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

Tim Johnston
Senior Director Marketing, APJ
ON24

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Are webinars dead?

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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

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Audience expectations:

- Engaging
- Interactive
- Connected
- Participate
- Authentic
- Personalized

The bar in 2024 has been lifted

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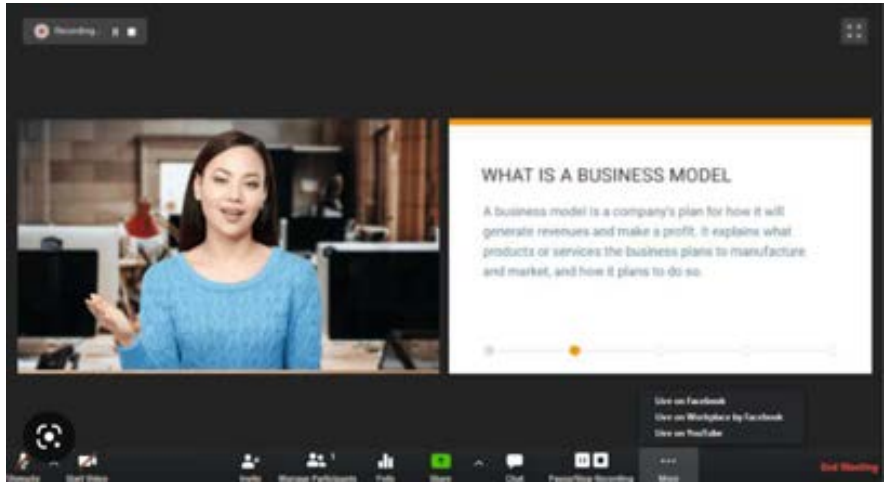
We can no longer get away with vanilla



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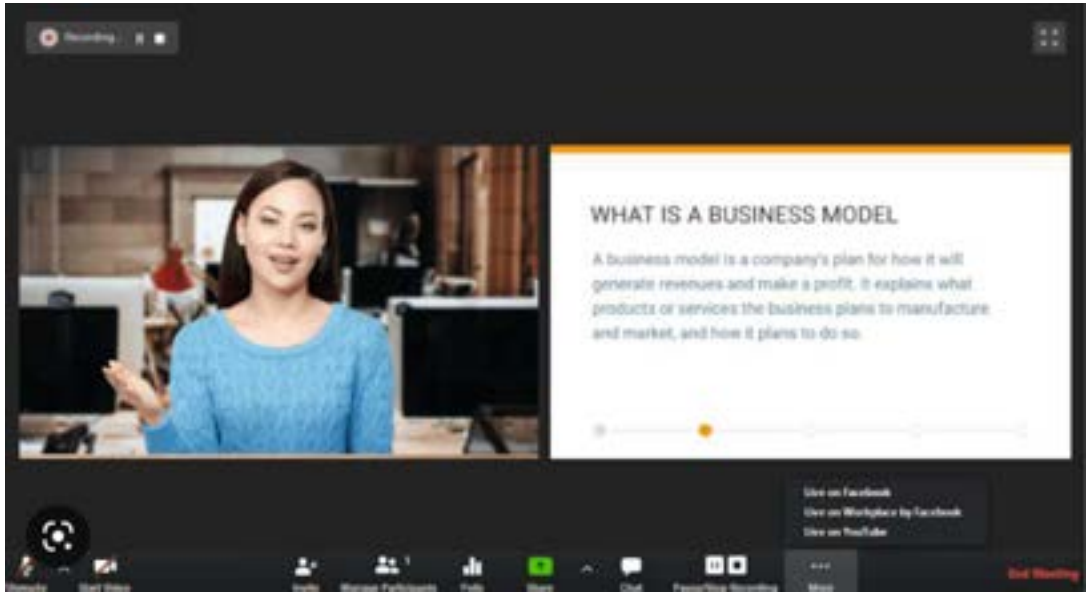
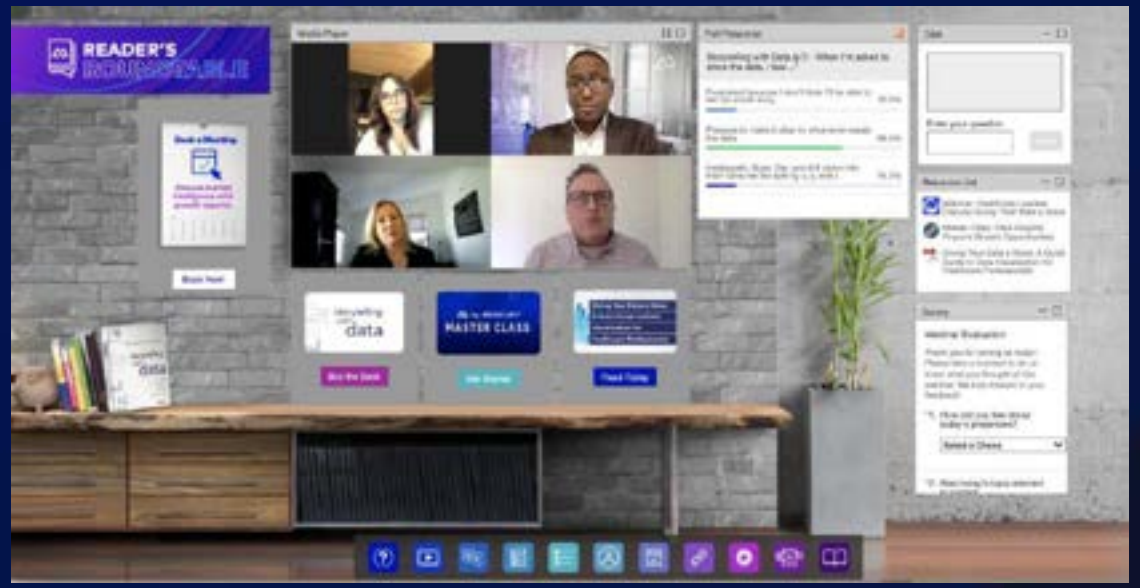
Traditional Approach



Strategic Digital Experience



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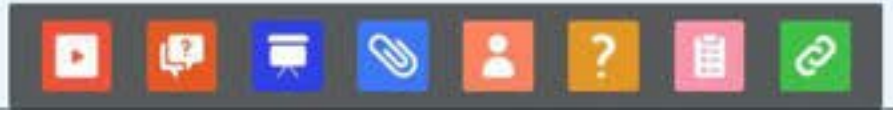
Navigating the Security Frontier



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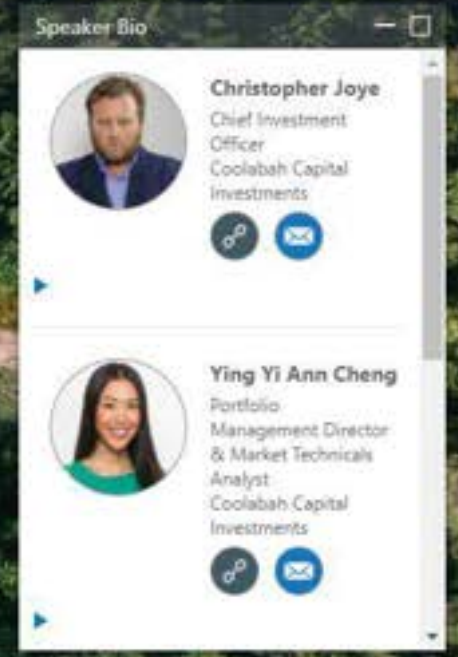
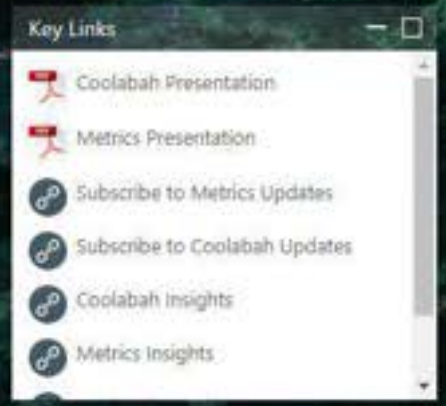
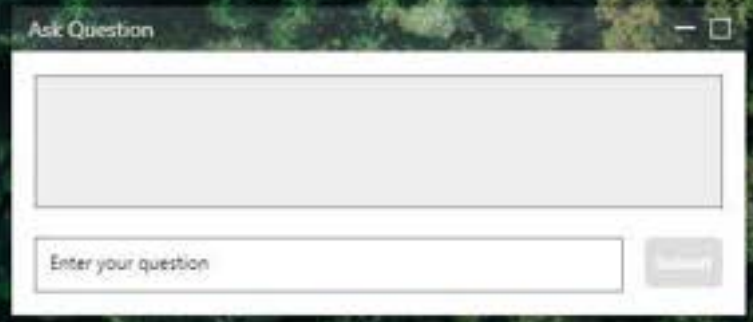
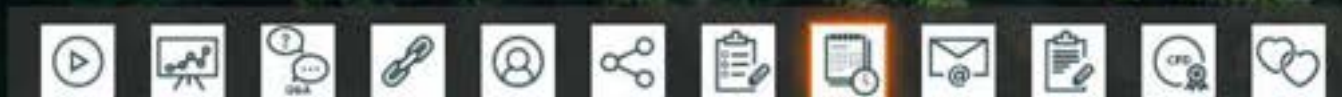
Fixed Income

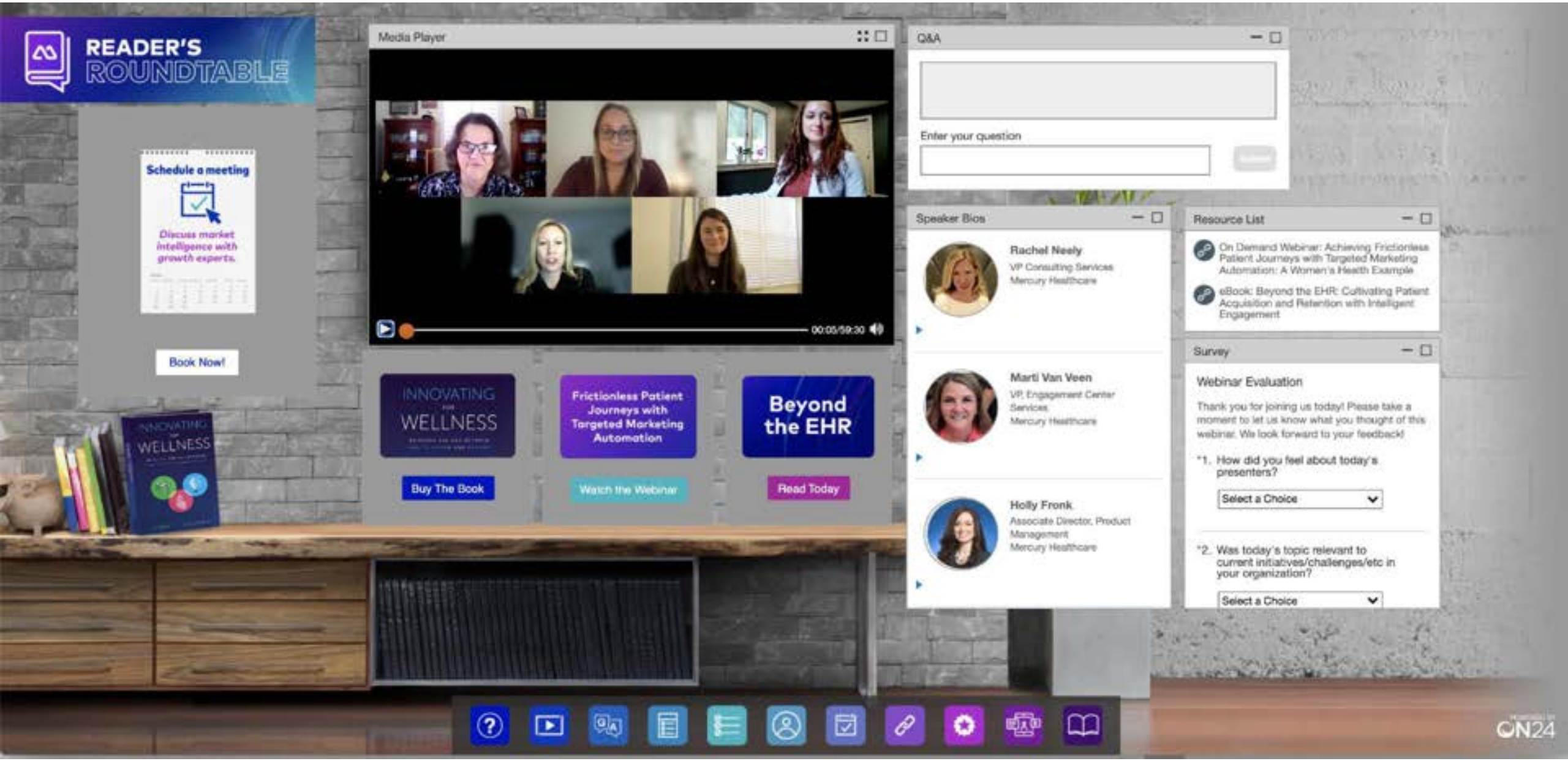
Pinnacle Insight











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What does the next horizon look like?

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AI presents some exciting opportunities

Faster Speed-to-Market

Enhanced Personalisation

Deeper Audience Insights

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Faster Speed-to-market

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How do we do more with less...

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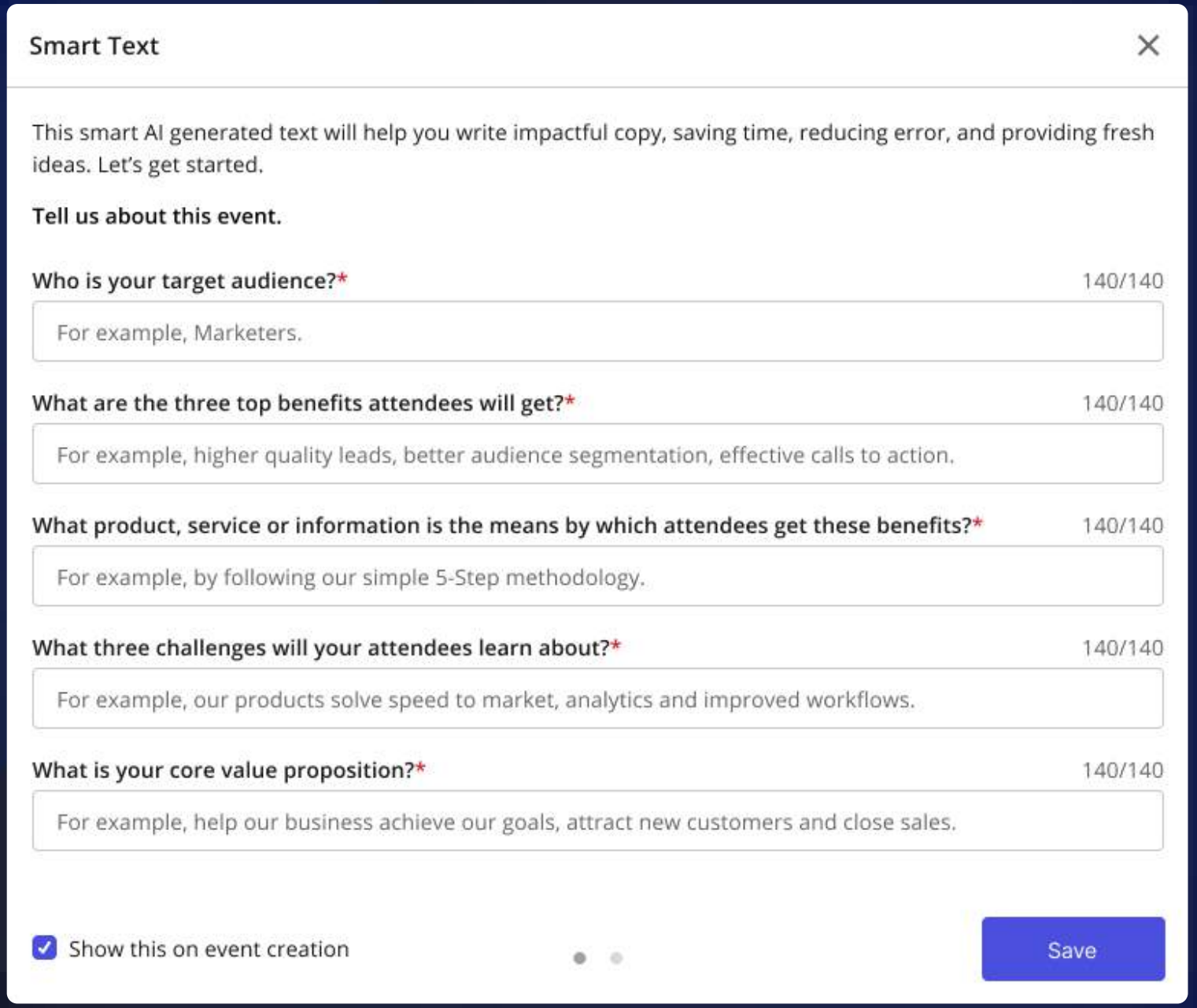
SmartText

Scaling event promotions



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Scaling promotional content production

How do we sweat the asset?

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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

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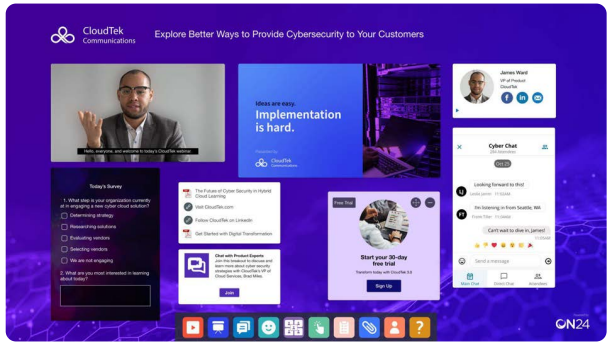
AI-Generated Companion Content



Live Webinar

TRANSCRIPT

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[Background music fades]

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Transcript

Blog, eBooks & Articles

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CloudTek Communications

Explore Better Ways to Provide Cybersecurity to Your Customers

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

James Ward
VP of Product
CloudTek

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

Join

Cyber Chat
284 Attendees
Oct 25
Looking forward to this!
I'm listening in from Seattle, WA
Frank Tiller 11:04AM
Can't wait to dive in, James!
11:05AM
Send a message
Main Chat
Chat
Attendees

Heart

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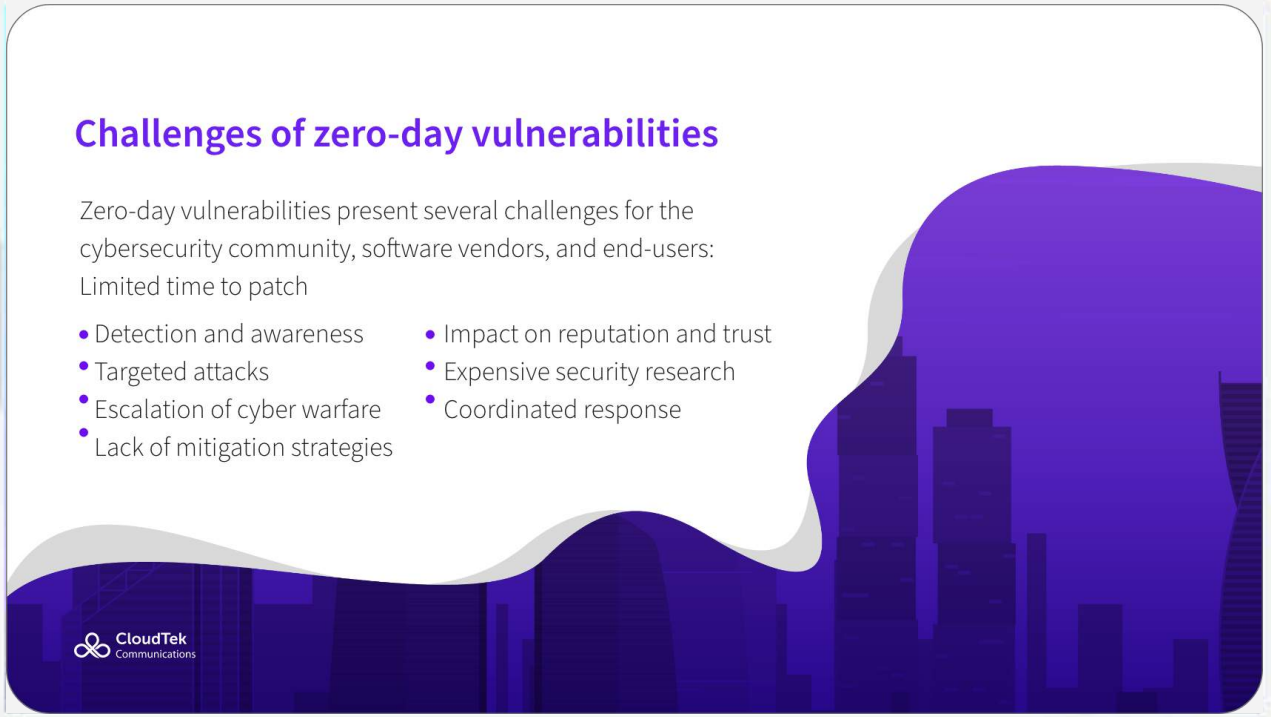
DASHBOARD
KEY MOMENTS
AUDIENCE
INTERACTIONS
QUALITY

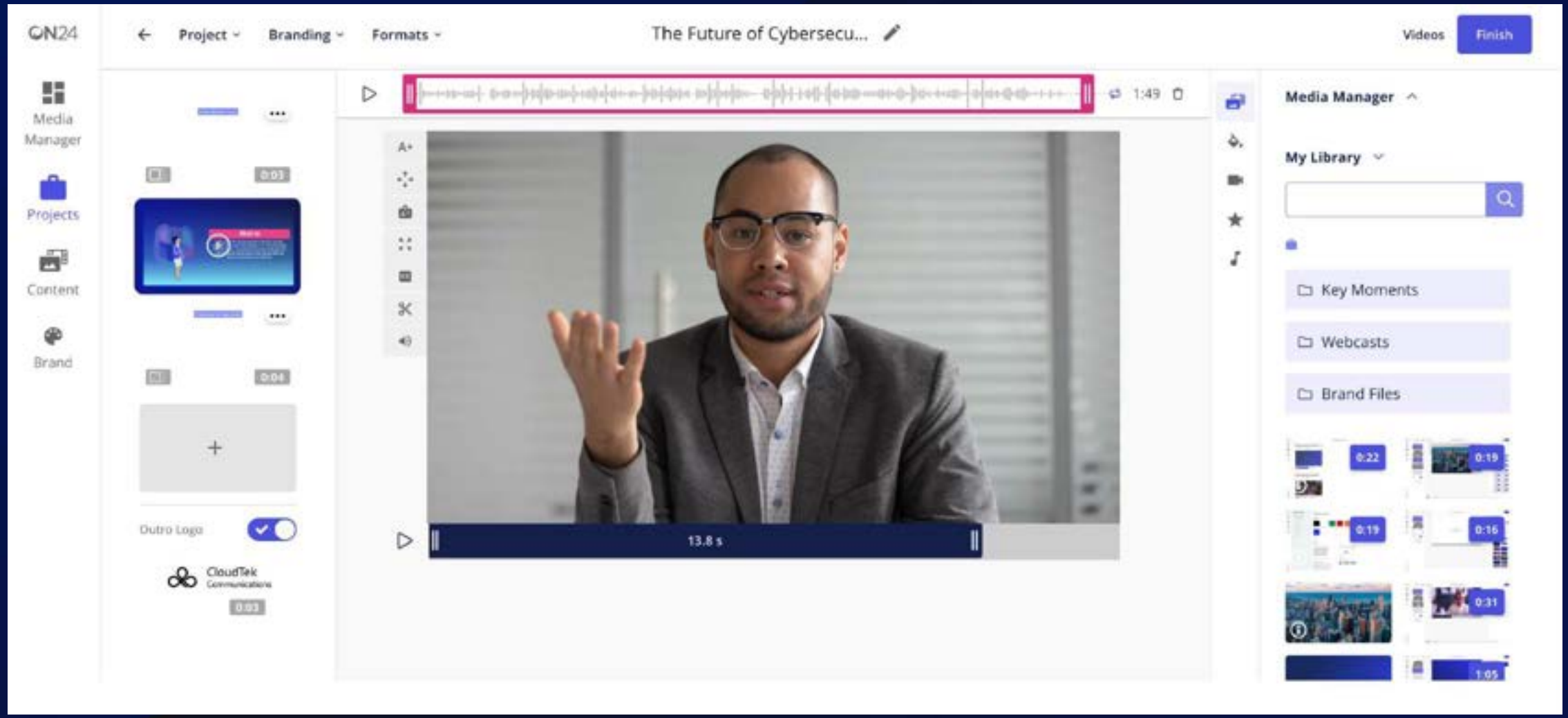
Key Moments



Moment Summary
04 Questions
05 Buying Signals
37
12
46
09
View Clip

Show All Slides

AI to turn previous webinars into new videos



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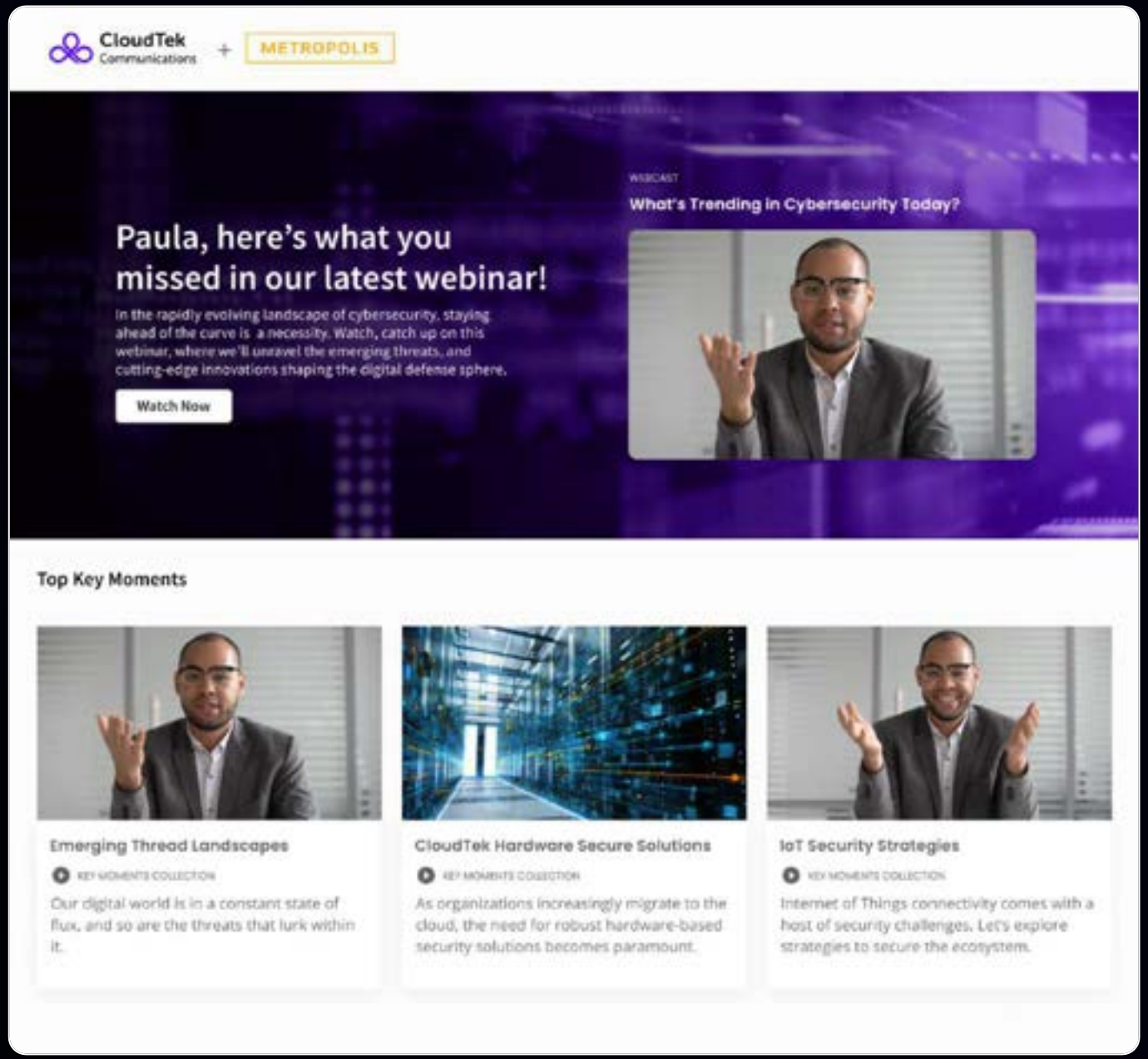
Nurture Pages

Prepopulated webinar recaps based on insight-driven key moments



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Example: Nurture Page

Webinars & Virtual Events That Rocked

Analytics & Content Engine

Key Moment 1: Global X

Key Moment 2: Dan Foss

Key Moment 3: Text Help

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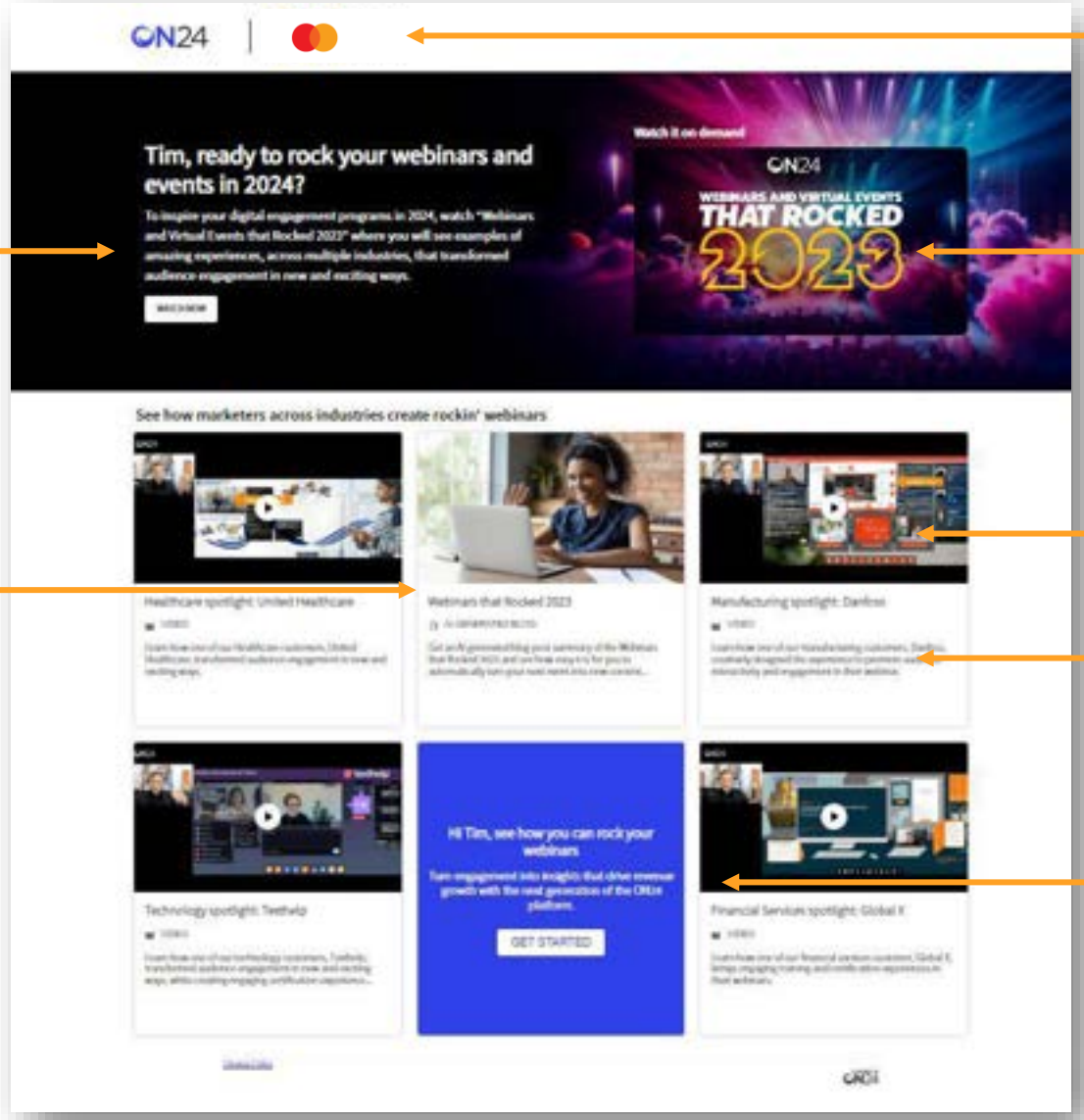
Example: AI-Generated Nurture Page

Webinar Recap

Blog



Company Domain Personalization

Full Version: On-Demand Webinar

Key Moment Videos

Abstracts & Titles

Personalised 'Call to Action'

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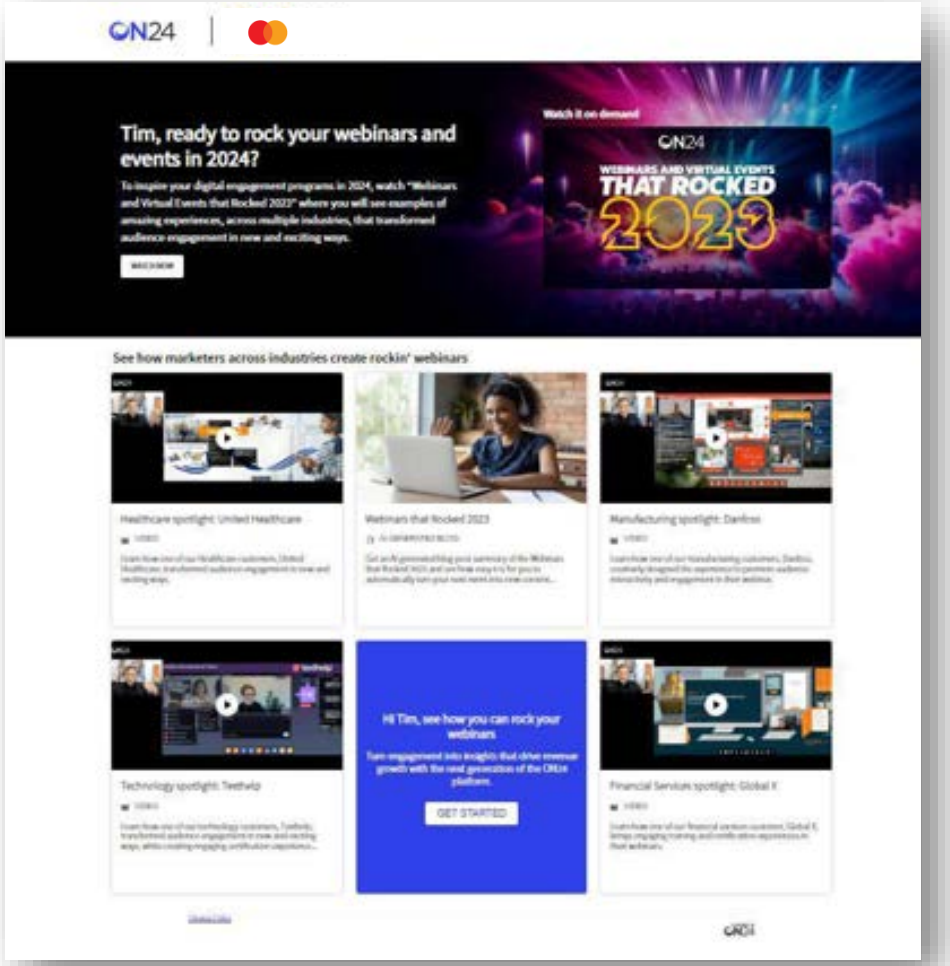
Sweating the asset to different audiences



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

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Enhanced personalisation

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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

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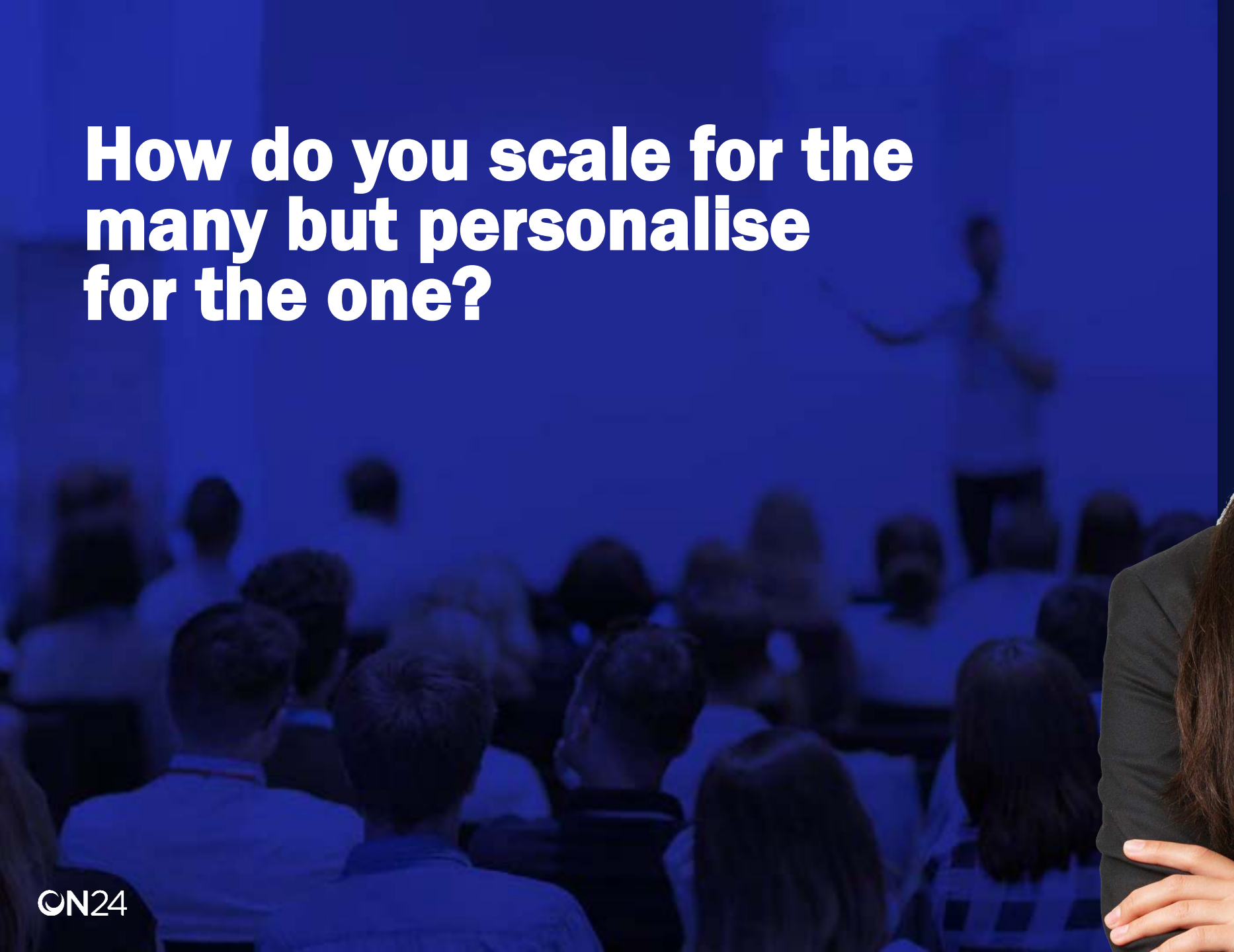
How do you scale for the many but personalise for the one?



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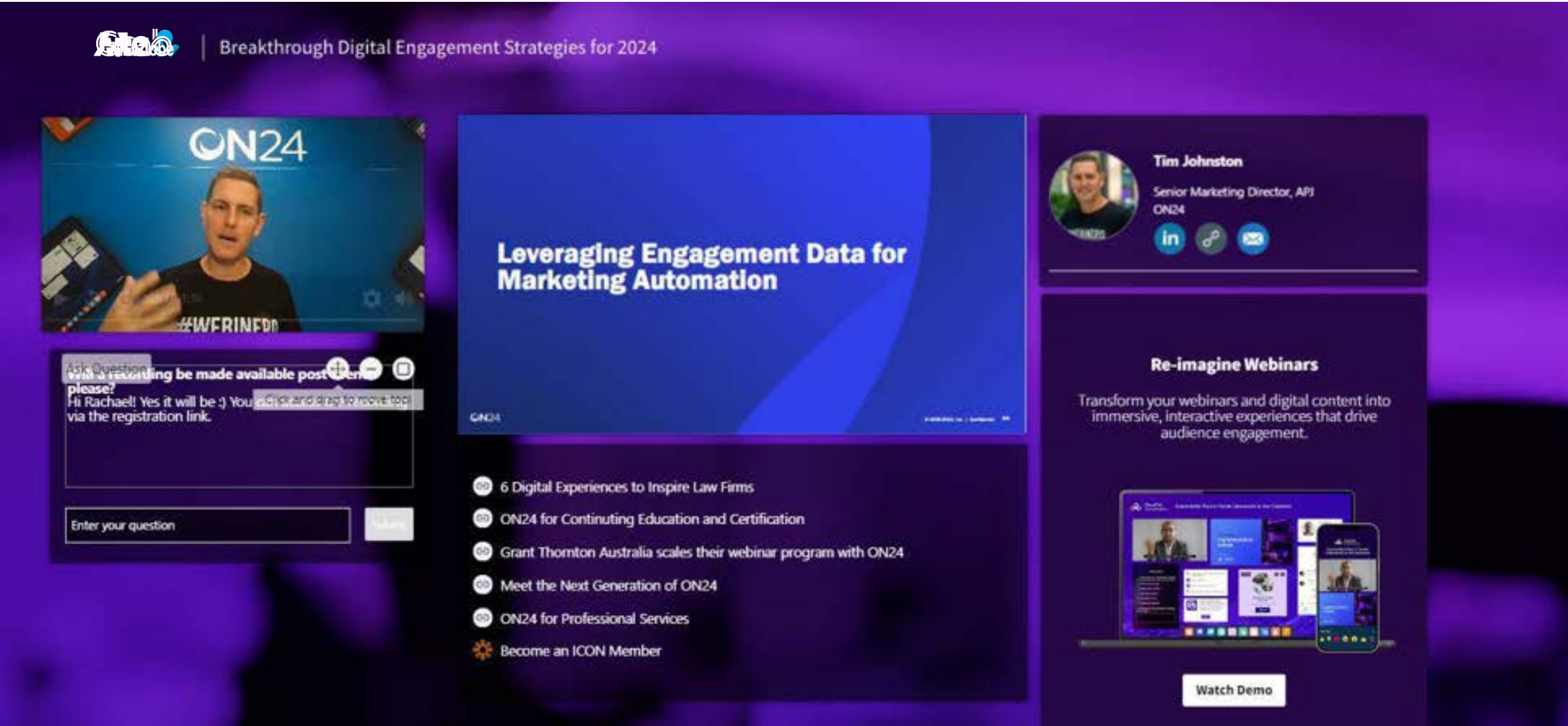
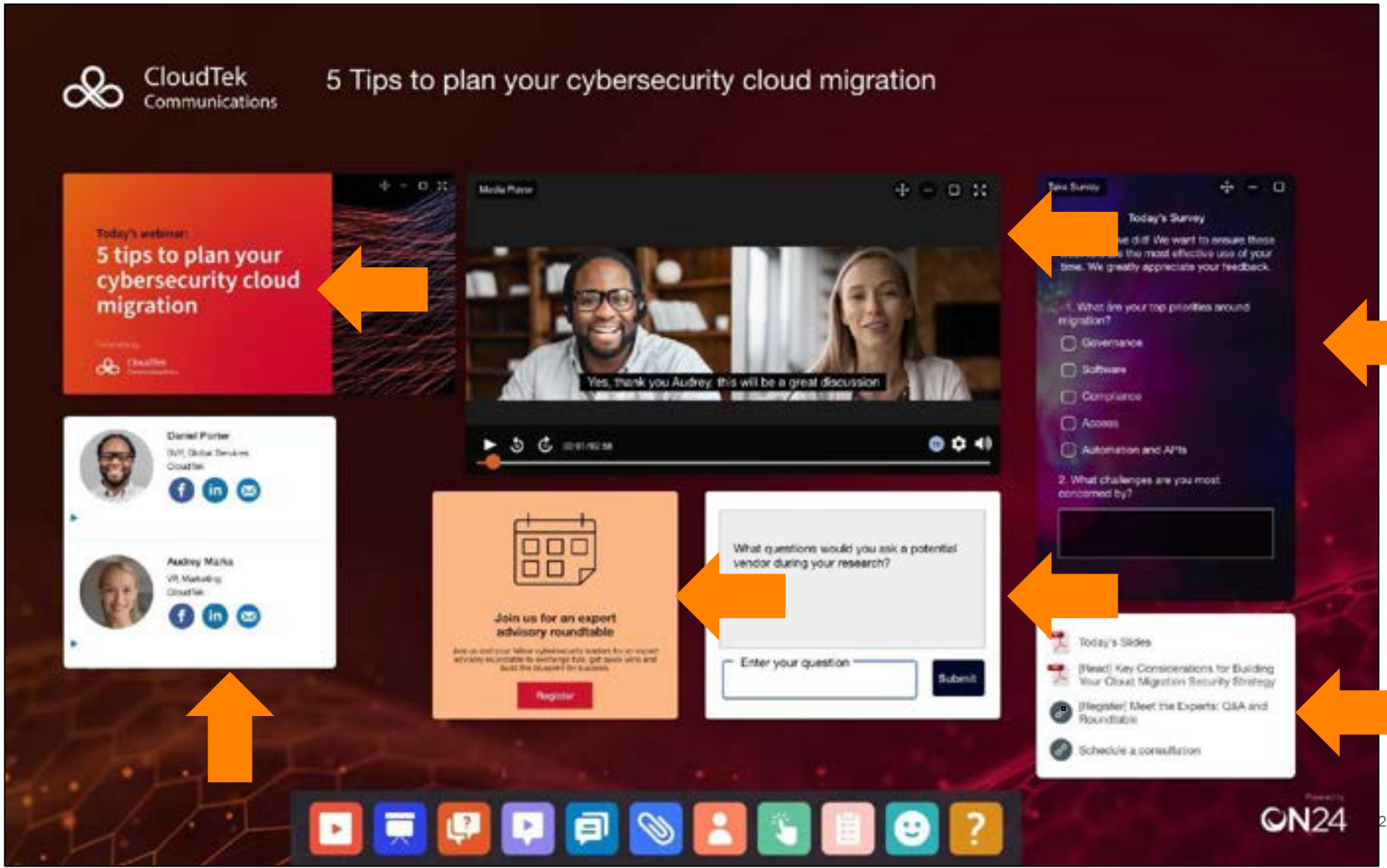
Subtle touches of personalisation



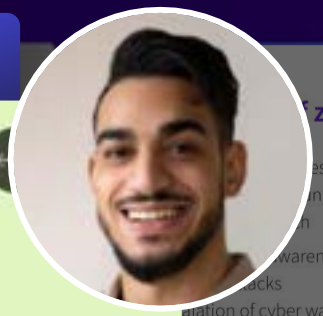
Optimising experiences for maximum engagement



CloudTek
Communications

Explore Better Ways to Provide Cybersecurity to Your Customers

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

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Digital Transformation for IT Teams

Register for TekNEXT Summit

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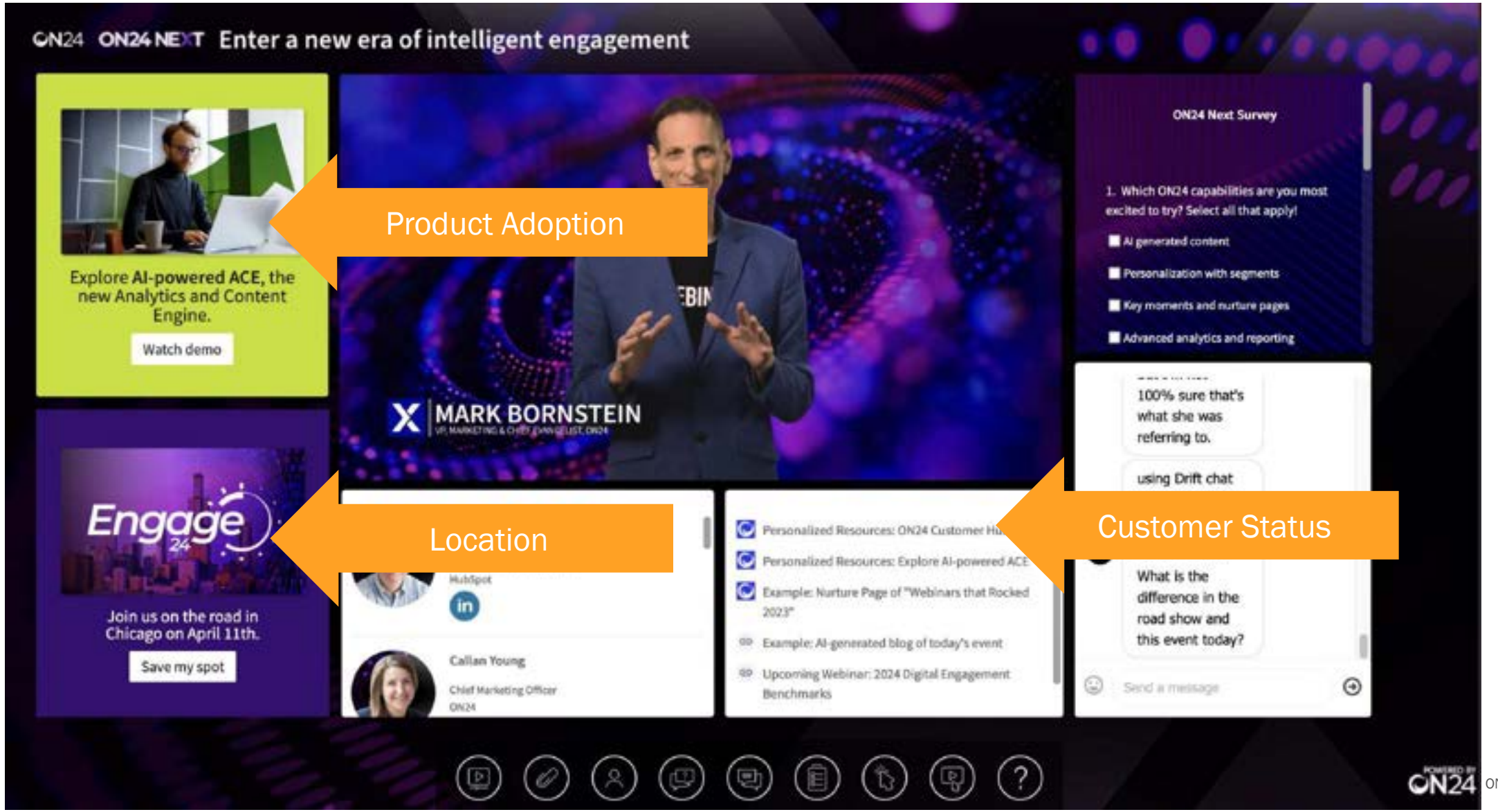
Example: Location & Customer Status



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

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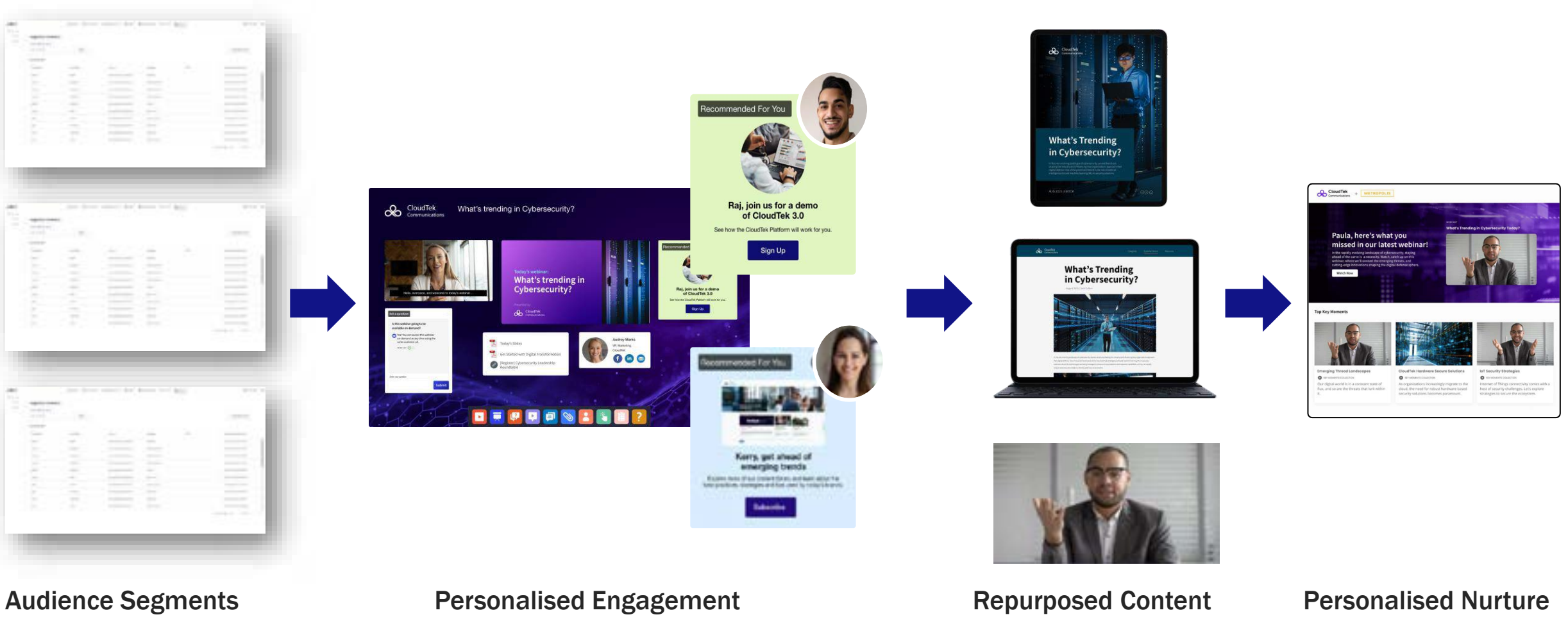
Personalising the entire webinar experience



Audience Segments

Personalised Engagement

Repurposed Content

Personalised Nurture

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Deeper Audience Insights

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Paula Price

VP, Network Security
Metropolis

Prospect

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 Automation Platforms

Marketing Qualification

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

Marketing Actions

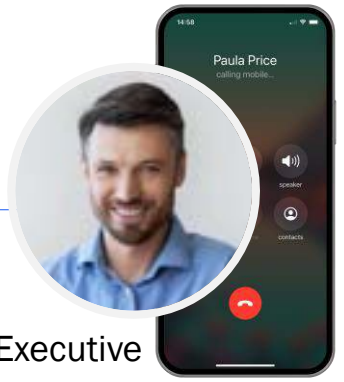
Conversion

Buying Signals

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

CRM System

Sales Actions



Sales Executive

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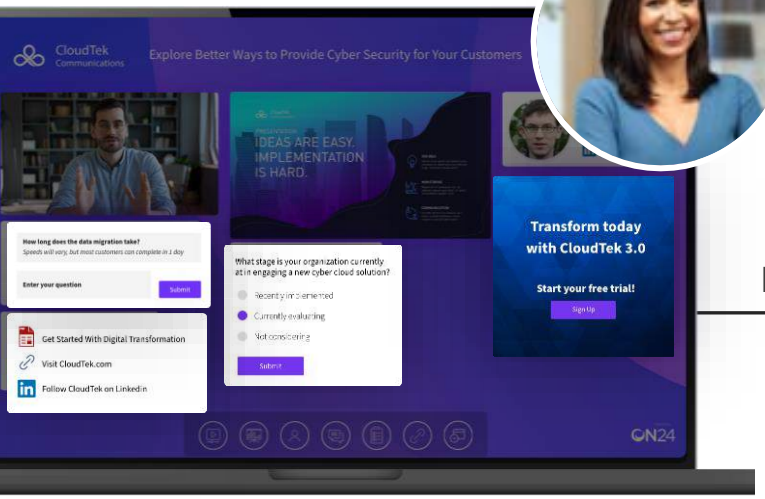
Audience Engagement

Raj
Prospect

Paula
Prospect



Engagement Data →

MAS Integration

↑

Marketing Automation Platform

→

Marketing Actions

Marketer

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

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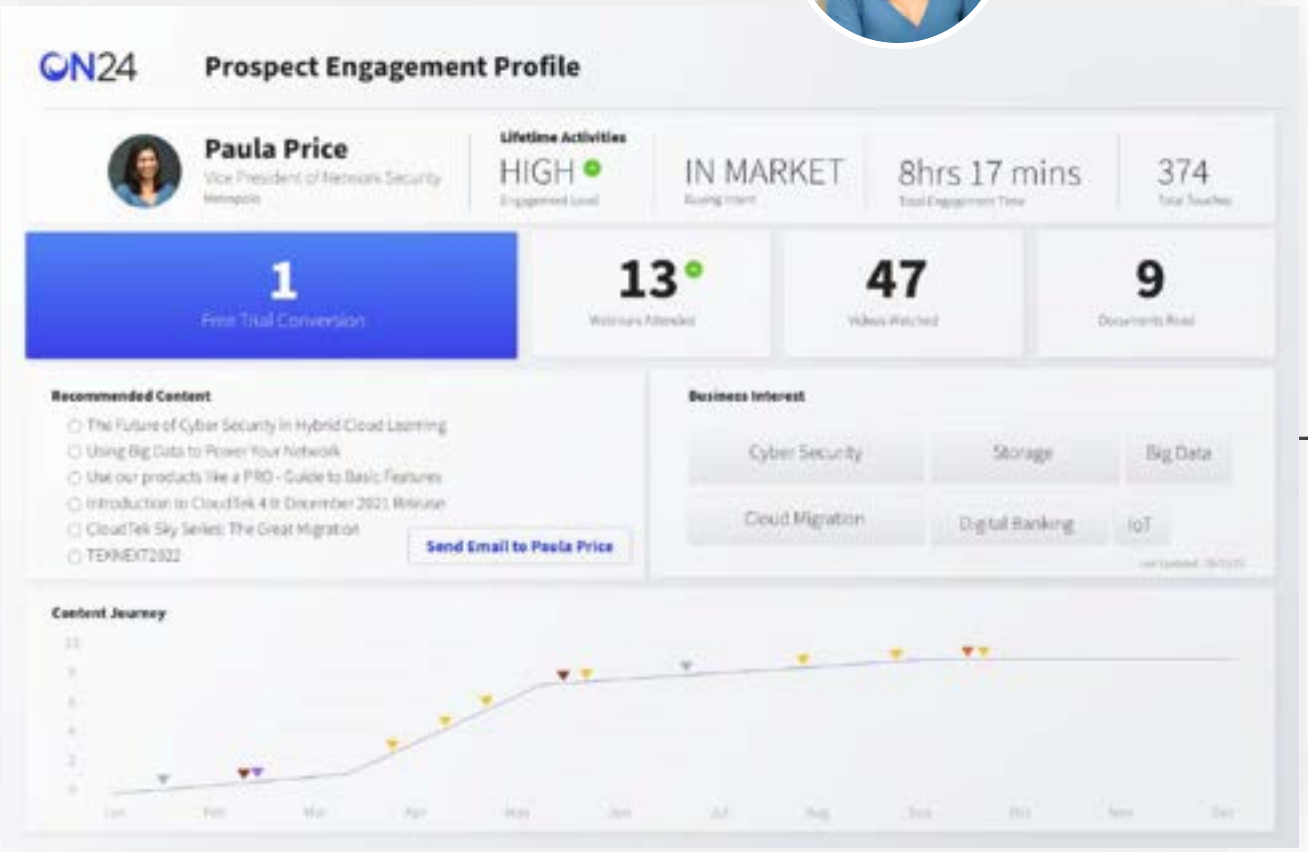
Prospect Analytics

Paula
Prospect



Engagement Data →

CRM Integration

CRM Platform →

Sales Actions

Sales Executive

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

Turn engagement into buying signals for sales action.

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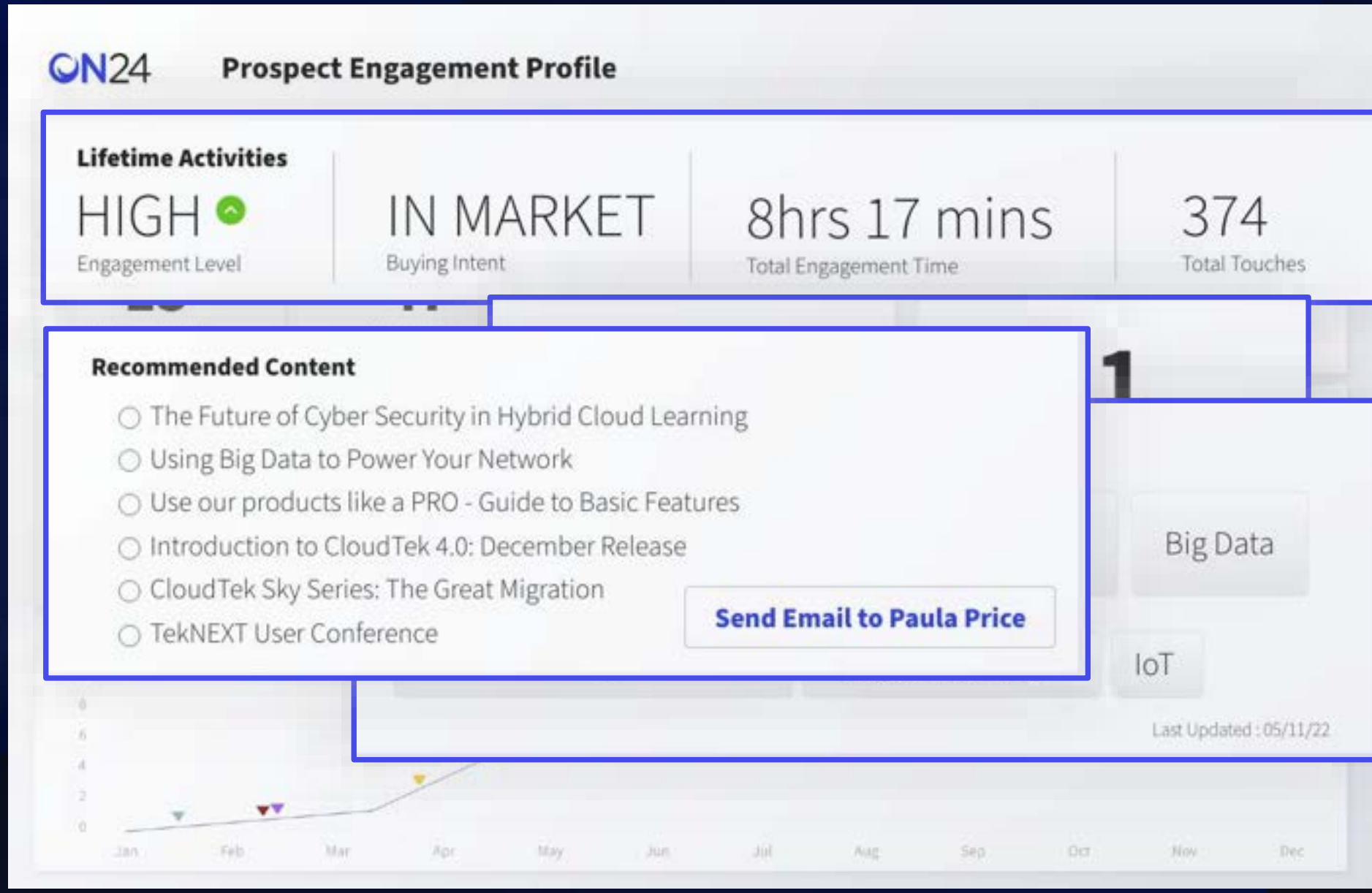
Enabling sales success

Paula Price
VP, Network Security Metropolis



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In summary...

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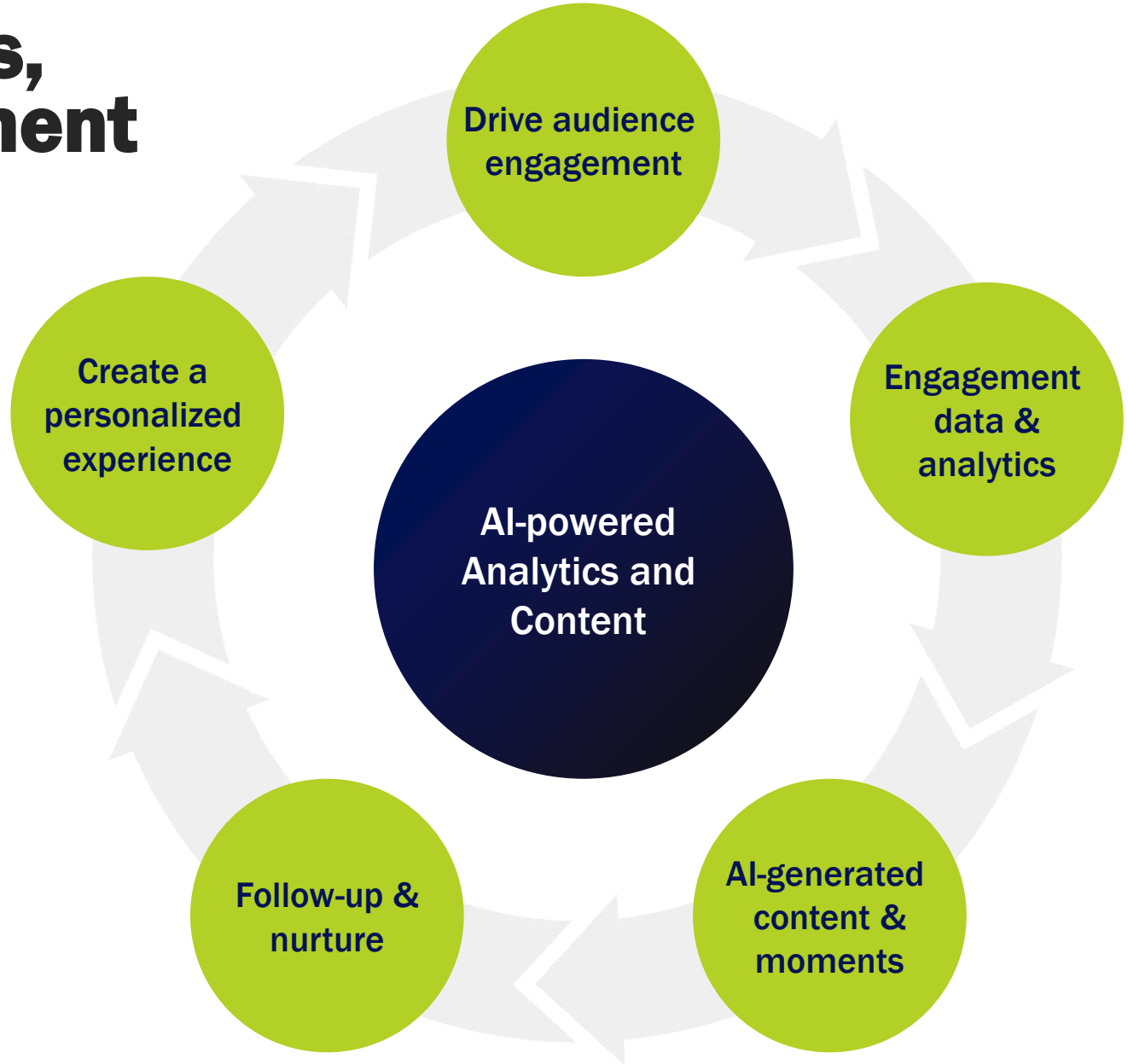
AI-powered continuous, personalised engagement

Build audience segments



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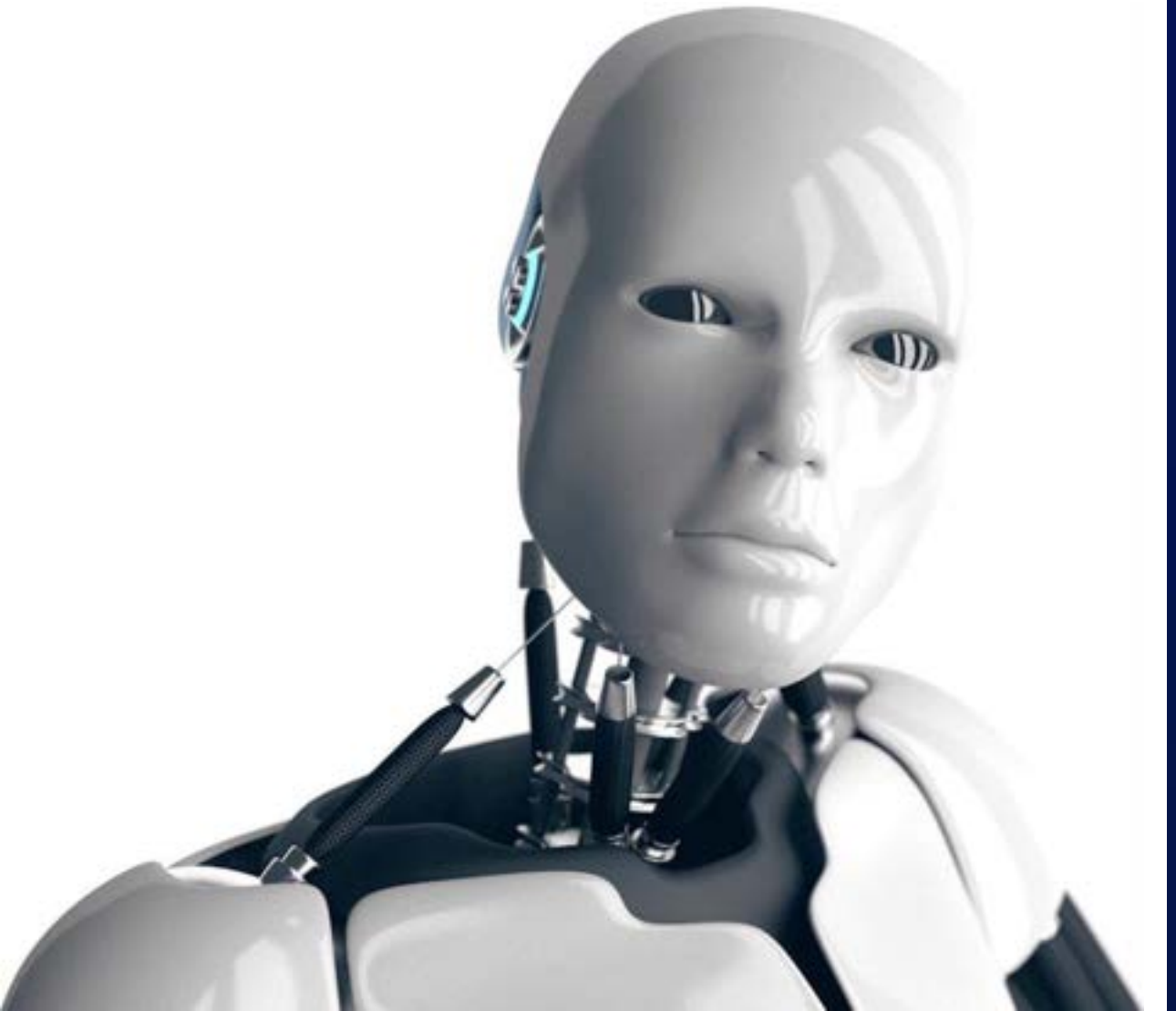

Artificial Intelligence doesn’t make our webinars more robotic...

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

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QUESTIONS?

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