



WHITE PAPER

# Webinar Benchmark: Data-Driven Blueprint for B2B Thought Leadership



FUTURE

# B2B



The B2B buying journey has fundamentally shifted. Buyers now complete more than 68% of their decision-making at the very start of their purchasing process, and 80% of the time, this vendor wins the deal.+ How do you establish thought leadership and engage these high-intent buyers before they are ready to purchase?



## Prioritize producing hyper-focused content: What is your audience currently consuming?

Fifty-two percent of our c-suite audience indicate that they access webinars for business-related content.\* At Future B2B, in 2025, we produced **517 webinars** across **17 industry segments**, which generated **151,902 total registrations.**<sup>1</sup> Analysis of registration data shows a clear audience appetite for solutions related to future outlook, threat management, and security indicating where thought leaders should focus their content.

- **Emphasize future planning:** Forward-looking, strategic insights and case studies are highly valued. Include the year in the title of your webinar to target an audience eager for near-future planning insights.

- **Prioritize resilience and recovery:** Topics centered on bouncing back from attacks and overall cyber resilience show the highest average registration rates. Webinars featuring “Recovery” in the title are the most popular.
- **Maintain focus on foundational security:** Core technology themes, including AI, Data, Cloud, Protection, Ransomware and Security, consistently maintain strong average registrations.

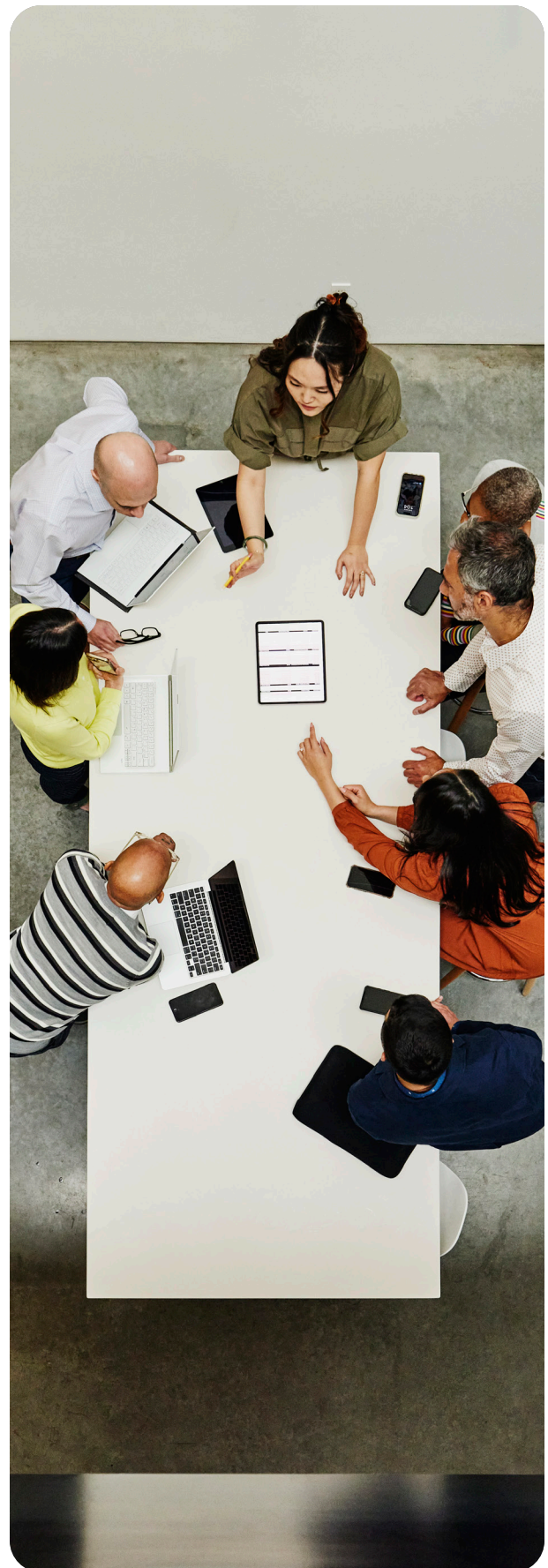
Avoid a product pitch or sales-center content as it is viewed negatively by 73.4% of senior executives.\*

## Reach the full buying committee.

While IT controls the technical decision, the budget and need decisions are often shared among a buying committee. According to Forrester's Buyers' Journey Survey, **73% of purchases involve three or more departments, with an average of 13 people inside the buyer's organization.**\* If your current focus has been primarily on executives, it's time to broaden your strategy.

Buying cycles typically last between 3 and 9 months.<sup>2</sup> Meet buyers at every stage of their journey with targeted content.

- **Awareness:** High-level trends, common challenges, and the risk of inaction.
- **Consideration:** How your solution works, specific benefits, and proof of success (case studies).
- **Decision:** Purchase logistics, implementation, guarantees, and final value justification.





## Provide engagement opportunities as these valuable insights signal commitment.

Attendees confirm the high usefulness and quality of expert-driven content: 95% of attendees rate webinars as useful, informative, and relevant, and 96% state they would attend future sessions.<sup>1</sup> Furthermore, our highly engaged audience views an average of 3.9 webinars per year.<sup>1</sup>


The most valuable engagement features, ranked by attendees, prioritize expertise, interaction, and practical use:<sup>1</sup>


- **Feature speakers prominently:** Center your marketing campaigns around the speakers and their credentials. Use high-quality photos, short bio videos, and quotes about their expertise in all promotional materials.
- **Build the moderator's role:** Position the moderator as a key figure who ensures a valuable, structured experience.
- **Promote live Q&A:** Emphasize the live Q&A session as a core benefit. Market it as a unique chance to get personalized answers from the experts. Use language like: "Get your questions answered live by [Speaker's Name]."
- **Provide handouts or resources:** Attendees are not just passively listening; they are looking for practical takeaways and tools to use afterward.





## Optimize operations to align with attendee preferences.

By aligning content topics, engagement features, and timing with these benchmarks, organizations can solidify their position as essential thought leaders.

 **Length:** Forty-seven percent of our C-suite audience spends between 30–60 minutes per day consuming work-related media.\* This aligns perfectly with our average attendee duration of 45 minutes.<sup>1</sup>

 **Timing:** Schedule live events midweek, focusing on Tuesdays, Wednesdays, and Thursdays for peak attendance. Fridays also show strong attendance, trailing only by 6%.<sup>1</sup>

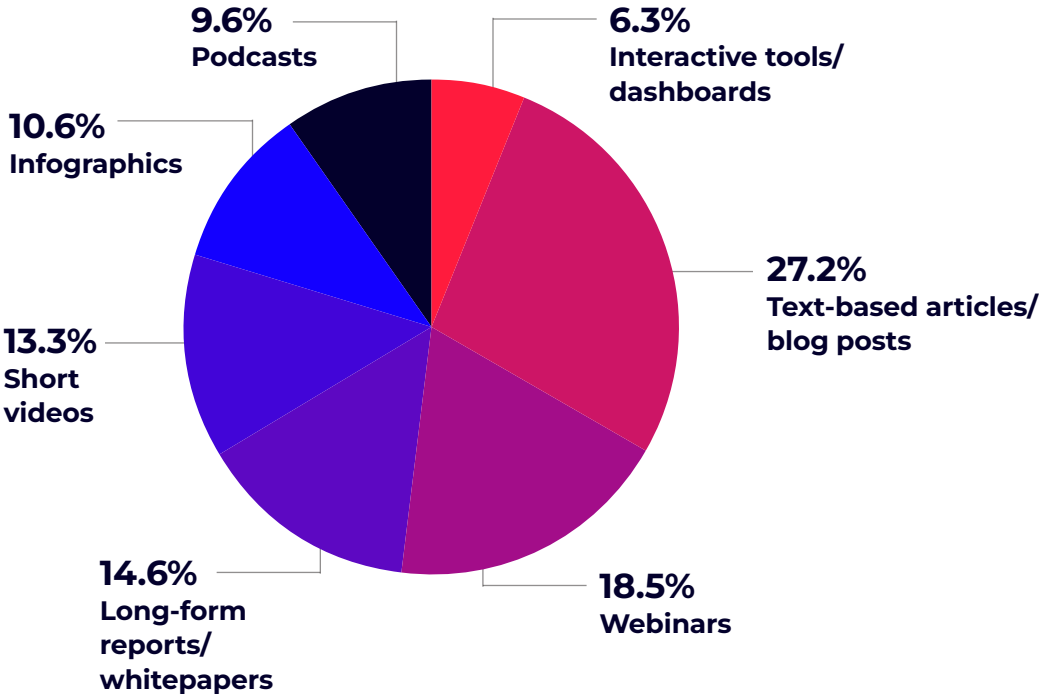
 **Global reach:** Ensure privacy compliance as our webinars have an international pull, with 14% of registrants being outside the US, notably in Canada, United Kingdom, and India.<sup>1</sup>

 **On-Demand value:** Keep your messaging always-on with on-demand webinars as they account for substantial engagement, with 9% of all registrants exclusively viewing recorded sessions.<sup>1</sup>

# Repurpose your content by extending its reach and impact.

Executives consume business-related content through a variety of formats. Limiting your output only to a webinar means missing a significant portion of your potential audience who prefer other forms of media.\*

## MEDIA ACCESSED FOR BUSINESS-RELATED CONTENT



# Leverage media relationships to engage potential clients.

Media properties, like Future B2B, generate the highest-quality leads with the greatest conversion likelihood, according to 42% of survey respondents.<sup>3</sup> Initiate this strategy by ungating your 3-5 most valuable reports to establish trust and authority widely. Follow up by nurturing prospects with personalized email campaigns based on their content engagement. Finally, utilize gated content as the ultimate qualification measure before the sales team takes over.

# 2025 Webinar Stats: A Snapshot of Success<sup>1</sup>

## WEBINAR VOLUME:

- 517 total webinars hosted

## AUDIENCE ENGAGEMENT:

- **Average Attendance %:** 42%
- **Annual Attendance per Individual:** 3.9 webinars
- **Average View Time:** 45 minutes

## ON-DEMAND & GLOBAL REACH:

- **On-Demand Viewership:** 9% of all registrants exclusively view on-demand
- **Global Reach:** 14% of registrants are outside the US

## SATISFACTION GUARANTEED

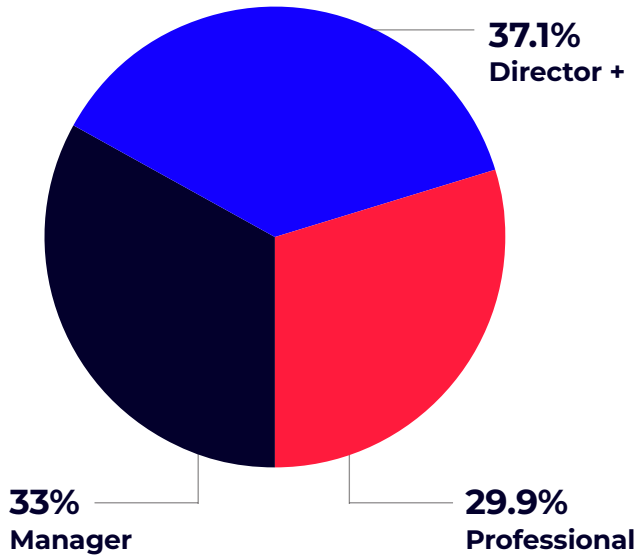
- **Average Buyer Sponsorships:** 8.85 webinars annually
- **Attendee Satisfaction:**
  - 95% rate our webinars useful, informative, and relevant
  - 96% would attend future webinars



# 2025 Webinar Stats: A Snapshot of Success<sup>1</sup>

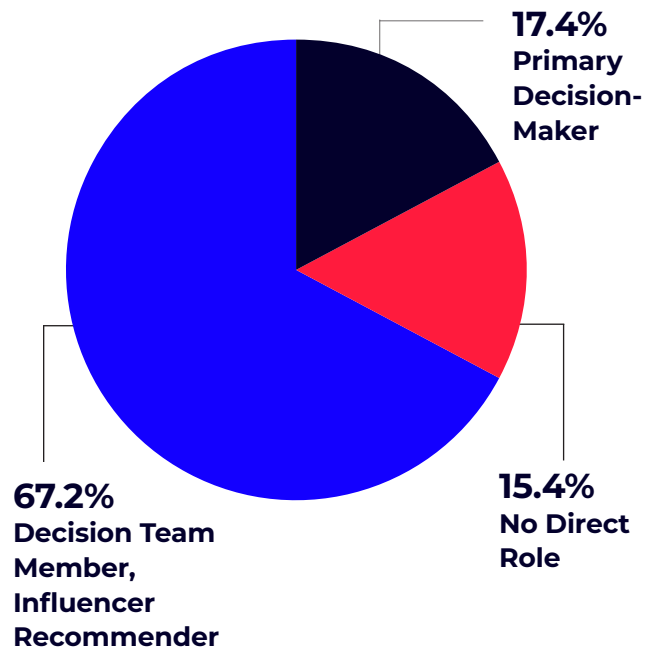
## DEMOGRAPHICS

Registrations by Job Level

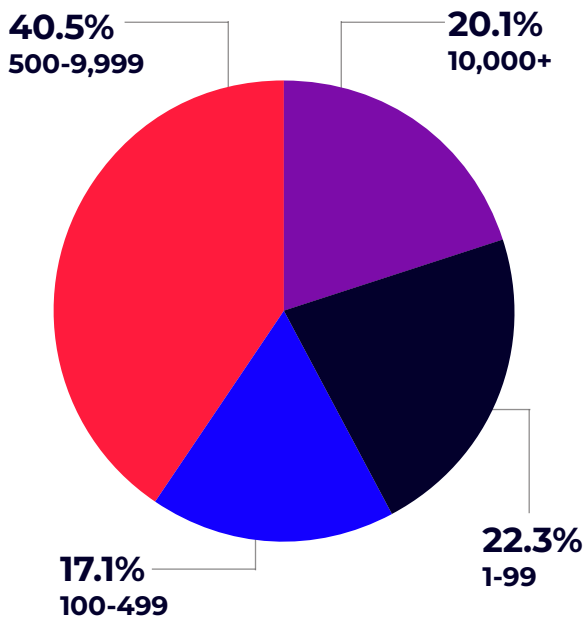


## BUYING POWER & BUDGET

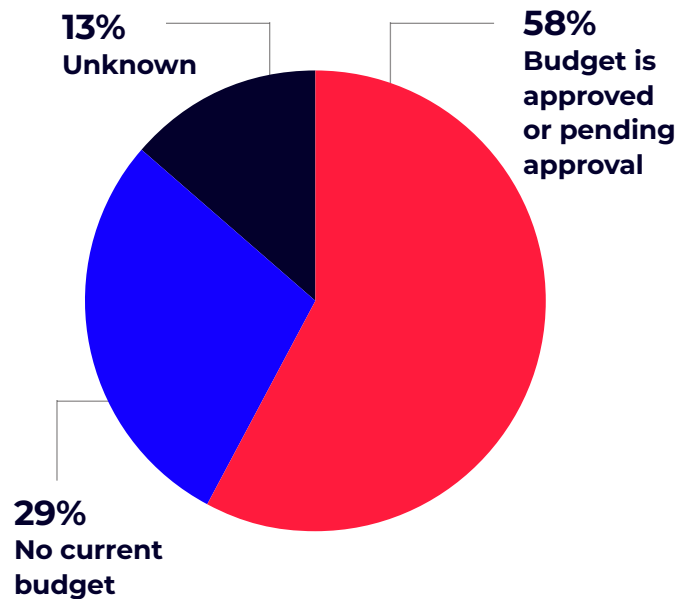
Role in the Buying Process



Registrations by Company Size



Budget Allocation for Project



### Sources:

+Forrester's Buyers' Journey Survey, 2025

\*C-Suite Media Consumption Habits, Future B2B, 2025

<sup>1</sup> Webinar Attendance Data, Future B2B, 2025

<sup>2</sup> Future Focus, ITPro, 2026

<sup>3</sup> Lead Gen Quality, Future B2B, 2026



## ABOUT FUTURE B2B

[Future B2B](#) is a global platform connecting sellers with B2B buyers across 15+ industries through specialist-led content, events and advertising. Our brands inform and inspire nearly 10 million leaders daily. Future B2B delivers relevant news, webinars, and content to a highly engaged global audience.

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## LEARN MORE

If you're interested in learning more about how to develop your B2B content marketing strategy, visit [Future B2B](#) or [SmartStudio](#) for our client work.