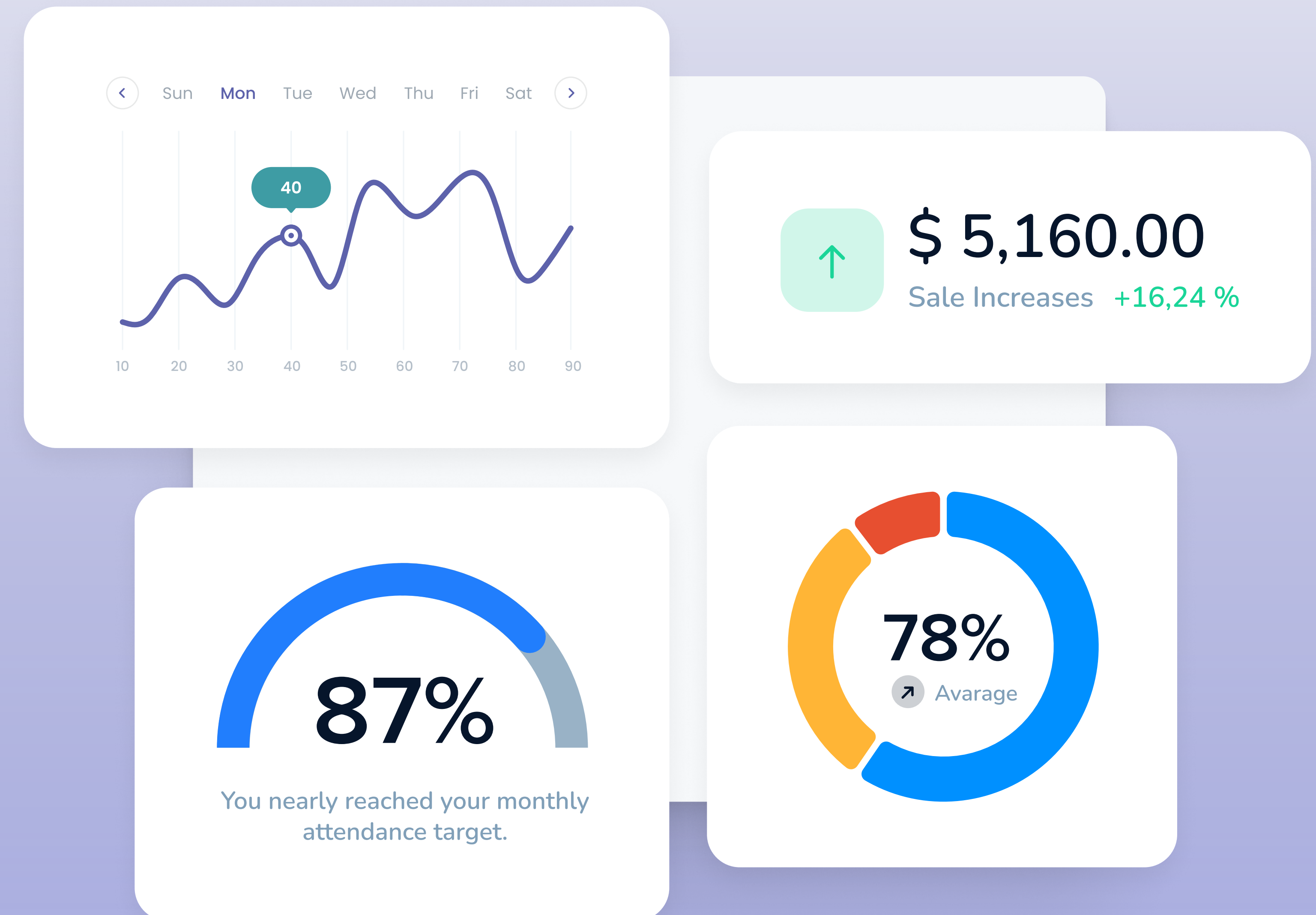




# Virtual Event Platforms

Vendor Comparison — Summer 2022

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# Virtual Event Platforms Take Center Stage in 2022

## Produce Online & In-Person Events At Scale

Virtual event platforms have emerged as a solution to a problem that hundreds of thousands of organizations face. Following the COVID-19 pandemic, a new category of event management software emerged.

Experiences matter — both for the attendees and organizers.

It didn't take long for people to grow fatigued with Zoom meetings and the desire to attend them has waned.

Today, these hybrid event platforms offer a vast array of capabilities for event organizers and attendees so they are interactive, well-produced, and highly engaging.

The demand for virtual event software is high. Companies host product webinars, educational events, trade shows, and fireside chats that require a premium attendee experience.

## What's In This Comparison Guide?

- Vendor Market Presence
  - Social Media
  - Website
  - Customer Reviews
- Features To Expect
- Vendor Comparison Grid
- Methodology





Virtual Event Platforms

Market Presence (Social Media)

Social media is a relevant indicator of overall market presence. While not entirely indicative of capability, strong performers here tend to have a more mature online presence, content, and interaction that lends itself to helping current and future customers.

| Company       | Total Audience | LinkedIn Audience | Facebook Audience | Twitter Audience | YouTube Audience |
|---------------|----------------|-------------------|-------------------|------------------|------------------|
| Hubilo        | 129,479        | 49,338            | 67,105            | 12,091           | 945              |
| Hopin         | 62,147         | 42,636            | 4,938             | 11,313           | 3,260            |
| Airmeet       | 41,631         | 24,112            | 3,409             | 12,700           | 1,410            |
| vFairs        | 33,720         | 29,615            | 2,980             | 532              | 593              |
| Bigmarker     | 27,414         | 2,114             | 3,412             | 17,398           | 4,490            |
| Whova         | 17,995         | 12,772            | N/A               | 3,673            | 1,550            |
| Socio (WebEx) | 10,757         | 7,954             | 1,345             | 1,294            | 164              |
| Goldcast      | 5,639          | 5,145             | 33                | 364              | 97               |
| PheedLoop     | 3,288          | 2,261             | 130               | 883              | 14               |

Virtual Event Platforms

Market Presence (Web)

An online web presence is a reflection of the market’s awareness and growth of each brand. While not entirely indicative of capability, strong performers tend to have more original content and insights that attracts and serves customers.

| Company       | Estimated Monthly Traffic (Similarweb) | Domain Rating (Ahrefs) | Estimated Monthly Traffic (Ahrefs) |
|---------------|--|------------------------|------------------------------------|
| Hubilo        | 477,000                                | 74                     | 9,073                              |
| Hopin         | 2,800,000                              | 85                     | 61,078                             |
| Airmeet       | 641,000                                | 76                     | 14,931                             |
| vFairs        | 668,000                                | 82                     | 21,429                             |
| Bigmarker     | 1,100,000                              | 82                     | 20,163                             |
| Whova         | 1,200,000                              | 82                     | 45,160                             |
| Socio (WebEx) | 700,000                                | 74                     | 13,234                             |
| Goldcast      | 146,000                                | 56                     | 2,458                              |
| PheedLoop     | 492,000                                | 76                     | 2,687                              |



# Market Presence (Reviews)

Customer reviews are indicative of a brand’s ability to fulfill on its promises. Review site G2 maintains a high bar for integrity in their reviews, which is the source of this data.


| Company       | G2 Customer Review Total | Positive G2 Reviews (4-5 Stars) | Negative G2 Reviews (1–3 Stars) | Positive Sentiment |
|---------------|--------------------------|---------------------------------|---------------------------------|--------------------|
| Hubilo        | 334                      | 331                             | 3                               | 99.10%             |
| Hopin         | 638                      | 609                             | 29                              | 95.45%             |
| Airmeet       | 501                      | 489                             | 12                              | 97.60%             |
| vFairs        | 1,231                    | 1,212                           | 19                              | 98.46%             |
| Bigmarker     | 313                      | 303                             | 10                              | 96.81%             |
| Whova         | 922                      | 914                             | 8                               | 99.13%             |
| Socio (WebEx) | 252                      | 250                             | 2                               | 99.21%             |
| Goldcast      | 84                       | 84                              | 0                               | 100.00%            |
| PheedLoop     | 295                      | 295                             | 0                               | 100.00%            |


# Virtual Event Platforms


## Features


These are the top features users can expect in a virtual events platform. Capabilities may be limited by plan and often carry different names for these functions between vendors.


| Host Tools                       | Integration   | Collaboration Tools        | Software Type      |
|----------------------------------|---|----------------------------|--------------------|
| Recording                        | Social Media Integration  | Multiple Presenters        | Mobile             |
| Branding                         | Third-Party Streaming Support (OBS - Open Broadcaster Software) | Screen Sharing             | Desktop/Browser    |
| Role-based Access                | Integration APIs  | Virtual Experience         | Event Intelligence |
| Premade Video Support            | Platform  | Virtual Lobby              | Meeting Reports    |
| Registration                     | Performance & Reliability                                       | Built-in Webcasting        | Attendee Reports   |
| Event Creation                   | Reporting & Dashboard   | Cross-Device Functionality | Lead Capture       |
| Upload/Import Registrants        | Marketing & Communications                                      | Webcasting Integrations    |                    |
| Commerce/Ticketing (Paid Events) | Email Automation  | Meeting Coordination       |                    |
| User registration process        | Email customization   | Scheduling                 |                    |
| Attendee Tools                   | Administration  | Pre-Event Reminders        |                    |
| Registration                     | Event Configuration   | Engagement                 |                    |
| Attendee Live Chat               | Speaker Access & Control  | Online Event Agenda        |                    |
| Polls & Surveys                  | Advanced Reporting  | Exhibitors/Sponsorships    |                    |
| Event agendas and schedules      | Event Marketing   | Interactive Content        |                    |
| Attendee networking              | Analytics   | 1:1 Networking             |                    |
| Floor plans / maps               |   |                            |                    |



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- Registration
- Reports
- Polls & Surveys
- Virtual Lobby**

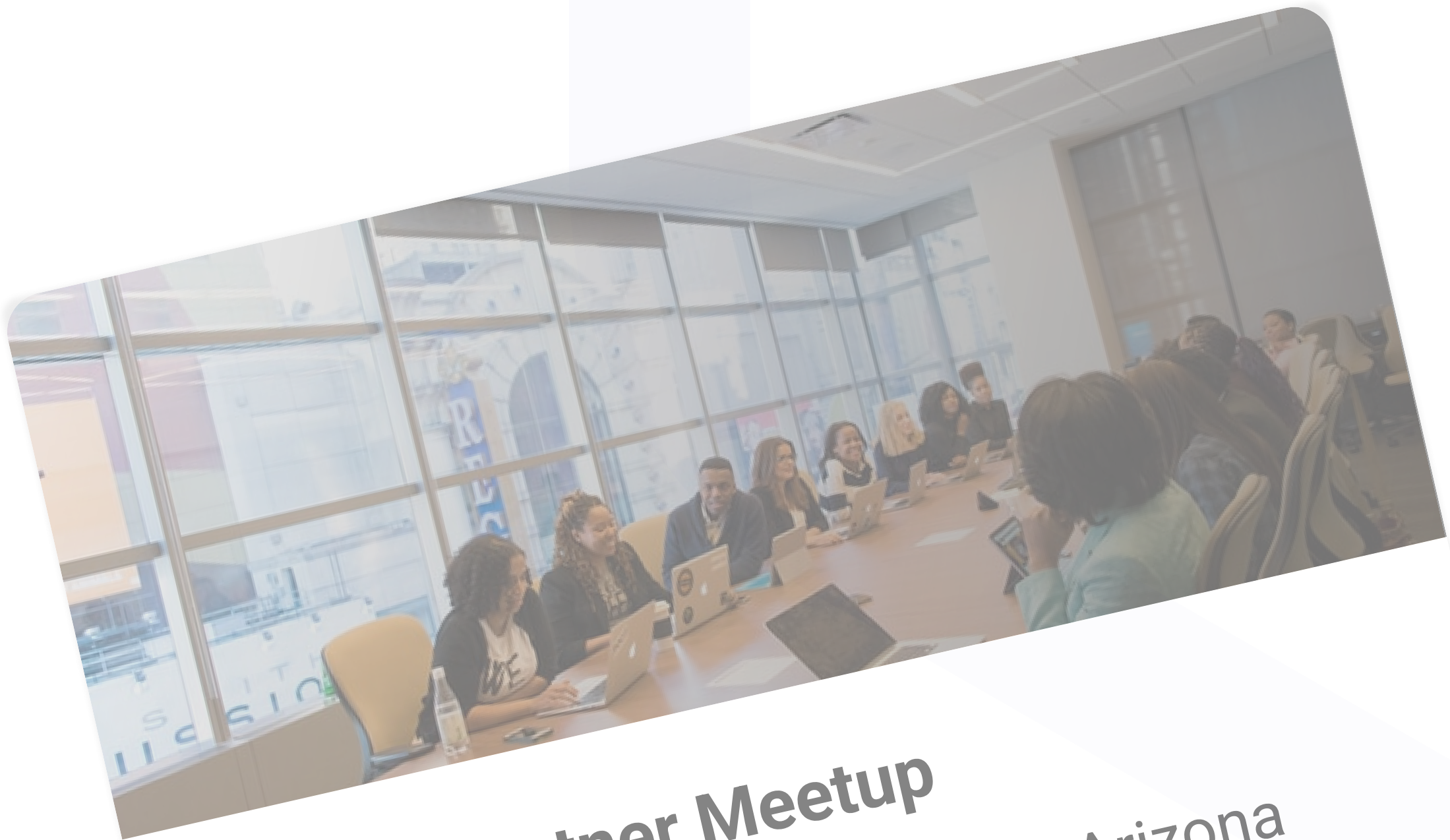


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| Feature                    | Airmeet | vFairs | Hubilo | Hopin | PheedLoop | Whova | Webex | Bigmarker | Goldcast | Zuddl |
|----------------------------|---------|--------|--------|-------|-----------|-------|-------|-----------|----------|-------|
| Performance & Reliability  | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | -        | -     |
| Reporting & Dashboard      | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | -         | ✓        | ✓     |
| Marketing & Communications |         |        |        |       |           |       |       |           |          |       |
| Email Automation           | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | -     |
| Email customization        | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | -     | ✓         | ✓        | -     |
| Administration             |         |        |        |       |           |       |       |           |          |       |
| Event Configuration        | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Speaker Access & Control   | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Advanced Reporting         | ✓       | ✓      | ✓      | ✓     | ✓         | -     | ✓     | -         | ✓        | ✓     |
| Event Marketing            | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Analytics                  | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | -        | ✓     |
| Collaboration Tools        |         |        |        |       |           |       |       |           |          |       |
| Multiple Presenters        | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Screen Sharing             | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Integration                |         |        |        |       |           |       |       |           |          |       |
| Virtual Lobby              | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | -     | ✓         | ✓        | ✓     |
| Built-in Webcasting        | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Cross-Device Functionality | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Webcasting Integrations    | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Meeting Coordination       |         |        |        |       |           |       |       |           |          |       |
| Scheduling                 | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Pre-Event Reminders        | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | -     | ✓         | ✓        | -     |



| Feature                    | Airmeet | vFairs | Hubilo | Hopin | PheedLoop | Whova | Webex | Bigmarker | Goldcast | Zuddl |
|----------------------------|---------|--------|--------|-------|-----------|-------|-------|-----------|----------|-------|
| Administration             |         |        |        |       |           |       |       |           |          |       |
| Event Configuration        | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Speaker Access & Control   | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Advanced Reporting         | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Event Marketing            | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Collaboration Tools        |         |        |        |       |           |       |       |           |          |       |
| Multiple Presenters        | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |
| Screen Sharing             | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | -         | ✓        | ✓     |
| Integration                |         |        |        |       |           |       |       |           |          |       |
| Virtual Lobby              | ✓       | ✓      | ✓      | ✓     | -         | -     | -     | -         | ✓        | -     |
| Built-in Webcasting        | ✓       | ✓      | ✓      | ✓     | -         | -     | ✓     | ✓         | ✓        | ✓     |
| Cross-Device Functionality | ✓       | ✓      | ✓      | ✓     | ✓         | ✓     | ✓     | ✓         | ✓        | ✓     |



AUG  
16

Partner Meetup

10:30 pm • Chandler, Arizona



FEB  
16

Stakeholder's Annual Seminar

10:00

# Methodology

- Data captured and aggregated July 2022.
- Assessing the market's social media and web presence is a factor buyers care about. They need to know a company has a strong, stable footprint so they can to operate their events continuously.
- Customer web traffic can influence the data found under the Web Presence market data (Similarweb). We believe overall “Domain Rating” metrics provided by Ahrefs is fair reflection of market confidence in a vendor's website content.
- Feature comparison matrix is based on available information at the time of publishing from each vendor's website.
- Vendors may adjust feature availability in the future. No vendors were contacted in the commission of this report.

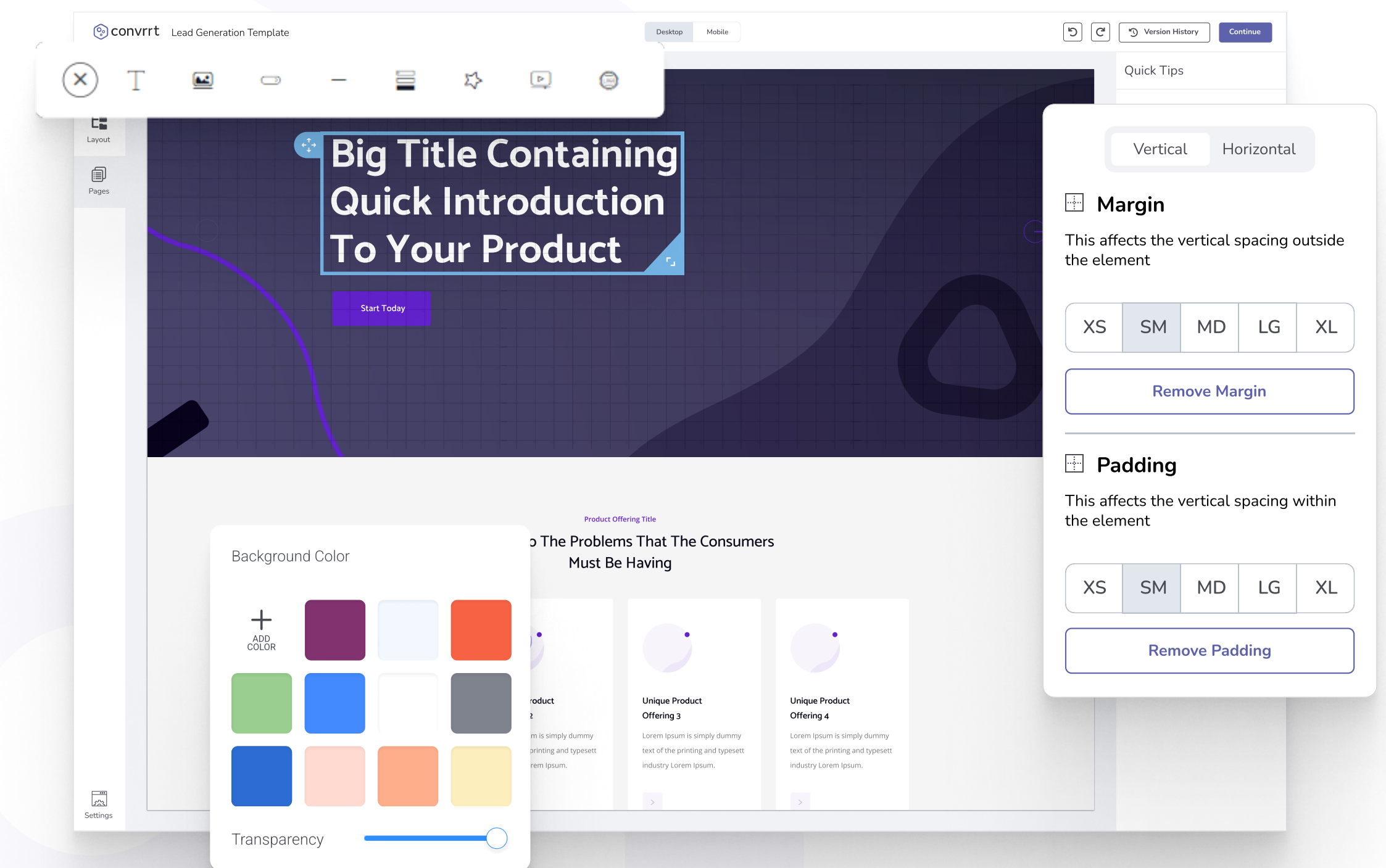




# About Convrtrt

**Convrtrt** provides SaaS companies with customizable landing page platform they can embed within their software. Our page builder dramatically shortens the time it takes for users to create landing pages that are fully integrated with your application.

As a part of our research, we decided to share our findings with you and hope you enjoyed this report.



- ✓ Increase product adoption
- ✓ Lower development costs
- ✓ Achieve speed to market

Our clients have generated more than 12 million leads with Convrtrt

