



Multi-Channel Campaign - Kaltura

The Concept

Webinars can fill the room, but attendance alone does not tell demand generation teams who is ready for a real conversation. Some attendees listen passively, while others are actively comparing solutions, asking questions, and looking for the next step. The problem is that most webinar programs treat both groups the same after the event ends. This campaign is built on the idea that the strongest intent signals happen inside the live experience, not later in a follow-up sequence. Kaltura Live Qualification helps teams capture those signals while they are still fresh, using avatar agents to answer questions, surface relevant content, and identify who is leaning in and why. The campaign message is simple: when intent is live, qualification should be live too.

Blog Post

What Webinar Attendance Still Doesn't Tell You

Two attendees can look identical in the CRM, until you see what happened while they were live.

Your webinar follow-up is too late.

Not because your team did anything wrong. You aligned the speakers, coordinated with sales and product teams, shaped the story, promoted the session, and got the right people into the room. During the webinar, the signs look promising: attendees are watching, asking questions, and engaging with the content. Then the event ends, and the hard part begins. The live experience turns into a lead list, and suddenly very different attendees start to look the same. Someone who listened passively can sit next to someone who was actively evaluating, both marked with the same basic status: attended.



A high attendance rate is great. It shows organizations they can attract attention.

People chose to spend time with your company's knowledge and expertise.

Attendance gets people into the room, but it does not tell you who was leaning forward. One attendee came for an interesting topic. Another was actively comparing vendors for a project this quarter. A third had the session playing in the background while taking care of the kids. Someone asked an important question that the organizers never got to, someone left with only mild interest, and someone wanted more but could not stay to the end. The webinar had nuance. The CRM had one word for it: attended.

Marketing worked hard to get the right people into that room, but once the event ends, sales still needs to know where to focus. In most programs, all of those attendees flow into the same follow-up path, even though they showed very different levels of intent. So, the report looks healthy, and sales is left with the same fair, annoying question: who is actually worth a conversation? Who asked what, who paid close attention and when, and what suggests active evaluation or real urgency? The issue was never lead volume. It is knowing which signals deserve attention.

The room had signals, but the system did not capture them well enough.

Better follow-up only works when the team understands what it is following up on. The shift is simple: you don't need to wait for the webinar to finish to interpret the attendee's intent. By the time the event ends, the best signals are already scattered: questions asked, content explored, moments of attention, signs of urgency, and next-step interest. A webinar should not just create attendance, it should qualify the room while it is still live, showing who is leaning forward and why.



Qualify the Room While It's Still a Room

This is where Kaltura Live Qualification changes the job of the webinar. The avatar agent is not there as decoration, or as another AI layer on top of the event. It is there to help the live experience respond while intent is still visible.

When an attendee has a question, they do not need to wait for a follow-up email or hope it gets answered later. The agent can respond in the moment, while the topic is still fresh. When someone shows interest in a specific theme, product area, or pain point, the agent can surface content that fits that context, instead of sending everyone down the same generic path. When an attendee shows signs of real evaluation, the agent can help capture that signal and guide them toward the right next step, giving sales a clearer reason to follow up.

From Attendee List to Pipeline Context

For demand generation teams, the value of a webinar is not only in how many people showed up, but in how clearly the event reveals who is ready to move. The real need is context: who leaned in, what they cared about, and why the next step is worth taking.

So, what does live qualification change for pipeline? Follow-up becomes more relevant because it starts from what the attendee actually showed you. Marketing gets a clearer read on intent, and sales gets a stronger reason to act. This is not about replacing human judgment, it is about giving teams better context while the buyer signal is still fresh. The best webinar leads do not always raise their hand after the event. They show you who they are while they are still in the room. When intent is live, qualification should be live too.

LinkedIn Carousel

Card 1

Your webinar attendance report is not the full story.



Card 2

Two attendees can look identical in the CRM, even when one was half-listening and the other was actively evaluating.

Card 3

The difference shows up in the room: the questions, the content choices, and the moments when someone leans forward.

Card 4

Kaltura Live Qualification helps turn those live signals into pipeline context before the moment is lost.

Card 5

Don't wait for the follow-up sequence to understand intent. Qualify it in the room with Kaltura Live Qualification.

Nurture Email

Subject: What we didn't get to unpack live

Body:

Hi [First Name],

Thanks for joining our session last week. I hope at least one part of it stuck with you.

One thing we only touched lightly is what happens inside a webinar before the follow-up ever starts. Someone lingers on a product slide. Someone asks a sharp, specific question. Someone drops off right when things get interesting for them. Later, the report gives you one neat label for all of it: attended.

You already know the real story is in there somewhere. It is just scattered by the time follow-up begins, buried under everyone else who also technically showed up.

That is the gap we built Kaltura Live Qualification around: helping teams read those signals while the room is still live, so follow-up starts with context instead of a guess.

Genuinely curious how your team separates real signal from noise once a session wraps.



Happy to compare notes if useful.

[Name]

Banner Ad

Headline

See Who's Leaning In

Subheader

Kaltura Live Qualification helps qualify webinar attendees in the room, before intent fades into a lead list.