

How to Use Demo Engagement to Drive Predictable Revenue

Power Revenue Growth with Data
You Already Have

THE CONSENSUS REV OPS TEAM



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KEY TAKEAWAY

Prospects who engage with 9+ demo views are 5x more likely to close.

Our RevOps team used this insight to build a data-backed forecasting model that's now driving 2x bookings growth and $\pm 5\%$ forecast accuracy.

What Sparked This?



Our VP of Sales noticed:

Deals with consistent scheduled meetings always win more.



That got our RevOps team thinking:

Could demo engagement be a stronger signal of deal health?






We tested a hypothesis:

More demo engagement = higher win rates.

THE RESULT

A New Predictive Model

DEAL MOMENTUM SCORE

-  Future Meetings Scheduled **40 POINTS**
-  Past Meeting Held **30 POINTS**
-  Demo Viewed **30 POINTS**

High-score deals get **prioritized.**

Low-score deals get **coached.**

What We Did



Pulled 18 months of closed-won and closed-lost deal data



Focused on mid to late-stage (TQO+) pipeline for signal clarity



Identified high engagement as ≥ 9 on-demand demo views



Ran a 2-sample z-test to validate win-rate correlation



Built a new metric: Deal Momentum Score to operationalize the insight



RESULTS THAT MATTER

Measurable Business Impact

+41% pt win rate

for demo-engaged deals
(from 9% to 50%)

2x growth

in bookings over
2 quarters

±5% forecast accuracy

9 weeks out, 3 quarters running

Data-driven

Sales reps now coach to
data, not gut feelings

DEMO AUTOMATION

The Engine Behind the Insights

Consensus made this entire model possible.

Your demos aren't just assets — **they're insight generators.**



Real-Time Tracking

Every view feeds directly
into the score



Always-On Demo Access

No "shelf-life" on product
knowledge



Un-gameable Buyer Data

Clean, coachable,
automatic

How Can This Work for My Team?



1

Add to AE SPIFs

Reward sellers for driving engagement that leads to higher win rates

If you're sitting on demo data and not using it to guide your forecasts and sales motion—you're flying blind.



2

Expand the Signal Set

Layer in buyer behaviors like:

- Champion shares for multithreaded depth
- # of stakeholder views
- Demo revisit patterns



3

Bring It Into Salesforce

Embed the score into your Opportunity Kanban view for real-time coaching and prioritization for your sales reps.

Want to know what your most engaged buyers are telling you (without saying a word)?

Look at the demo views.



Our Product Experience Platform lets your team deliver interactive, automated demos that adapt to each buyer's journey, providing answers when they need them most.

The result? A smoother experience for your buyer and powerful insights for your team that help you close deals 30% faster, grow deal size by 50%, and win at 2x the rate.

[Watch a demo →](#)

