Banzai Unveils 2024 Webinar Insights Guide: The Must-Have Resource for Marketers Seeking Successful Webinar Strategies

January 9, 2024

Equipping Marketers with Key Strategies for Boosting Attendance, Maximizing Focus, and Driving Engagement for Virtual Events

SEATTLE, Jan. 09, 2024 (GLOBE NEWSWIRE) -- Banzai International, Inc. (**NASDAQ: BNZI**) ("Banzai" or the "Company"), a leading marketing technology company that provides essential marketing and sales solutions, today released its 2024 Guide to Webinar Insights, aimed at providing key insights, trends, and strategies to enable marketers in navigating the unique challenges of virtual events.

In 2023, Banzai customers hosted over 800,000 webinars using Demio, the platform that helps businesses connect with audiences through webinars and virtual events, garnering valuable insights to guide marketers in optimizing attendance rates, maximizing the impact of email notifications and polls, and effectively addressing the common challenge of attendee drop-off rates. By leveraging the benchmarks provided across event types, focus rates, engagement tactics, company size, and company industry, marketers can confidently take action to improve their webinar programming.

"We're thrilled to offer marketers groundbreaking insights, in our most recent Webinar Insights Report, furthering Banzai's dedication to democratizing data and making data-centric strategy in webinar development accessible to all," said Ashley Levesque, VP of Marketing at Banzai. "Delving into these findings, our focus extends beyond enhancing webinar quality. We're committed to equipping marketers with innovative tools essential for navigating and excelling in the ever-evolving realm of digital marketing."

2024 Webinar Insights Report Highlights

- Start-ups with less than $1 million in revenue have ½ the attendance rate of companies with $1 - $10 million in revenue
- Focus rates are lower (74.2%) during live webinars vs. on-demand webinars (86.3%)
- In on-demand webinars, focus rate increases significantly when attendees participate in a poll (88.3%) vs. when they do not (80.8%)

To access the latest 2024 Webinar Insights Report, click here.

About Banzai

Banzai is a marketing technology company that provides essential marketing and sales solutions for businesses of all sizes. On a mission to help their customers achieve their mission, Banzai enables companies of all sizes to target, engage, and measure both new and existing customers more effectively. Banzai customers include Square, Hewlett Packard Enterprise, Thermo Fisher Scientific, Thinkific, Doodle and ActiveCampaign, among thousands of others. Learn more at www.banzai.io. For investors, please visit https://ir.banzai.io/

Forward-Looking Statements

Certain statements included in this press release are forward-looking statements within the meaning of "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "should," "would," "plan," "project," "forecast," "predict," "potential," "seem," "seek," "future," "outlook," "target," or similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements include, but are not limited to, statements regarding expectations and timing related to commercial product launches. These statements are based on various assumptions, whether or not identified in this press release, and on the current expectations of Banzai's management and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of Banzai. These forward-looking statements are subject to a number of risks and uncertainties, including: the failure to maintain Nasdaq listing of Banzai's securities; changes in domestic and foreign business, market, financial, political and legal conditions; failure to realize the anticipated benefits of Banzai's recently completed business combination with 7GC (the "Business Combination"); risks relating to the uncertainty of the projected financial information with respect to Banzai; Banzai's ability to successfully and timely develop, sell and expand its technology and products, and otherwise implement its growth strategy; risks relating to Banzai's operations and business, including information technology and cybersecurity risks, loss of customers and deterioration in relationships between Banzai and its employees; risks related to increased competition; risks relating to potential disruption of current plans, operations and infrastructure of Banzai as a result of the announcement and consummation of the Business Combination; risks that the Company experiences difficulties managing its growth and expanding operations; the impact of geopolitical, macroeconomic and market conditions, including the COVID-19 pandemic; the ability to successfully select, execute or integrate future acquisitions into the business, which could result in material adverse effects to operations and financial conditions; and those factors discussed in the Company's definitive proxy statement/prospectus filed on November 13, 2023, Annual Report on Form 10-K for the fiscal year ended December 31, 2022, and subsequent Quarterly Reports on Form 10-Q, in each case, under the heading "Risk Factors," and other documents of the Company filed, or to be filed, with the Securities and Exchange Commission. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. The risks and uncertainties above are not exhaustive, and there may be additional risks that Banzai does not presently know or currently believes are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect Banzai's expectations, plans or forecasts of future events and views as of the date of this press release. Banzai anticipates that subsequent events and developments will cause Banzai's assessments to change. However, while Banzai may elect to update these forward-looking statements at some point in the future, Banzai specifically disclaims any obligation to do so. These forward-looking statements should not be

relied upon as representing Banzai's assessments as of any date subsequent to the date of this press release. Accordingly, undue reliance should not be placed upon the forward-looking statements.

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