

ON24

How to use AI to Optimize, Personalise & Scale your Webinars

Tim Johnston

Senior Director Marketing, APJ

ON24

Are webinars dead?

Quite the opposite....

+20%

Increase in
Average
Interactions per
attendee YoY

53 Minutes

Avg Attendee
Viewing Time

53%

Avg Attendance
Rate

13%

Increase in
On-Demand
Engagement YoY

Audience expectations:

 Engaging

 Interactive

 Connected

 Participate

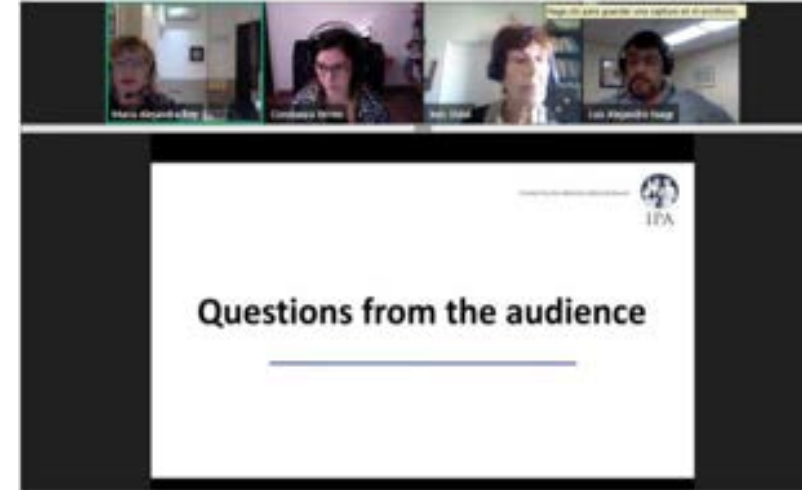
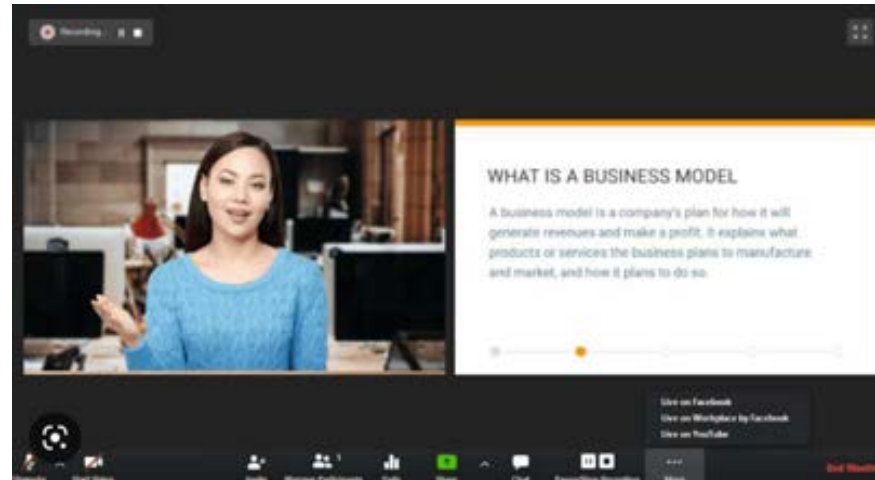
 Authentic

 Personalized

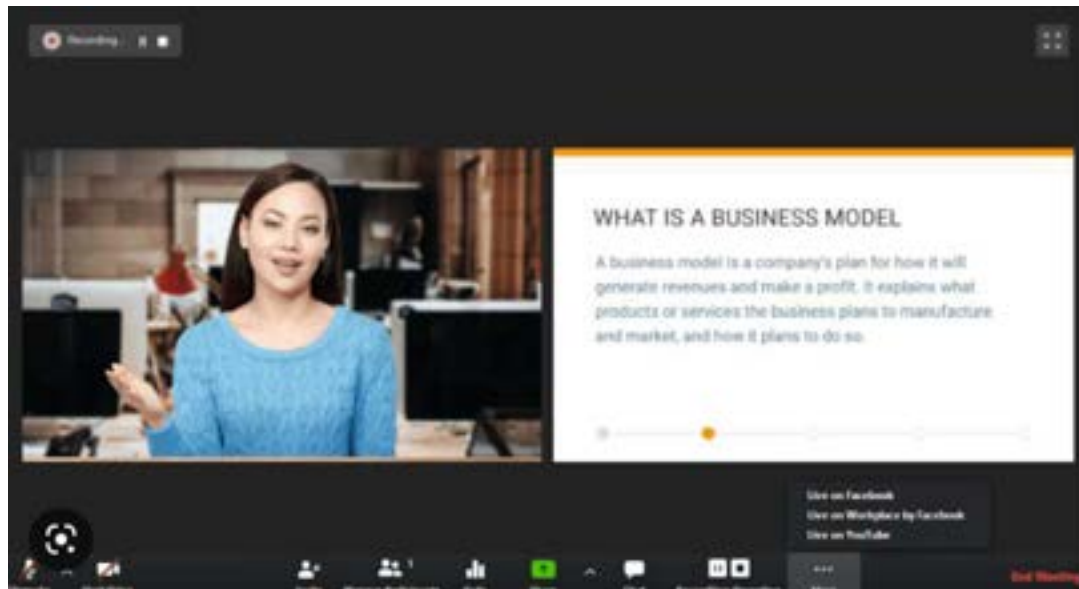


The bar in 2024 has been lifted

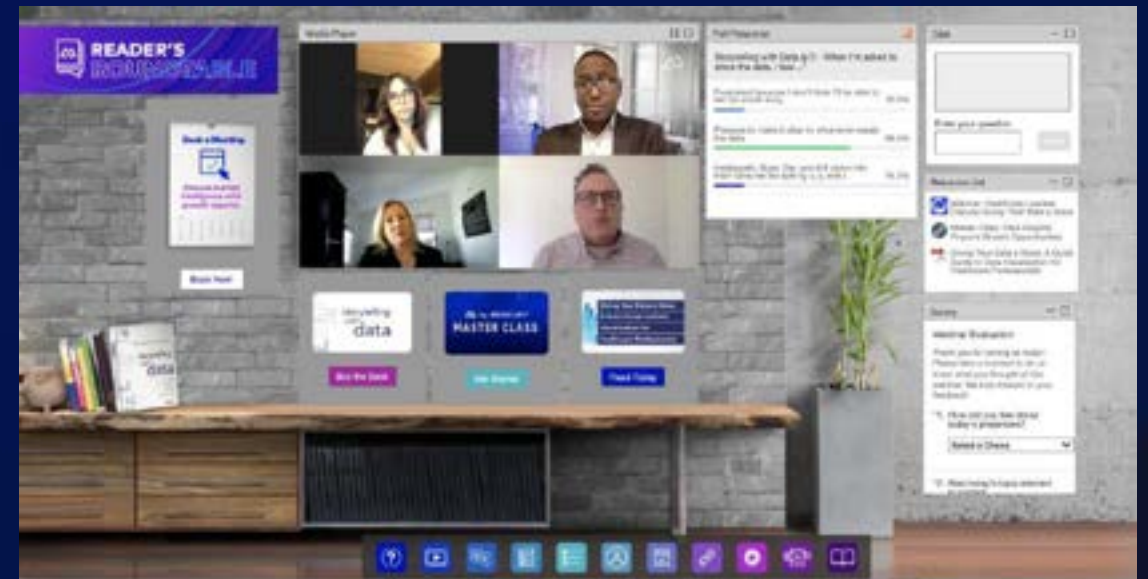
We can no longer get away with vanilla



Traditional Approach



Strategic Digital Experience





Navigating the Security Frontier



Slides

Learning From Our Trailblazers



Hasniza Binti Mohamed
Director, Digital & Incubation
UEM Sunrise Berhad



Jagathesh Rajavasagam
Regional Risk & Cyber Security Officer
Abbott

Related Content

- IT Guide to Data Security & Governance Report
- Cybersecurity Insights: Secure Your Business Data at Every Touch Point

Ask Question

Enter your question

Speaker Bio



Philip Tan
Platform Lead
Salesforce



Jagathesh Rajavasagam
Regional Risk & Cyber Security Officer
Abbott



Hasniza Binti Mohamed
Director, Digital & Incubation
UEM Sunrise Berhad



powered by ON24

RESILIENCE SESSIONS



in Connect with us



Slides

LEGALVISION[®]

ANTHONY LIEU
Head of Marketing & Partnerships,
LegalVision

Ask Question

Enter your question

Take Survey

Help us Improve

1. What was the best part of the event?

2. Would you like to see more collaborations between F*Up Nights and Adobe in the future?

3. We have more Resilience Sessions planned. Would you like to attend another one?



Media Player



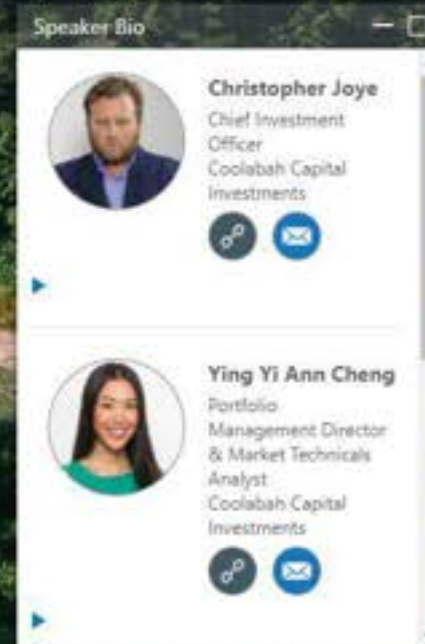
A video player window showing a man in a dark jacket speaking. In the background, a screen displays 'Pinnacle Insight Series 2021'.

Slides



A slide with a background image of a road winding through a dense forest. The text 'Q&A with Sue Wang' is centered on the slide.

Speaker Bio



Two speaker bio cards. The first is for Christopher Joye, Chief Investment Officer at Coolabah Capital Investments. The second is for Ying Yi Ann Cheng, Portfolio Management Director & Market Technicals Analyst at Coolabah Capital Investments. Both cards include a profile picture, name, title, company, and social media icons.

Key Links

- Coolabah Presentation
- Metrics Presentation
- Subscribe to Metrics Updates
- Subscribe to Coolabah Updates
- Coolabah Insights
- Metrics Insights

Ask Question

Enter your question

Pinnacle Charitable Foundation

Pinnacle Charitable Foundation

[Donate Now](#)



READER'S ROUNDTABLE

Schedule a meeting



Discuss market intelligence with growth experts.

Book Now!



Media Player

INNOVATING WITH WELLNESS

Buy The Book

Frictionless Patient Journeys with Targeted Marketing Automation

Watch the Webinar

Beyond the EHR

Read Today

Q&A

Enter your question

Speaker Bios

Rachel Neely
VP Consulting Services
Mercury Healthcare

Marti Van Veen
VP, Engagement Center Services
Mercury Healthcare

Holly Fronk
Associate Director, Product Management
Mercury Healthcare

Resource List

- On Demand Webinar: Achieving Frictionless Patient Journeys with Targeted Marketing Automation: A Women's Health Example
- eBook: Beyond the EHR: Cultivating Patient Acquisition and Retention with Intelligent Engagement

Survey

Webinar Evaluation

Thank you for joining us today! Please take a moment to let us know what you thought of this webinar. We look forward to your feedback!

*1. How did you feel about today's presenters?
Select a Choice

*2. Was today's topic relevant to current initiatives/challenges/etc in your organization?
Select a Choice



**What does the next horizon
look like?**

AI presents some exciting opportunities



**Faster Speed-to-
Market**



**Enhanced
Personalisation**



**Deeper Audience
Insights**



Faster Speed-to-market

How do we do more with less...

SmartText

Scaling event promotions

Smart Text ✕

This smart AI generated text will help you write impactful copy, saving time, reducing error, and providing fresh ideas. Let's get started.

Tell us about this event.

Who is your target audience?* 140/140

For example, Marketers.

What are the three top benefits attendees will get?* 140/140

For example, higher quality leads, better audience segmentation, effective calls to action.

What product, service or information is the means by which attendees get these benefits?* 140/140

For example, by following our simple 5-Step methodology.

What three challenges will your attendees learn about?* 140/140

For example, our products solve speed to market, analytics and improved workflows.

What is your core value proposition?* 140/140

For example, help our business achieve our goals, attract new customers and close sales.

Show this on event creation ● ● Save

Scaling promotional content production

Marketing Best Practices Series

Keys to Driving Growth With an On-Demand Strategy

According to Forrester's 2022 B2B Content Consumption Report, an optimal website experience has increased 14.1% since last year. What's more, visitors want to see less, access an expert that's ready when they need it.

Learn how when you watch "Keys to Driving Growth With an On-Demand Strategy" - on-demand. You'll get best practices for creating an on-demand "always on" approach to scaling the reach and impact of your best content experiences, including how to:

- Select the 1% of website after the live event is over
- Optimize website content hubs for better conversion based on time and intent
- Create a content-led, account-based experience for targeted audiences
- Turn business and on-demand experiences into personalized experiences

It's time to extend the reach and impact of your best content experiences. [Watch now.](#)

[Watch Now](#)

In

Marketing Best Practices Series

Keys to Driving Growth With an On-Demand Strategy

Audiences today consume content on their terms and on their timelines. That's why it's essential to have a strategic digital strategy that makes your content easy to find and always on.

Join us on **June 29th at 12:00 p.m. PT (3:00 p.m. ET)** for "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to delivering the right content, to the right audience, at the right time.

You will learn how to:

- Extend the life of website after the live event is over
- Optimize website content hubs for better conversion based on intent and intent
- Create content-led account-based experiences for targeted audiences
- Turn business and on-demand experiences into personalized experiences

It's time to get more value out of your best content. [Watch now.](#) and learn how.

[Register Now](#)

In

Marketing Best Practices Series

Keys to Driving Growth With an On-Demand Strategy

For the ultimate experience, successfully engaging today's B2B means reaching the right audience, with the right content, at the right time. And the key to having an "always on" on-demand strategy.

On **June 29th at 12:00 p.m. PT (3:00 p.m. ET)** for "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach of your best content experiences.

You will learn how to:

- Extend the life of all B2B events after the live event is over
- Optimize content experiences to identify B2B intent and intent
- Create content-led account-based experiences for targeted B2B audiences
- Turn business and on-demand experiences into personalized experiences

It's time to get more value out of your best content. [Watch now.](#) and learn how.

[Register Now](#)

In

Marketing Best Practices Series

Keys to Driving Growth With an On-Demand Strategy

If you need one more reason to attend "Keys to Driving Growth With an On-Demand Strategy" consider this:

The digital experiences we create are only as effective as our ability to get them in front of our audiences. And by not having a comprehensive on-demand strategy, we are leaving money on the table.

Learn how to extend the reach and impact of your best content experiences. [Join us today at 12:00 PT \(3:00 ET\).](#)

[Register Now](#)

In

GN24

Hi there,

Great marketing today means making it easy for your audience to find thought content, at the right time...any time. And this means having an "always on" strategy to drive audience engagement at their terms, not yours.

Join us on **June 29th at 12:00 p.m. PT (3:00 p.m. ET)** for "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach and impact of your best content.

[Register now](#) and save your spot. I hope to see you virtually there.

Mark Bormstein
VP of Marketing & Client Relations
GN24

GN24

Hi there,

As you consider an on-demand strategy for your website, you will see many companies, each offering a different approach to on-demand content. But there are some key things to look for when you evaluate your options.

That's why I wanted to personally reach out to you on **June 29th at 12:00 p.m. PT (3:00 p.m. ET)** for "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach and impact of your best content.

Thank you for attending "Keys to Driving Growth With an On-Demand Strategy" and learn how to extend the reach and impact of your best content.

[Register now](#) and save your spot. I hope to see you virtually there.

Mark Bormstein
VP of Marketing & Client Relations
GN24

Small B (TEXT) - Follow Up Customers

Subject Line: Need Help Driving Website Registrations?

Pre-Header:

Body Copy

Hi name,

Thank you for attending "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach and impact of your best content.

Did you know that the GN24 platform offers a range of features you can use to power up your event promotion? It's time to help us a little and let us help you a little through your on-demand promotion strategy - what's working, what isn't and how to take it to the next level.

What is your availability this week?

Name
Title
GN24

Small B (TEXT) - Follow Up Customers (what did you learn)

Subject Line: I'd love your thoughts on our last webinar

Pre-Header: Your feedback will help us better tailor that content to you.

Body Copy

Hi name,

Thank you for attending "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach and impact of your best content.

I'd also love to help on a quick call to hear your thoughts on the experience. What did you learn, what were you hoping to learn and how can they fill in some of those gaps?

What is your availability this week?

Name
Title
GN24

Small B (TEXT) - Promo

Subject Line: Need to Attend Register Event Audience?

Pre-Header: Register now

Body Copy

Hi name,

When events were virtual, audience sizes were no longer a barrier to how big our audience could be. But as our event strategies have evolved, we need our promotional strategy.

That's why I wanted to personally reach out to you on **June 29th at 12:00 p.m. PT (3:00 p.m. ET)** for "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach and impact of your best content.

It's going to be a lot of fun, register now.

Name
Title
GN24

GN24

Hi there,

As you consider an on-demand strategy for your website, you will see many companies, each offering a different approach to on-demand content. But there are some key things to look for when you evaluate your options.

That's why I wanted to personally reach out to you on **June 29th at 12:00 p.m. PT (3:00 p.m. ET)** for "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach and impact of your best content.

Thank you for attending "Keys to Driving Growth With an On-Demand Strategy" and learn how to extend the reach and impact of your best content.

[Register now](#) and save your spot. I hope to see you virtually there.

Mark Bormstein
VP of Marketing & Client Relations
GN24

Small B (TEXT) - Follow Up Progress

Subject Line: Need help driving website registrations?

Pre-Header:

Body Copy

Hi name,

Thank you for attending "Keys to Driving Growth With an On-Demand Strategy" and learn best practices for creating an "always on" approach to scaling the reach and impact of your best content.

Sometimes how to make it work makes perfect sense and you actually all have to make them all work for me. It's time to help us a little and let us help you a little through your on-demand promotion strategy - what's working, what isn't and how to take it to the next level.

What is your availability this week?

Name
Title
GN24

How do we sweat the asset?

Your most valuable post webinar asset?

TRANSCRIPT

Title: What's Trending in Cybersecurity?

[Opening Slide]

[Background music fades]

Host:

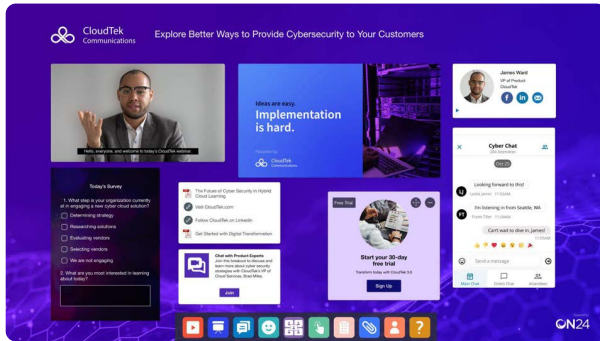
Hello, everyone, and welcome to today's webinar titled "What's Trending in Cybersecurity?" I'm [Your Name], and I'm thrilled to be your host for this exciting session. Today, we will explore the latest developments and trends in the ever-evolving world of cybersecurity. With cyber threats becoming increasingly sophisticated, it's crucial for individuals and organizations alike to stay informed and prepared. So, let's dive in!

[Slide 1: Introduction]

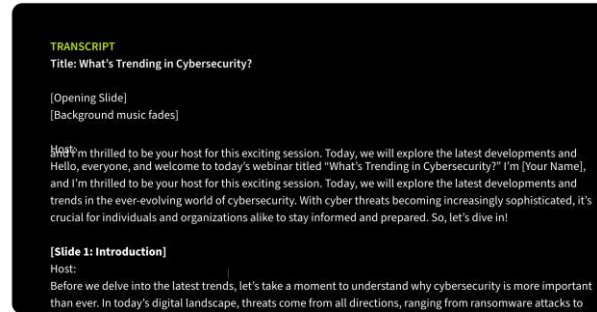
Host:

Before we delve into the latest trends, let's take a moment to understand why cybersecurity is more important than ever. In today's digital landscape, threats come from all directions, ranging from ransomware attacks to

AI-Generated Companion Content



Live Webinar



Transcript



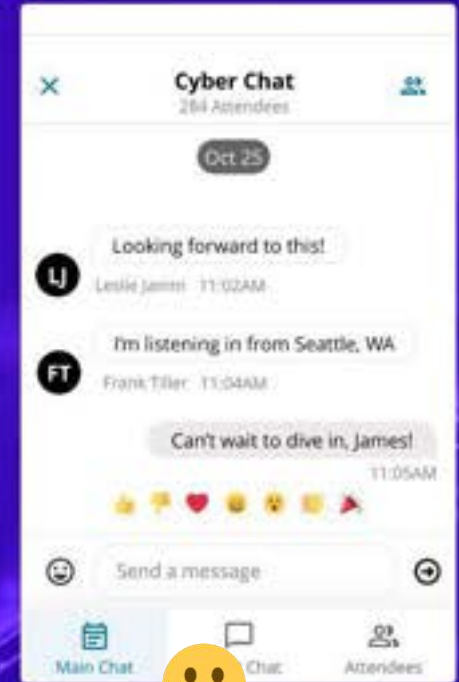
Blog, eBooks & Articles



Challenges of zero-day vulnerabilities

Zero-day vulnerabilities present several challenges for the cybersecurity community, software vendors, and end-users:
Limited time to patch

- Detection and awareness
- Targeted attacks
- Escalation of cyber warfare
- Lack of mitigation strategies
- Impact on reputation and trust
- Expensive security research
- Coordinated response



Today's Survey

1. What step is your organization currently at in engaging a new cyber cloud solution?

- Determining strategy
- Researching solutions
- Evaluating vendors
- Selecting vendors
- We are not engaging

2. What are you most interested in learning about today?

The Future of Cyber Security in Hybrid Cloud Learning

- Visit CloudTek.com
- Follow CloudTek on LinkedIn
- Get Started with Digital Transformation

Chat with experts

Join to discuss and learn more about cyber security strategies with CloudTek's VP of Cloud Services, Brad Miles.

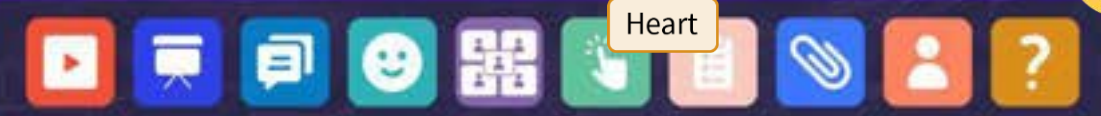
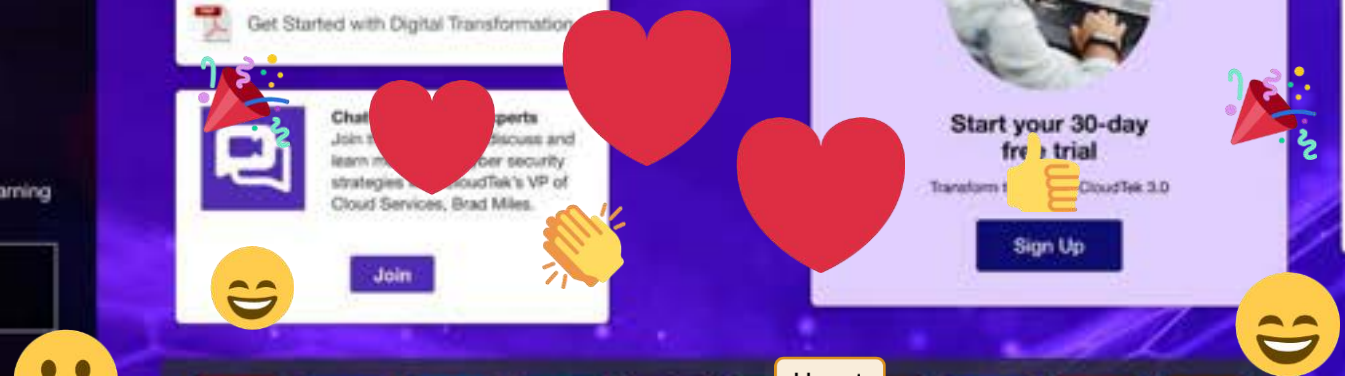
Join

Free Trial

Start your 30-day free trial

Transform your business with CloudTek 3.0

Sign Up



- DASHBOARD
- KEY MOMENTS
- AUDIENCE
- INTERACTIONS
- QUALITY

Key Moments

Challenges of zero-day vulnerabilities

Zero-day vulnerabilities present several challenges for the cybersecurity community, software vendors, and end-users:
 Limited time to patch

- Detection and awareness
- Targeted attacks
- Escalation of cyber warfare
- Lack of mitigation strategies
- Impact on reputation and trust
- Expensive security research
- Coordinated response



Moment Summary

- 04 Questions
- 05 Buying Signals
- 37
- 12
- 46
- 09

[View Clip](#)

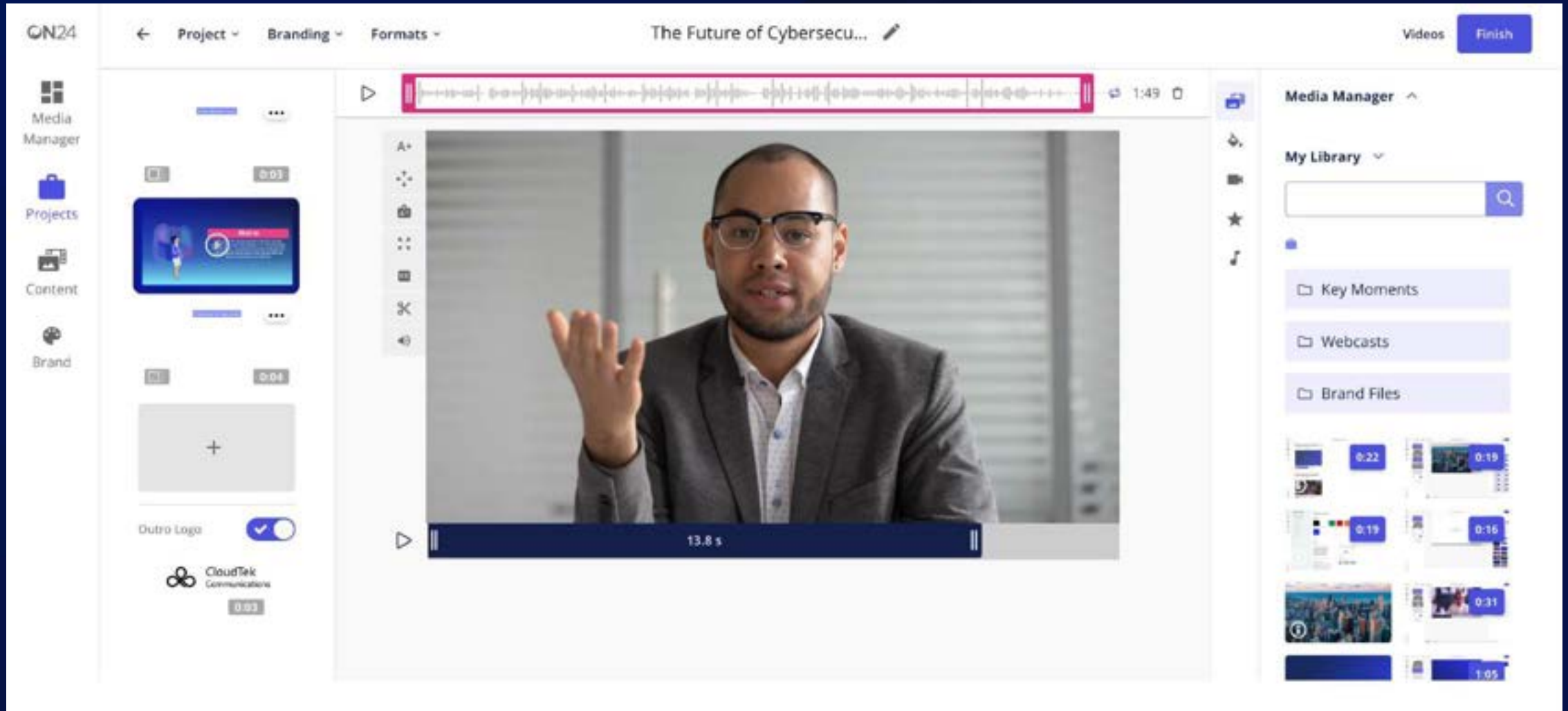
Show All Slides

The slide navigation bar consists of 12 thumbnails arranged in two rows of six. Each thumbnail shows a preview of a slide with a timestamp at the bottom. The thumbnails are color-coded based on engagement, with a legend at the bottom right showing a gradient from yellow (0) to red (10).

00:00	01:05	05:03	06:37	23:06	26:05
28:06	28:38	16:42	25:12	28:12	38:00

Legend: 0 (Yellow) to 10 (Red)

AI to turn previous webinars into new videos



Nurture Pages

Prepopulated webinar recaps based on insight-driven key moments

CloudTek Communications + METROPOLIS

WEBCAST
What's Trending in Cybersecurity Today?

Paula, here's what you missed in our latest webinar!

In the rapidly evolving landscape of cybersecurity, staying ahead of the curve is a necessity. Watch, catch up on this webinar, where we'll unravel the emerging threats, and cutting-edge innovations shaping the digital defense sphere.

[Watch Now](#)

Top Key Moments

Emerging Threat Landscapes

KEY MOMENTS COLLECTION

Our digital world is in a constant state of flux, and so are the threats that lurk within it.

CloudTek Hardware Secure Solutions

KEY MOMENTS COLLECTION

As organizations increasingly migrate to the cloud, the need for robust hardware-based security solutions becomes paramount.

IoT Security Strategies

KEY MOMENTS COLLECTION

Internet of Things connectivity comes with a host of security challenges. Let's explore strategies to secure the ecosystem.

Example: Nurture Page

Webinars & Virtual Events That Rocked



Analytics & Content Engine



Moment Summary

- 1 Questions
- 0 Buying Signals
- 22 Likes
- 104 Hearts
- 41 Comments
- 57 Shares

View Clip

Key Moment 1: Global X



Key Moment 2: Dan Foss



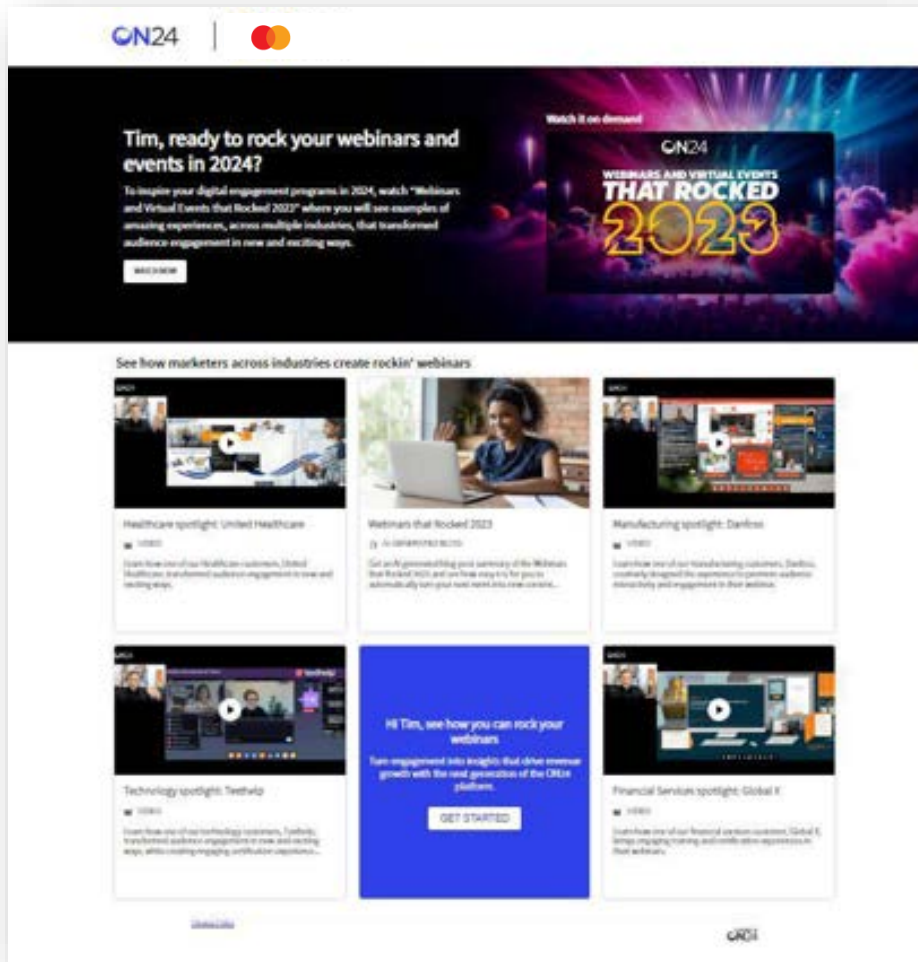
Key Moment 3: Text Help



Example: AI-Generated Nurture Page

The image shows a screenshot of a nurture page for ON24. The page features a header with the ON24 logo and a Mastercard logo. The main content area is a dark-themed banner with the text "Tim, ready to rock your webinars and events in 2024?" and a video player showing "Webinars and Virtual Events THAT ROCKED 2023". Below the banner is a grid of six content cards, each with a video thumbnail and a title. The cards are: "Healthcare spotlight: United Healthcare", "Webinars that Rocked 2023", "Manufacturing spotlight: Danfoss", "Technology spotlight: Teahelp", "Financial Services spotlight: Global IT", and a central blue card with the text "Hi Tim, see how you can rock your webinars" and a "GET STARTED" button. Annotations with orange arrows point to various elements: "Company Domain Personalization" points to the ON24 logo; "Webinar Recap" points to the main banner; "Full Version: On-Demand Webinar" points to the video player; "Key Moment Videos" points to the video thumbnails; "Abstracts & Titles" points to the text below the thumbnails; and "Personalised 'Call to Action'" points to the "GET STARTED" button. The word "Blog" is written on the left side of the page.

Sweating the asset to different audiences



Non-Registrants

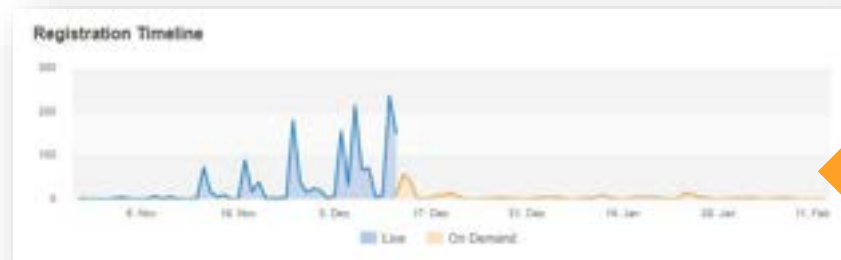
Sales sharing the landing page with key target prospects + time poor executives

Attendees

Key Takeaways to Revisit & Share with Colleagues

No Shows

Here's what you missed catch the 'highlights reel'



Boost the On-Demand Longtail





Enhanced personalisation



80% of companies rate personalisation as critical to business growth

Source: Adobe Personalisation at Scale Study



73% of customers expect better personalisation as technology advances

Source: Salesforce State of the Connected Customer

How do you scale for the many but personalise for the one?



Subtle touches of personalisation



Breakthrough Digital Engagement Strategies for 2024



 **Tim Johnston**
Senior Marketing Director, API
ON24


Ask a question
Hi Rachael! Yes it will be :) You can click and drag to move top via the registration link.

Enter your question

- 00 6 Digital Experiences to Inspire Law Firms
- 00 ON24 for Continuing Education and Certification
- 00 Grant Thornton Australia scales their webinar program with ON24
- 00 Meet the Next Generation of ON24
- 00 ON24 for Professional Services
- 00 Become an ICON Member

Re-imagine Webinars

Transform your webinars and digital content into immersive, interactive experiences that drive audience engagement.



Optimising experiences for maximum engagement

The screenshot displays a webinar interface for CloudTek Communications. The main title is "5 Tips to plan your cybersecurity cloud migration". The interface includes several key components:

- Header:** CloudTek Communications logo and the webinar title.
- Video Player:** A central video player showing two speakers. A subtitle reads: "Yes, thank you Audrey, this will be a great discussion".
- Left Panel:** A red box with the text "Today's webinar: 5 tips to plan your cybersecurity cloud migration". Below it are profiles for Daniel Porter (SVP, Global Services) and Audrey Marks (VP, Marketing), each with social media icons for Facebook, LinkedIn, and Email.
- Bottom Center:** A registration box for an "expert advisory roundtable" with a "Register" button.
- Bottom Right:** A "Q&A" section with the question "What questions would you ask a potential vendor during your research?" and a "Submit" button.
- Right Panel:** A "Take Survey" section with a list of priorities: Governance, Software, Compliance, Access, and Automation and APIs. Below it is a "Today's Slides" section listing topics like "Key Considerations for Building Your Cloud Migration Security Strategy".
- Bottom Bar:** A navigation bar with icons for video, chat, Q&A, slides, and other functions.

Orange arrows point to the following elements:

- The red header box.
- The video player.
- The "Take Survey" section.
- The "Q&A" section.
- The "Today's Slides" section.
- The registration box.

CIO SEGMENT



Recommended For You



**Raj, join us for a demo
of CloudTek 3.0**

See how the CloudTek Platform will work for you.

Sign Up



The Future of Cybersecurity in Hybrid
Cloud Learning



Visit CloudTek.com

VP SEGMENT



Recommended For You



**Paula, get ahead of
emerging trends**

Explore more of our content library and learn about the
best practices, strategies and tips used by today's brands.

Subscribe



Digital Transformation for IT Teams



Register for TekNEXT Summit

Example: Location & Customer Status

ON24 ON24 NEXT Enter a new era of intelligent engagement

Product Adoption

Explore AI-powered ACE, the new Analytics and Content Engine.
Watch demo

Location

Engage 24
Join us on the road in Chicago on April 11th.
Save my spot

Customer Status

ON24 Next Survey

1. Which ON24 capabilities are you most excited to try? Select all that apply!

- AI generated content
- Personalization with segments
- Key moments and nurture pages
- Advanced analytics and reporting

100% sure that's what she was referring to.
using Drift chat

What is the difference in the road show and this event today?

Send a message

MARK BORNSTEIN
VP, MARKETING & CHIEF DIGITAL OFFICER, ON24

Callan Young
Chief Marketing Officer
ON24

Personalized Resources: ON24 Customer Hub

Personalized Resources: Explore AI-powered ACE

Example: Nurture Page of "Webinars that Rocked 2023"

Example: AI-generated blog of today's event

Upcoming Webinar: 2024 Digital Engagement Benchmarks

POWERED BY ON24

Segmentation

FIRMOGRAPHIC DATA

- Customer Status
- Seniority
- Expansion Opportunity
- Location or Territory
- Industry

BEHAVIOURAL DATA

- Buying Stage
- Challenges
- Product Interest
- NPS
- Engagement Score

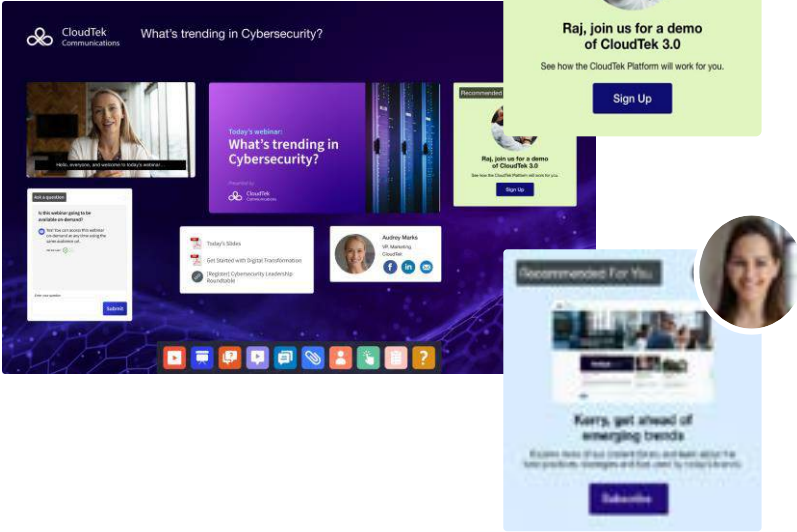
MECHANISMS TO COLLECT STRATEGIC FIRST-PARTY DATA

- Registration Form
- Survey
- Polls
- Content Consumption
- Q&A

Personalising the entire webinar experience



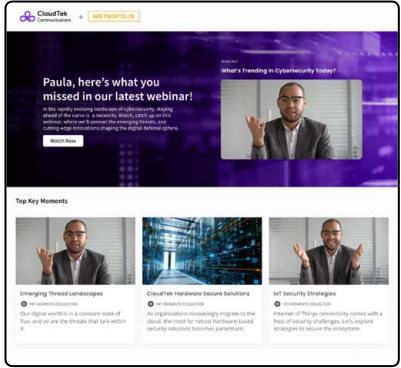
Audience Segments



Personalised Engagement



Repurposed Content



Personalised Nurture



Deeper Audience Insights

Engagement

Event Analytics

- ✓ Live Attended
- ✓ Live Minutes
- ✓ Sessions Viewed
- ✓ Sessions Duration
- ✓ Resources Viewed
- ✓ Location Visits
- ✓ Location Duration
- ✓ Networking Metrics
- ✓ Gamification Metrics

Session Analytics

- ✓ Polls Answered
- ✓ Surveys Answered
- ✓ Questions Asked
- ✓ Resources Viewed
- ✓ Live Attended
- ✓ Live Minutes
- ✓ Group Chat
- ✓ Social Shares
- ✓ Colleague Referrals
- ✓ CTAs Clicked



Marketing Qualification

- ✓ Lead Scoring
- ✓ Segmentation
- ✓ Qualification
- ✓ Personalization
- ✓ Sales Alerts
- ✓ Lead Prioritization
- ✓ Sales Follow-up

Marketing Actions



Paula Price

VP, Network Security
Metropolis

Prospect

Conversion

Buying Signals

- ✓ Demos Booked
- ✓ Meetings Booked
- ✓ Free Trials Started
- ✓ Contact Requests
- ✓ Pricing Requests
- ✓ Chat with Sales

CRM System



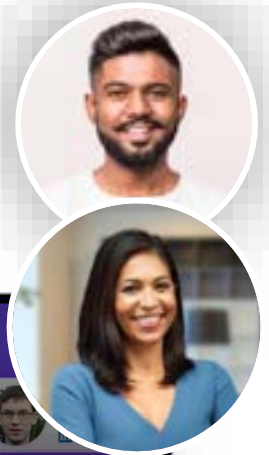
Sales Actions



Sales Executive



Audience Engagement



Raj Prospect

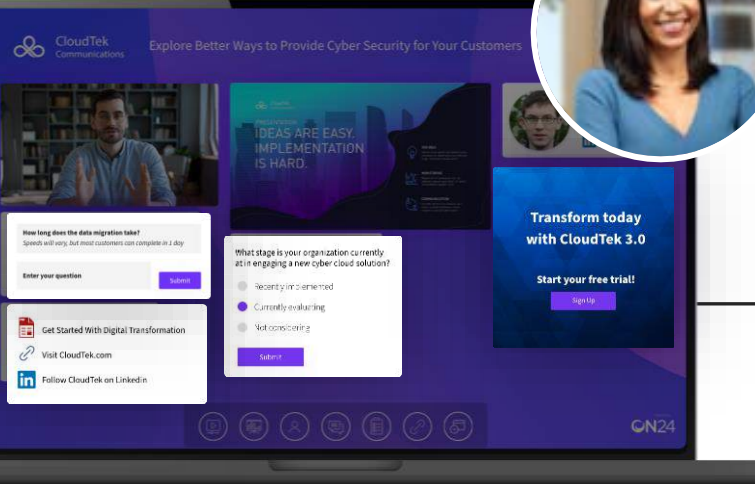
Paula Prospect

Marketing Automation Platform

Marketing Actions



Marketer



Engagement Data

MAS Integration

ENGAGEMENT	ACTION
Poll Response	Score as MQL
Content Download	Add to Email Nurture
Free Trial Sign-up	Alert Sales

Prospect Analytics



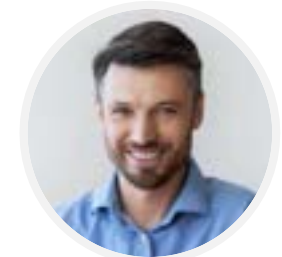
Paula Prospect



CRM Platform



Sales Actions



Sales Executive

CRM

Integration

Engagement Data



ON24 Prospect Engagement Profile

Paula Price
Vice President of Network Security
Networks

Lifetime Activities
HIGH Engagement Level

IN MARKET
Buying Intent

8hrs 17 mins
Total Engagement Time

374
Total Touches

1
Free Trial Conversion

13
Webinars Attended

47
Videos Watched

9
Documents Read

Recommended Content:

- The Future of Cyber Security in Hybrid Cloud Learning
- Using Big Data to Power Your Network
- Use our products like a PRO - Guide to Basic Features
- Introduction to CloudTek 4.0 December 2021 Release
- CloudTek Sky Series: The Great Migration
- TEKNET2022

[Send Email to Paula Price](#)

Business Interest:

- Cyber Security
- Storage
- Big Data
- Cloud Migration
- Digital Banking
- IoT

Content Journey

Line graph showing engagement levels from Jan to Dec.

ENGAGEMENT	ACTION
Free Trial Sign-up	Call Prospect
Question on Timing	Prepare Implementation Collateral

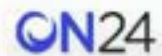
Turn engagement into buying signals for sales action.

Enabling sales success



Paula Price

VP, Network Security
Metropolis



Prospect Engagement Profile

Lifetime Activities

HIGH

Engagement Level

IN MARKET

Buying Intent

8hrs 17 mins

Total Engagement Time

374

Total Touches

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- CloudTek Sky Series: The Great Migration
- TekNEXT User Conference

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Big Data

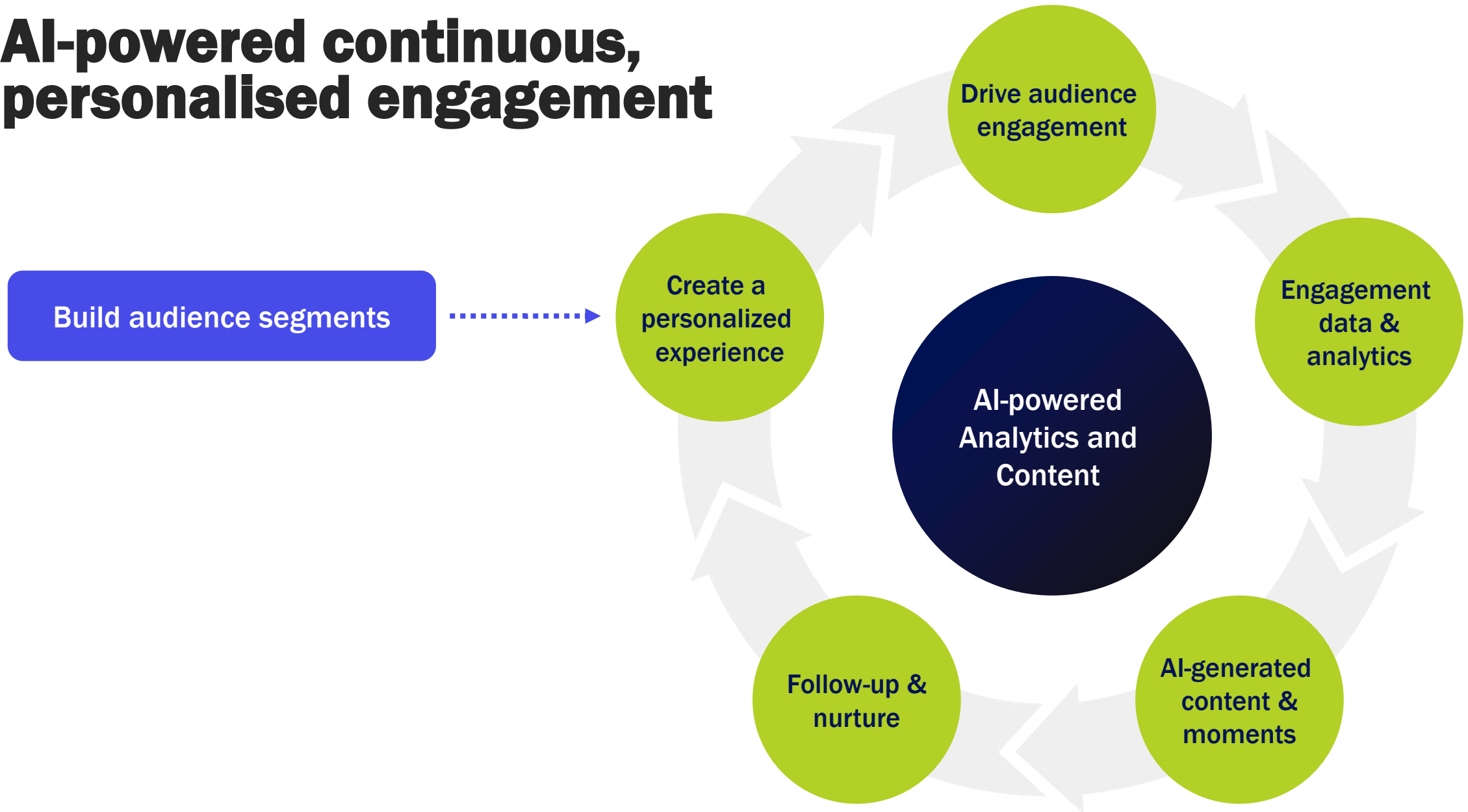
IoT

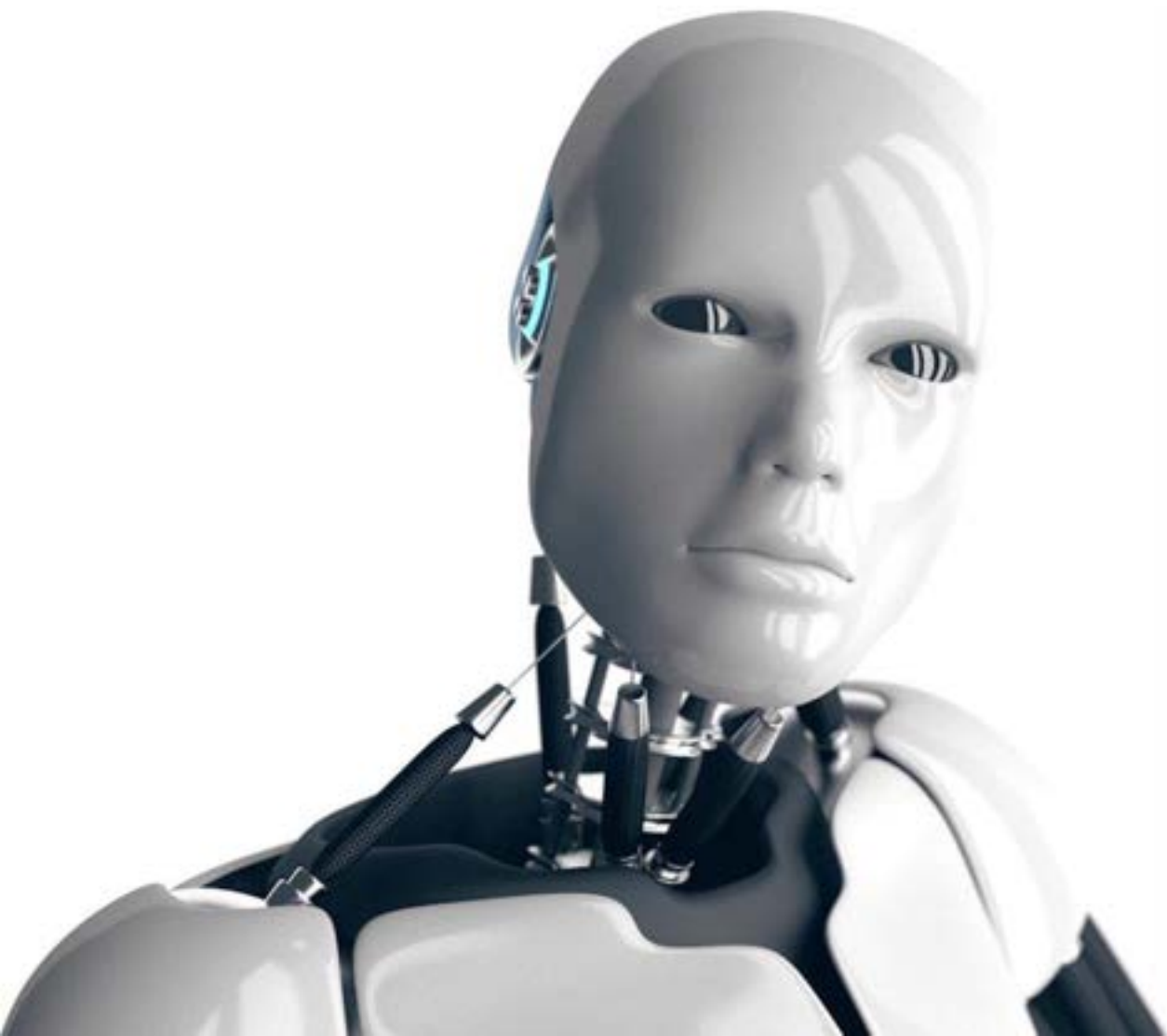
Last Updated : 05/11/22



In summary...

AI-powered continuous, personalised engagement





**Artificial Intelligence
doesn't make our
webinars more
robotic...**

It makes them more human



- Personalise promotions at scale
- Personalise content & CTAs
- More effective lead analysis
- Repurpose key moments
- Turn one webinar into streams of new content
- Continue the audience journey with personalised follow-up

ON24

QUESTIONS?