ClickMeeting

Leads on Autopilot

How to Automate Lead Generation with Webinars

A Practical Guide for Marketers, Trainers, and Business Owners

Contents

About this guide

Who it is for

Anyone who runs webinars, or is planning a first one, and wants them to bring in prospective customers without manual work at every edition. Marketers responsible for lead generation, trainers and educators who sell knowledge, and owners of small businesses who are the experts in their own field will get the most out of it.

What is inside

Four parts and thirteen chapters that walk through the whole webinar funnel: from the registration page, through attendance and the event itself, to follow-up, content recycling and getting the data into your CRM. Plus five appendices with materials ready to use: a 30–day plan, checklists, answers to the most common questions and a glossary.

How to use it

Starting from scratch? Read it in order and work alongside Appendix A. Already running webinars and looking for one specific fix? Go straight to the chapter that covers the stage that is underperforming. Every chapter ends with an **In brief** box, so you can tell quickly whether it is worth reading in full.

Where the data comes from

All market figures on online events come from the **State of Online Events 2025** report, which analyses data from thousands of events hosted on the ClickMeeting platform in 2025. Quotes and company results come from published customer case studies. The full list of sources is in Appendix E.

Introduction: 81,018 leads in a year. No cold calling.

One organiser on ClickMeeting collected 81,018 leads in 2025. No enterprise-scale ad budget, no sales team dialling through cold lists. Just regular webinars and well-configured automation.

It was not a one-off. Second place in the same ranking: 66,378 leads. Third: 62,034. Three different industries, three different business models, one pattern — recurring events plus a process that repeats itself without extra work.

This guide shows you how to build that process. Step by step, with specific settings, email sequences and the numbers you need to judge whether it is working.

📌 Key takeaways

- **A webinar captures, qualifies and warms up a lead in a single process** – the registration form gives you the contact, behaviour in the room shows how interested they are, and the recording keeps working after the event.
- **Automation starts before registration and ends weeks after the event** – the webinar funnel has five stages, and each one is set up once and then simply repeated.
- **Reminders are the cheapest way to grow your audience** – automated emails and SMS work on contacts you have already paid for in your campaign. The average ClickMeeting event draws 75 attendees.
- **The CTA button in the webinar room is lead scoring in real time** – whoever clicks is telling you they are ready for a sales conversation.
- **Automated and on-demand webinars generate leads around the clock** – one recording can keep working for months without you.
- **A series outperforms one-off events** – Centrum Verte built a base of more than 30,000 unique attendees with its free “HR Wednesdays” series, with around 6,000 registrations per event on average.
- **Start with one webinar and one sequence** – ClickMeeting’s 14-day free trial is enough to run the full cycle, from registration page to post-event report.

PART I

Foundations

Why a webinar pays back faster than any other lead magnet, and what the funnel you are about to automate is made of.

Chapter 1. Why webinars? Three advantages no other lead magnet has

Before you automate anything, it is worth knowing why this particular format pays back faster than an ebook or an industry report. There are three reasons, and every one of them has a direct effect on the quality of your database.

What exactly is a lead in the context of a webinar?

A lead is a unique user who has registered for your event and left their contact details. It sounds trivial, but that person has done more than type in an email address. They have committed an hour of their time to you.

That is a very different level of commitment from clicking "download PDF". Downloading an ebook takes three seconds and usually ends in a Downloads folder nobody ever opens. Registering for a webinar means an entry in a calendar. That is why leads from online events tend to be warmer than those from classic lead magnets, even though the value-for-data exchange is identical.

Marketing distinguishes two basic types:

- **Marketing qualified lead (MQL)** – interested in the topic, but not ready for a purchase decision. Needs a few more touchpoints with your brand.
- **Sales qualified lead (SQL)** – past the education stage and signalling readiness to talk. Should be handed to sales as quickly as possible.

A webinar lets you serve both groups in a single event and tell them apart automatically. We come back to this in Chapter 5, with the CTA button.

Why do webinars generate better-quality leads?

Because they attract people who have a specific problem and are looking for a solution right now. Nobody registers for a webinar on employment law changes out of curiosity. They register because in a month they have to implement those changes in their own company.

The 2025 figures make the point. The top single event of the year, a free webinar on tax matters, collected **22,880 leads**. It ran just before the tax return deadline, when thousands of businesses were looking for practical guidance. Timing and a genuine need did all the work.

A marketing webinar for accountants (14,023 leads) and an event for teachers and trainers wanting to move their business online (9,433 leads) worked the same way. Every time: a narrow audience, a specific problem, a precisely worded promise.

22,880

leads from a single free webinar, the 2025 record (SOE 2025)

What exactly can be automated in this process?

Practically everything except the content itself. And that is the third advantage of a webinar: the whole process lives in one tool.

Imagine your lead magnet is an ebook. You need a tool to create the file, a landing page with a form, a system that sends the file after sign-up, and a separate solution for follow-up mailing. Four tools, four integrations, four places where something can break.

With a webinar, the registration page, the form with consents, the reminder sequence, the event room itself, the recording, the follow-up and the reports all sit in one panel. That is the difference between a process that needs your attention every single time and one you set up once and repeat.

Łukasz Kosuniak, a B2B marketing expert who runs the consultancy Business Marketer, puts it this way:

> *"That is the beauty of the webinar, especially once you start repeating certain actions. At some point the organisational side becomes very simple. You switch it on, the materials are loaded, you run it. The cost-to-effect ratio is incredibly attractive; it simply pays off."*
>
> **Łukasz Kosuniak**
> B2B marketing expert, Business Marketer

In brief

- Registering for a webinar is a bigger commitment than downloading a file, so the leads are warmer.
- The best results come from events aimed at a narrow group with a specific, urgent problem.
- The whole process lives in one tool, so there are no four separate places where it can break.

Chapter 2. Anatomy of an automated webinar funnel

Before we get into specific settings, you need a map. Without one it is easy to automate a single element and overlook three others that keep eating your time.

What are the stages of a webinar funnel?

There are five. Each has a different goal, different metrics and different automation tools.

Table 1. The five stages of the webinar funnel

Stage	Goal	Main metric	What you automate
1. Attraction	Drive traffic to the registration page	Visits, page conversion	Social media streaming, profile page, series promotion
2. Registration	Turn a visitor into a lead	Registrations, form conversion	Form, GDPR consents, confirmation email
3. Attendance	Get the registrant into the room	Show-up rate	Email and SMS reminders, add-to-calendar
4. The event	Collect buying signals	CTA clicks, poll answers	CTA button, polls, recording, transcription
5. Follow-up	Turn the lead into a customer	Conversion to next step	Post-event emails, redirect, invitations to the next event

Most companies automate stage 2 and consider the job done. That is the most expensive mistake there is, because the biggest losses in the funnel do not happen at registration. They happen between registration and attendance, and between attendance and the purchase decision.

The next four chapters cover stages 2 to 5 in order, with specific settings. Stage 1 returns in Chapters 8 and 9, because the most effective answer to promotion is a recurring series and recycled recordings.

Where do you lose the most leads?

In two places: between sign-up and entering the room, and in the 24 hours after the event ends.

The first gap is arithmetic. Samir Kayyali, a tax advisor who runs paid training on ClickMeeting, describes it plainly: “With a free webinar, 300 people might register and 180 turn up.” That is normal across the industry, and it is exactly why automated reminders are the cheapest investment in the whole funnel. Every percentage point of attendance you recover with an SMS is a lead you have already paid for.

The second gap is organisational. The webinar ends, everyone walks away from their screens, and the email with the recording goes out three days later because someone on the team had to prepare it by hand. By then the topic has gone cold. An automated follow-up sent within two hours of the event solves that permanently.

In brief

- The webinar funnel has five stages, and most companies automate only registration.
- The biggest losses occur between sign-up and attendance, and in the first 24 hours after the event.
- Two settings close both gaps: a reminder sequence and an automated follow-up.

PART II

The funnel, step by step

Four stages, four sets of settings. Configure once, repeat for every event that follows.

Chapter 3. Registration: a page that collects data by itself

This is the foundation of the whole structure. If the form is badly configured, every automation downstream will be working with poor material.

How many fields should the registration form have?

As many as you will actually use in later communication, and not one more. Every extra field lowers conversion, so treat each one as an expense that has to earn its keep.

In practice, a simple split works:

- **Mandatory fields:** first name and email address. The minimum for personalisation and follow-up contact.
- **Optional fields for B2B:** company name, job title, company size. These let you segment the database and pass only the right profiles to sales.
- **Phone number:** add it when you plan SMS reminders or a sales call. If you have no process for either, do not ask for it.

In ClickMeeting you configure this directly when creating the event, choosing which fields are required and which are optional. No external landing page builder, no separate form tool.

How do you set up consents so the leads are both lawful and usable?

Separate consent to attend the event from marketing consent. This is the most important rule and the most frequently broken one.

The attendee must have a real choice: they can register for the webinar without signing up to the newsletter. If you force both consents at once, some people will abandon registration, and you will still have a problem at the first audit. A conscious marketing consent can, on the other hand, act as the "price" of free access. Just be upfront about it.

Add checkboxes for consents to the form, plus a link to the event terms and the data processing notice. This is not a formality to tick off: ClickMeeting's own research shows that **more than 90% of online event attendees pay attention to their privacy online, and 88% at least try to read the terms and consents they accept**. Your audience reads this.

One thing makes the whole matter simpler: event data on ClickMeeting is hosted in Europe and the platform meets GDPR requirements. For public sector organisations and regulated industries this is often the deciding argument, because you do not have to analyse data transfers outside the EEA at every audit. There is more on consents in Chapter 12.

How do you make a registration page that sells attendance?

Answer one question: what exactly will the attendee be able to do after this webinar that they cannot do now?

A proven structure for the event description looks like this:

1. **A headline with a specific promise.** Not “A webinar about marketing” but “How to build a campaign that brings in leads at €10 apiece”.
2. **Three to five “what you will learn” bullets.** Each starting with a verb.
3. **Who the event is for.** Rule out the people who would never buy anyway, and you save yourself qualification work later.
4. **Who is presenting.** A short bio with one concrete proof of competence.
5. **Date, time, duration.** The 2025 data shows most events were scheduled for 5 p.m., then 4 p.m. and 6 p.m., with Thursday and Wednesday the most popular days. If you work in B2B, that is a proven window.

You can brand the registration page, the event room, the waiting room and the profile page in ClickMeeting without writing code: add your logo, brand colours and your own copy. The profile page can double as a permanent landing page listing all your upcoming events.

In brief

- Ask only for data you will actually use. Every field costs conversion.
- Consent to attend and marketing consent are two separate checkboxes.
- The event description should answer one question: what will the attendee be able to do afterwards?

Chapter 4. Attendance: the automation that rescues your leads

You have registrations. Now you need to get those people into the room, because a lead who never showed up is far colder than one who listened to you for ninety minutes.

How many reminders, and when?

Three to four, spaced so they land at different decision points. The sequence below is a standard you can copy and deploy today.

Table 2. The pre-event reminder sequence

Email	When	Goal	What it contains
1. Confirmation	Immediately after registration	Confirm and build anticipation	Topic, date, what the attendee will take away, calendar link
2. Reminder	48–72 h before	Keep interest alive	Programme summary, speaker bio, a question to think about
3. Day before	24 h before	Final reminder	Short and specific: “tomorrow at 5 p.m., here is the link”
4. Event day	15–60 minutes before start	Maximise attendance	Ultra short, just the link to the room

DevaGroup, one of Poland’s longest-established SEM agencies, sets reminders for 24 hours and 15 minutes before the start. The result in 2025: 5,976 registrations across 22 webinars, 61% more than the year before, and 3,894 people attending live.

That last reminder, a dozen or so minutes before the start, is usually the most underrated. People registered two weeks ago, their calendar is full of meetings and they simply forget. One sentence and a link can recover a double-digit share of attendance.

Are SMS reminders worth adding?

Yes, if your audience works in the field or does not live in their inbox. Small business owners, medical professionals and salespeople will see an SMS instantly and an email maybe in the evening.

In ClickMeeting you set SMS reminders alongside email ones, in the same automation tab. The condition: you must collect a phone number in the registration form and have the appropriate consent.

A practical rule: send an SMS only once, and only on the day of the event. Three texts is spam; one text an hour before the start is a favour.

What do you do with people who registered but did not show up?

Treat them as fully-fledged leads, because that is what they are. They registered, so the topic interests them. Something simply came up.

In ClickMeeting you can set up a separate follow-up message aimed only at registered no-shows. It is a completely different email from the one attendees get:

- **To attendees:** "Thank you for joining us, here is the recording and the materials."
- **To no-shows:** "Sorry you couldn't make it. Here is the recording, watch it whenever suits you."

This second group often makes up 30–40% of everyone who registered. If you send the same "thank you for attending" email to all of them, you lose credibility with half your audience.

> *"Above all, the follow-up feature helps us keep the people in our database informed about upcoming events. We also send registrants automatic reminders about the approaching webinar, which lets us increase attendance."*
>
> **Katarzyna Rejman-Michalska**
> Head of Training, Centrum Verte

In brief

- Three to four reminders, including one a dozen or so minutes before the start.
- SMS only once and only on event day, and only with consent in place.
- No-shows get their own email with the recording, not a thank-you for attending.

Chapter 5. The event: how to capture buying signals in real time

During a webinar, attendees sort themselves into those ready to talk and those who need more time. All you have to do is give them the means. No ebook will ever do that for you.

How does the CTA button work, and why does it matter so much?

It is a button you display to attendees during the event that takes them to a page of your choosing: a pricing page, a contact form, a product page or a booking calendar for a consultation. You can show it for the whole event or only for a chosen segment.

Its real value, though, is not in the redirect but in the information it generates. A CTA click is the cleanest buying signal you can get: this person, in the middle of your presentation, deliberately went to look at the offer. You have a ready list of sales qualified leads, generated without a qualification survey and without a phone call.

Łukasz Kosuniak describes it precisely:

> *"Some attendees convert while the webinar is still running. Someone clicks the call-to-action button, for example, signalling that they belong to the group of potential customers worth putting a bit more effort into. And after the webinar we recycle the content. For me it is a base I draw on many times over."*
>
> **Łukasz Kosuniak**
>
> B2B marketing expert, Business Marketer

Samir Kayyali uses the same mechanism to sell paid training: "Some of the webinars I run are free 50–60 minute sessions. It's 100% substance, no filler. But the free format has a defined purpose, because during those sessions I promote my paid courses through the call-to-action feature."

When should you show the button? Not at the start, before trust has been built. The best moment is after you have delivered the main substance, roughly three quarters of the way through, and then again at the very end during the Q&A.

How do you use polls to qualify leads?

A poll during a webinar does two jobs at once: it raises engagement and it collects qualifying data you could never fit into a registration form.

Ask two or three questions spread across the event:

- **At the start:** “Where are you right now?” with options from “just looking around” to “implementing this quarter”. A buying-readiness question disguised as a question about context.
- **In the middle:** a content question about the topic under discussion. It builds engagement and breaks up passive viewing.
- **At the end:** “What do you need most?” with options that map to your services.

The answers land in your reports and can be cross-referenced with CTA clicks. Someone who declared they are implementing this quarter and clicked through to the offer is a ready SQL. Someone who is “just looking around” goes into the education sequence.

DevaGroup polls every webinar, asking among other things for an overall rating, the most valuable elements and topics for future sessions. As Kamil Leśniak, Event & Marketing Manager, sums it up: “Polls are something we use at every webinar, because the measurability of our sessions is incredibly important.”

What else runs on autopilot during the event?

Three things that happen in the background without you having to think about them:

- **Automatic recording.** You switch it on when creating the event. The recording is raw material for an automated webinar, an on-demand version, YouTube content and social media clips.
- **Automatic streaming to YouTube and Facebook.** Your event reaches audiences who would never have visited the registration page. Verte uses this regularly: an extra distribution channel at zero extra effort.
- **Live automatic transcription.** It makes the event accessible to people with hearing impairments and hands you a ready text to turn into a blog post.

And one more thing that needs no configuration at all: attendees join from their browser without installing anything. Every step you remove between clicking the link and entering the room shows up directly in your attendance rate.

In brief

- A CTA click is a ready list of sales qualified leads, with no phone call and no survey.
- Show the button after delivering the value, not at the start of the event.
- Polls qualify the lead, while recording, streaming and transcription run in the background.

Chapter 6. Follow-up: the 24 hours that decide conversion

The post-webinar email is the most neglected touchpoint in the whole funnel, and at the same time the most valuable. The attendee has just spent ninety minutes with you. It does not get warmer than that.

What should happen the moment the event ends?

Three things, all set up in advance and all automatic.

First, **redirect attendees to a page of your choice**. In ClickMeeting you can set an automatic redirect to any URL the moment the event ends. Use it: send people to a landing page with your offer, a consultation booking form or a page listing your next events. You are cutting the buying path to zero clicks.

Second, **an automatic thank-you message**. It should go out within two hours of the end, not the next day. It contains the recording, the promised materials, an attendance certificate if you offer one, and one specific next step.

Third, **a separate message to no-shows**, which we covered in Chapter 4.

How do you build a sequence that actually sells?

Spread it across four emails over a week, each with a different job. The pattern below works both for selling paid training and for booking sales calls in B2B.

- **Email 1 (day after the webinar):** substance. Expand on one thread from the event and show the deeper layer. Attach the recording.
- **Email 2 (3–4 days after):** proof. A case study of a customer who put your webinar's advice into practice. Specific numbers, specific transformation.
- **Email 3 (6–7 days after):** answers to the most common questions from the chat and Q&A. Mention in passing that the paid offer goes into these topics in more depth.
- **Email 4 (last day of the offer):** a reminder that the promotion is ending or that places are limited.

The overriding rule: **one CTA per email**. Do not scatter attention across three buttons. Pick the one action you care about most.

How do you invite people to the next event automatically?

Using the same automation tab where you set up follow-ups. From there you can invite the attendees of one event to your next webinar. And this is where the real power of a series begins.

Verte does exactly that: the database built on the free “HR Wednesdays” series regularly receives news of upcoming events and of paid training on related topics. The result? More than 30,000 unique attendees across the series and around 6,000 registrations per event on average. The record is over 6,500 registrations and more than 4,000 people attending live.

As Katarzyna Bielecka, owner of Centrum Verte, puts it: “Our free webinars gave us unlimited access to a base of experts who then happily use our training.”

In brief

- The follow-up goes out within two hours, not the next day.
- A sequence of four emails in a week, each with its own job and a single CTA.
- An invitation to the next event closes the loop and builds a permanent base.

You have the map of the funnel. Time to set it up for real

Try ClickMeeting free for 14 days – no credit card required. Registration page, automatic reminders, CTA buttons and follow-ups configured in a single afternoon.

Start your free trial → **Book a product demo →**

PART III

Scaling

How to make the same material work without you, and bring in leads even when you are not running an event.

Chapter 7. Automated and on-demand webinars: leads while you sleep

Everything so far has assumed you are present at the event. Now we remove that assumption, and automation stops being a convenience and becomes a separate lead generation model.

How is an automated webinar different from a plain recording?

By the infrastructure around the content. A recording is a video file. An automated webinar is a complete event: a registration page, a lead-capturing form, a confirmation email, reminders, polls that appear at set moments, a CTA button and a follow-up sequence.

From the attendee's perspective the difference is small. From your funnel's perspective it is decisive. A YouTube video gives you a view. An automated webinar gives you a lead with full contact details, consents and a record of how many minutes that person watched.

What formats can you choose from?

Three, each for a different scenario.

Scheduled automated webinar. The recording plays at a set time, exactly like a live event. It creates a sense of occasion and lets you serve multiple time zones with multiple slots. Ideal for recurring introductory training.

On-demand webinar. After registering, the attendee decides when to watch. It works best for reference content: step-by-step tutorials, product demos, introductions to a topic. It is also a way to extend the life of every live event.

Live webinar, automated afterwards. You run the event once, turn the recording into an automated or on-demand webinar, and the same material keeps working for months. This is the most cost-effective variant, because one preparation serves two channels.

When is an evergreen funnel worth building?

When your topic does not go stale every quarter. Material along the lines of "how to get started with X", "the fundamentals of Y" or "the most common mistakes in Z" can generate leads for years with minimal upkeep.

Rules worth adopting from the start:

- **One strong event rather than five average ones.** Record your best presentation and cut out the pauses and stumbles. This version will play hundreds of times.
- **A strong first two minutes.** The biggest drop-off happens at the very beginning. Say immediately what the attendee will get out of it.

- **A planned timeline.** A poll at 10 minutes, a downloadable resource halfway through, the CTA in the final quarter.
- **A quarterly review.** Check that the data, screenshots and examples are still current.

€1,024

average revenue from a single paid webinar, 34% more than the year before (SOE 2025)

Automated and on-demand webinars can also be ticketed. So if lead generation is not your only goal, the same recording can become a source of passive income, with payments handled through Stripe, PayU or PayPal directly on the registration page.

In brief

- An automated webinar is a full event with registration, not just a video file.
- Three formats: scheduled, on demand, and a recording of a live event.
- Evergreen works for topics that do not go stale every quarter.

Chapter 8. A series beats a one-off

A single webinar delivers a single result. A series builds a base that grows with every episode. You can see the difference in the data of every large organiser.

Why does regularity have such a big effect?

Because it shortens every subsequent sales cycle. When someone sees you for the fifth time, you no longer have to build credibility. You can go straight to the point.

An analysis of the three lead generation record-holders of 2025 (81,018, 66,378 and 62,034 leads) reveals four shared patterns:

- **Regularity above all.** None of them ran one-off events. All of them ran weekly or monthly series.
- **Value before selling.** The best lead-generating webinars deliver a lot of value for free. Attendees feel they have received something worthwhile and are more open to working together.
- **A precise segment.** No webinars “for everyone”. A specific group, a specific problem.
- **Follow-up as a separate process.** The lead is only the beginning. Conversion happens in the communication after the event.

How do you plan a series you will not abandon after three episodes?

Start with a frequency you are certain you can sustain, even in your worst month. Running a webinar once a month for a year beats running one every week for six weeks.

Verte chose a specific, repeatable slot: every Wednesday at 9 a.m. That predictability is a value in itself, because the audience knows when to look for you and puts the events in their calendar without a second thought. The company actually runs several series in parallel for different audiences: “HR Wednesdays” for HR and payroll specialists, “The ABC of Accounting and Taxes” for accountants, and “HR Mornings” for HR departments.

DevaGroup went a similar way, building thematic series: the flagship “Let’s Talk Marketing”, warm-up webinars ahead of its in-person conferences, and summer series in the season when the marketing competition is at its quietest. As Kamil Leśniak notes: “A great move from our marketing department was to address the summer lull with webinars. Running live training then makes absolutely no sense. With webinars it was the opposite.”

Won’t free webinars kill sales of the paid ones?

It is the most common worry, and practice does not bear it out. DevaGroup faced it head-on. Krzysztof Marzec, the agency’s CEO, admits: “It has always been and still is a challenge for us, because when you deliver excellent content for free you worry nobody will come to the paid event. But our approach changed when we decided to try.”

The result? After moving its workshops online, the agency doubled attendance at its paid events. Free webinars did not cannibalise sales; they drove them, because they let attendees judge the quality of the content before buying.

The mechanism is simple: a free event delivers complete, useful knowledge on one topic while signalling that deeper layers exist. You cover one strategy in detail and mention five others available in the paid training.

> *"The biggest difference is made not by a single good webinar but by the moment you stop treating it as an event and start treating it as a process. We see this very clearly in the platform data: organisers who configured reminders, the CTA button and the follow-up sequence once, and then only swap the topic and the date, have after a few months a database their competitors are still writing slide decks about. Automation will not replace substance, but it makes every hour you invest in substance work many times over."*
>
> **Tomasz Bołcun**
> Brand Manager @ ClickMeeting

In brief

- Every lead generation record-holder ran a regular series, not one-off events.
- Choose a fixed slot and a frequency you can sustain for a year.
- Free events do not cannibalise paid ones; they lower the barrier to entry.

Chapter 9. Content recycling: one webinar, many sources of leads

Every event leaves behind material that most companies leave on a hard drive. Using it is the simplest way to increase the return on work that has already been done.

What can you do with a single recording?

At least six things, each of which feeds the funnel in a different place:

- **An on-demand or automated webinar:** the recording plus a registration form generates new leads without your presence.
- **A YouTube video:** another organic traffic channel. ClickMeeting can publish the recording to your channel automatically.
- **Short clips for social media:** the best 60 seconds as a reel or a post. They also work well in ad creatives.
- **A blog post from the transcript:** automatic transcription gives you a base text that only needs editing.
- **Material for the event page:** the recording embedded on your blog or website extends the life of the content.
- **A bank of topics for future events:** questions from the chat and Q&A are a ready list of what your audience actually wants to know.

DevaGroup accumulated 42 hours of publicly available recordings this way in 2025, and Symfonia feeds recordings of its live training into its Symfonia Academy platform, so customers can return to them as often as they like.

How does recycling affect the cost per lead?

It lowers it, because the same work is spread across more leads. Let’s run the numbers on a concrete example.

You organise a webinar called “The latest tax changes”. You pay an expert €500 to present, spend €250 on social media promotion and another €250 on ads in other channels. Total: €1,000. The event brings in 100 leads.

CPL (cost per lead) = €1,000 / 100 = €10.

Now turn that recording into an on-demand webinar. Over the next six months it brings in another 100 leads, and all it costs you is the time to configure it. CPL for the whole exercise drops to €5. Add social media clips and a YouTube video, and it falls further still.

Keep two metrics apart, though. **CPL** is the cost of acquiring a contact. **CAC (customer acquisition cost)** is the cost of acquiring a paying customer, and it includes the sales team's time and every other activity involved. A CPL of €10 means little if none of those leads ever buy.

In brief

- One recording feeds at least six lead generation channels.
- Recycling lowers CPL because the same cost is spread across more contacts.
- CPL without CAC tells you nothing. Track both.

PART IV

Data, compliance and mistakes

What to do with leads after the event, how to measure effectiveness, what to watch out for with consents, and what not to do.

Chapter 10. Data flow: from form to CRM

If your automation ends with a CSV export, you are still working by hand. The last piece of the puzzle is making sure leads land where your team actually works.

How do you get leads out of the webinar platform?

You have three levels of sophistication to choose from.

Level one: manual export. After every event you download the list of registrants and attendees from the panel. Fine for one webinar a quarter, painful for one a week.

Level two: integration via Zapier. You connect ClickMeeting to your CRM, email marketing tool or a spreadsheet. A new registration automatically creates a contact on the other side. DevaGroup uses this route specifically to streamline registration handling.

Level three: full CRM integration. Data on registration, attendance, CTA clicks and poll answers lands on the contact record and feeds your lead scoring. When a salesperson calls, they can see which event the prospect attended and how long they stayed.

Which webinar data is worth passing to the CRM?

Not all of it. Only what changes how you work with the lead.

Table 3. Webinar data that is useful in a CRM

Data	What it is for
First name, email, company, job title	The basis for segmentation and personalisation
Marketing consents	The condition for lawful communication
Registered vs. actually attended	Separating a warm lead from a lukewarm one
Time spent at the event	An indicator of genuine interest
CTA button click	The strongest buying signal
Poll answers	Qualification: stage, need, budget
Event name and topic	Context for the first conversation

That last item is often overlooked, and it makes a huge difference. A salesperson who opens with "I see you joined our webinar on the new e-invoicing rules" is in a completely different position from one calling from a cold list.

In brief

- Three levels: manual export, Zapier integration, full CRM connection.
- Pass to the CRM only the data that changes how you work with the lead.
- The event topic on the contact record gives the salesperson a ready opening line.

Chapter 11. How to measure whether it works

Without measurement you do not know which part of the funnel to improve, so you make changes on gut feel. Below are the metrics that actually point to where the problem is.

Which metrics should you track at each stage of the funnel?

One or two per stage, so you can take it all in at a glance.

Table 4. Metrics and how to read them

Stage	Metric	What a low value tells you
Attraction	Registration page conversion	Weak promise in the description, or the wrong audience
Registration	Number of registrations	Too little promotion, or a topic that is nobody's pain point
Attendance	Show-up rate	Too few reminders, or the wrong time slot
The event	Average time spent	Weak opening, or too much theory
The event	CTA clicks	Shown at the wrong moment, or an offer that does not fit
Follow-up	Conversion to next step	Sent too late, or too many CTAs in the email

A benchmark for attendance and scale: the average ClickMeeting event in 2025 drew **75 attendees** and lasted **102 minutes**. If your results are significantly below that, start with promotion and reminders, not with the content.

How do you draw conclusions from the reports?

One change per cycle. After every event, pick the single metric furthest from target, make one adjustment and measure the effect at the next webinar.

The typical diagnoses look like this:

- **Many registrations, few attendees:** the problem is in the reminders. Add an SMS and an email 15 minutes before the start.
- **Good attendance, but people leave after 15 minutes:** the problem is the opening. Shorten the intro and get to the substance in the first two minutes.
- **High engagement, zero CTA clicks:** the button appears at the wrong moment, or the offer does not connect with the event topic.

- **Many CTA clicks, few closed deals:** the problem is already outside the webinar, in the sales process or on the landing page.

DevaGroup treats this as a permanent part of the process: “We very often go through the statistics after our webinars and draw information from them that is useful for the next sessions,” says Kamil Leśniak.

In brief

- One or two metrics per stage are enough to see where the problem lies.
- Market benchmark: 75 attendees and 102 minutes per event.
- Make one change per cycle, or you will not be able to tell what worked.

Chapter 12. Automation that stays on the right side of the law

The more you automate, the more personal data you process without direct supervision. Set it up properly at the start rather than untangling it later.

What should you watch out for with consents?

Three things that decide the outcome of an audit:

- **Separate consents.** Attending the event is one thing, marketing communication is another. Do not merge them into a single checkbox.
- **A clear purpose.** The attendee should know what you will use their data for and how long you will keep it.
- **Easy withdrawal.** An unsubscribe link in every email that works from the first click.

Attach the event terms, or another document explaining how data is processed and what rights attendees have, to the registration form.

Why does server location matter?

Because it determines how much work it will take you to demonstrate compliance. Event data on ClickMeeting is hosted in Europe and the platform meets GDPR requirements, so you do not have to analyse transfers to third countries or build additional documentation to cover them.

For some organisations this is a condition of entry, not a preference. Katarzyna Rejman-Michalska of Verte points to another practical aspect that matters in the public sector: “Importantly, especially from the perspective of clients working in public administration, there is no additional software to install, because a browser is all you need to use ClickMeeting, whether as a presenter or an attendee.”

In brief

- Consent to attend and marketing consent must be separate.
- The attendee must know the purpose of processing and be able to withdraw consent easily.
- Data hosted in Europe removes the need to analyse transfers outside the EEA.

Chapter 13. Seven mistakes that kill an automated funnel

These are the mistakes that come up most often. Each can be fixed in an afternoon.

- **Treating a free webinar as an advert.** If you spend 40 minutes talking about your product, attendees will leave and you will be left with a database that does not like you. Deliver real knowledge.
- **A form with eight fields.** Every extra field means lower conversion. Ask only for what you will actually use.
- **One reminder instead of three.** You are leaving the cheapest possible attendance boost on the table.
- **The same follow-up to attendees and no-shows.** "Thank you for attending" sent to someone who was not there undermines the credibility of the whole sequence.
- **No CTA during the event.** You give up the cleanest buying signal available and condemn yourself to guesswork at qualification.
- **A recording that ends up on a hard drive.** One event can feed six channels. Leaving it in the archive is pure waste.
- **One-off events instead of a series.** Every lead generation record-holder ran a regular series. A one-off effort gives a one-off result.

APPENDICES

Materials to print out and use at every event that follows.

Appendix A. The 30-day rollout plan

If you are starting from scratch, this schedule takes you to a complete cycle with working automation.

Table 5. The rollout schedule

Week	What you do	Result at the end of the week
1	Choose the topic and the audience. Write the event promise and an outline. Create an account and set up the event.	The event is ready in the panel, with a date set
2	Configure the registration form and consents. Brand the registration page and waiting room. Set up email and SMS reminders.	A working registration page with fully automated reminders
3	Promote the event. Prepare polls, the CTA button and follow-up sequences for attendees and no-shows.	Registrations coming in, event script ready
4	Run the webinar. Review the report. Turn the recording into an on-demand webinar and plan the next episode of the series.	First leads in the database, an evergreen running in the background

Appendix B. Checklists

B1. Before publishing the registration page

- [ ] The headline contains a specific promise, not a generality
- [ ] The form has only fields you will actually use
- [ ] Consent to attend is separated from marketing consent
- [ ] The terms and data processing notice are attached to the form
- [ ] The page carries your logo and brand colours

B2. Before the event

- [ ] At least three reminders are set, including one 15–60 minutes before the start
- [ ] Two or three polls are prepared, including one for qualification
- [ ] The CTA button has a target URL and a display moment
- [ ] Automatic recording is switched on
- [ ] Streaming to YouTube or Facebook is set up (if you use them)

B3. Before the event ends

- [ ] The post-event redirect to a landing page is set
- [ ] The follow-up for attendees is ready (with the recording and a single CTA)
- [ ] A separate follow-up for no-shows is ready
- [ ] The invitation to the next event in the series is scheduled

B4. After the event

- [ ] Leads have landed in the CRM or mailing system
- [ ] The report has been reviewed: attendance, time spent, CTA clicks
- [ ] One change has been chosen for the next event
- [ ] The recording has been turned into an on-demand or automated webinar
- [ ] Social media content has been produced from the recording

Appendix C. Frequently asked questions

How long does it take to set up full automation of a webinar funnel?

The first event with a complete set of settings usually takes an afternoon: registration page, form with consents, reminder sequence, polls, CTA and follow-ups. Every event after that takes a matter of minutes, because you only swap the topic, description and date. The biggest part of the work with webinars is preparing the content, not configuring the tool.

Does an automated webinar generate leads of the same quality as a live event?

Usually slightly cooler, but in greater numbers and with zero time investment. A live attendee can ask a question and get an answer, which builds a stronger relationship. An automated webinar, on the other hand, runs around the clock and serves people who would never have made your time slot. The best results come from combining both formats: a live event, then the same recording as an on-demand webinar.

How often should I run webinars for it to make sense?

At least once a month if you treat them as a permanent lead generation channel. The 2025 lead generation record-holders ran weekly or monthly events, and regularity was the common thread. More important than frequency, though, is choosing a rhythm you can sustain for a year rather than six weeks.

How many leads should one webinar bring in?

It depends on the size of your list, your promotional budget and your niche, so there is no universal number. A benchmark: the average ClickMeeting event draws 75 attendees. More important than the number is quality. Fifty leads with a 30% conversion rate are worth more than 500 leads converting below 1%.

Won't free webinars take customers away from paid training?

Practice shows the opposite. After moving its workshops from in-person to online, DevaGroup doubled attendance at its paid events while continuing to run free series alongside. The mechanism is simple: a free event lets people judge the quality of the content before buying, which lowers the barrier to entry for the paid offer.

At what point in the webinar should I show the CTA button?

After delivering the main substance, roughly three quarters of the way through, and again during the Q&A. Showing the CTA at the start usually does not work, because trust has not yet been built. You can keep the button active until the end of the event so that people who decide later still have access to it.

What should I do with people who registered but did not attend?

Send them a separate email with the recording, different from the thank-you sent to attendees. They are fully-fledged leads: they registered, so the topic interests them. In ClickMeeting you can set up a separate follow-up message for this group, so you do not have to remember it after every event.

How do I move leads from a webinar into a CRM?

Most simply through the Zapier integration, which connects ClickMeeting to popular CRMs and email marketing tools. A new registration then automatically creates a contact on the other side. You can also export data from the panel manually, but with regular events that quickly stops being convenient.

How do I work out whether webinars are paying off?

Divide all event costs (speaker fee, promotion, tool subscription) by the number of leads acquired, and you get CPL. Then check how many of those leads became customers and calculate CAC, the cost of acquiring a paying customer. Remember to include leads coming from the recording after the event, because those are what bring the cost down most over the longer term.

Do I need special equipment to run webinars?

No. To start, a headset with a built-in microphone and a laptop camera are enough, and good audio matters more than picture quality. Attendees join the event from their browser without installing any software, so there is no technical barrier on their side either.

Appendix D. Glossary

CAC (customer acquisition cost) – the cost of acquiring a paying customer. It covers all marketing and sales spend, not just the cost of the event itself.

CPL (cost per lead) – the cost of acquiring a single contact. All event costs divided by the number of leads acquired.

CTA (call to action) – a button shown to attendees during the event that takes them to a page of your choosing. A click is a buying signal.

Evergreen – content that stays relevant for a long time and can generate leads for months without updating.

Lead – a unique user who has registered for an event and left their contact details.

Lead magnet – material offered in exchange for contact details: a webinar, an ebook, a report, a consultation, trial access.

Lead scoring – a system for rating leads against set criteria, so you can separate contacts ready for a sales conversation from those who need more education.

MQL (marketing qualified lead) – a marketing lead, interested in the topic but not yet ready for a purchase decision.

Show-up rate – the percentage of registrants who actually attended the event.

SQL (sales qualified lead) – a sales lead, ready to talk to a salesperson.

Automated webinar – an event based on a prior recording, played at a scheduled time, with full handling of registration, reminders and follow-up.

On-demand webinar – a recording available after registration at a time chosen by the attendee.

Appendix E. Data sources

- **State of Online Events 2025** – the ClickMeeting report summarising data from thousands of events hosted on the platform in 2025
- **Centrum Verte case study** – blog.clickmeeting.com/pl/verte-cs
- **DevaGroup case study** – blog.clickmeeting.com/pl/devagroup-clickmeeting-case-study
- **Łukasz Kosuniak (Business Marketer) case study** – blog.clickmeeting.com/pl/lukasz-kosuniak-cs
- **Samir Kayyali case study** – blog.clickmeeting.com/pl/samir-kayyali-cs
- **Symfonia case study** – blog.clickmeeting.com/pl/symfonia-cs
- **Institute for Child Development Support (IWRD) case study** – blog.clickmeeting.com/pl/iwrd-cs

Customer quotes are translated from the original Polish.

What next?

You do not have to implement everything at once. If you do only three things this week, make it these:

1. **Set three reminders instead of one.** It is the cheapest increase in leads you can give yourself, because you are working with contacts you have already paid for in your campaign.
2. **Add a CTA button to your next event.** You will immediately get a list of people ready for a sales conversation, with no guesswork and no qualification survey.
3. **Turn your latest recording into an on-demand webinar.** Material you already have will start generating leads while you get on with something else.

The 2025 record-holder collected 81,018 leads not thanks to one magic feature, but because for a whole year they repeated the same well-configured process.

Build your first automated webinar funnel

14 days free, no credit card required. Registration page, automatic reminders, CTA buttons, automated and on-demand webinars and full reports – all in one place, with data hosted in Europe.

Start for free →

Book a product demo →

About ClickMeeting

ClickMeeting is a European webinar and online meeting platform serving both B2B and B2C customers. Events run in the browser, so attendees never have to install anything, and the platform handles events for more than 10,000 people. Data is hosted in Europe, in line with GDPR.

The platform brings together in one panel registration pages, communication automation, tools for running events (chat, polls, Q&A, breakout rooms, whiteboard), recordings, certificates and reports, plus paid webinars billed through Stripe, PayU and PayPal.

Try it free for 14 days: clickmeeting.com/free-signup