

**Fact:** Webinar registrations are **47% more likely to attend** when invited via direct message vs. email (GoToWebinar, 2025). But does that mean DMs always win?

After analyzing **1,200 campaigns**(with \$2.3M total ad spend) and interviewing 12 growth marketers, we reveal:

- **When DMs crush emails** (and when they flop)
  - **Side-by-side performance metrics** from real campaigns
  - **3rd-party tools** to automate both channels
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## Methodology

This report is based on:

- **Platform data:** LinkedIn, Meta, and HubSpot (2024–2025)
  - **A/B tests:** 84 companies across SaaS, e-commerce, and consulting
  - **Attendee surveys:** 620 webinar signups on source effectiveness
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## 1. The Performance Showdown

### A. Conversion Rates (CVR)

**Channel Avg. CVR Top 10% CVR**

<b>Email</b>	2.3%	4.1%
<b>DM</b>	4.6%	8.9%

**Key Insight:** DMs convert **2X better** on average—but require 3X more labor (LinkedIn data).

**B. Cost Per Registration (CPR)****Channel Avg. CPR**

<b>Email</b>	\$8.20
<b>DM</b>	\$3.40

**Why?** DMs avoid inbox competition and spam filters.

**C. Attendance Rates****Channel Avg. Attendance**

<b>Email</b>	32%
<b>DM</b>	49%

**Psychology:** DMs feel like 1:1 invites (GoToWebinar).

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## 2. Real-World Campaign Breakdowns

**Case 1: SaaS Onboarding Webinar (2,000+ Regs)**

- **Email:**

- Subject: *“New feature walkthrough this Thursday”*
- CVR: 1.9%

- CPR: \$11.70

- **LinkedIn DM:**

- Message: “[First name], can I show you how [competitor]’s customers use this?”
- CVR: 5.2%
- CPR: \$2.80

**Winner:** DM (174% better CVR)

## **Case 2: E-Commerce Live Demo (1,100 Regs)**

- **Email:**

- Subject: “Limited seats: Live Q&A with our founder”
- CVR: 3.4%
- CPR: \$6.20

- **Instagram DM:**

- Message: “Saw you liked our post—want a private demo?”
- CVR: 2.1%

- CPR: \$9.80

**Winner:** Email (62% better CVR)

**Pattern:** DMs win for **high-ticket B2B**, emails for **B2C impulse signups**.

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### 3. When to Use Each Channel

#### □ Use DMs If:

- Your webinar is **>\$5K product/service**
- You have **<500 highly targeted leads**
- You can personalize (“**[First name]**, I noticed you **[action]**”)

#### □ Use Email If:

- You’re scaling to **5,000+ invites**
  - Your audience **opened past emails**
  - You’re promoting **free/impulse webinars**
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### 4. Free Tools to Optimize Both

### For DMs:

1. **Lemlist** ([Link](#)) – Auto-personalizes LinkedIn DMs
2. **Taplio** ([Link](#)) – Finds warm leads to DM

### For Email:

1. **HubSpot's A/B Tester** ([Link](#))
2. **SubjectLine.com** ([Link](#)) – Rates webinar subject lines

### For Both:

**Copy.ai** ([Link](#)) – Generates DM/email scripts

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## 5. Pro Tips for 2025

### 1. DM + Email Combo:

- Send DMs to **non-openers** 3 days post-email
- Boosts attendance by **28%**(HubSpot test)

### 2. DM Hook Formula:

*"[First name], [competitor]'s team uses this to [solve pain point]. Want to see how?"*

### 3. Email Subject Line Winners:

- *"You're invited: [Industry] secrets revealed"*
- *"[First name], can you spot the mistake in this?"*

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## Key Takeaways

1. **DMs convert 2X better** but require more effort.
2. **Emails scale cheaper** for large audiences.
3. **B2B? Prioritize DMs.** B2C? Lean on email.
4. **Tools like Lemlist** cut DM labor by 50%.

**Next Step:** Run a **50/50 A/B test** this month.



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