consensus®

19
Demo Views

11
Stakeholders Found

▶ **05:44**
Average View Time

Demo Views Now Drive 30% Of Our Pipeline

Here's the Exact Playbook

Last year, we did what every responsible marketing team does when the quarter closes: we pulled pipeline by source and followed the revenue.

On paper, everything looked healthy. Traffic was up. Engagement was strong. Our "high-quality content engine" was humming—ebooks, webinars, guides. The MQL chart? Beautiful.

Revenue chart? Not so much.

We noticed something uncomfortable (but not uncommon):

Our content engine was driving a lot of MQLs.

And then... crickets.

Plenty of form fills. Not a lot of movement. The buyer journey wasn't linear—it was opaque. People were consuming, but they weren't advancing. We were optimizing for attention when we should've been optimizing for intent.

So we dug deeper.

Where were closed-won deals actually starting?

What did high-converting journeys have in common?

Where did buyer momentum spike?

The answer wasn't another gated asset.

The lead source actually driving revenue? *Demos.*

Not scheduled calls. Not "request more information."

Product interaction.

So we made a decision: stop architecting our funnel around content volume and start engineering it around product experience. We repositioned demos from a bottom-of-funnel event to a top-of-funnel growth lever. We rebuilt key website paths to prioritize product exploration. We aligned campaign CTAs around "see it" instead of "read about it."

And we treated demo engagement like a first-class conversion event—not a handoff to sales.

Today, demo views make up roughly 30% of our marketing-influenced pipeline.

And they convert 6x higher than traditional content leads.

Here's exactly how we did it...

From "Download This" to "Try This."

Before we rip open the playbook, some context.

We didn't wake up one day and delete every ebook from the website. We're marketers, not anarchists. For years, our motion looked exactly like the standard SaaS growth blueprint:

- Gated guides
- Webinars
- "Book a meeting" CTAs
- SDR follow-up

It was a well-oiled machine. Traffic in. Forms filled. Leads routed. Sequences sent. Dashboards green.

And to be fair, it worked, if your definition of worked is "high lead volume."

But when we zoomed out—from surface-level conversion rates to downstream revenue impact—the story changed.

Most of those leads weren't unqualified. They were just unready. They downloaded to learn. We treated them like they were ready to buy.

That mismatch created friction:

- SDRs chasing educational intent
- Buyers ghosting after one call
- Deals stalling because stakeholders hadn't seen the product
- Marketing celebrating volume while Sales chased momentum

Meanwhile, a different pattern was quietly emerging.

When someone engaged with the product—even asynchronously, even briefly—their velocity changed. Conversations were sharper. Objections were more specific. Stakeholders were already aligned. The buying committee wasn't asking, "What does this do?" They were asking, "How fast can we implement?"

That was the signal. Not content consumption. Product experience.

So we asked a simple but uncomfortable question:

🔓

What happens if we deprioritize gated content and optimize for product experiences instead?

What if the job of marketing isn't to generate *leads*— but to generate *conviction?*

That question forced us to rethink our CTAs, our campaign goals, our attribution model, even how we defined "conversion."

This wasn't a tactical tweak. It was a funnel re-architecture.

And that's where the real shift began...

The Playbook

STEP ONE

BEFORE | AFTER

Learn more

Try the demo

Download the report ⤓

Take a tour

Get the guide →

See it in action

Read more here

Explore the product

We embedded interactive demos everywhere:

- Homepage & navigation
- Persona & Product pages
- ABM landing pages
- Paid search pages
- Social ads
- Email nurtures

The Goal:
Let buyers self-educate immediately.

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STEP TWO

## Test. Break Things. Recover Emotionally.

We analyzed 6M+ buyer interactions across Consensus
demos to understand what actually drives engagement.

What we learned:

- **Most buyers drop** after 3–4 meaningful clicks

- **Persona-based demos** outperform product-based demos

- **Shorter, focused experiences win** (i.e., no need to show prospects
  every click to help them understand how your product helps)

We once swapped our homepage demo
from persona-based ("Consensus for
Marketing / Sales") to product-based
("Video Demos / Tours / Simulations").

Demo leads tanked for a full month.
We reverted. Whoops.
Our demand gen team is still healing.
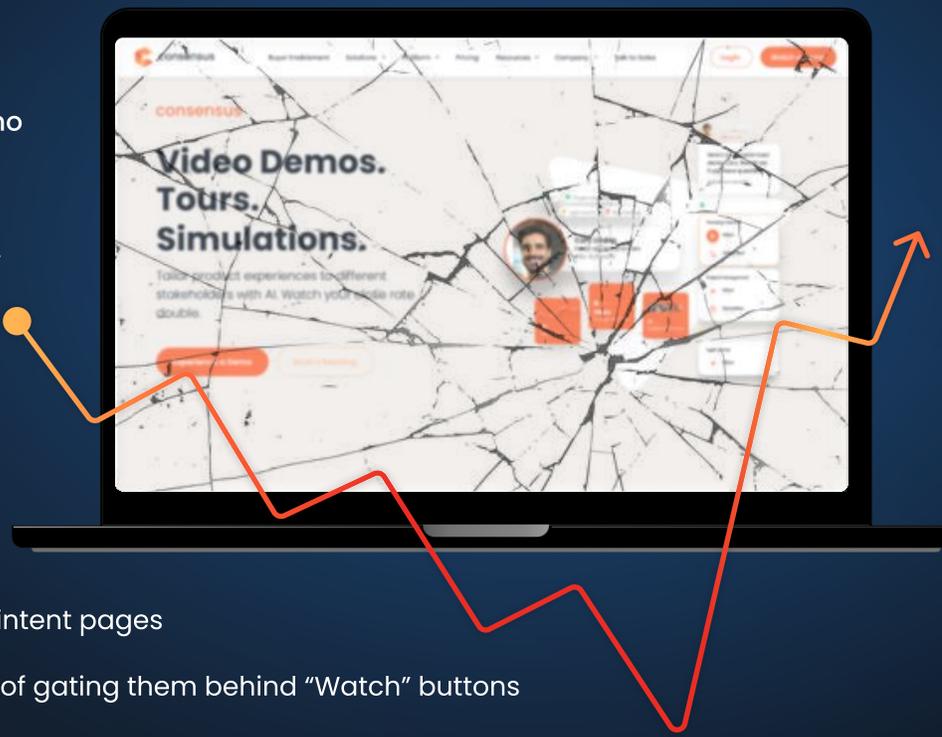
So we adjusted:

- **Added micro-demos** across high-intent pages

- **Embedded demos** directly instead of gating them behind "Watch" buttons

- **Built role-specific demo paths**

- **Focused each demo** on 1–2 core value moments

😌 Engagement increased. Completion rates improved. The team could breathe again.

3 STEP THREE

Treat Demo Views as a Primary Conversion Event

We expanded our MQL-driving events in HubSpot.

Instead of just:	We added:	And we redefined what mattered:
Content	Demo View	Demo view = high-intent
Handraisers		Repeat view = stronger signal
		Shared demo = buying group expansion

That last signal is *gold* for our SDRs. When someone shares your demo internally, that's deal movement, and they're likely ready to talk to sales.

These signals reframed demos from assist channels to pipeline drivers, and helped our teams better prioritize their leads by urgency.

4 STEP FOUR

Operationalize It

We didn't stop at marketing (does marketing ever?)

We...

- Integrated demo engagement data to SDR and AE workflows
- Showed exactly who watched/clicked what, and for how long
- Flagged when demos were shared internally
- Prioritized follow-up based on behavior

Demo viewers moved to the top of the queue.

Content downloads... respectfully waited their turn.

Now, demo views account for ~30% of monthly sourced pipeline.

5 STEP FIVE

Measure Conversion (Not Just Volume)

This is where internal alignment clicked.

Yes — MQL volume dropped

But:

- Content download → Opportunity conversion: 15%
- Demo viewer → Opportunity conversion: 6X higher

When sales saw fewer leads turning into significantly more pipeline, the debate ended.

Conversion became the metric that mattered.

What This Means for Demand Gen

If your primary conversion action is still "Download our ebook," you might be unintentionally training buyers to delay product engagement.

Think about the behavioral pattern you're reinforcing.

You're telling the buyer...

> You're not ready yet... ⤓

> Here's more homework. ⤓

> Keep researching. ⤓

And they do.

The problem isn't that ebooks are bad. The problem is what they signal.

A "Download" CTA frames your product as something that comes *later*—after they've done enough reading, after internal alignment, after they feel educated enough to talk to sales. It subtly positions your product as the final step instead of the starting point for clarity.

Buyers don't want more PDFs. Ironically, yes—we've all written whitepapers explaining why buyers don't want whitepapers. The irony is strong with this one.

What they actually want is confidence.

> **They want to answer three questions fast:**
>
> Does this solve my problem?
>
> Does it solve it better than alternatives?
>
> Is it worth pulling stakeholders into?

A PDF can *inform*.
A product experience can *prove*.

And that difference matters.

When the only way to see your product is to book a meeting, you're introducing friction at exactly the moment buyers are trying to reduce it. Modern B2B buyers are already completing the majority of their research before they ever reach out. They don't want a calendar link. They want clarity—on their timeline.

Increasingly, they want to explore without pressure. Without committing to a sales conversation.

Without feeling like they've set something in motion, they can't easily exit.

When you hide the product behind "Download this" or "Talk to us," you're forcing them to choose between two uncomfortable options:

Stay in passive research mode…

…or enter a sales process prematurely.

A "Try this" motion removes that tension.

It says...

You don't need permission. →

You don't need to talk to us—yet. →

You can see it now. →

And here's the kicker: when someone chooses to interact with your product voluntarily, that intent is fundamentally different from someone who traded an email for a PDF.
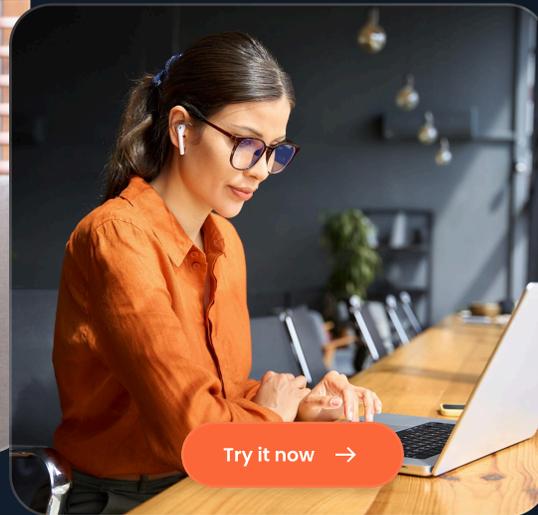
One is curiosity.
The other is evaluation.

If your funnel optimizes for curiosity, you'll get activity. If it optimizes for evaluation, you'll get pipeline.

Content Builds Awareness.

Product Experience Builds Intent.

Download the report

Try it now

If you're trying to drive more pipeline this year, the question might not be...

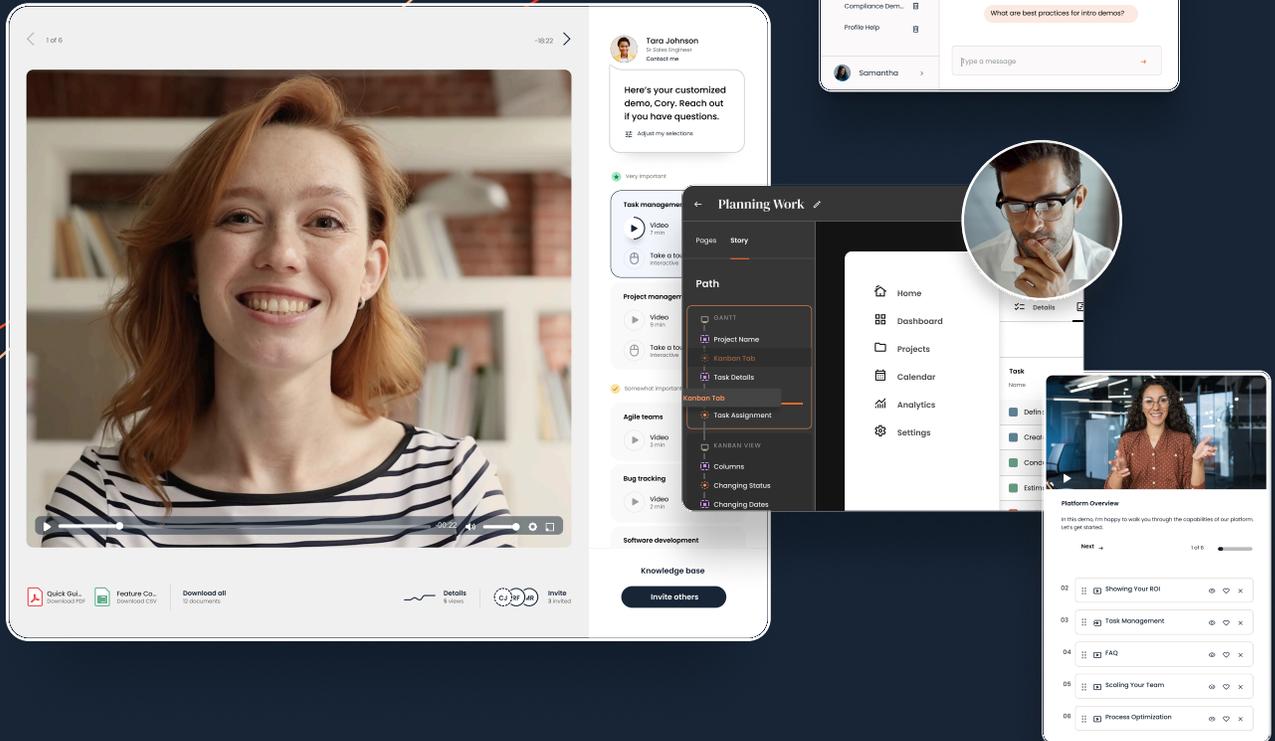> "How do we generate more leads?"

It might be...

> "How quickly can we get buyers into the product?"

If you're running demand gen, audit your primary CTA this week.

Is it "download"... or "experience"?

That one change might be your highest-leverage experiment this quarter.

Let Your Product Do the Talking

Consensus is the world's most trusted AI-powered Interactive Demo Platform—delivering intelligent, always-on product experiences that accelerate and inform decisions.

80% of buying happens before sales ever enters the conversation. Today's buyers research independently and decide faster than ever, making traditional demos slow, rigid, and often wasted. Consensus transforms the buying motion by delivering personalized product experiences that buyers can explore and share on their own terms.

The result is measurable: better-qualified deals, stronger stakeholder alignment, and faster sales cycles.

[Watch a Consensus Demo Today](#) →