Engagement Score

Leverage Webinar Engagement in Your Lead Scoring and Nurturing Process



Widgets Opened



Time in Webcast



Questions Asked



Polls Answered



Surveys Submitted



Resources Viewed

Key Features & Benefits

- Provides an additional criterion that can be used in your lead scoring and nurturing process.
- Allows you to assess viewers' interest level in your webinar content.
- Able to be passed to your CRM or marketing automation system
- Measures viewer interactivity, participation, and use of webcast features.
- Calculated using an algorithm that attributes points based on viewer activity in six areas: widgets, webcast time, polls, surveys, resources, and questions.

Webinars have become a primary marketing tool to "help drive the buying cycle," according to market research firm Sirius Decisions. The effectiveness of webinars spans the entire sales and marketing process – from driving awareness and lead generation and nurturing to cross-selling and upselling.

To better understand viewers' interest in webinar content, ON24 has added an engagement score to its webinar analytics platform. The ON24 Engagement Score is a single number that is used to measure attendees' participation, interactivity, and use of webcast features. With a maximum score of 10, the ON24 Engagement Score algorithm includes the following factors:

- Length of time watching the webcast
- Number of questions asked
- Number of polls answered
- Number of complementary resources viewed
- Number of widgets opened on the console
- Completion of the webcast survey

The higher the score, the more engaged a viewer was during the webinar – and the more likely the viewer is a higher-quality lead.

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ON24 Engagement Score



Measure Engagement to Truly Evaluate Viewer Interest

One of the main reasons that webinars successfully influence prospects in the buying cycle is their ability to capture the attention of viewers for significant periods of time. Viewers – on average – spend 56 minutes in an ON24 interactive webcast. Combining webinar duration with the ability to assess each viewer's engagement and interest level in the webinar content provides a solid indicator of lead quality.



Evaluate Viewer Engagement on a 10-Point Scale

The ON24 Engagement Score is a single number used to measure attendees' participation, interactivity, and use of webcast features. The Engagement Score's algorithm weighs the points based on their impact on viewer interest. The factors are: webcast duration and the number of questions answered, widgets opened, polls submitted, surveys completed, and resources viewed.



Enhance Your Lead Scoring & Nurturing Process

Each viewer is assigned an engagement score, which is available in the ON24 webcast reports. This provides a key factor that can be used for determining lead quality. When a prospect's engagement score exceeds a pre-specified number (decided by marketing), the associated lead score is increased to reflect him/her being a higher-quality lead.



Integrate with CRM & Marketing Automation Platforms

With the ON24 Integration Service, each viewer's profile and engagement score can be passed to your CRM or marketing automation system and leveraged in your lead scoring and nurturing process. Supported platforms include: Salesforce, Microsoft CRM, NetSuite, Eloqua, Marketo, Silverpop, Exact Target, and HubSpot.

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