kaltura

The marketing power of video-based experiences and AI in 2025



The state of digital experiences survey

Before you continue, let’s get our definitions straight.

You are now reading the “State of digital experiences survey,” in which we’ll focus specifically on the current performance of **video-based digital experiences.**



Video-based digital experiences

/ˈvɪd.i.oʊ beɪst ˈdɪdʒ.ɪ.təl ɪkˈspɪə.ri.ənsɪz/ *(noun phrase)*

Video-based digital experiences are the digital marketer’s ultimate craft kit of connection—think webinars, virtual and hybrid events, cozy community hubs, podcast players, innovative content labs, and video web experiences, designed to create engaging brand experiences that generate revenue, leads, and data.

2025 will be a year marked by personalization and data in marketing, and video will be the driving force making it all possible.

Read on to discover how this will impact your strategy.



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Introduction and key findings

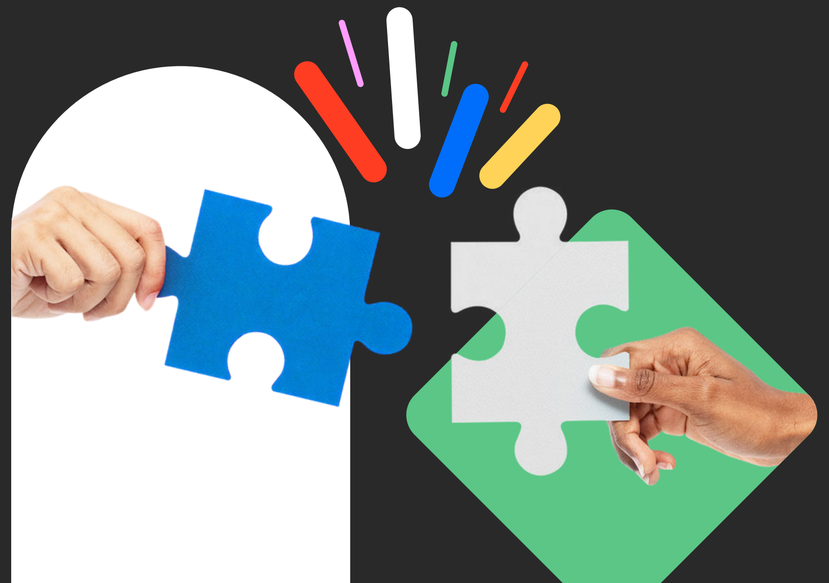


Introduction

Marketers are now focusing on better data collection, moving away from third-party sources to create better personalized campaigns. Personalization, essential in today's distraction-rich online environment, remains a challenge due to data and technology limitations. At the same time, marketers are repurposing digital content, a trend made easier by AI tools. Maximizing your marketing ROI will depend on how well you make use of these opportunities.

As we highlighted in The state of events 2024 and The state of webinars 2024, marketers increasingly embrace digital experiences like webinars, virtual and hybrid events, community hubs, podcast players, content labs, and video web experiences. In the world of virtual events, virtual formats overtook hybrid and in-person formats in 2023, potentially signaling a watershed moment in the world of events. The speed of this shift suggests it's not a temporary fix but a strategic response to new marketing challenges.

As once-effective marketing methods decline, digital experiences are becoming essential for success. This report will help you understand the current landscape and take immediate action to drive better marketing outcomes.



Methodology

This survey was conducted in September 2024 by Global Surveyz, an independent research firm. A total of 600 respondents participated, comprising a diverse mix of senior marketing professionals, including CMOs, VPs of Marketing, Demand Generation Managers, Content Marketers, and Growth Marketers. All respondents held Director-level positions or higher and were from companies with over 1,000 employees.

The respondents represented a range of industries, with 33% from the technology sector, 33% from banking, and the remaining 33% evenly split among healthcare, retail, manufacturing, utilities, transportation, and real estate. Geographically, 50% of the participants were based in the United States, with 25% from the United Kingdom and 25% from France, Germany, or Italy.

All companies surveyed host webinars or virtual events on at least a monthly basis, providing a relevant context for the insights gathered in this report.

Key findings

There's no denying it: marketing has become more difficult

Things are not what they used to be. 99% of marketers report a decline in the effectiveness of their digital marketing channels. Display/ banner ads (45%), email marketing (43%), and podcast marketing (40%) are the main areas of deterioration.

The best channels for driving registrations may surprise you

Marketers cited influencer partnerships (13%), SEO (13%), and organic social media promotions (12%) as the best channels to drive registrations for their webinars or virtual events. Surprisingly, email-based campaigns are at the bottom of the list.

In a challenging economic climate, digital experiences are a key investment

Despite the challenges, 98% of marketers report a positive ROI from digital experiences, highlighting the beneficial impact of these channels. In response, 71% of respondents have increased their investments in digital experiences over the last 12 months.

So long old friend: email has lost its shine

Email is now one of the least effective digital marketing channels. It consistently underperforms against other channels when it comes to important measures like driving registrations for digital experiences or collecting first-party data.

Repurposing is now essential

Nearly all marketers are repurposing, highlighting the value-extending benefits this practice brings. Most marketers would repurpose more if they had the right AI tools for the job.

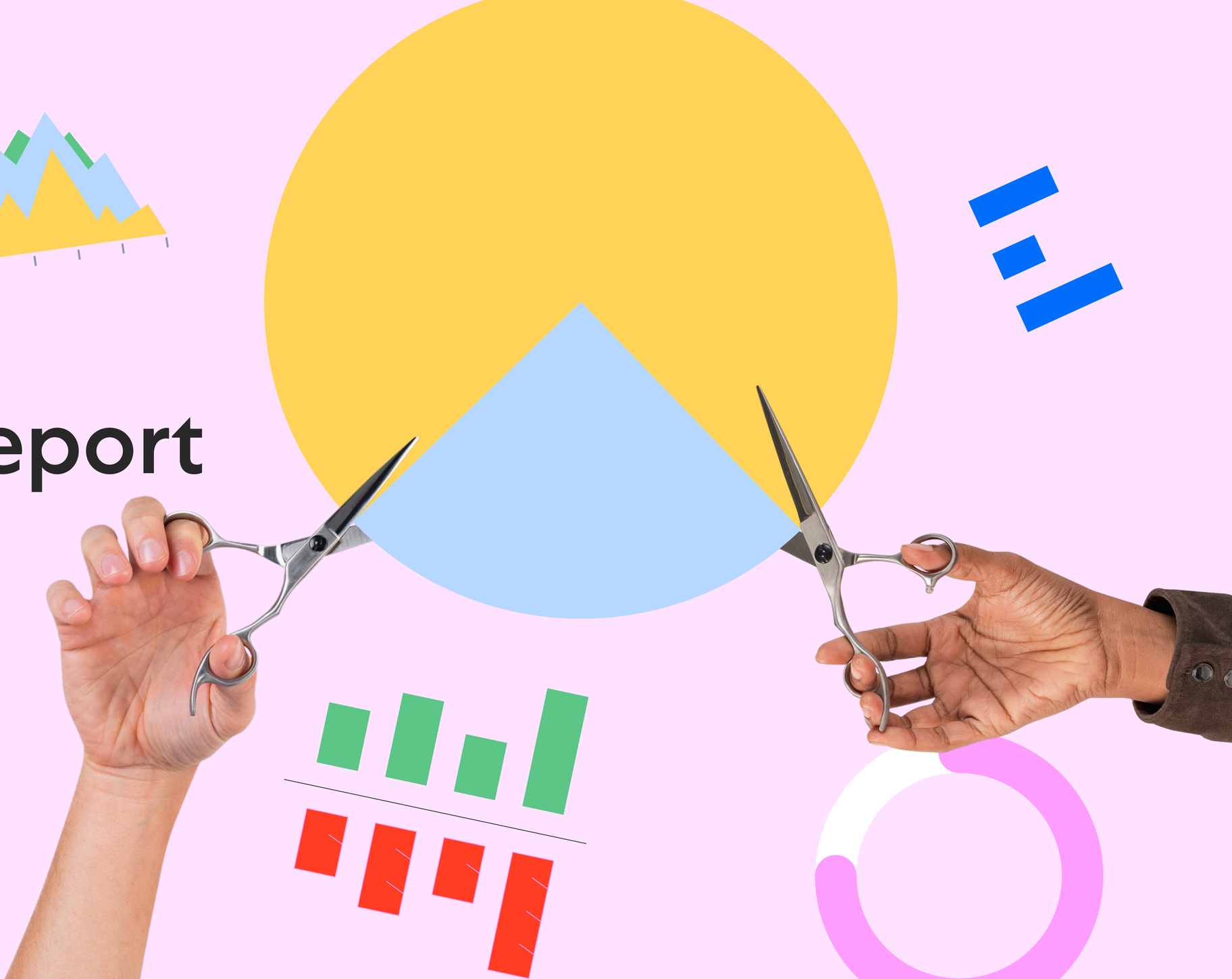
Not all data is created equal: first party is where it's at

First-party data is now a priority, with 99% of marketers already investing or planning to invest in first-party data within the next year. The main obstacles hampering this shift are compliance issues (14%), integration (14%), and collection (14%).

Personalization is a great campaign strategy, but it's hard

Personalization is becoming increasingly important, with 92% of marketers making it a priority. But 37% lack the technology to personalize effectively and 35% struggle with insufficient data.

Survey report findings



Is your marketing strategy running out of steam?

If you're still banking on established marketing channels, it's time to rethink.

Our survey shows that longstanding tactics aren't cutting it anymore, with marketers reporting poor results from many long-favored channels. Display/banner ads (45%), email marketing campaigns (43%), and podcast marketing (40%) top the list of worst offenders.

As a testimony to the value of digital experiences in today's marketing mix, 53% of marketers plan to increase the number of digital experiences they will host. Fewer than one in ten marketers plan to decrease that cadence.

Figure 1.

Percentage of marketers reporting decreased effectiveness per marketing channel over recent years

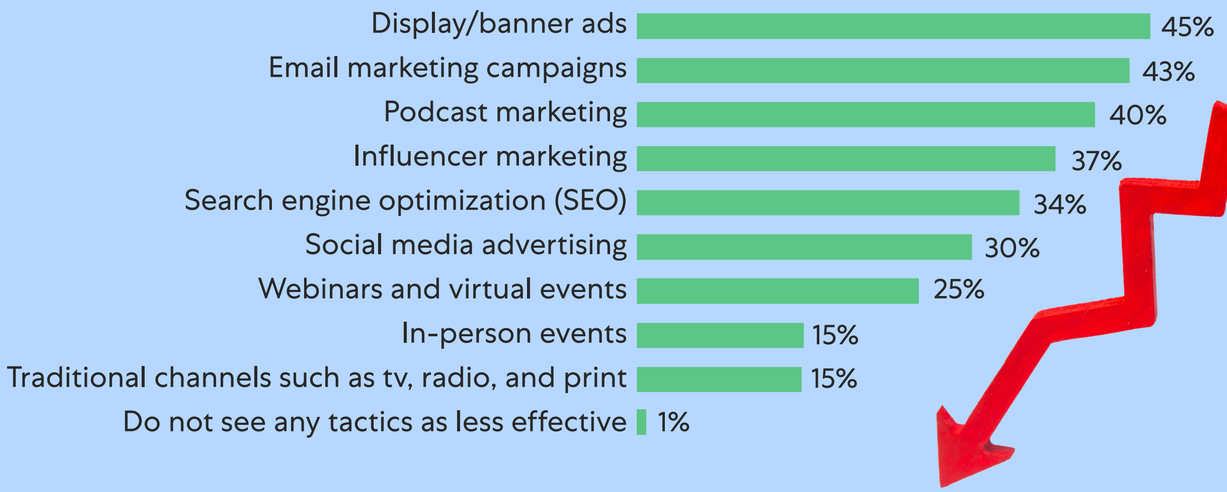
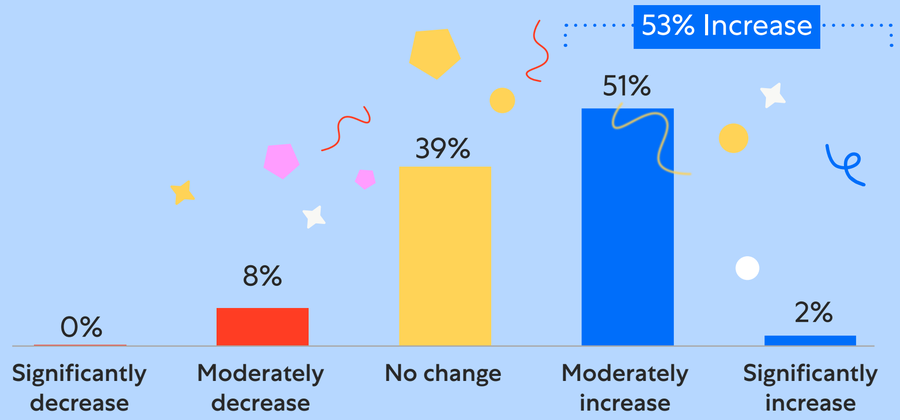


Figure 2.

Forecasting the number of digital experiences your company will host





** Question allowed more than one answer and as a result, percentages will add up to more than 100%*

Marketers are backing digital experiences

Despite economic challenges, marketers are ramping up investment in digital experiences, such as webinars, virtual events, and community hubs, podcast players, content labs, and video web experiences.

Our survey shows that 71% of respondents have increased their investment in digital experiences over the last 12 months, with 44% boosting spending by up to 20%.

Larger companies are leading the way, increasing investment even more aggressively. The biggest firms, those with more than 10,000 employees, have increased their spend by 80%. This trend shows digital experiences aren't just a backup plan—they're a critical strategy for keeping audiences engaged and getting results in challenging times.

So, what's driving this change? Let's explore the reasons behind this growing commitment to digital experiences.

Figure 3.

Changes in investment in digital experiences (past 12 months)

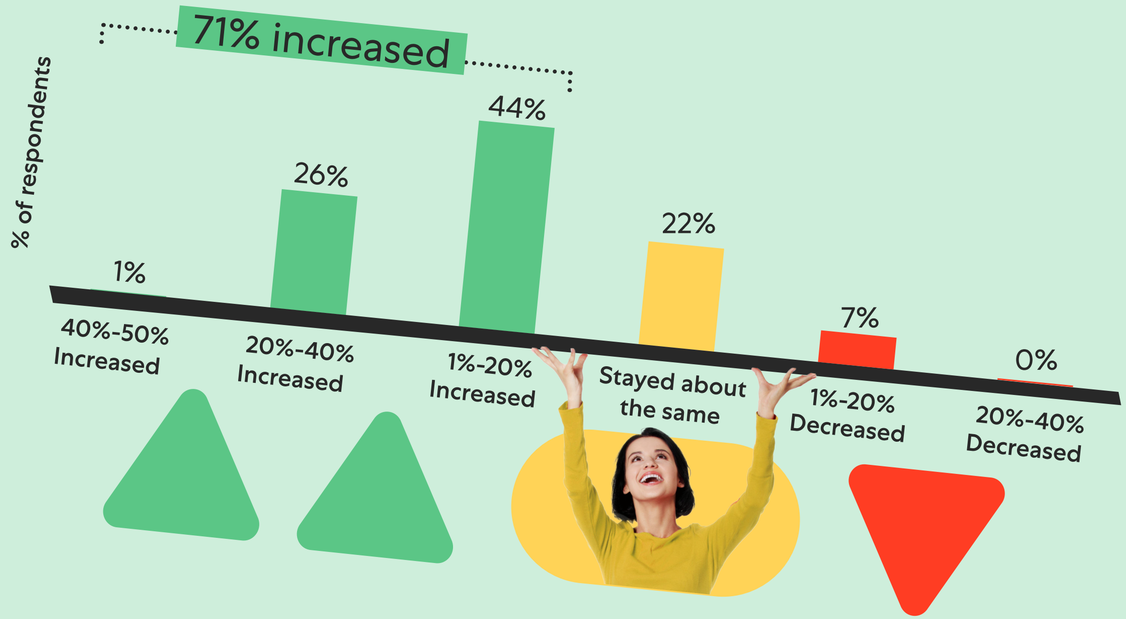
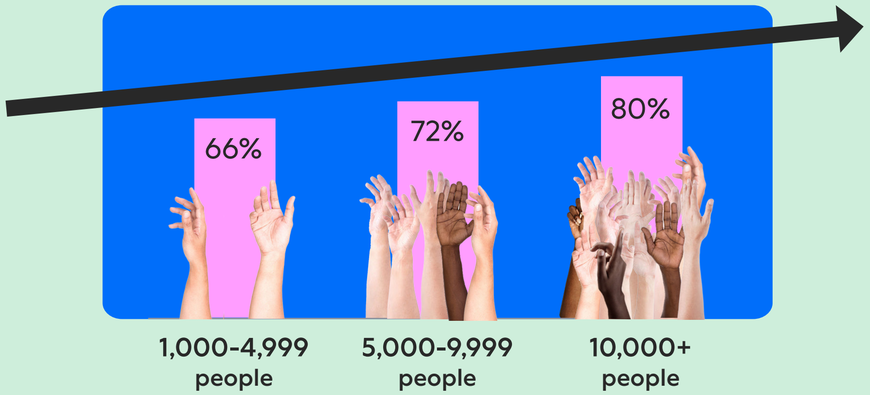


Figure 4.

Percentage increase in investment by "company size"



** Question allowed more than one answer and as a result, percentages will add up to more than 100%*

What's driving spending on digital experiences?

Marketers are rethinking their strategies, investing in tools that can solve engagement and ROI challenges.

Facing growing difficulties with well-worn marketing tactics, they're shifting investment toward digital experiences. In our survey, 39% of respondents cited higher audience engagement as an important motivator, along with cost-effectiveness and first-party data collection. Many also see digital experiences as a solution to lead generation and ROI challenges, with nearly 40% emphasizing these factors in their decision to increase spending. As existing methods underperform, marketers turn to more reliable, measurable strategies to meet their goals. With 99% viewing digital experiences as crucial to hitting their targets, this shift reflects broader changes in the marketing landscape. Next, we'll look at what marketers plan for the next 12 months.

Figure 5.

Primary reasons for increased investment in digital experiences

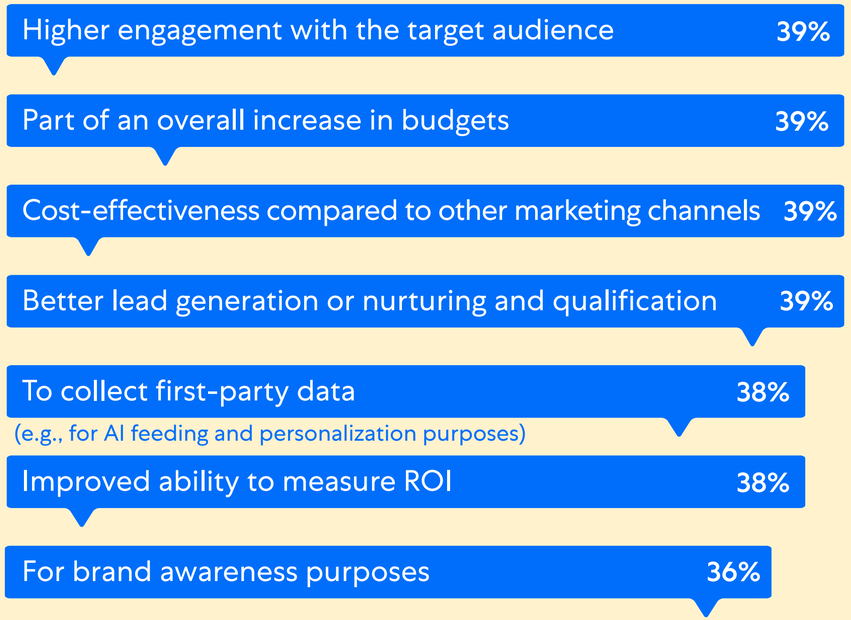
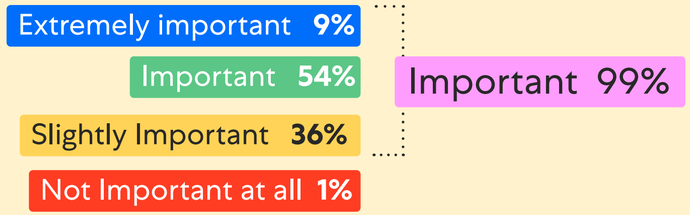




Figure 6.

Importance of digital experiences in achieving professional goals





** Question allowed more than one answer and as a result, percentages will add up to more than 100%*

Top tools for marketing success in 2024-2025

Efficiency and measurable impact are top of mind for marketing teams as they plan for the next 12 months.

According to our survey, 30% of respondents will prioritize investment in digital experience platforms, which help manage everything from content creation to data analytics. These platforms, along with marketing automation tools (29%) and paid advertising platforms (30%), are crucial as brands look for ways to make their budgets go further.

Tools that integrate multiple capabilities—such as automation, personalization engines, and AI-powered content repurposing—are also gaining traction, reflecting the ongoing push for efficiency and measurable outcomes in marketing strategies.

What are the objectives prompting marketers to invest in digital experiences? It's time to examine the goals driving this growing trend.

Figure 7.
Key marketing technologies and tools, next 12 months



** Question allowed more than one answer and as a result, percentages will add up to more than 100%*

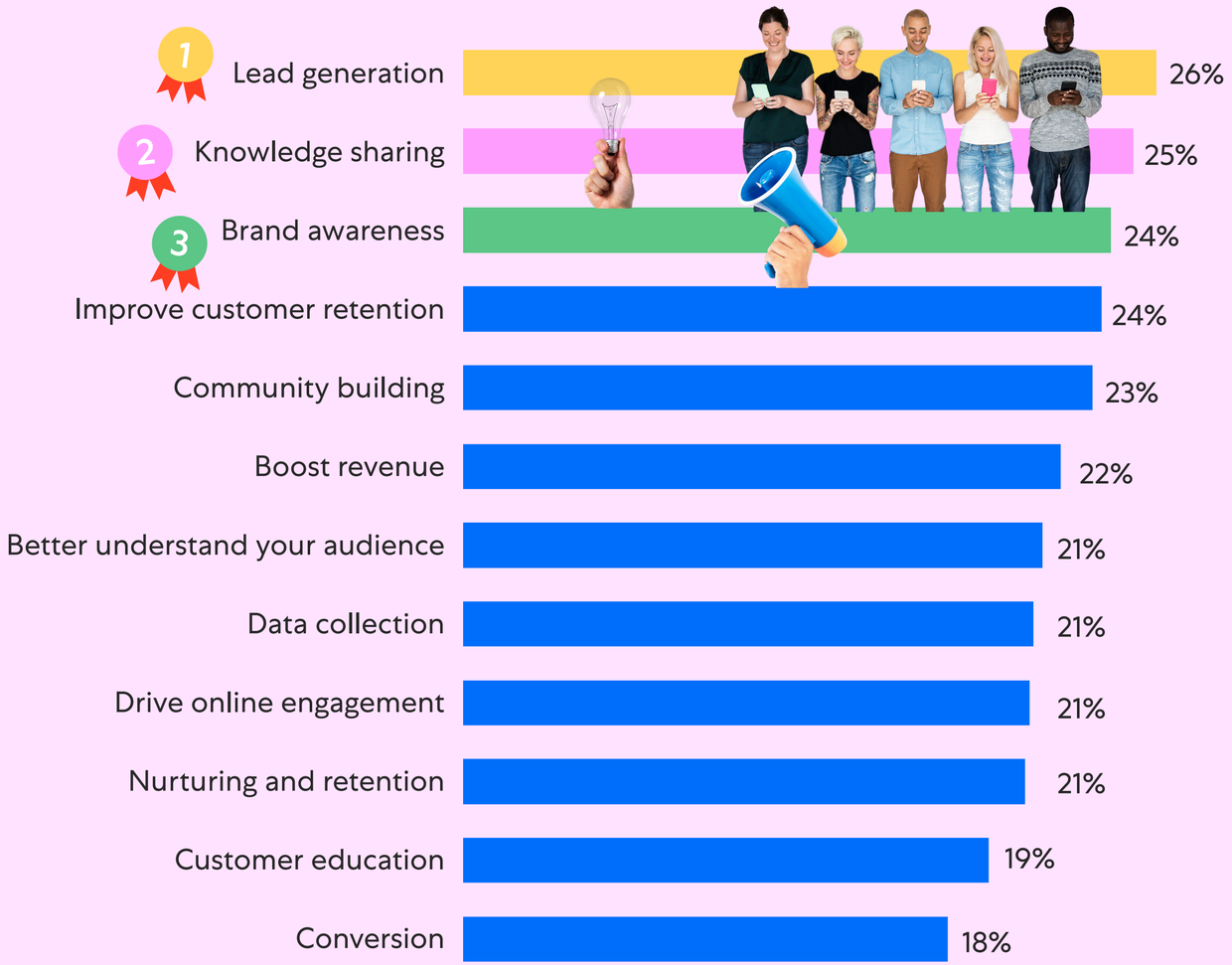
Digital experiences as the marketer's strategic Swiss army knife

Digital experiences, like webinars, virtual and hybrid events, community hubs, podcast players, content labs, and video web experiences are increasingly recognized as a multifaceted tool in modern marketing strategies, addressing a wide range of objectives.

The top three reasons cited by marketers for creating digital experiences are lead generation (26%), knowledge sharing (25%), and brand awareness (24%). Still, it's interesting to see how little difference there is between the top and bottom results in this graph. This proves that, ultimately, digital experiences can be used to realize a wide variety of marketing goals.

Interestingly, while digital experiences are not typically perceived as conversion tools, 18% of marketers still cite conversion as a reason for creating digital experiences.

Figure 8.
Top reasons for creating digital experiences



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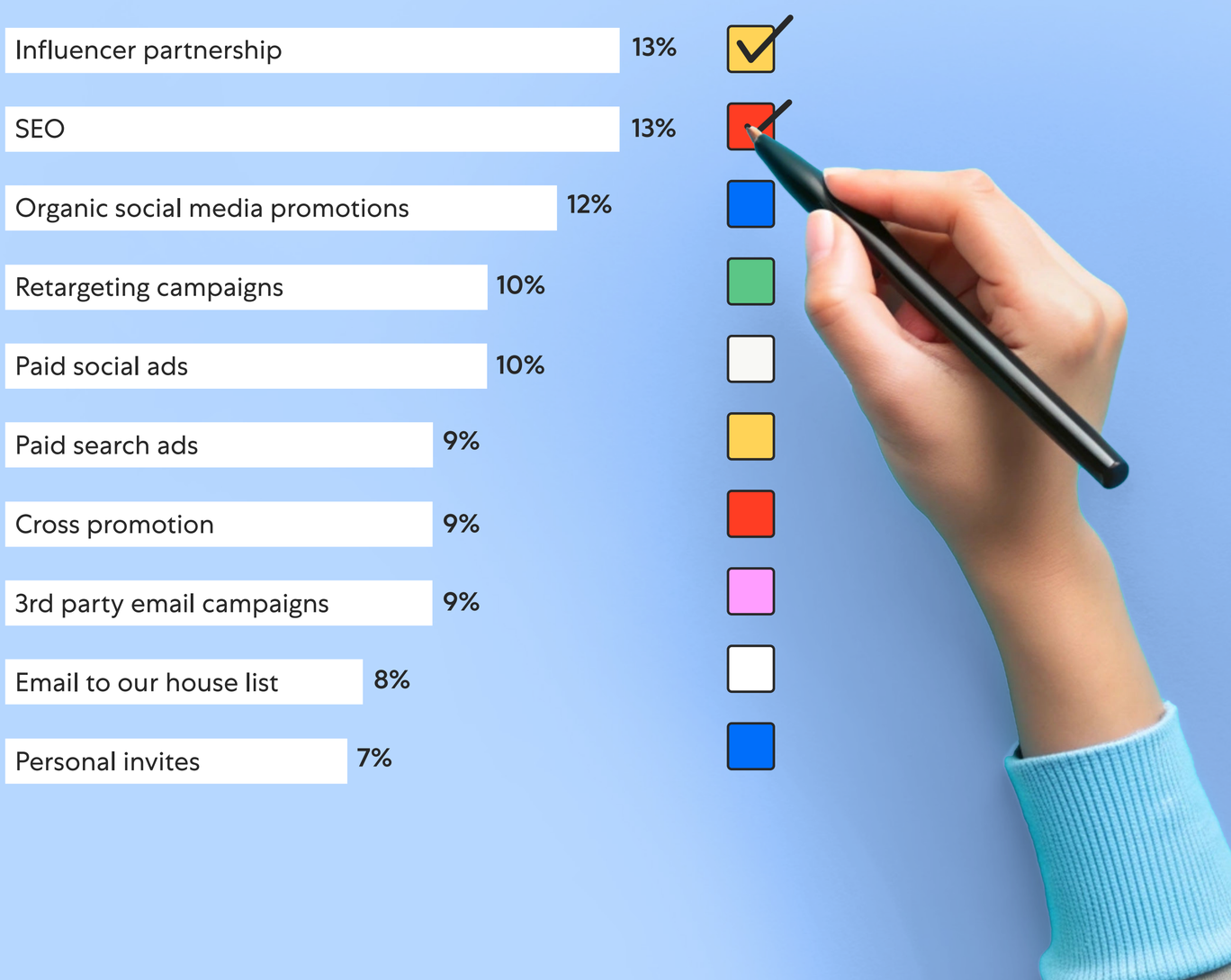
Best channels for filling webinar and virtual event seats

Influencer partnerships and SEO are leading the charge when it comes to driving webinar and virtual event sign-ups.

Our survey shows that influencer partnerships (13%) and SEO (13%) are the top performers, offering organic ways to fill your webinar or virtual event without relying on paid channels. Organic social media promotions are close behind at 12%, showing that engagement-driven tactics are becoming increasingly effective. Interestingly, traditional email campaigns, once a go-to channel, are now ranking lower, with house list emails and personal invites coming in at 8% and 7%, respectively. This shift tallies with the earlier finding about the decline of traditional marketing channels. It suggests that a more diverse, multi-channel strategy is needed to ensure strong registration numbers.

Once you've filled your virtual event seats, the next step is making the most of your content. With this in mind, let's explore how marketers are repurposing their digital experiences to extend their impact and reach.

Figure 9.
Most successful channels for driving webinar and virtual event registration



How marketers are repurposing digital content for maximum value

Repurposing your digital content is a smart way to maximize its reach and impact—and nearly all marketers are doing it.

Marketers are using a range of methods to repurpose digital experiences, with the most popular approach being transforming in-person event recordings into virtual events (48%). Breaking down long-form content into shorter clips (41%) and adapting content for different audiences (44%) are also popular strategies. Of respondents to our survey, only two out of 600 marketers aren't repurposing content, highlighting how crucial this practice has become in modern marketing.

As repurposing becomes essential, marketers are turning to technology to streamline the process and boost efficiency—read on to find out how AI is changing the game.

Figure 10.
Methods for repurposing digital experiences into different formats



** Question allowed more than one answer and as a result, percentages will add up to more than 100%*

Marketers are eyeing AI for smarter content repurposing

Marketers, especially those working in growth and content marketing, are increasingly interested in using AI to streamline the content repurposing process.

With marketers already investing heavily in digital experiences, such as webinars, virtual events, and community hubs, the next challenge is making the most of that content. Repurposing has become essential for extending the value of budgets, but it can be time-consuming. It's unsurprising, therefore, that 58% of marketers say they would repurpose more content if AI tools were available to automate the process. AI is emerging as an important solution, helping marketers overcome the bottlenecks in their workflow and allowing them to get more mileage out of their digital content.

As AI continues to revolutionize marketing, next, we'll dive into the impact of new data privacy laws.

Figure 11.
Interest in AI-based automation for content repurposing



Figure 12.
'Top 2 (definitely yes + probably yes)' responses by "role"



** Question allowed more than one answer and as a result, percentages will add up to more than 100%*

Concerns and challenges around first-party data and privacy laws

With third-party cookies on their way out, marketers are grappling with how to manage the transition to first-party data—54% are worried about what's next. .

Privacy laws have changed and major browsers like Safari and Firefox have already blocked third-party cookies. Although Google has delayed its planned phaseout, the shift to first-party data has become urgent, with more than half of marketers concerned about how they'll manage it.

Marketers' top 3 challenges of first-party data collection are compliance (14%), integration (14%), and data collection (14%).

With more regulations and privacy laws coming into play, these challenges are becoming increasingly urgent for marketers who want to stay compliant and maintain smooth operations.

Considering these challenges, it's no wonder marketers are ramping up their investment in first-party data marketing strategies to stay ahead.

Figure 13.

Biggest Challenges of First-Party Data Collection

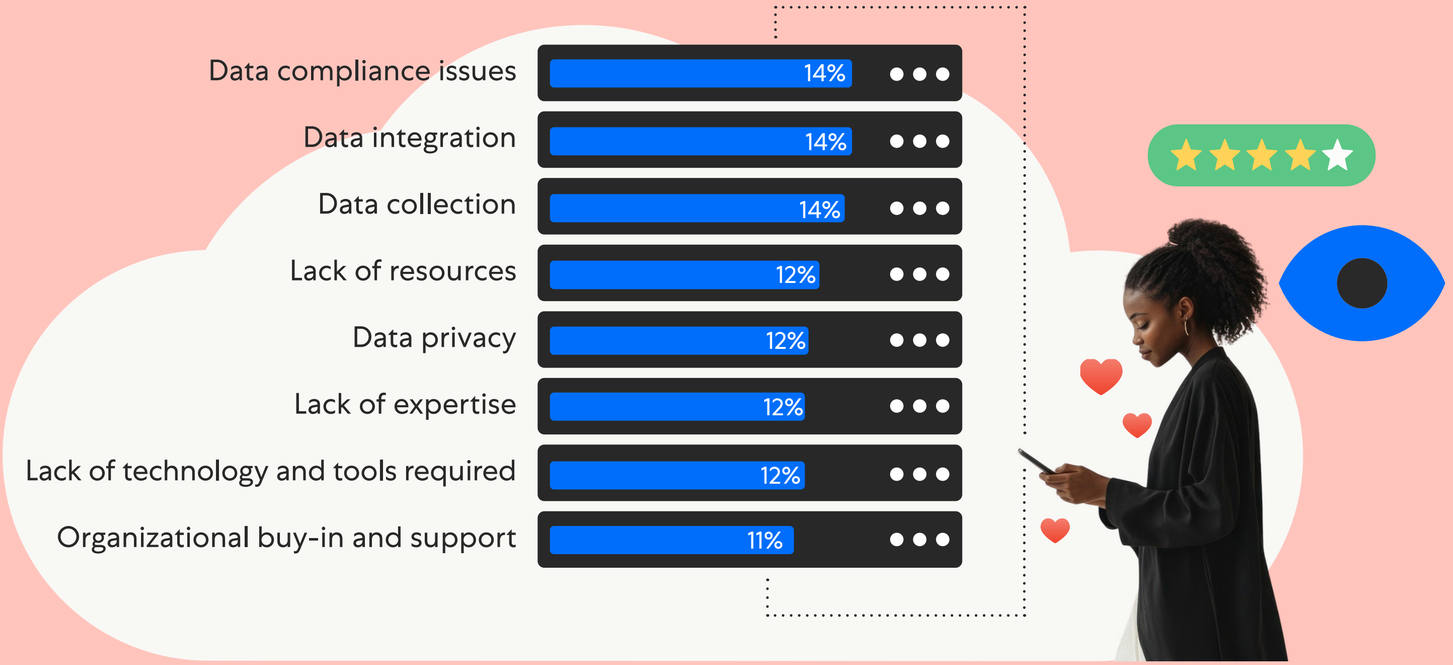
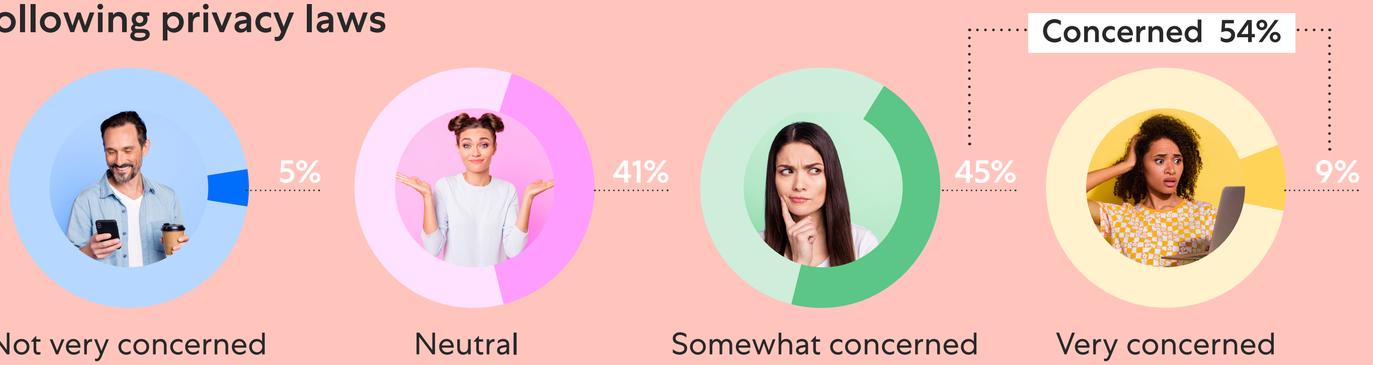


Figure 14.

Concerns about the shift from third-party data to first-party data following privacy laws



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Marketers are putting money where the data is

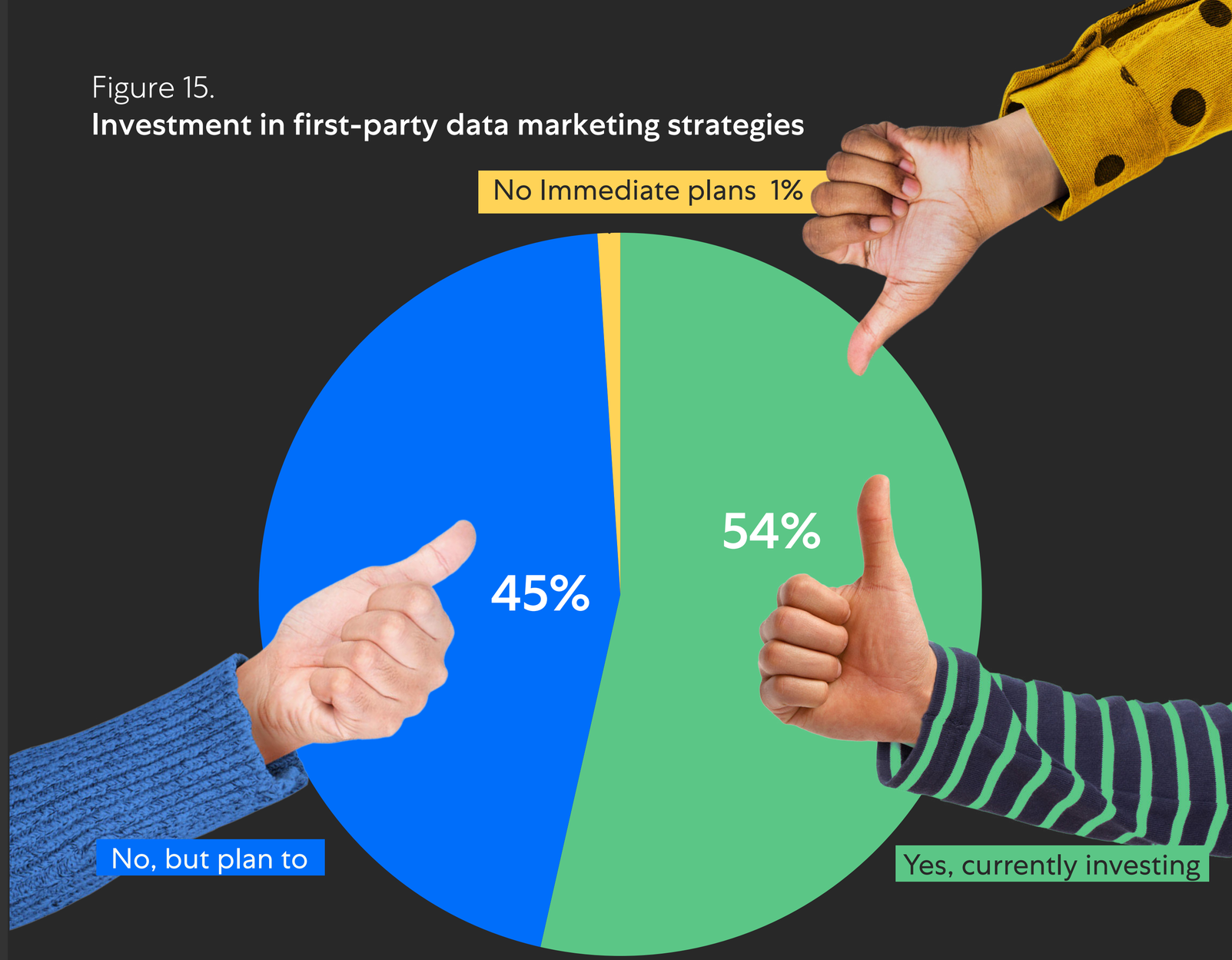
Marketers know that first-party data is the future, and their investments demonstrate that.

Marketers are turning to first-party data as a reliable, compliant alternative to third-party data, with 54% already actively investing in these strategies and another 45% planning to do so soon.

As we've already seen, first-party data comes with its own challenges, so it's no surprise marketers are investing to get it right. This investment reflects the increasing importance of first-party data for accurate targeting and personalized marketing campaigns, especially in a privacy-conscious world.

Given these findings, we need to understand the strategies marketers are using to collect first-party data successfully.

Figure 15.
Investment in first-party data marketing strategies



Your first-party data collection toolkit: what's working now

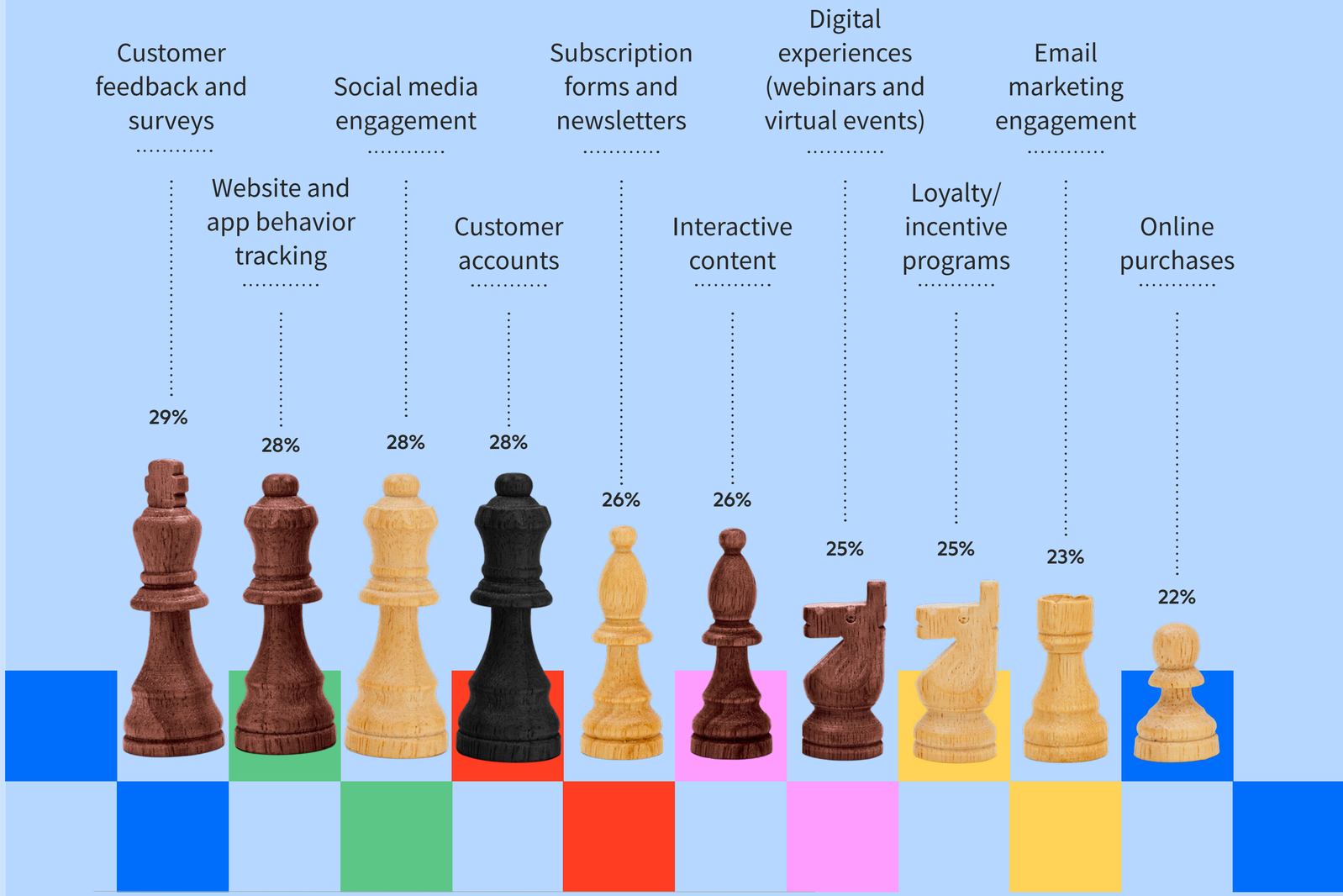
Marketers are turning to customer feedback and behavior tracking as their top first-party data collection strategies.

Marketers are focused on using customer feedback (29%), behavior tracking (28%), and social engagement tracking (28%) to gather high-quality insights directly from their audience.

To streamline data collection, some marketers are using platforms that offer features like audience reactions, behavior tracking, social media integration, registration, and interactive content. These tools help integrate data collection across multiple touchpoints, keeping costs manageable while improving efficiency.

With data collection strategies in place, the next priority for marketers is to use that data to drive personalized campaigns in 2025.

Figure 16.
Effective marketing strategies for collecting first-party data



** Question allowed more than one answer and as a result, percentages will add up to more than 100%*

Personalization takes center stage in 2025 marketing

Personalization is no longer just a nice-to-have— it's the backbone of modern marketing strategies.

As traditional marketing tactics become less effective, marketers are putting a heavy emphasis on personalization to stand out. With 92% of marketers rating it as a medium to extremely high priority, it's clear that tailored experiences are now essential for engaging and converting customers. Personalization is key to creating meaningful connections, and it's built on the foundation of high-quality, first-party data that marketers are now prioritizing.

With personalization at the forefront, we need to examine how widely marketers are implementing it across their digital experiences.

Figure 17.
Prioritizing personalization in marketing strategy for 2025



6%
Extremely high

40%
High

46%
Medium

8%
Low

How personalized are your digital experiences really?

Personalization is the new standard, with nearly all marketers applying it in some form.

But how advanced are their efforts? Nearly all marketers are applying some level of personalization to their digital experiences, with 40% reporting moderate to extensive use. But regional differences tell an interesting story—48% of U.S. marketers are leading the charge, while Europe lags behind at just 22%. This gap highlights opportunities for brands to differentiate themselves in regions where personalization is still emerging. Despite these advances, many marketers are still struggling to implement personalization effectively.

Figure 18.

Rating the current level of personalization in digital experiences

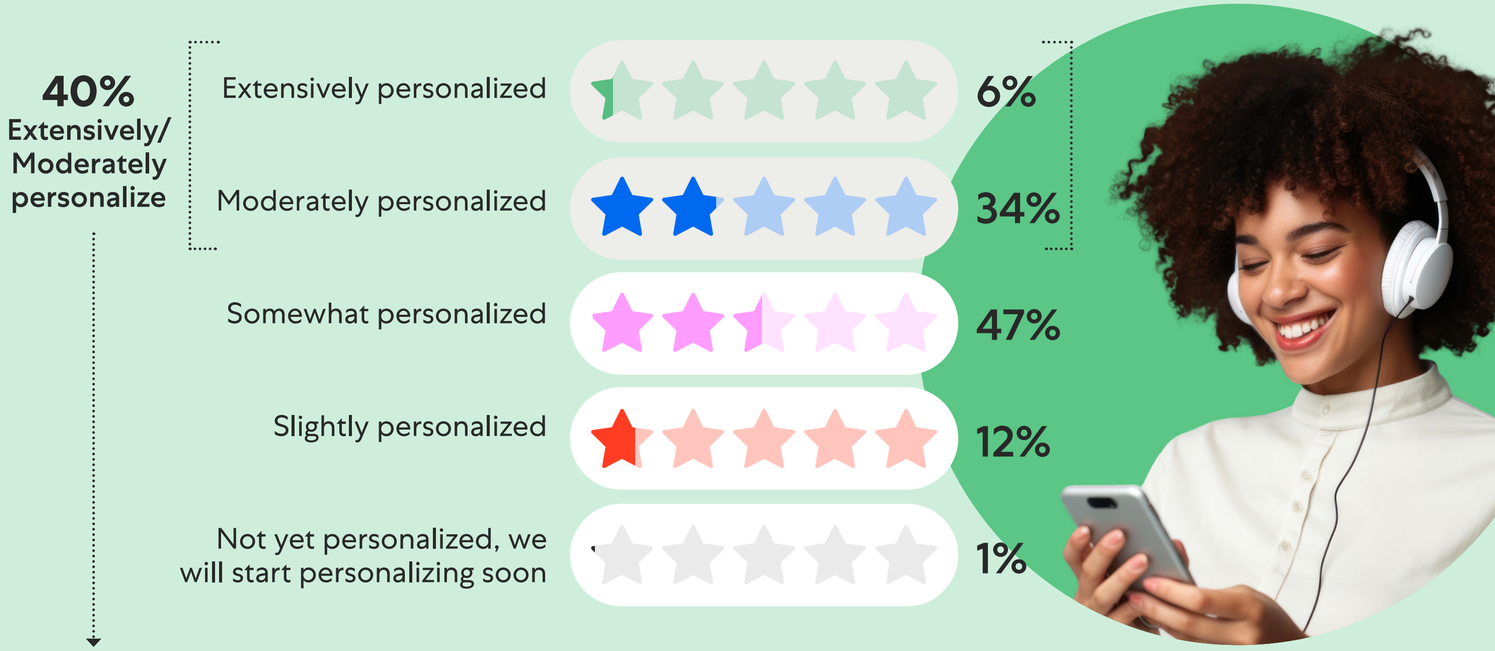
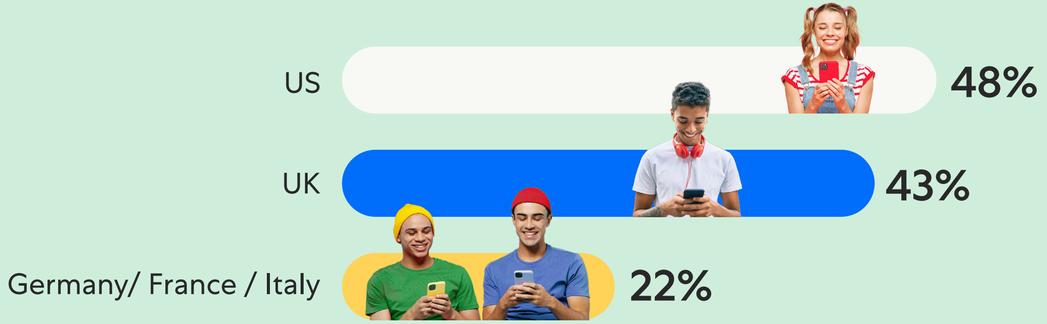


Figure 19.

'Extensively personalized + moderately personalized' by "country"



Why personalization is harder than it looks

Every marketer knows personalization matters, but putting it into practice is easier said than done.

Despite the clear benefits, implementing personalization comes with a unique set of challenges. The biggest hurdle? 37% of marketers cite a lack of the right technology as their primary roadblock. Data shortages are a pain point for 35% of marketers, and others struggle with high costs, compliance concerns, and organizational resistance.

With tech evolving fast and technology gaps and data limitations being the top obstacles, it’s clear that successful personalization requires not just intent, but the right tools and resources.

Figure 20.
Main challenges in implementing personalization in digital experiences



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Demographics



Figure 21.
Industry

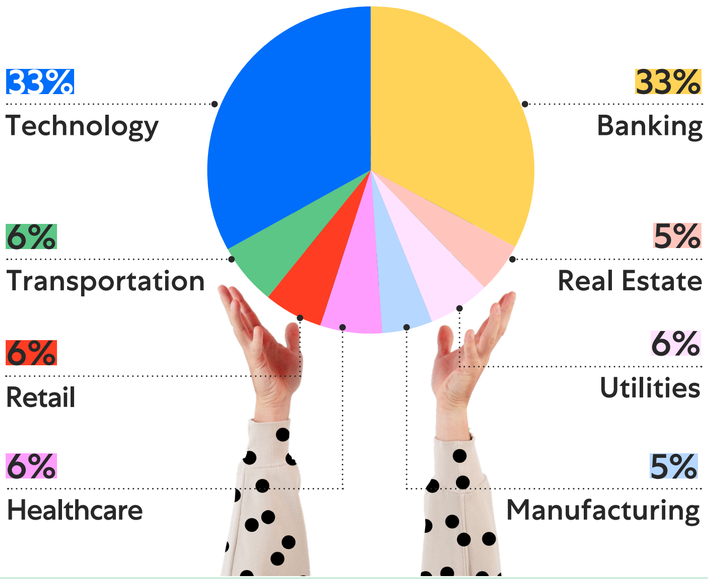


Figure 22.
Country

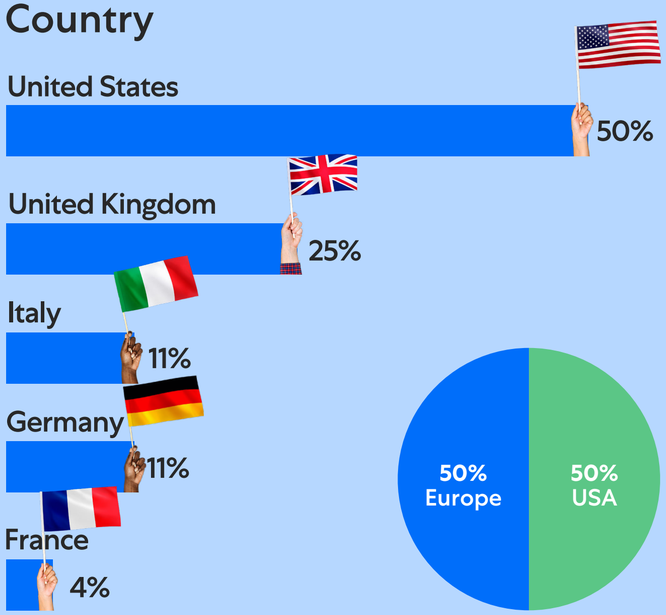


Figure 23.
Company size (employees)

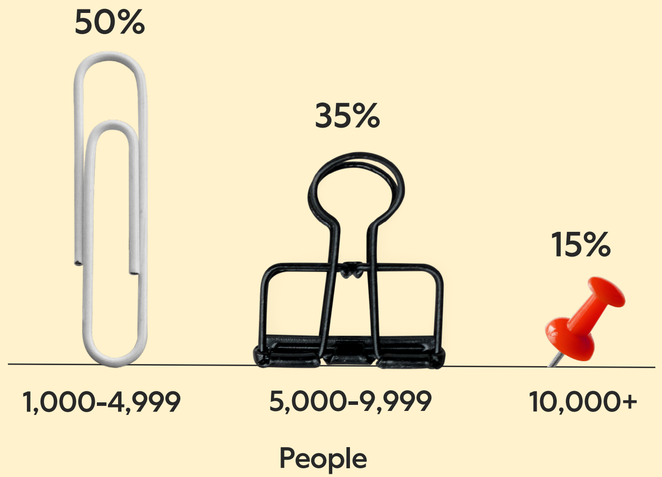


Figure 24.
Webinars held (last month)

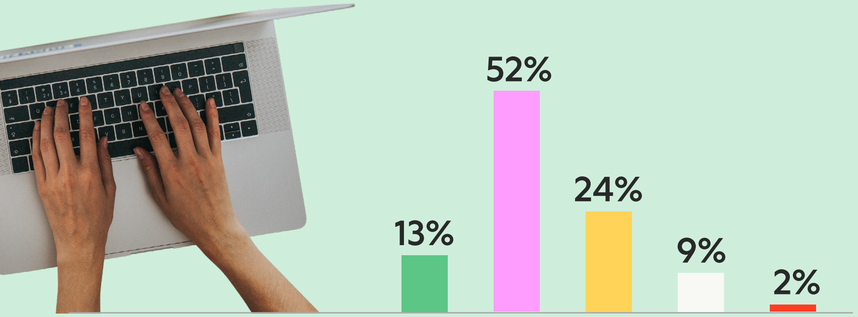


Figure 25.
Job seniority

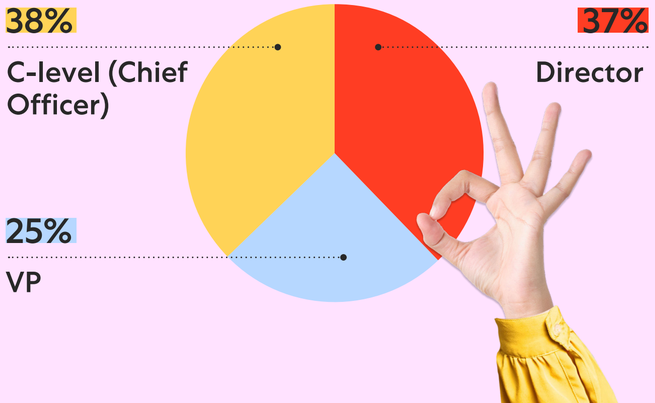
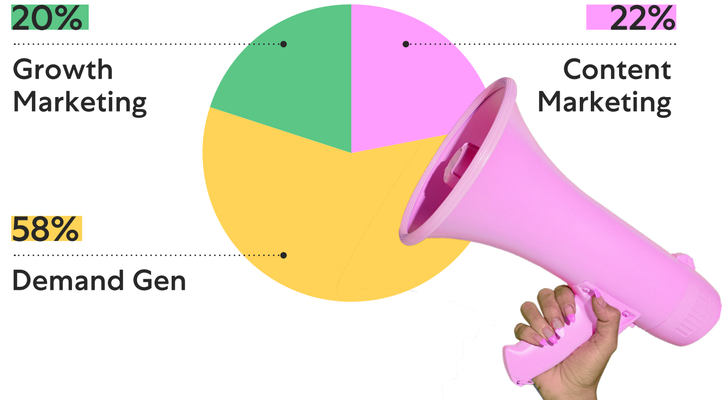


Figure 26.
Job function



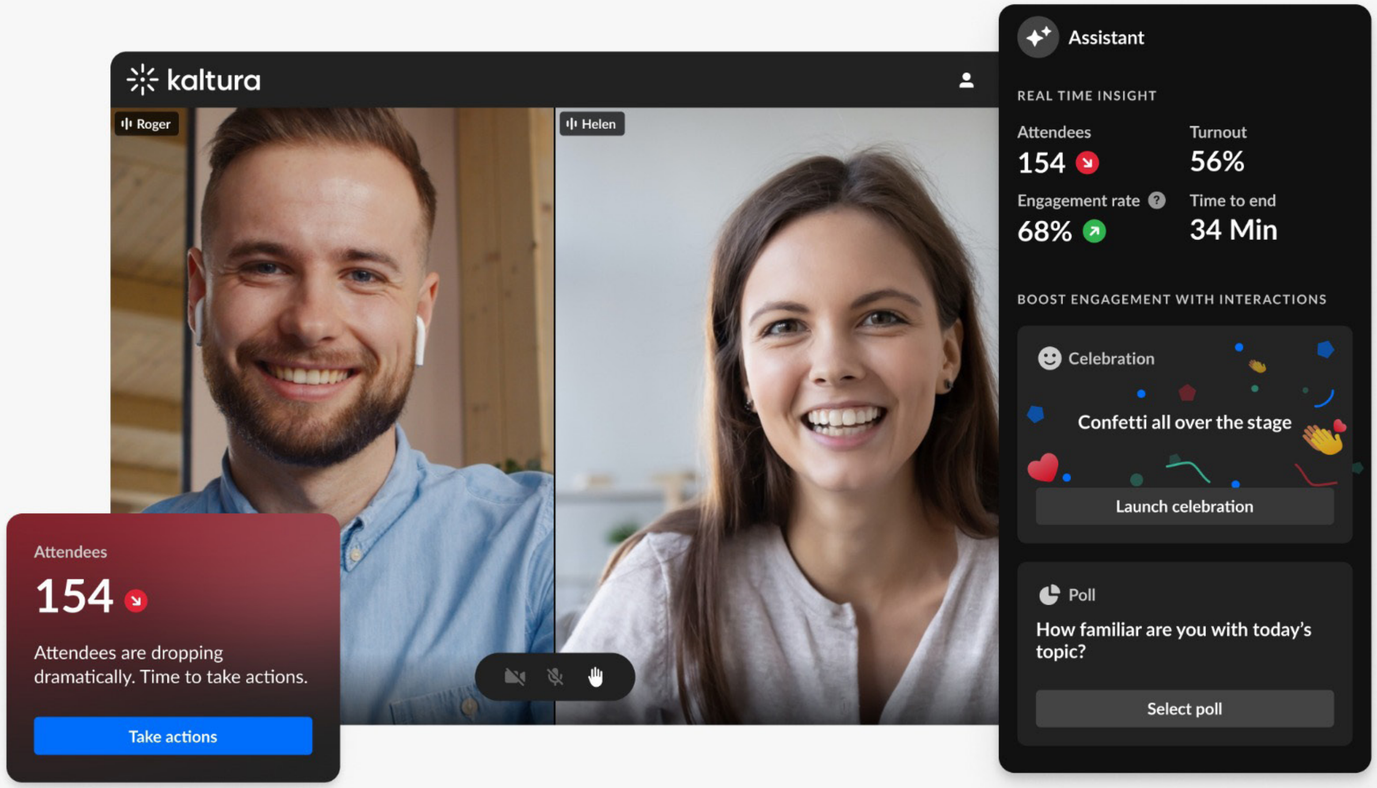
About Kaltura

Webinars and events are a cornerstone of B2B marketing, driving leads and building relationships. But too often webinar and event platforms fall short when it comes to engagement and ease of use. Kaltura changes that, offering all-in-one AI-driven solutions that empower your team to create impactful webinars and events with ease. Whether you're collaborating with your team to plan and automate your annual digital experience schedule, building accessible microsites, or moderating live sessions, Kaltura makes the process easy.

Create dynamic, interactive webinars and events with built-in engagement tools like polls, live chat, and Q&A that keep your audience involved from start to finish. Kaltura's powerful analytics and marketing automation integrations allow you to dive deep into performance data, helping you retarget attendees and turn them into leads.

With Kaltura, you can deliver engaging, data-driven experiences that not only captivate your audience but also drive measurable business growth.

Learn more



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