OneStream Live

EVENT ROI | EVENT METRICS | VIRTUAL EVENT ROI

Proving Event ROI

A Measurement Framework for Live and Hybrid Events



Whitepaper
October 2026

EXECUTIVE SUMMARY

Teams are still answering the ROI question with attendance

Event ROI is the question every live and hybrid program now has to answer. This report sets out what 2026 data says about how teams measure the return on live and streamed events, where the measurement breaks down, and a framework for fixing it.

01

Attendance is not return

Leadership now wants to know what changed in the business, not how many people showed up. Even so, 40% of organizers still find it hard to prove event ROI, down from 70% a year earlier.

02

Most video measurement stops at views

Wyzowl's 2026 survey found 67% of video marketers quantify ROI through views, while only 32% do it through bottom-line sales.

03

The remote audience and the replay both count

In ON24's benchmark data, 45% of attendees chose to watch on demand. A live-only head count leaves a large share of the real audience, and the return, out of the picture.

METHODOLOGY & DATA SOURCES

Every statistic, table, and quote is attributed to a linked source

This report draws on published research, platform benchmark data, and a named expert voice.

- **Breining and Phillips,** Return on Investment in Meetings and Events (Routledge): the Phillips five-level ROI methodology applied to meetings and events.
- **Bizzabo,** 2026 Event Marketing Statistics and Benchmarks: survey and in-platform data from the 2026 State of Events Benchmark Report.
- **Bizzabo,** How to Defend Event ROI to a CFO or CRO (September 14, 2026): executive expectations and the three numbers finance leaders weigh.
- **ON24,** 2025 Digital Engagement Benchmarks Report release: webinar and virtual event behavior, based on 2024 data.
- **Wyzowl,** Video Marketing Statistics 2026: 12th annual survey, 266 respondents, fielded late 2025.
- **Cvent,** The 2026 Event-Led Growth Report (via MarketingProfs): survey of 1,000+ marketers, released June 22, 2026.
- **Integrate,** How to Measure Event ROI for Marketers (April 2026): attribution and lead quality metrics.

Read the data with these cautions

- Bizzabo, Cvent, ON24, and Integrate all sell event, webinar, or lead data technology. Their figures describe their own platform users or survey respondents and may differ from the wider market.
- Sources define “proving ROI” differently. Where figures appear to conflict, both are shown with their source.
- ON24's figures describe 2024 activity. Wyzowl's sample is small (266 respondents), so treat its percentages as directional.

• WHY EVENT ROI STILL FEELS UNPROVABLE

Confidence is improving, but unevenly

40%
of organizers have difficulty proving event ROI, down from 70% in 2025 (Bizzabo, 2026).

The bar has moved at the same time. Leadership increasingly judges events on pipeline influence, deal velocity, and customer retention rather than attendance or satisfaction alone.

> ***Attendance is no longer the primary signal leadership looks for.***
>
> Eran Ben-Shushan, Bizzabo Co-Founder and CEO, in the 2026 State of Events Benchmark Report, as quoted in Bizzabo's September 2026 article on defending event ROI.

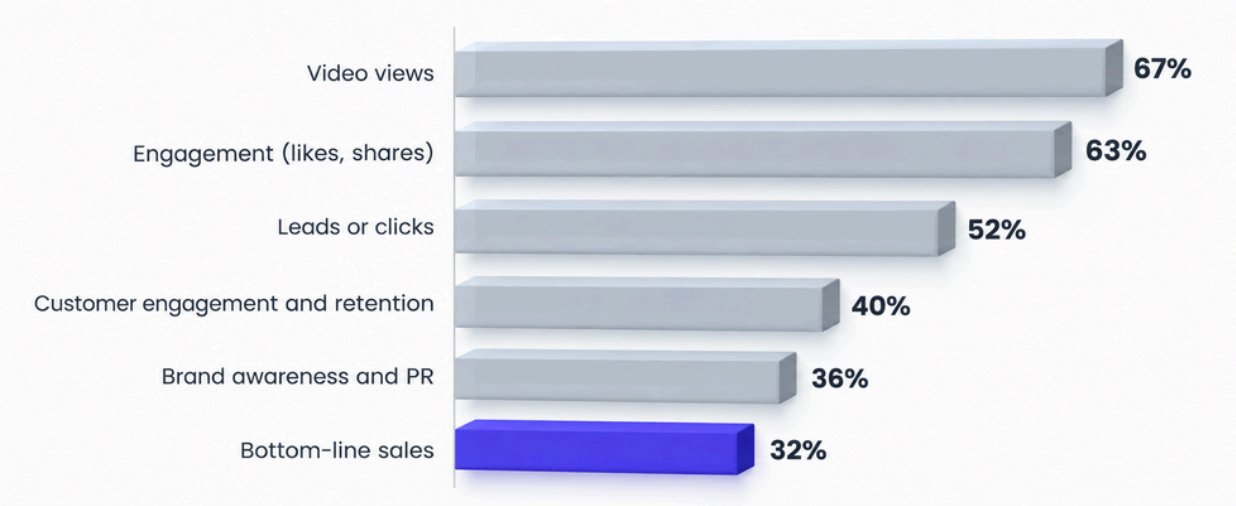
Two views of the same gap

- **74%** Cvent's survey of more than 1,000 marketers found 74% can trace pipeline directly back to event touchpoints.
- **40%** Bizzabo's survey shows 40% still struggle to prove ROI. The surveys ask different questions, so read the figures as two angles on one problem: tracing is possible, defending it is harder.
- **Cause** The usual cause is fragmented data. Bizzabo's article notes that long lead times and disconnected CRM systems make a direct line from event to sale difficult.

• THE VANITY METRIC TRAP

The way marketers prove video ROI leans on metrics furthest from revenue

Video is widely believed to work: 82% of marketers say it has given them a good ROI. But the proof they use sits far from sales.



- Views and engagement lead the list at 67% and 63%. Bottom-line sales sit last at 32%.
- Spend tracking is shaky too: Wyzowl found 17% of marketers are not tracking how much they spend on video, which makes any return calculation unreliable.
- For live events the same trap applies. Peak concurrent viewers and total views describe reach, not return.

Chart: share of video marketers who quantify ROI through each measure, multiple answers allowed. Source: Wyzowl, Video Marketing Statistics 2026 (266 respondents, fielded late 2025).

• A FIVE-LEVEL LADDER FOR MEASURING RETURN

Almost all organizations stop at Level 1

The Phillips ROI methodology, applied to meetings and events in Breining and Phillips's book, evaluates an event at five levels. Most stop at Level 1, usually with a generic end-of-event questionnaire.

Level	The question it answers	Signals for live and hybrid events
1. Reaction and planned action	Did viewers find it worthwhile?	Post-event survey scores, chat sentiment, actions viewers say they plan to take
2. Learning	What did viewers take away?	Poll and quiz results, quality of questions asked in Q&A
3. Application	Did viewers act on it?	CTA clicks, demo or trial requests, resource downloads, replies to follow-up emails
4. Business results	What changed in the business?	Pipeline influenced, sales, retention, cost per opportunity, time to conversion
5. Return on investment	Was it worth the cost?	Monetary benefits compared with fully loaded costs, expressed as a percentage

Source: levels and definitions from Breining and Phillips, Return on Investment in Meetings and Events. The live and hybrid signals in the right-hand column are OneStream Live's adaptation, not the authors' own list.

• COUNT THE REMOTE AUDIENCE LIVE AND ON DEMAND

Live-only measurement undercounts reach

45%

of attendees opted to watch webinars on demand (ON24, 2025 benchmark, 2024 activity).

52%

registrants convert into attendees on Bizzabo's platform, so registered is not the same as reached.

71%

average completion for virtual sessions on Bizzabo's platform, with about 46 minutes of viewing.

Treat the replay as part of the event, not an afterthought, when you tally audience and cost. Track four audience groups in separate fields:

Field	Definition
Registered	Everyone who signed up
Watched live	Unique viewers who
Watched on demand	Unique viewers who
Neither	Registrants who did not

Source: OneStream Live framework, no external data. Report unique people, not views, and do not add live and on-demand counts together without removing viewers who did both.

• ENGAGEMENT SIGNALS CLOSER TO REVENUE

The further down the list, the closer to a buying decision

Signal	Closeness to revenue	Reference point
Views and plays	Low	Reach only. Widely used, as the Wyzowl data shows.
Watch time and completion	Low to medium	Virtual sessions average 71% completion and about 46 minutes (Bizzabo).
Chat, Q&A, and poll participation	Medium	47.3% of attendees use community features such as chat, and events average 574 messages (Bizzabo).
CTA clicks, downloads, and follow-up replies	Medium to high	Post-event engagement is a strong sign of ongoing interest (Integrate).
Live chat with sales	High	Live chat interactions with sales reps rose 51% in ON24's 2024 data (ON24).
Opportunity progression	Highest	Live chat interactions with sales reps rose 51% in ON24's 2024 data (ON24).

Bizzabo's takeaway is that engagement has to be designed, moderated, and staffed. Chat that nobody reads or answers produces a number, but not a signal.

• ATTRIBUTION THAT GIVES EVENTS FAIR CREDIT

Last-touch attribution makes events look weaker than they are

Integrate's April 2026 guide explains that many teams use last-touch attribution, which hands all the credit to the final interaction before a sale. Events often generate leads rather than closed deals, so they get lost.

Four habits that fix it

- **Capture and standardize** every viewer record as early as possible, so titles, companies, and sources match across systems.
- **Tag each record** with event name and event type, such as live, hybrid, or on demand, so you can compare formats.
- **Credit influence, not only first touch.** Count deals where a decision-maker watched at any point in the buying journey (Integrate).
- **Revisit the data over months.** Long sales cycles mean the return may not show up in the first week.

Connected data pays off

79%

of organizers already have their event platform integrated with CRM or marketing automation, and Bizzabo says ROI confidence rises when event data is centralized and tied to revenue systems.

In Cvent's survey, teams with a connected event strategy were nearly twice as likely to hit their goals. Cvent sponsored the research, so weigh it accordingly.

• FULLY LOADED COSTS AND THE ROI FORMULA

The calculation is only as honest as the cost side

ROI % = (monetary benefits minus fully loaded costs) ÷ fully loaded costs × 100

Formula basis: Phillips Level 5 logic, per Breining and Phillips.

What "fully loaded" means for a live or hybrid event

Cost line	Examples
Platform and streaming	Streaming plan, bandwidth, encoders, backup connections
Production	Cameras, audio, AV crew, graphics, remote guest coordination
Venue and logistics	Room, staging, travel (hybrid and in-person elements)
People	Planning, moderation, speaker prep, follow-up time
Promotion	Ads, email, registration page, partner outreach
Post-production	Editing, captions, clips, replay hosting

Illustrative example (hypothetical, not benchmark data): costs of $12,000 and $30,000 in credited benefits give net benefits of $18,000, or an ROI of 150%. Credit only the share of benefits you can reasonably attribute to the event.

Reuse lowers cost per asset. 82% of organizers create video-on-demand content from events, and 53% gate at least some of it.

• WHAT RETURN MEANS FOR DIFFERENT TEAMS

Agree on the definition of return before the event, not after

The same stream can be judged by different yardsticks.

Team	What counts as return	Example measures
B2B marketing	Pipeline and revenue influenced	Pipeline influenced, cost per opportunity, time to conversion
Product and launch teams	Launch-day demand	Sign-ups or trials from viewers, replay views in the first week
Internal comms and HR	Reach and understanding	Unique viewers across locations, completion rate, live Q&A participation
Associations and conferences	Member value and sponsor value	Remote attendee numbers, session completion, sponsor-link clicks
Real estate and auctions	Bidders and outcomes	Registered remote bidders, bids placed, final sale results
Education and nonprofits	Enquiries and giving	Applications started, donations during or after the event

• THE LIVE AND HYBRID EVENT ROI SCORECARD

Nine numbers that take a team from reach to return

Start with the first four to describe the audience, then connect the rest to your CRM and finance data.

Metric	How to calculate it	Reference point or source
Live attendance rate	Live attendees ÷ registrants	Platform average 52% (Bizzabo)
On-demand reach	Unique on-demand viewers in your window ÷ registrants	45% of attendees watched on demand (ON24, 2024 data)
Completion and watch time	Minutes watched ÷ session length	71% average completion, about 46 minutes (Bizzabo)
Engagement rate	Viewers who chat, ask, vote, or click ÷ viewers	47.3% use community features (Bizzabo)
Qualified lead rate	Leads meeting your ideal customer profile ÷ leads captured × 100	Formula from Integrate
Pipeline influenced	Dollar value of opportunities tied to event viewers	Lead number for finance (Bizzabo)
Cost per opportunity	Total event cost ÷ qualified opportunities influenced	Second number for finance (Bizzabo)
Time to conversion	Event-influenced deal cycle vs your average cycle	Third number for finance (Bizzabo)
ROI %	(Benefits minus fully loaded costs) ÷ costs × 100	Phillips Level 5 (Breining and Phillips)

Sources: linked in the table. The scorecard structure is OneStream Live's synthesis of those sources.

• WHERE ONESTREAM LIVE FITS IN

The stream side of the scorecard, with clean viewing data for your CRM

OneStream Live covers running the event, hosting the audience in one place, and showing who watched. Pipeline and revenue attribution still live in your CRM, so the goal is to give that system clean viewing data to work with.



Custom Websites

One branded home for the event. The editor includes an Analytics tab, and the websites list shows status, last broadcast, total viewers, and total streams. Sites can be password protected and published when ready.



Stream Players

Create multiple named players, each tracked separately, so you can run one per event or campaign and compare usage.



Live Chat

Formerly Unified Chat. Now sits inside Studio, Encoder Stream, Custom Websites, and Stream Players, so moderators reply where the stream is happening.



Encoder Stream

A Signals panel shows whether your encoder is reaching OneStream Live before you go live, plus a backup stream key. Protocols include RTMP, RTMPS, SRT, and WHIP.



Studio recordings and My Content

Recordings live in one library, and pre-recorded streaming lets you schedule a replay, which supports the on-demand reach and reuse metrics.



Multistreaming and Live Sales

Stream to 45+ destinations from a single production. Live Sales adds on-screen product cards with a QR code that sends viewers straight to a product page.

Sources: product details from OneStream Live's webapp version 10.0.0 release notes (September 7, 2026) and the Custom Websites page.

• THE WAY FORWARD

Five moves for proving the return on live and hybrid events

- **Pick the level you will prove before the event.** Decide whether the goal is Level 3 action or Level 5 ROI, and measure accordingly.
- **Agree the definition of return with finance up front.** Pipeline influenced, cost per opportunity, and time to conversion are the numbers finance leaders weigh most (Bizzabo).
- **Count the replay.** Report live and on-demand viewers as separate, de-duplicated groups.
- **Tag every viewer and connect the data to your CRM.** Disconnected systems are the most common reason an event ROI case falls apart.
- **Load the costs honestly.** Include people, production, promotion, and post-production, then spread them across the reuse you actually get.

Emerging trends to watch

95%

AI is entering measurement. 95% of Bizzabo's survey respondents expect their organization's use of AI in events to increase, with analytics and measurement among the main use cases.

The same research notes concerns about accuracy, trust, and governance, so treat AI-generated attribution as an input to review, not a verdict.

Expect finance to keep raising the bar: the question is shifting from "how many came" to "what changed in the business."

FROM ATTENDANCE TO RETURN

Give finance numbers they can defend

OneStream Live runs the event, hosts the audience in one place, and shows who watched, so your CRM gets clean viewing data to work with.

Explore OneStream Live →