

How GoToWebinar used Appcues to increase activation and user engagement

ABOUT GOTOWEBINAR

GoToWebinar (from LogMeIn) powers millions of webinars each year and was recently voted the leader in the webinar software category.



“The results of the quick walkthrough we made were astonishing. Our users were quick to take the prescribed actions we were hoping for.”

Tanya Jacob, Senior Product Marketing Manager

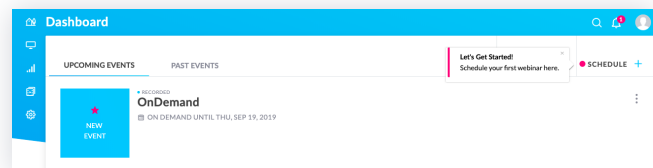
USE CASES

- User onboarding
- In-app announcements
- Product launch

SUMMARY

GoToWebinar used Appcues to onboard new users, invite users to beta, and migrate existing users to a new UI. Within 6 months, GoToWebinar increased its activation rate to 77%, improved its opt-in rate by 10x compared to emails, and reduced support load by providing contextual, on-demand guidance at scale.

[Learn more](#)



🌟 RESULTS 🌟

77% activation rate

In-app generated **10x** more responses than email

New UI, no increase in support volume