Advanced Analytics for your Digital Events Guide

Redback Connect

As webinars become more commonplace in communication strategies, there is an increasing need for deeper and more sophisticated analytics.

Basic attendance reports do not provide the insights needed for making critical decisions around the content, style, schedule and budgets involved. More data and insight are needed to make impactful decisions surrounding your webinar program. Although participant engagement is widely accepted to be an important factor in the success of a digital event program, the challenge to date has been devising a meaningful method of measuring participant engagement.

This guide will examine the qualitative and quantitative aspects of engagement analytics and suggest a specific weighting system that prioritises different participant behaviours to generate a final engagement score. This score can be used to effectively compare the performance of digital events in terms of successfully engaging the audience.

Want to be a star presenter?
Check out our 30 second tips!

What is it?

Knowing when participants join and leave your webinar is important, but this is merely a fraction of the story. To gain a more comprehensive understanding of participant engagement, analysing how participants interact throughout the event is required.

It is important to note that interactivity and engagement are not synonymous. However, interactivity is a crucial measure of engagement. Some webinars may provide no polls or surveys, and therefore no interactivity, while still being engaging. Participant engagement scoring focuses on both interactivity, and engagement more broadly to provide a meaningful assessment of participant engagements.

Why would I use this?

It also allows you to:

- Take a look back and discover which content works best
- Uncover your most engaging presenters and create future topics
- Better qualify leads for your sales teams
- Refine your CPD Programs
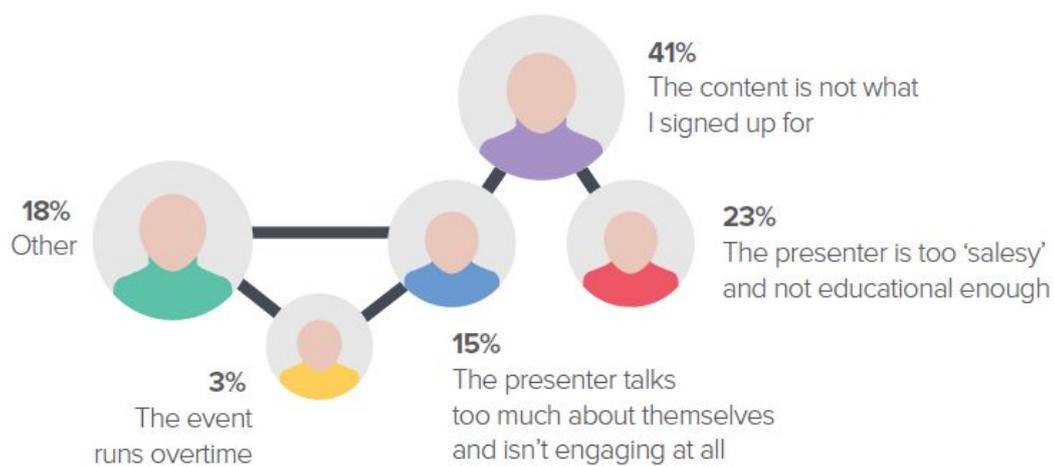- Provide a measure of ROI

WHAT DOES **IT ALL MEAN?**

Measuring your participant engagement scores across your webinar program is a great way to fine tune what you're currently doing.

Here's some ways that you can achieve this:

Low Attendance Duration

How long your participants remain online during your webinar is an important indication of engagement. There's nothing more disheartening than presenting a webinar and watching your participants drop off one by one. The 2017 Redback Report indicated four main reasons as to why people drop off webinars early.

Here's a quick snapshot:

41%
The content is not what I signed up for

23%
The presenter is too 'salesy' and not educational enough

18%
Other

15%
The presenter talks too much about themselves and isn't engaging at all

3%
The event runs overtime

Here's some tips for increasing engagement based on certain levels of Attendance Duration:

Under 50%

Presenter/Marketing Alignment
How many conversations have you had with your presenter in the lead up

to your webinar? Often, we promote our webinars without cross checking what our presenters will be talking about – this can then result in our participants not experiencing what they signed up for.

Combat this

In your registration phase, ask people their main reasons for joining. Then, send the info to your presenter.

Long Bio's and Introduction

YAWN! Your participants are giving up their time, so get straight into the good stuff! Introductions and Bios that take up more than 2 minutes will just alienate your online audience.

Combat this

If you need to establish credibility, use the platform and your opening slide to provide further information on your presenter. Always ensure this information is provided on your invitation emails and/or registration pages.

Redback Recommends – Housekeeping Videos

Your webinar platform has a video player – *check*! You need to provide participants with instructions on how to interact – *check*! Why not create a short video outlining all of this? It can then be replayed before every webinar you hold?

Benefits

- Visual Stimulation
- Consistency – replay every time
- Ability to brand video
- Less burden on your facilitators – they can focus on the brief presenter intro only

Between 50% – 80%

Interactive Tools

We all learn differently. Sure, you have a visual presentation and audio, but what about those who prefer to interact and play their part? Consider the many tools available within the platform to engage your online audience at different intervals.

What to do

Polling, Surveys, Webcams, Virtual White Boards – take a look at our website to learn more on all the features you can have access to! www.redbackconnect.com.au

Level of Learning

How advanced is your presenter? Are your participants listening to something they already know? Many drop off early because they don't see the value in learning anything new.

What to do

Consider using a scale within your marketing to let people know what to expect. This might include Beginner, Intermediate, Advanced.

Over 80%

Timing

The 2017 Redback Report indicated that 45 minutes was the preferred duration of a webinar across all sectors. This begs the question – how long do you have your audience's attention for?

What to do

Look into the average drop off rate across your entire audience and

consider tweaking the length of your events. Think about asking them what they prefer and remember to respect their time.

Q&A Sessions
Are you finding that many drop off during your Q&A Sessions? Many just want the content without the questions – the good news is, you can control the entire situation.

What to do

When you get to the end of your webinar content, announce to the audience that you will now be having a Q&A Session. Then, give them a choice – they can choose to stay on or complete your survey and leave. Either way, ensure your Call To Action slide is visible so can control the 'next steps'.

HOW DOES **IT ALL WORK?**

Redback automatically allocates a score out of 100 to each participant in your webinar based on both quantitative and qualitative metrics. Qualitative measures are weighted at 40% while quantitative are weighted at 60%.

The Quantitative score looks at the behaviour of your participants – this includes their duration in your event, whether they participated in Polls or

completed an In-room survey. If you launch a Poll or In-room Survey and an attendee participates, they will receive a score of 15 against their name. It's important to remember that a participant will be scored the full 15 points no matter how many polls you launch.

The Qualitative Data is based on one simple question that you can ask either in a poll or in-room survey. If you would like to capture this information, ensure you create either a Poll or In-Room Survey which has the following question and multiple-choice responses in the exact format.

Participants are scored based on the interactive features they use. It's a simple formula: Interaction + behaviour + feedback = engagement

Points are allocated as follows:

Engagement Metric	Detail
Attendance Duration	Calculated from scheduled start time
In-Room Survey	Participant in the In-Room Survey
Poll Participation	Any participation polls

How do I use it?

How you choose to collect this data is up to you – use both methods and your scores will be out of 100 – or if you don't wish to ask the recommended question and launch both a poll and survey, your scores will be out of 60. In the situation below, you will see that the total engagement score is out of 100. This means a Poll and In-room survey were both launched and the qualitative question was also asked.

How do I generate my report?

Advanced Analytics gives your company the ability to expand the frontiers of your webinar analytics. With the data that Redback's generates after every webinar, your company will be able to isolate areas for improvement to make sure that each digital event is better than the last. If you're spending money on digital events, you want a quantifiable measure to justify your investment. Live Participant Engagement Scoring is the answer.

WHAT TO **DO IF...**

You have a low poll completion rate?

How relevant are your polls?

Picture this – you're participating in a webinar and the topic is 'How to Build a Website.' Suddenly, you're asked to complete a poll asking your age – wait a minute, how is that relevant? While polls are a great way to gather data from your audience, always ensure they're relevant to your topic. Otherwise, you risk alienating your audience.

How are you using the feedback you're receiving from your polls?

There's nothing worse than asking your audience for feedback, and then doing nothing with it. Once you receive the responses from your poll, make sure you talk to the answers, why they're important and how they're relevant to your presentation.

You have a low survey completion rate?

When are you launching your surveys?
With so much going on, it can be easy to simply launch your in-room survey at the end of your webinar and then close off. Consider asking for feedback during your Q&A Sessions or when you have around 5 minutes left – it will give your participants something to do while listening to the Q&A Session and in-turn increase interaction.

What's the incentive?
Reciprocity. Give to Get. Whichever way you put it, it's always a good idea to answer the 'What's In It For Me.' A little extra value goes a long way – can you incorporate any of the following incentives into your next event?

1. Complete the exit survey and we'll be sure to send you a copy of the recording
2. Provide us with your feedback and we'll send you a complimentary white paper
3. Let us know how your thoughts on today and go into the draw to win a free consulting session