webinargeek

Benchmarks 2027

Webinar Benchmark Report 2027

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Planning your webinars for 2027? See how your attendance, viewing time, and audience participation compare. At WebinarGeek, we've analyzed webinar data from 2026 to help you understand your results and spot opportunities for your next event.

Based on WebinarGeek's 2026 data, analyzed in October 2026, this report explores registration patterns, live attendance, viewing time, audience engagement, and replay behavior. It covers B2B and B2C audiences, including webinars for training, lead generation, sales, and customer onboarding. These benchmarks help you compare results for webinars with similar goals.

Explore WebinarGeek

Benchmark Highlights

Registration

65%

of sign-ups happen in the week before the webinar

Webinar start time

15:00

Start time with the highest attendance rate

Email reminders

1 hr

Send your reminder email one hour before the webinar

Viewing time

56 min

Average time spent watching

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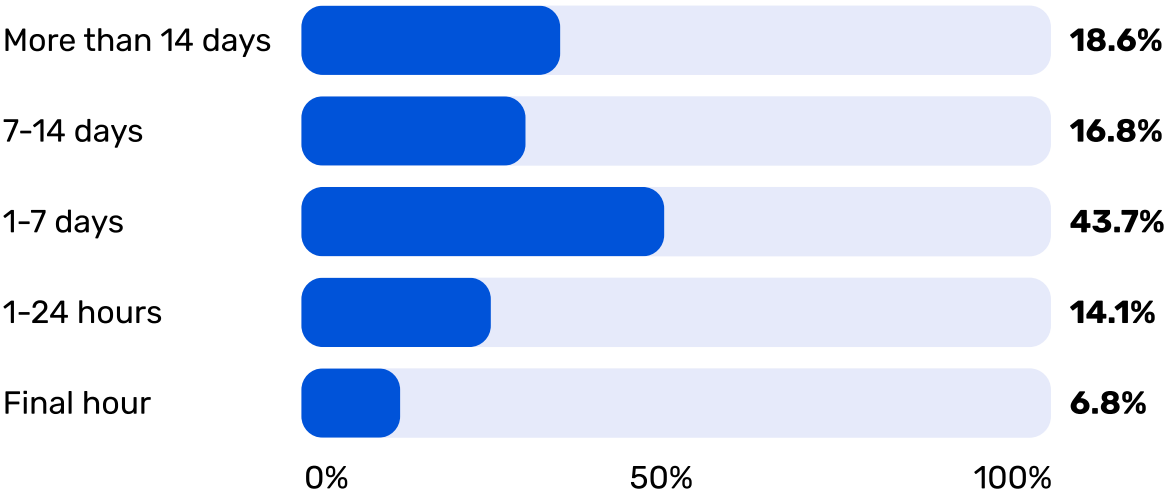
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01 Registration

Most people sign up in the week before your webinar goes live. Almost two thirds of registrants sign up in the final week, and some register in the last hour. Start promoting ahead of time, keep sharing your webinar in the final week, and leave registration open for last-minute sign-ups.

When people register

How long before the webinar people signed up



TAKEAWAY

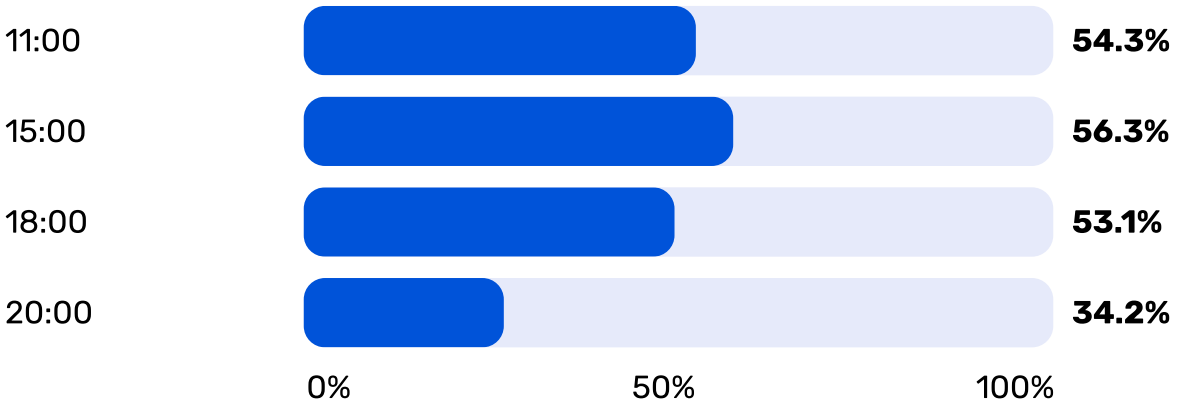
As a starting plan, open registration and announce your webinar 2 weeks before the event. Follow up with another email or social post in the final 7 days, when most sign-ups arrive. Keep registration open until the webinar starts.

02 Webinar start time

Webinars starting at 15:00 had the highest live attendance rate. Start time can make a difference to how many registrants join live. At 15:00, the average attendance rate was 56.3%, with 11:00 (54.3%) and 18:00 (53.1%) close behind. These results give you several time slots to test around your audience's schedule. Late-evening starts saw lower attendance: at 20:00, the rate was 34.2%.

Live attendance by start time

Share of registrants who watched live



All start times are in Central European Time (CET/CEST)

TAKEAWAY

Schedule your next webinar at 15:00 if that fits your audience's time zone and daily routine. For similar webinars, try 11:00 too and compare the percentage of people who sign up and then attend live. This helps you find a time that works for your audience. Share the recording afterward so people who couldn't join can still watch.

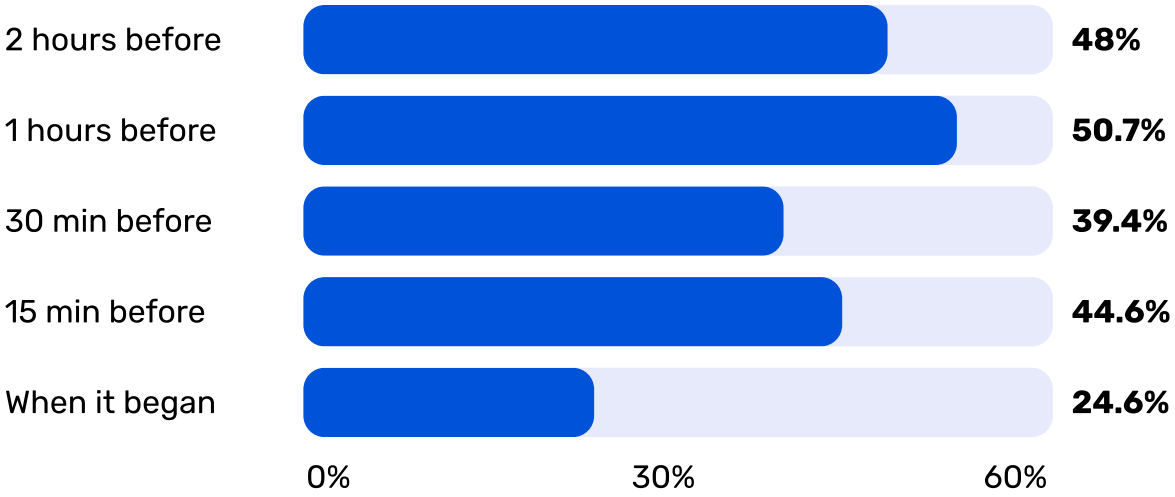
03 Email reminders

Send a reminder email about an hour before your webinar

Webinars with a single email reminder sent one hour before going live averaged 50.7% live attendance, across 1,430 webinars and around 85,000 registrations. When the reminder was sent as the webinar began, live attendance averaged 24.6%.

Live attendance by reminder timing

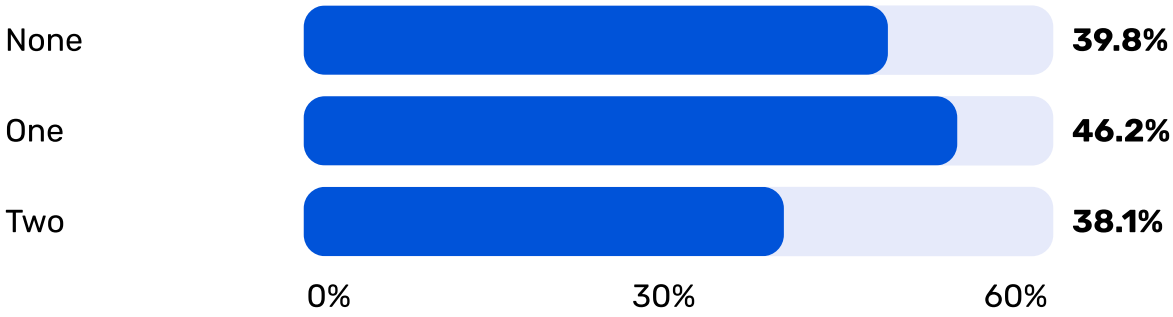
Webinars with one successfully sent reminder



This timing comparison covers webinars with one reminder email. The one-hour result is based on 1,430 webinars with around 85,000 sign-ups. Live attendance means the percentage of sign-ups who joined the webinar live.

Attendance by number of reminder emails

Percentage of sign-ups who attended live, grouped by number of email reminders sent



One reminder averaged 46.2% live attendance, compared with 39.8% for none and 38.1% for two. Use these benchmarks to review your reminder schedule, rather than as a rule for how many emails to send.

TAKEAWAY

With WebinarGeek, automate a confirmation email when someone registers and schedule a reminder about an hour before the webinar starts. The confirmation provides the event details, while the reminder helps people remember to join. Build your email schedule around your audience and compare live attendance rates to see what works.

PUT IT INTO PRACTICE

Automate your webinar emails.
Send a confirmation when someone registers, schedule a reminder before the webinar, and follow up with the recording. Manage it all in one email flow.

Discover email automation in WebinarGeek

04 Shorter webinars didn't attract more live viewers

Shorter webinars didn't necessarily attract a higher share of sign-ups to the live session. For webinars longer than 90 minutes, live attendance remained around 40% or more, although the sample was smaller. On average, webinars lasted 72 minutes and viewers watched for almost 56 minutes.

WEBINAR DURATION

72 min

Average length of a webinar
The 2024 benchmark recorded an average webinar length of 70 minutes, compared with 72 minutes in the 2026 data.

WATCH TIME

55.9 min

Average time viewers spent watching
Viewers watched for almost an hour on average. Plan enough time to explain your topic clearly and answer questions.

LEAVING WITHIN 5 MINUTES

7.3%

of attendees watched for less than 5 minutes
If viewers leave quickly, check whether the webinar delivers what the registration page promised. Keep the introduction brief and get to the main topic early.

TAKEAWAY

Choose a length that lets you cover your topic clearly and leave time for questions. Explain the value early and avod a long introduction. After the webinar, check where viewers stopped watching and use that feedback to improve the next session.

05 Turn your webinar into a conversation

Live interaction gives your audience a chance to contribute, ask questions, and share their views. Across the webinars analyzed, an average of 31% of viewers actively participated through polls, quizzes, chat, questions, question upvotes, or calls to action. In WebinarGeek, you can prepare polls and quizzes ahead of time and launch them during the session.

AUDIENCE PARTICIPATION

31%

of viewers participated through an interaction, on average per webinar

Build interaction into your webinar
A viewer counts as participating when they use at least one interactive feature. Plan a poll around a key topic or invite questions after a demonstration, then compare your participation rate across similar webinars.

REPLAY VIEWING

Replays give people another chance to watch
Offering a replay lets people watch at a time that suits them. These benchmarks show how many sign-ups watched the recording and how many people who missed the live session watched it later.

WATCHING THE RECORDING

11%

of all sign-ups watched the webinar recording

People who watched the recording started viewing about 4 days after the live webinar, on average. Keep the replay available and easy to find after the event.

MISSED LIVE, WATCHED LATER

11.5%

of people who missed the live webinar watched the replay within 7 days

Based on webinars with a replay that ended at least 7 days earlier.

TAKEAWAY

Send the recording in your follow-up so people who missed the live webinar can watch when it suits them. Replay viewers started watching about 4 days later on average, so keep the link easy to find throughout the following week. Include replay views when you review the webinar's total reach.

PUT IT INTO PRACTICE

Bring your audience into the conversation
Collect questions through Q&A, or invite a viewer on stage to ask their question live. Prepare your interaction settings before the webinar.

Explore interaction tools

06 Segments

How engagement and viewing time differ by webinar type

Audience behavior varies with the purpose of your webinar. Sales webinars saw the most active participation. Community, training and sales webinars held viewers longest, at around 64 minutes, while onboarding viewers watched the largest share of the session, 82.1%. The table below helps you compare your results with webinars that serve a similar purpose.

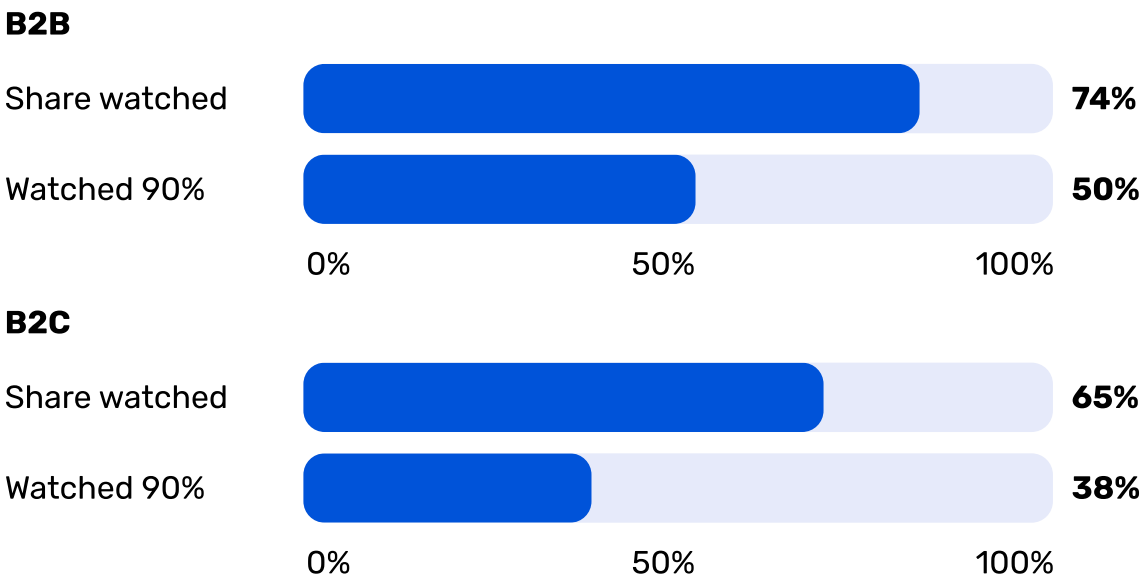
Benchmarks by webinar purpose

Purpose	Engagement	Average length	Average time	Average viewing
Community & engagement	52.11%	75.4 min	64 min	77.24%
Customer onboarding	45.53%	45.5 min	42.7 min	79.84%
Internal communication	31.92%	41.2 min	38.2 min	82.11%
Lead generation & marketing	49.91%	70 min	55.3 min	64.61%
Sales & conversion	56.22%	82.5 min	63.4 min	60.3%
Training	52.21%	77.6 min	63.9 min	74.53%

Internal communication has a smaller sample. Average viewing time and average share watched are calculated separately.

B2B audiences watched a larger share of the webinar

B2B viewers watched 74% of a webinar on average, compared with 65% for B2C viewers. Half of B2B viewers watched at least 90% of the session, versus 38% of B2C viewers. These figures describe the share of the webinar watched, rather than viewing time in minutes.



TAKEAWAY

Compare your results with webinars that have a similar purpose and audience. For training, look at participation and watch time; for onboarding, check how much of the session viewers complete. Use the B2B or B2C figures as context when setting your viewing goals, then track whether your own results improve.

THE PLAYBOOK

Six ideas to test in your next webinar

01

Promote early, push late
Keep promotion active in the final week, when most registrations arrive

02

Test a 15:00 start
The strongest observed time slot. Check that it fits your audience's time zone

03

Send an hour-before reminder
Single reminders at this time averaged 50.7% live attendance.

04

Let the topic set the length
Shorter webinars didn't attract more live viewers. Make the content earn the time.

05

Make the first five minutes count
Set clear expectations and get to the value quickly.

06

Offer a replay
About one in nine people who missed it live watched the replay within a week.

Create account

Upgrade your plan

About the data: This report draws on webinars hosted on WebinarGeek in 2026, analyzed in October 2026. Historical comparisons use 2024 data. Sample sizes vary by metric, and the findings show patterns across webinars rather than guaranteed results for every event.