Turning Webinar Registrations Into Real Buyers

How optimising the post-registration experience drove ROAS from 1.57x to 2.78x.

THE CHALLENGE

A course creator came to me with a familiar problem. Her ads were generating plenty of webinar registrations, but very few people were actually showing up to watch.

Her webinar watch rate was only 17%, which meant most leads never even saw the offer. This created two major issues:

- Most leads never reached the sales pitch, making the funnel inefficient.
- Increasing ad spend wouldn't solve the real problem.

Before scaling traffic, the funnel itself needed to work better.

THE STRATEGY

Instead of focusing on getting more registrations, I focused on improving what happened after someone registered. The goal was simple: get more registrants to actually watch the webinar.

Stronger webinar positioning

I clarified the messaging around the training so registrants understood exactly what they would gain by attending.

Improved reminder sequence

I optimised the email reminders leading up to the webinar to build anticipation and encourage live attendance.

Better message alignment

I ensured the ads, registration page, and webinar promise all matched, so the people registering were genuinely interested in the training.

Funnel experience optimisation

"I audited every step between clicking the ad and watching the webinar (confirmation page, reminder emails, timing) to make sure people actually showed up.

THE RESULT

Fixing what happened after the opt-in, without changing the offer or increasing ad spend, drove a dramatic improvement in return on investment:

1.57x → 2.78x

ROAS

The key lever? Webinar watch rate went from 17% to 63%. More registrants actually watched the training, more people saw the offer, and the funnel became significantly more efficient.

- More leads actually watched the training
- More people saw the offer
- ROAS nearly doubled without touching ad spend

Instead of needing more traffic, the client was now generating significantly better results from the leads she already had.

Key Takeaway

Many digital product creators assume their revenue issue is a traffic problem. But often the real issue is what happens after someone joins your community. When your funnel is optimised to guide leads all the way to the offer, **you can generate significantly better results without increasing ad spend.**