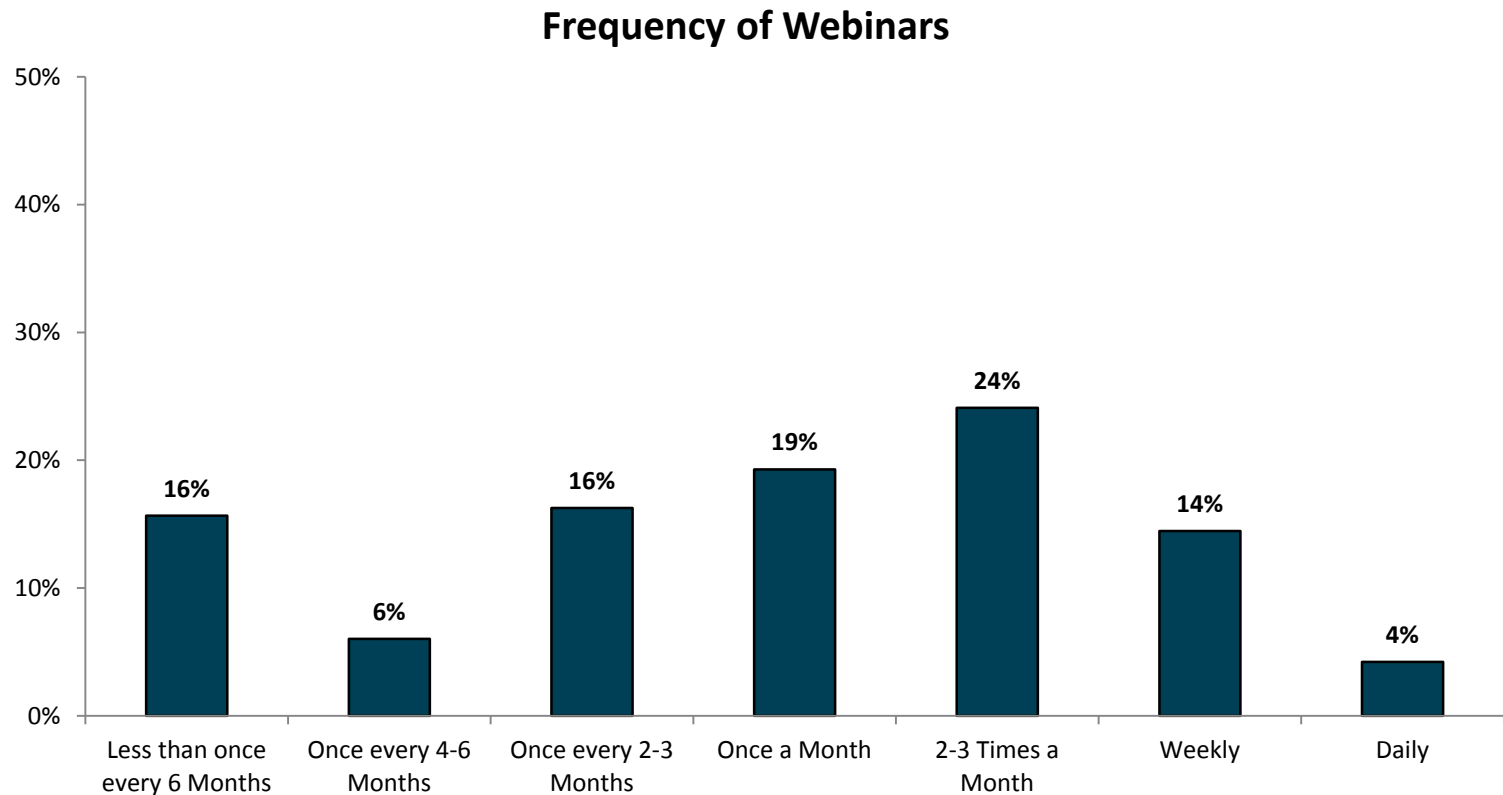


Reasons for Lack of Integration



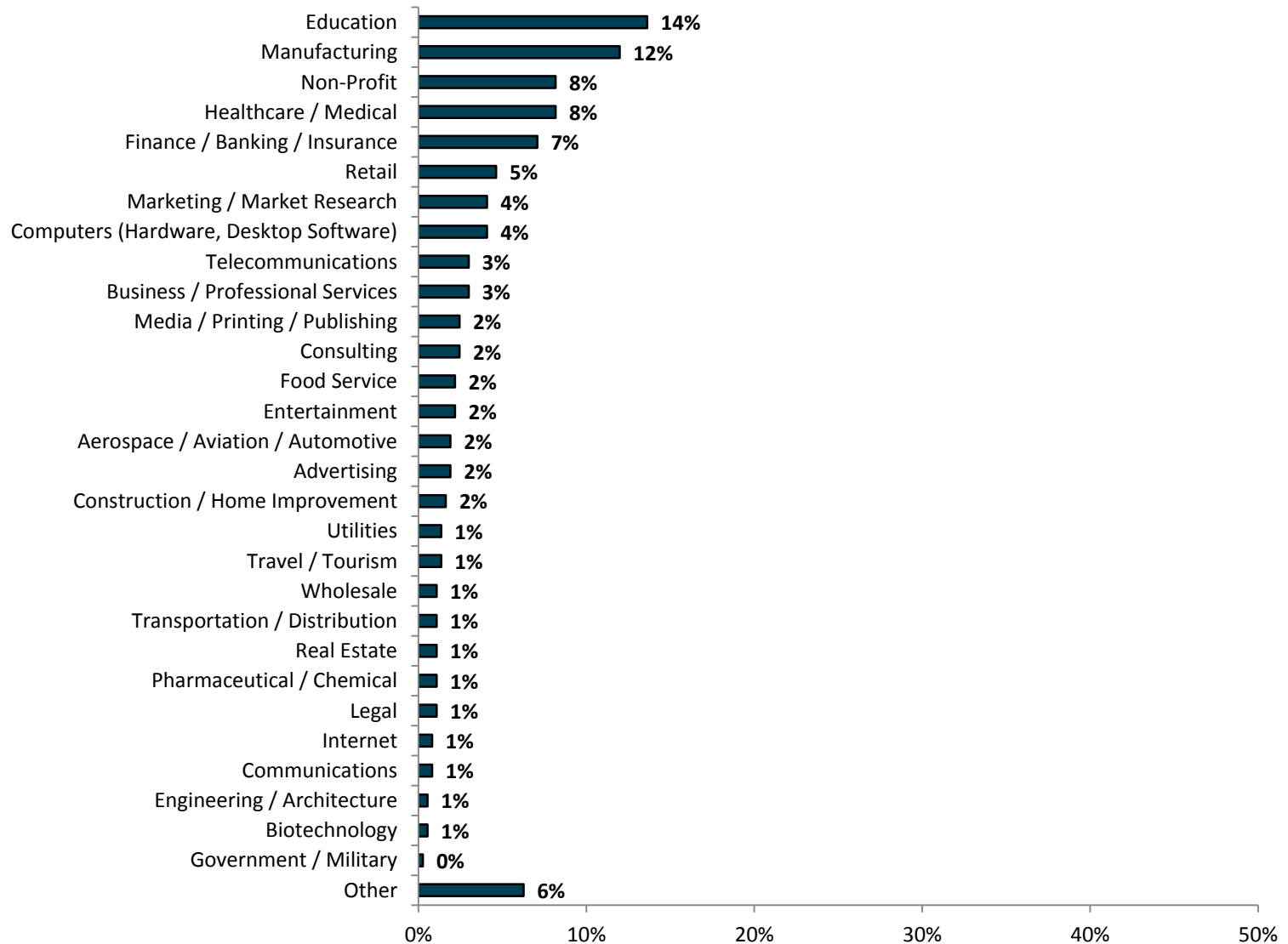
Frequency of Webinars

- Almost two-thirds (59%) of marketers conduct webinars between once every 2-3 months to 2-3 times a month.



DEMOGRAPHICS

Industry



State of Residence

