Forbes Names Demio “Best Webinar Tool for Marketers”

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Top-rated engagement webinar platform triples conversion rates and proves the value of webinars

SEATTLE, Feb. 08, 2024 (GLOBE NEWSWIRE) -- Banzai International, Inc. (**NASDAQ: BNZI**), a leading marketing technology company that provides essential marketing and sales solutions, is pleased to share that Forbes has recognized the company’s webinar software Demio as the best webinar tool for marketers.

The product, which is also listed as one of the top 20 easiest-to-use webinar platforms on G2, received four out of five stars. It offers an incredible number of tools for businesses leveraging webinars for marketing, featuring seamless app integrations, customizable domains, event and engagement analytics, customized branding, registration embedding, source tracking and more.

With its intuitive interface, Demio empowers marketers to effortlessly create and host impactful webinars that captivate and resonate with target audiences. Demio facilitates the delivery of interactive virtual events designed to educate, engage and convert. Companies leverage Demio to generate more leads, drive participation among their target audience, reveal those with high intent to buy, and ultimately boost sales through strengthened connections via online experiences.

Demio’s ability to identify attendee focus rates sets it apart from other platforms. As a browser-based platform, Demio can easily reveal which attendees are most engaged in a session and can help marketers create webinar programming that continually improves over time. While live webinars provide immediacy and the benefit of real-time content, participants often multitask when they tune in during work hours. Distraction runs high, explaining why focus rates are lower in live webinars versus on-demand webinars (74.2 vs. 86.3%).

Banzai’s data shows a measurable increase in attention and focus when webinars feature polls — an 88.3% focus rate with polls in on-demand webinars (versus 80% with no polls) and a 76% focus rate with live webinars (versus 71.3% with no polls). Last year, Banzai customers used Demio to host more than 800,000 webinars — over 20% more than in 2022.

“Audience engagement is critical for deriving actionable insights from a webinar,” said Joe Davy, CEO and chairman of Banzai. “Our newest feature, Demio AI, is revolutionizing the customer experience by enabling round-the-clock engagement. By leveraging AI to engage audiences anytime, anywhere, Demio transforms passive webinars into active conversations that drive results.”

Having analyzed data from over 800,000 webinars hosted in 2023, the company is hosting a webinar —Don’t Get Left Behind: The 2024 Webinar Stats Your Competition Already Knows — on February 15. The webinar will feature insights about when and how to increase attendee focus, the benefits of on-demand webinars and other factors affecting the creation of impactful webinars.

About Banzai
Banzai is a marketing technology company that provides essential marketing and sales solutions for businesses of all sizes. On a mission to help their customers achieve their mission, Banzai enables companies of all sizes to target, engage, and measure both new and existing customers more effectively. Banzai customers include Square, Hewlett Packard Enterprise, Thermo Fisher Scientific, Thinkific, Doodle and ActiveCampaign, among thousands of others. Learn more at www.banzai.io. For investors, please visit https://ir.banzai.io/

Forward-Looking Statements
Certain statements included in this press release are forward-looking statements within the meaning of “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “should,” “would,” “propose,” “plan,” “project,” “forecast,” “predict,” “potential,” “seem,” “seek,” “future,” “outlook,” “target,” or similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements include, but are not limited to statements regarding Banzai’s business model and growth strategy, Banzai’s proposed acquisitions, and the potential success of those acquisitions, if completed, estimates and forecasts of, financial and performance metrics, projections of market opportunity and market share, expectations and timing related to commercial product launches or success, ability to accelerate Banzai’s go-to-market strategy and capitalize on commercial opportunities, the potential success of Banzai’s go-to-market strategy, expectations regarding stock performance, and the costs of operating as a public company. These statements are based on various assumptions, whether or not identified, and on the current expectations of Banzai’s management and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. These forward-looking statements are subject to a number of risks and uncertainties, including: the failure to complete contemplated acquisitions; the failure to maintain Nasdaq listing of Banzai’s securities; changes in domestic and foreign business, market, financial, political and legal conditions; uncertainty of the projected financial information with respect to Banzai; Banzai’s ability to successfully and timely develop, sell and expand its technology and products, and otherwise implement its growth strategy; risks relating to Banzai’s operations and business, including information technology and cybersecurity risks, loss of customers and deterioration in relationships between Banzai and its employees; increased competition; potential disruption of current plans, operations and infrastructure of Banzai as a result of operating as a new public company; difficulties managing growth and expanding operations; the impact of geopolitical, macroeconomic and market conditions; the ability to successfully select, execute or integrate future acquisitions into the business, which could result in material adverse effects to operations and financial conditions; and those factors discussed in its Annual Report on Form 10-K for the fiscal year ended December 31, 2022, Quarterly Reports on Form 10-Q for the quarters ended March 31, 2023, June 30, 2023, and September 30, 2023, the registration statement on Form S-4 (together with all amendments thereto, the "Registration Statement") initially filed on August 31, 2023, and the definitive proxy statement / prospectus contained therein, in each case, under the heading "Risk Factors," and other documents of Banzai filed, or to be filed, with the Securities and Exchange Commission. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. In addition, forward-looking statements reflect Banzai’s expectations, plans or forecasts of future events and views as of the date of this press release. Banzai anticipates that subsequent events and developments will cause Banzai’s assessments to change. However, while Banzai may elect to update

these forward-looking statements at some point in the future, Banzai specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing Banzai's assessments as of any date subsequent to the date of this press release. Accordingly, undue reliance should not be placed upon the forward-looking statements.

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