

The slide features a blue gradient background with large, overlapping, semi-transparent circular shapes in various shades of blue. The text is centered in the upper half of the slide.

**ON24 Overview**  
*Global Leader in Webinar Marketing Solutions*

# ON24: *Corporate Snapshot*

## Market Leader



Global leader in webinar marketing solutions and virtual environments.

## Experience



Founded in 1998. 350+ employees servicing over 1,300 global clients.

## Reliability



Cloud-based platform. Most reliable network, handling the world's largest corporate events.

## Global Support



Headquarters in San Francisco. Offices in New York, Charlotte, London, Singapore, and Sydney. 200+ certified partners worldwide.

# Trusted by the world's leading corporations



## About ON24: *Industry Leadership*

“ON24 continued its reign as the market share leader in the global webcasting market with a **dominant 27.8 percent share...**”<sup>1</sup>



“ON24 has the **best webcasting technology for marketers...** This focus shines through in the webcasting experience for attendees, and its support for data.”<sup>2</sup>

[1] 4<sup>th</sup> Consecutive F&S Leadership Award: 2011 – 2014

[2] Source: Forrester Research, January 2015

**1 REGISTRANT  
EVERY 1.8 SECONDS**

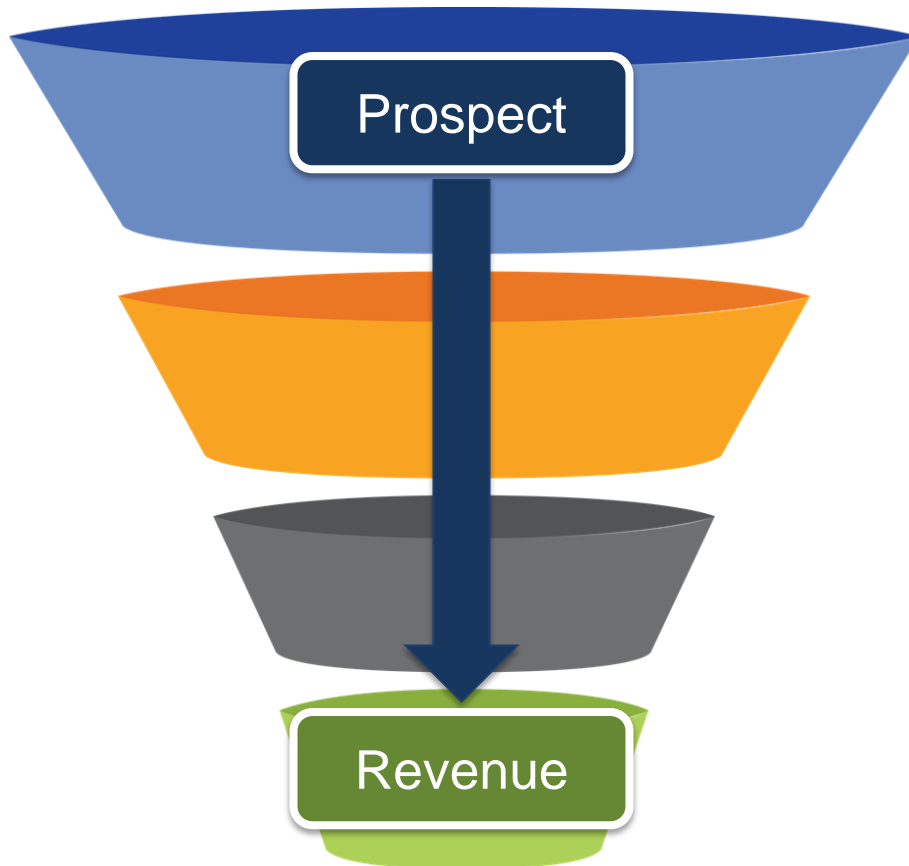
**60,000**

*webinars in 2015*

**732** 

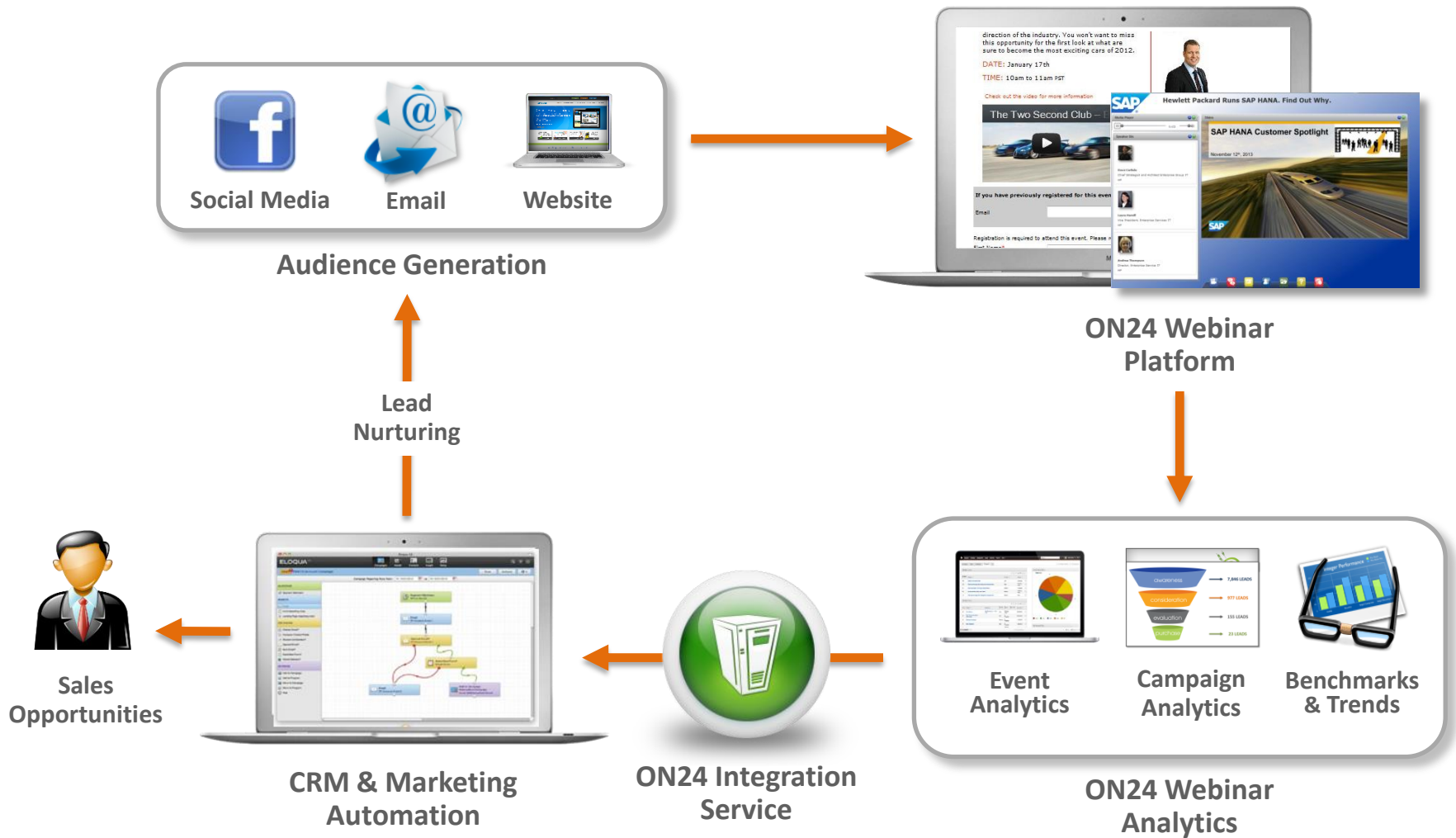
**HOURS of ON24**  
*webinars watched every hour*

# ON24 Webinar-Based Marketing Platform



- Lead Acquisition
- Lead Qualification
- Sales Acceleration
- Customer Engagement

# ON24 Webinar-Based Marketing Platform



# Marketing Challenge: *Buyer Self-Education*

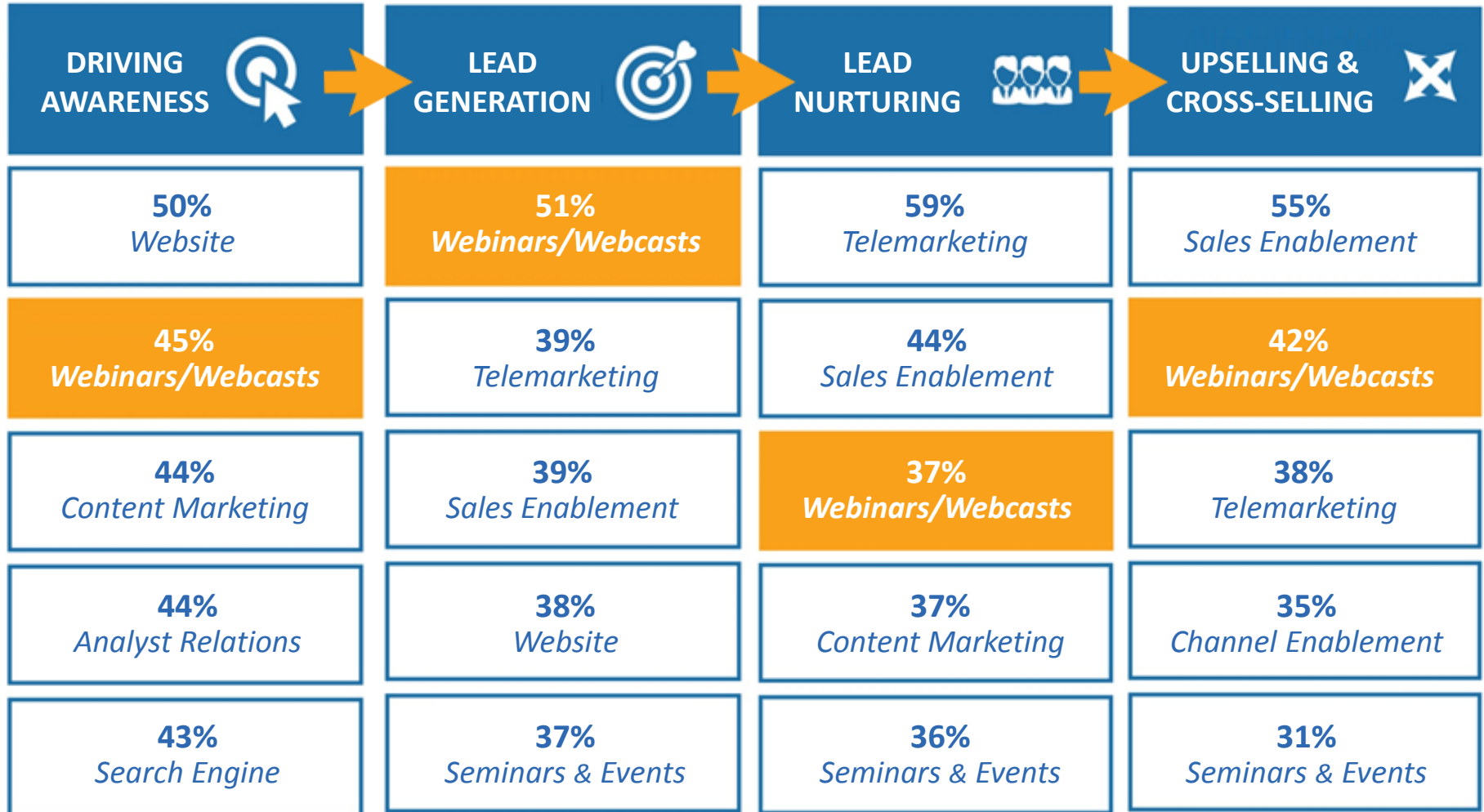


**65%**

Percentage of buyers  
who are self-educating  
before engaging with  
sales

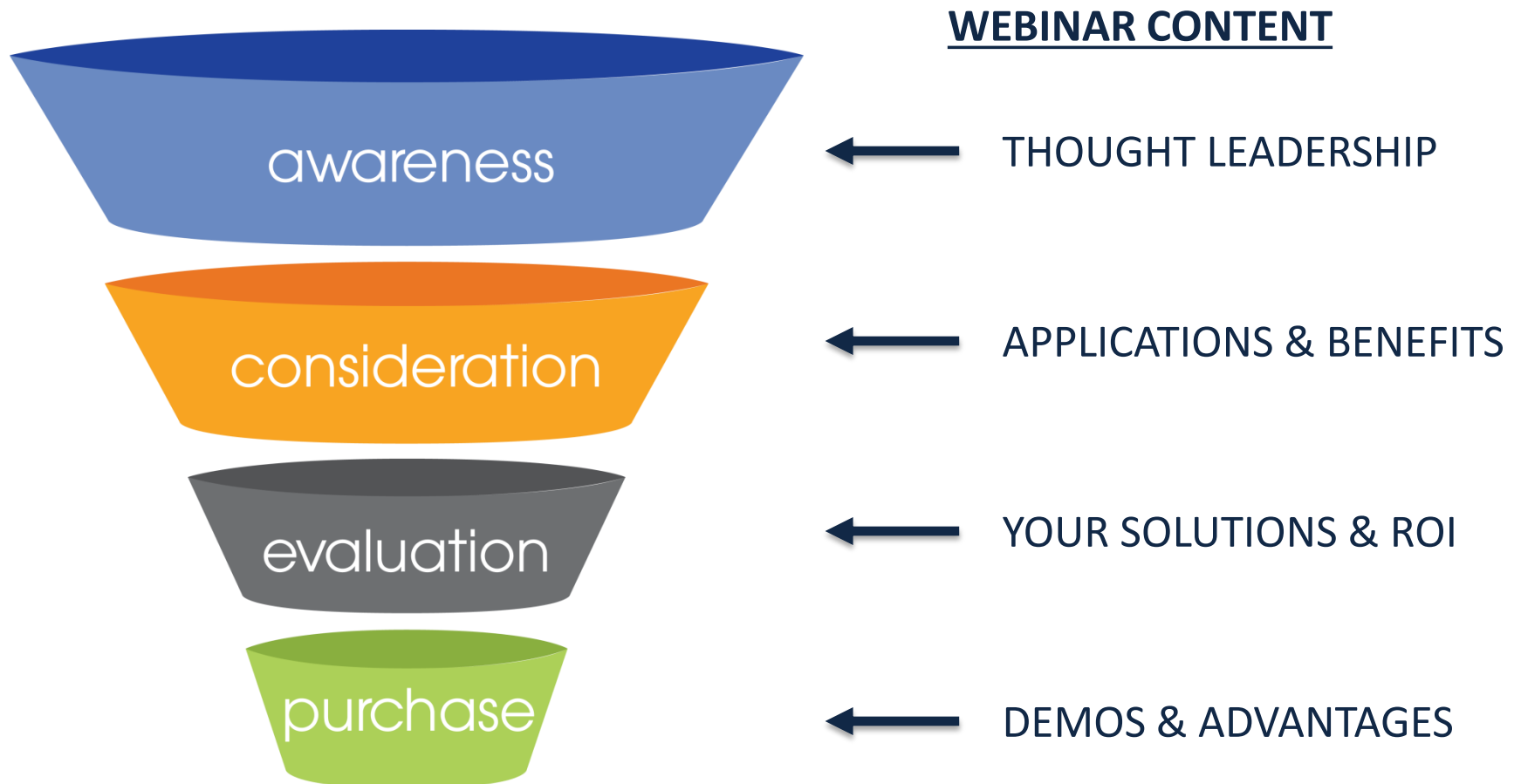
Source: SiriusDecisions

# The Role of Webinars in the Sales Process



Source: Tech Marketing Planning Guidance (Forrester)

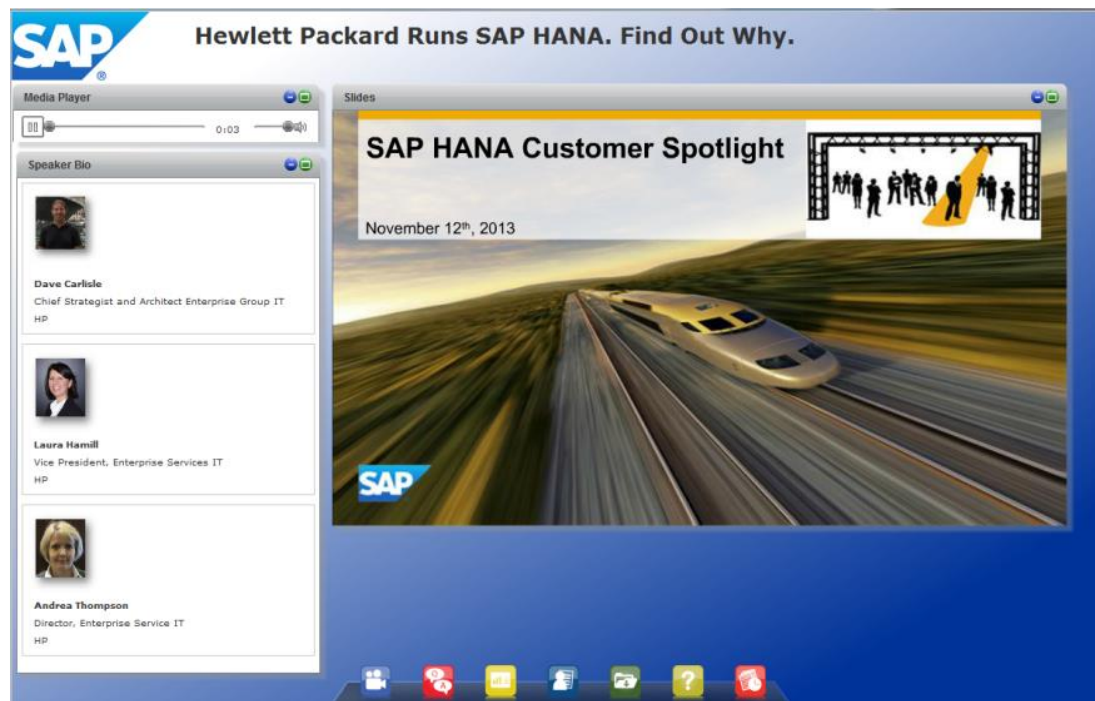
# ON24 Webinars Influence *All Stages* of the Buying Cycle



# Evaluation Stage: *SAP HANA Spotlight Series*

Delivered bi-weekly webcast series where SAP customers discussed their experiences running SAP HANA.

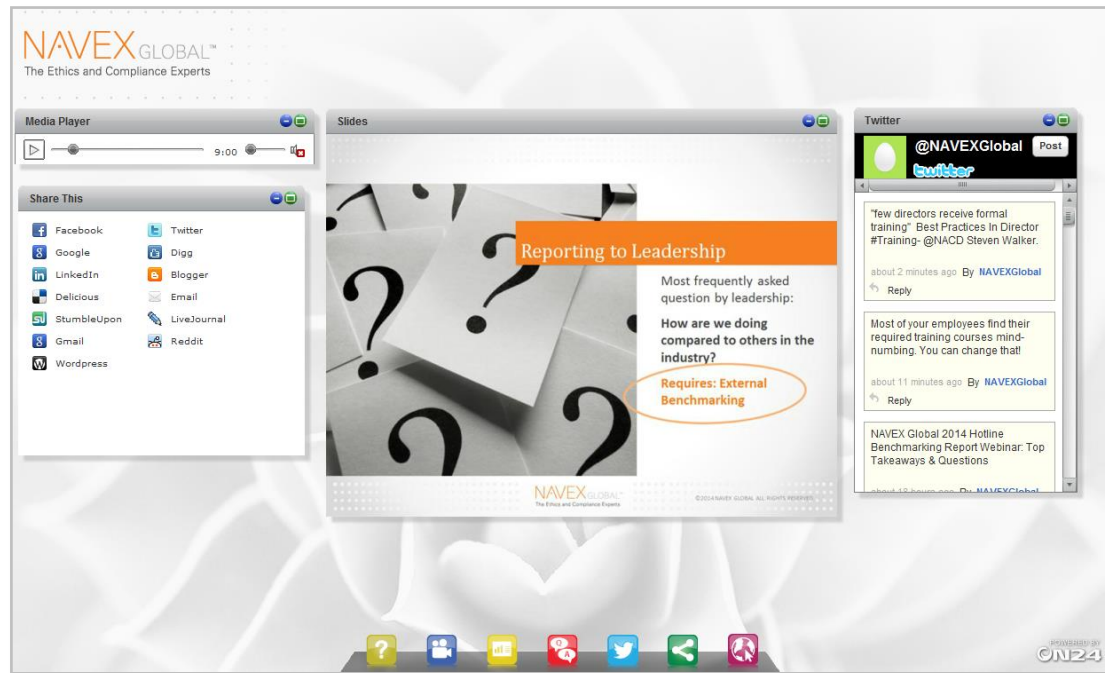
**Influenced >200 opportunities amounting to >\$100 million in measurable pipeline**



# Purchase Stage: *NAVEX Global Webcast Series*

Delivers monthly “deminars” webcast series, which provides product demonstrations to key prospects.

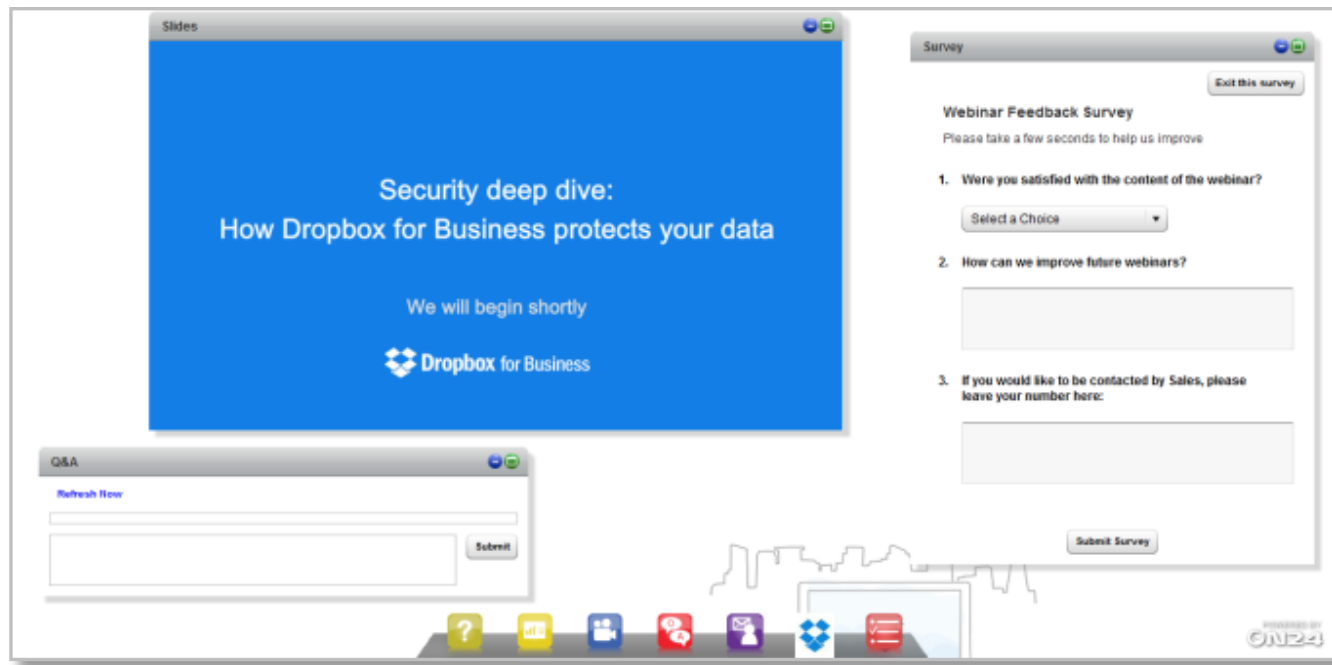
**Closed \$762,000 in revenue and influenced \$4.2 million in sales pipeline**



# Value Proposition: *Dropbox*

Uses webinars for all stages of the sales funnel – awareness, lead generation, nurturing, and conversion.

**Delivering higher-quality leads, better lead conversion, and increased revenue**



# ON24 Webinar Console: *User-Controlled & Branded*

ON24's patented webinar platform **enables user control** and can be **branded by your company**. The interface is extremely interactive and immersive.



# ON24 Webinars: *Interactive & Engaging*

ON24's webinar platform includes over 30 widgets that provide an **interactive, engaging user experience**.



## ON24 Webinars: *Capture Attention for 56 Minutes*

The combination of user control and interactive widgets leads to viewers staying an **average of 56 minutes** in an ON24 live interactive webinar.

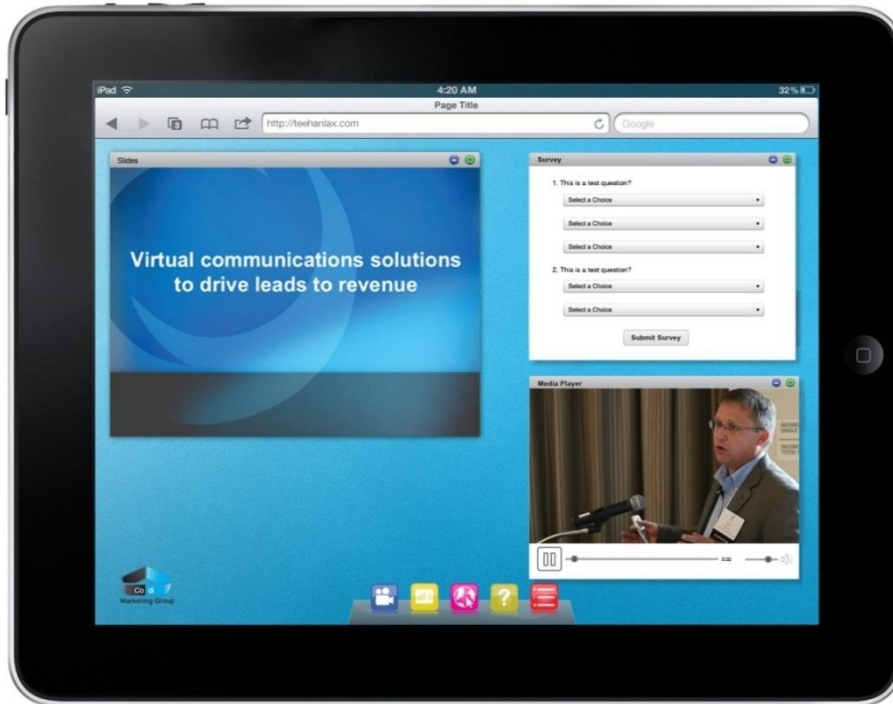


**56** MIN

**AVERAGE VIEWER TIME**

# ON24 Webinar Access: *No Downloads or Apps*

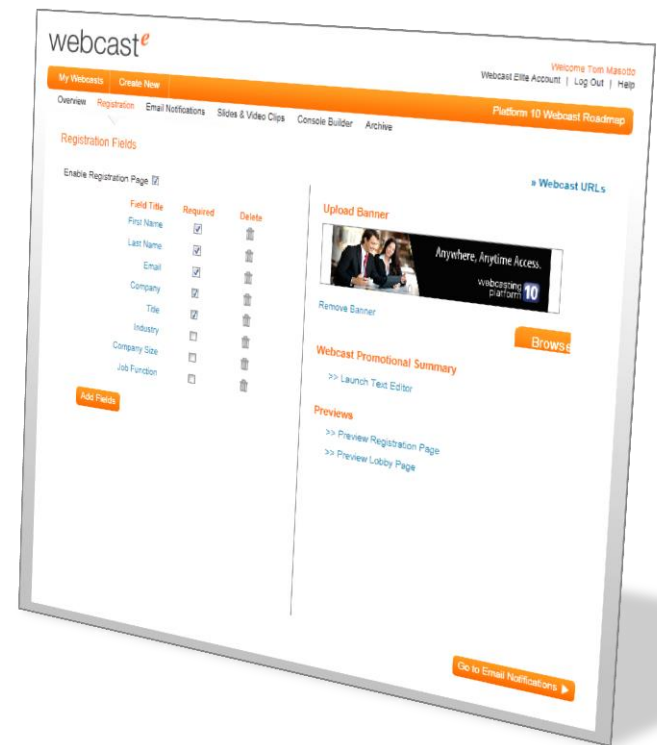
**No downloads or mobile apps are required** to access ON24 webinars. One click and your audience can participate. The ON24 user interface is optimized for desktops, tablets, and phones.



# Webcast Administration: *Uniquely Easy-to-Use & Powerful*

*“I found the Webcast Elite user Interface to be very straightforward and easy to use. We were able to **build our webcasts in 5-10 minutes.**”*

- Anyone can setup a webcast in less than 10 minutes
- Simple six-step process for building webcasts, as well as console templates and “create a copy”
- ON24 uniquely combines ease-of-use with a powerful feature set



\* Quote from Lithium

# ON24 Webinar Analytics *Optimize* Lead Qualification

## Event Analytics



Viewer Profile



Lead Sources



Engagement Activity



Engagement Score



Resource Activity



Power Leads

## Campaign Analytics



Campaign Score



Campaign Trends



Power Leads

## Benchmarking



Benchmark Indices



Webinar Advice



Industry Trends

## Data Integration



CRM System



Marketing Automation



Mapping & Workflow

# Bigger Data = Greater Prospect Understanding

## Meeting Solutions



- Joe Smith
- Attended meeting

## Slide Presentation Tools



- Joe Smith
- Attended presentation
- Stayed 45 minutes

## Marketing Platform



- Joe Smith
- Attended webinar
- Stayed 45 minutes
- Joe's Engagement Score = 7.8
- Responded to all polls
- Said "yes" to more information
- Asked three questions
- Questions were ...
- Viewed four documents
- Documents viewed were ...

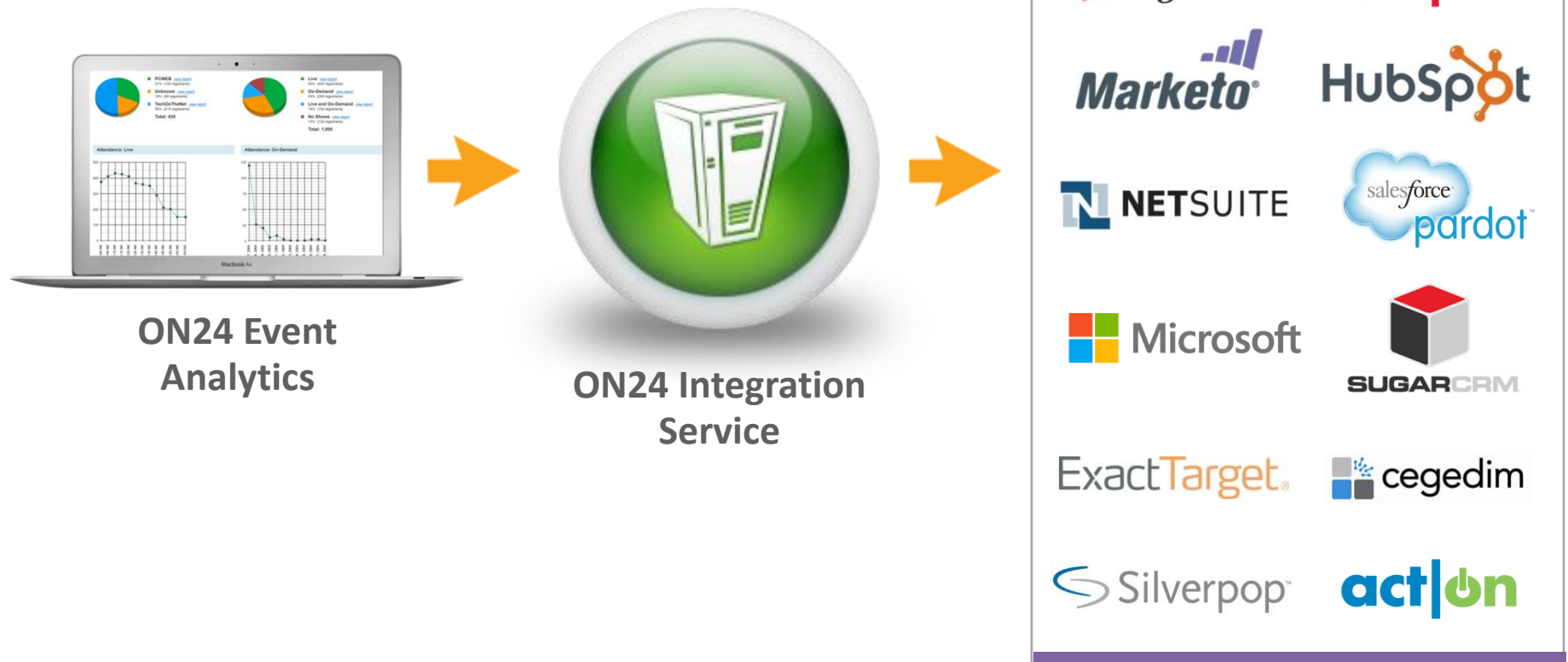
## Campaign Analytics

Aggregates metrics from a set of related webinars allowing you to identify:

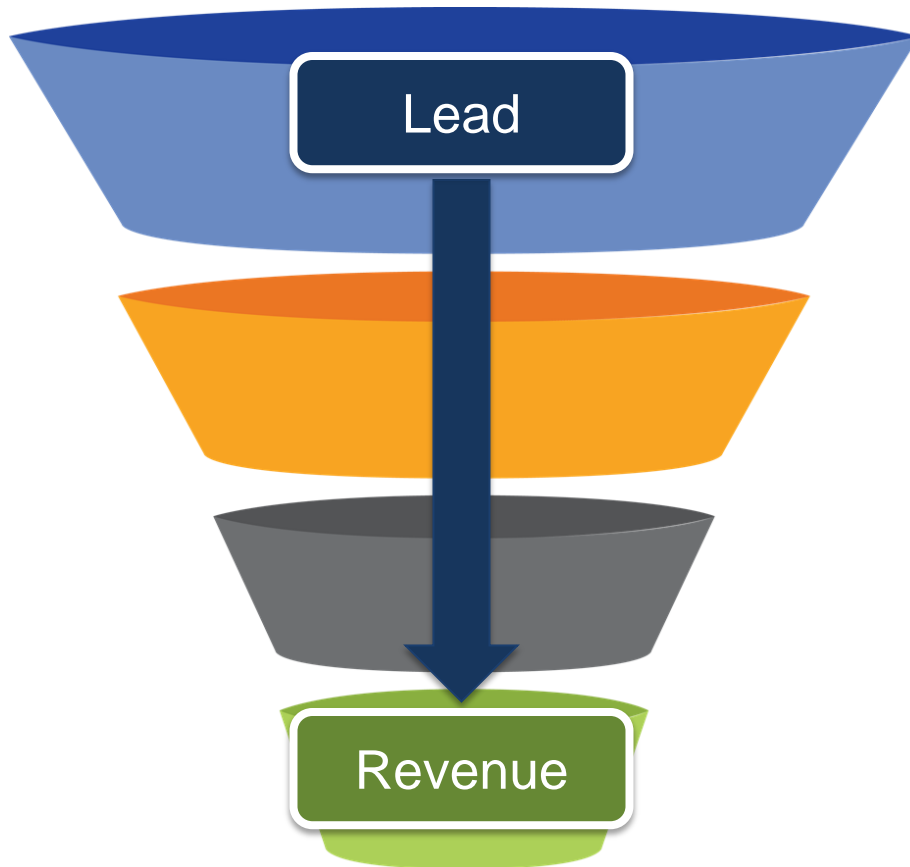
- Sales-Ready Leads
- Prospect Stage
- Webinar Trends

	Engagement	Buying Cycle Stage			
		Awareness	Consideration	Evaluation	Purchase
Sandra Yie	32.5	√	√	√	√
John Smith	30.5	√	√	√	√
Jesse James	28.0	√	√	√	
Bob Felix	27.3	√	√		
Billy Kidd	16.2	√			
Al Rocker	15.2	√			
Alex Booker	4.0	√			

# Data Integration: *Provide a Complete Customer View*

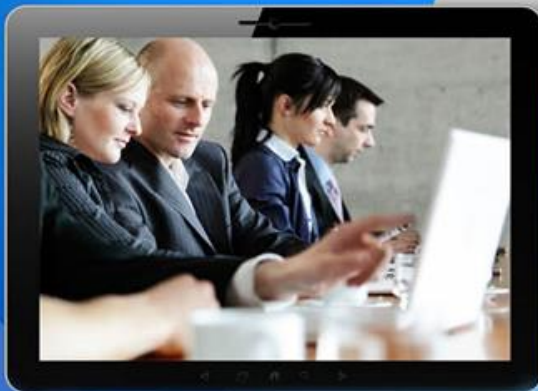


# ON24 Drives Revenue By Enhancing Demand Generation



ON24's webinar-based marketing platform **helps drive the buying cycle** by moving prospects from lead to revenue

# ON24



ON24