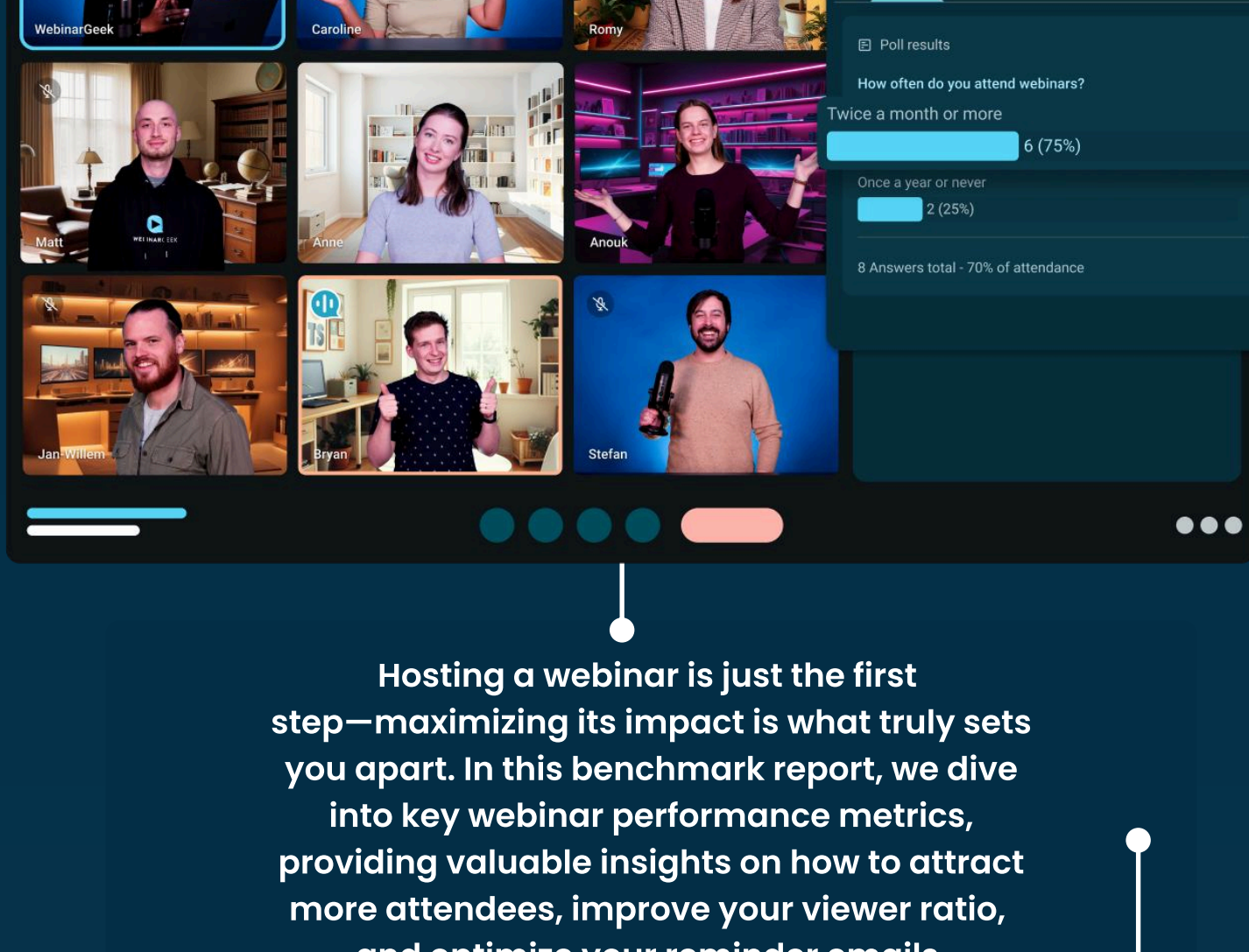


BENCHMARK 2025 REPORT



Hosting a webinar is just the first step—maximizing its impact is what truly sets you apart. In this benchmark report, we dive into key webinar performance metrics, providing valuable insights on how to attract more attendees, improve your viewer ratio, and optimize your reminder emails for better engagement.

About WebinarGeek

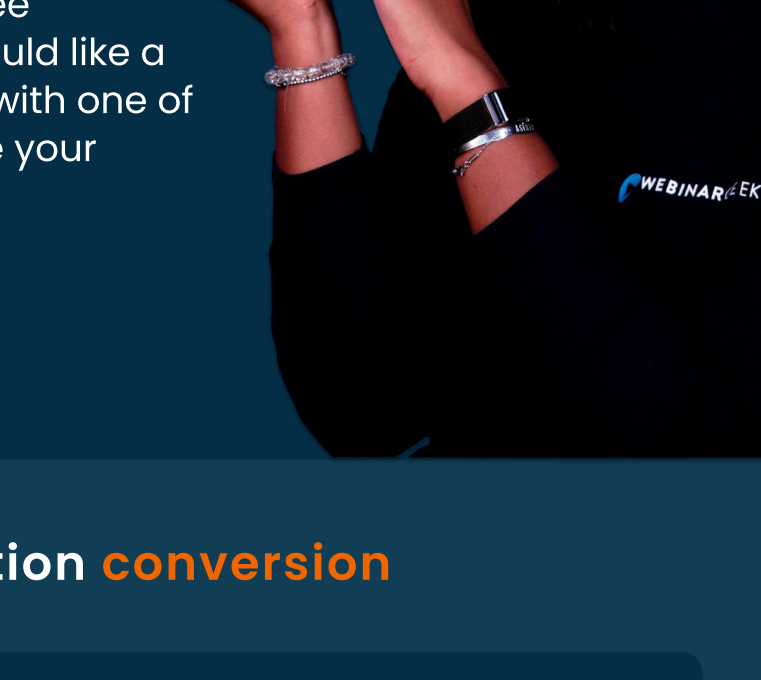
At WebinarGeek, we have 4600 customers who host webinars. This means that we have collected extensive data on high-quality webinars. In this document, we want to share these insights with you so that you can also enhance your webinar strategy.

Topics covered in this document:

1. Tips and statistics to increase sign-ups
2. Statistics and tips on webinar duration and audience engagement
3. Tips for improving conversion rates

We hope you find these benchmarks useful. Feel free to reach out to us if you would like a personalized consultation with one of our experts to further refine your webinar strategy.

[▶ Start free trial](#)



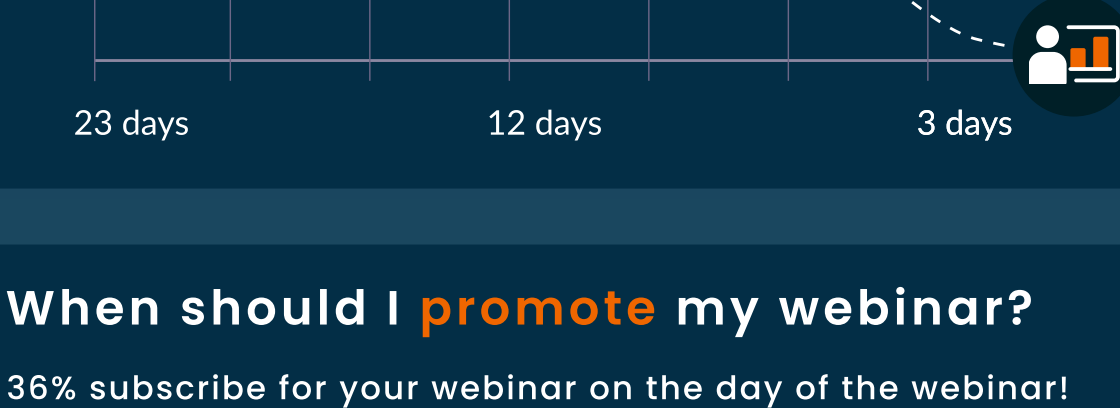
Registration conversion

Best time to send out the first invite

According to our statistics, the best time to send out the first invite is three weeks in advance.

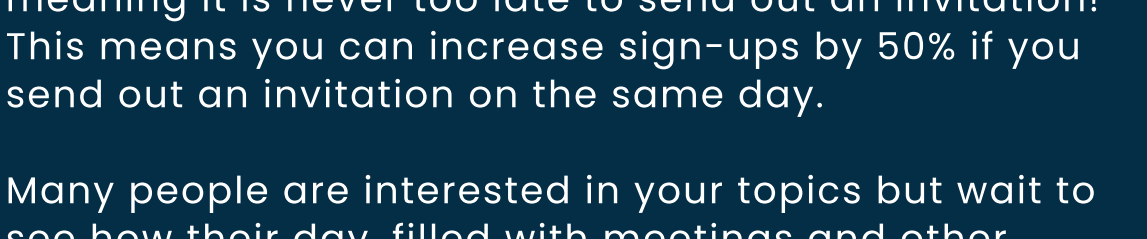
Data shows that our customers send out three invitations: the first one goes out three weeks before the event, another invitation 1.5 weeks before, and a final one three days before.

For those who signed up, two reminder emails are sent: one three days prior and another on the day of the event.



When should I promote my webinar?

36% subscribe for your webinar on the day of the webinar!



36% of attendees register on the day of the webinar, meaning it is never too late to send out an invitation! This means you can increase sign-ups by 50% if you send out an invitation on the same day.

Many people are interested in your topics but wait to see how their day, filled with meetings and other priorities, will look on the day of the webinar. Therefore, sending one more invitation once they have clarity on their schedule can significantly increase your sign-ups.

Subscribe rates are similar for webinars with one presenter as more

One presenter **V.S.** Multiple presenters

Our data shows that having more than one presenter has minimal impact on webinar sign-ups. However, we still recommend having multiple presenters to boost engagement during webinars. People tend to stay more focused when they do not see the same person presenting for 50 minutes.

Interactive panels or, at the very least, roles split between the host and the presenter are strongly recommended.

Subscriber rates are higher for webinars with external speakers

Internal speaker **V.S.** external speaker

Using an external speaker always increases sign-ups. This is quite logical, as they bring their own network into your audience. It is highly recommended to do this occasionally; however, you should not do this all the time, as you also need to demonstrate your own knowledge in the field to build trust with your audience and remain a subject matter expert or thought leader.

Additionally, having external speakers also builds trust, as it is not just you promoting the benefits of your product or solution, but rather other experts from the field as well.

A practical tip is to provide the speaker with materials to promote the webinar. Banners for their social media platforms are a good way to increase sign-ups.

Viewer ratio

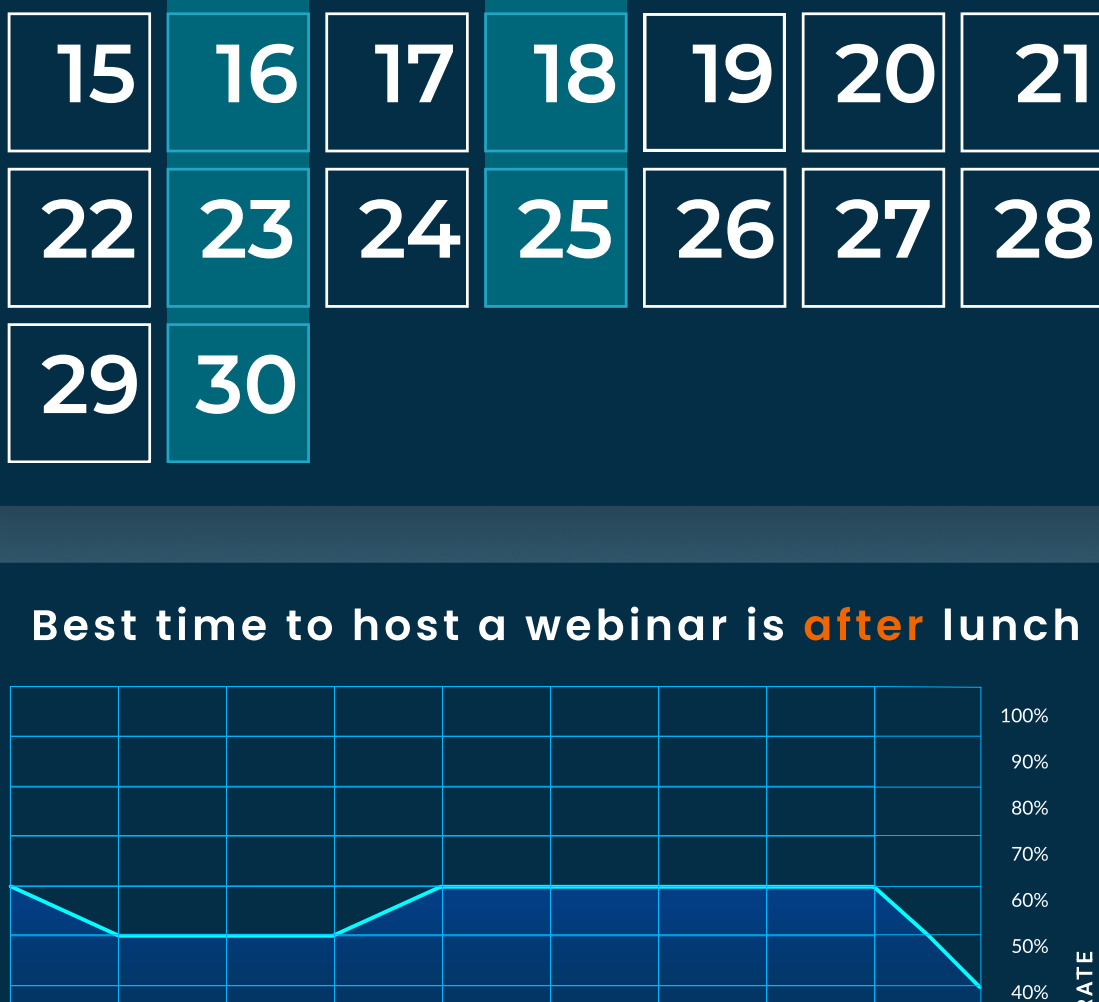
Best day of the week to host a webinar

Our data shows that Tuesdays and Thursdays are the best days to host webinars to maximize viewers.

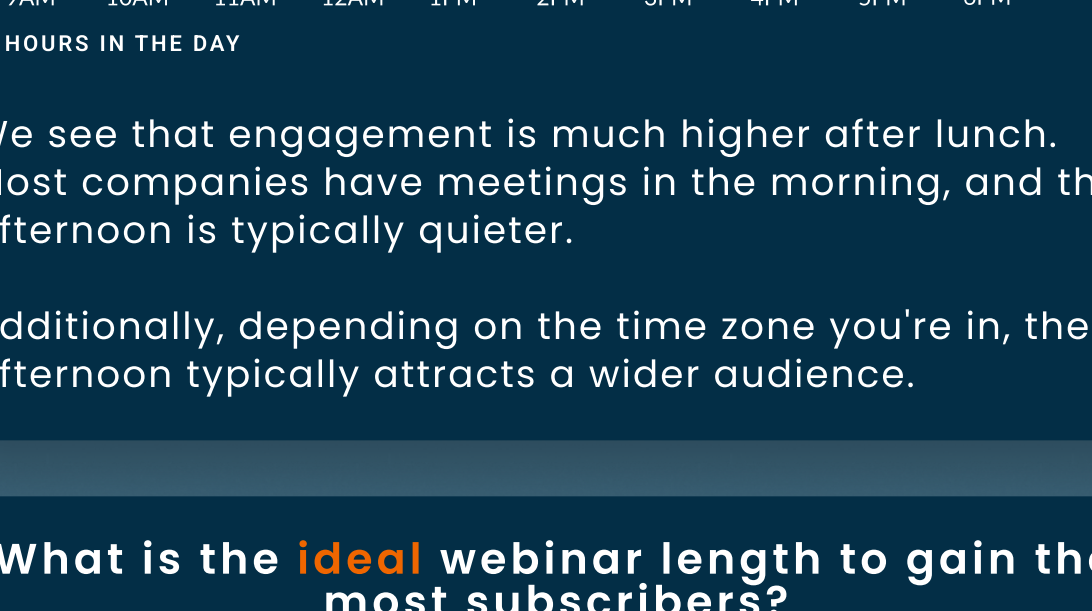
However, this changes periodically, as other people hosting webinars search for these statistics. If everyone hosted on the same day, sign-ups would drop again.

Therefore, we always advise experimenting: host webinars with similar topics and expected audiences on different days throughout the year to see what works best for your industry.

MON TUE WED THU FRI SAT SUN



Best time to host a webinar is after lunch



We see that engagement is much higher after lunch. Most companies have meetings in the morning, and the afternoon is typically quieter.

Additionally, depending on the time zone you're in, the afternoon typically attracts a wider audience.

What is the ideal webinar length to gain the most subscribers?



We see a drop-off in sign-ups when webinars are promoted as being longer than 50 minutes.

The ideal length to keep your audience's attention during a webinar



We see that after 30 minutes, audience attention drops.

This can be countered by heavy engagement. Ask your audience members to come on stage to present their case or story.

Another useful tip is to have a dedicated host manage the chat, ask questions, and encourage participants to send in their cases or questions.

Panel webinars with multiple speakers also sustain engagement longer, as different perspectives are presented. Additionally, some participants might sign up specifically for one panel member who interests them.

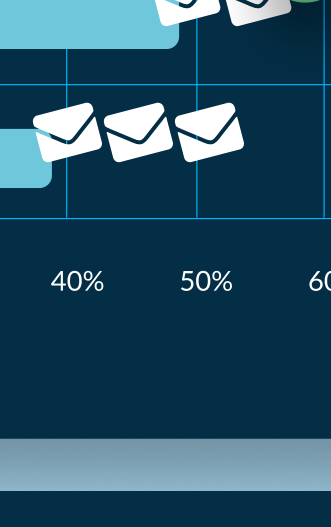
Convert your leads during the webinar

Our data shows that using the WebinarGeek sales page drastically increases conversions into leads or meetings.

Follow-up emails are always useful, but typically, people move on after a webinar. Why not convert them while you have their undivided attention?

By using the sales page feature, you can direct your audience to the desired destination. This could include relevant blog posts related to your topic, links to presenters, as well as direct meeting booking links.

Why wait for the follow-up email that lands in their inbox along with all the other sales emails they receive?



Increase attendance rate by sending 2 reminder emails

