

Webinars: The big payoff

Nearly half of all marketers use webinars for content marketing.¹ With greater reach and engagement, it's easy to see why webinars are core to the marketing mix of so many businesses.

WHY WEBINARS?

Webinars are the top-performing lead generation program for many companies today.



THE ADVANTAGES OF GOTOWEBINAR

Ease of use

47%

of GoToWebinar customers
choose the platform
because it offers turnkey,
do-it-yourself functionality.

Cost/benefit value

53%

of GoToWebinar customers
say they've reduced the
time and effort necessary
to host online events.⁴

Can other meeting
products really say
the same?

Mobile apps

In the
United States,
smartphone
penetration
is now at
75%.⁵

63%
of cellphone owners
use their phones
to go online, and

21%
mostly use only
their phones to
access the Internet.⁶

The highly rated
GoToWebinar app has more than
1 million downloads
and lets people attend
webinars remotely.

No wonder **51%** of
GoToWebinar customers
reach an additional 50% or
more attendees with
mobile apps.⁷

Check out a free trial of GoToWebinar today.

SOURCES

¹ Content Marketing Institute and MarketingProfs.

^{2,3} Bloomberg Businessweek.

^{4,7} TechValidate.com.

⁵ comScore.

⁶ Pew Research Center.