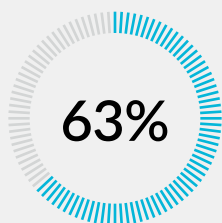# Tell your story. Reach more people. Grow your business.

Connect and convert qualified leads with GoToWebinar, the leading platform for engaging online events.
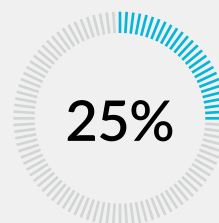
63%

63% of content marketers
That's how many view webinars as one of their most effective tactics.

2.7M

2.7M webinars a year
Organizations worldwide host winning presentations by the millions on GoToWebinar.

25%

25% more qualified leads
With GoToWebinar, most customers generate over 25% more qualified leads.

Built for business: designed for customer success

Whether you're a startup or a company operating worldwide, GoToWebinar can help you tell your story, reach your audience and build your marketing strategy.

Expand reach with reusable content
Record your webinar and post it everywhere to reinforce your brand and marketing message.

Give better leads to sales
With reporting and analytics, you're only a click away from the qualified leads, metrics and data to improve every webinar.

Host, engage, influence
Put life into your live presentations with polls, surveys and Q&A.

Capture what matters
Customized registration forms collect exactly the lead information you need.

Attract your audience
- ✓ Email automation
- ✓ Custom branding
- ✓ Practice sessions

Engage your audience
- ✓ Participant interaction
- ✓ Handouts
- ✓ Mobile apps

Influence your audience
- ✓ Webinar recording
- ✓ Qualified leads
- ✓ Lead management

Research by TechValidate

Our customers love GoToWebinar

"Webinars are our top performing lead generation program. By being able to easily and quickly launch a webinar, we are able to reach our targeted audience with relevant content in a live format."

TechValidate

"When an industry leader speaks, people want to listen and gain insight. A forum like GoToWebinar where you can ask questions is priceless."

Charles Bush, KTA-Tator, Inc.