

THE B2B BUYER BEHAVIOR REPORT

2025

How Product Experiences Drive
Engagement and Accelerate Deals

The B2B Buyer Behavior Report

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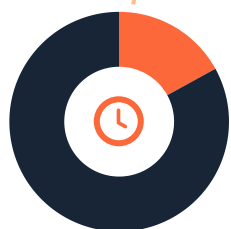
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INTRODUCTION

Bridging the Gap in B2B

What if the very strategies that once fueled your success are now costing you deals? Modern B2B buyers don't want to be sold to—they want to be empowered. Buying committees are bigger, journeys are more self-guided, and digital-first engagement is the new default.

According to Gartner, sellers only get 17% of a buyer's total time during the sales cycle. That means 83% of the process happens without you in the room. During that time, key decisions are made: reading reviews, researching competitors, and waiting for live demos.



You only get 17% of a buyer's time.

83% of the process happens without you in the room.

So what are the top-performing companies doing to ensure they're always in the room, especially when decisions are being made?

By showing up in the moments that matter, through digital interactions that shape the decision-making journey, with or without your sales team in the room.

This is where asynchronous product experiences come in—a way for buyers to engage on their terms with your products **BEFORE** they buy. From interactive demos to dynamic product tours, technology is making it easier than ever to capture buyer attention, uncover hidden stakeholders, and accelerate deal cycles—all before the first live conversation.

And that's good news since:

Wait times are growing

Buyers wait an average of 6-10 days before even talking to sales. Wasting precious time.

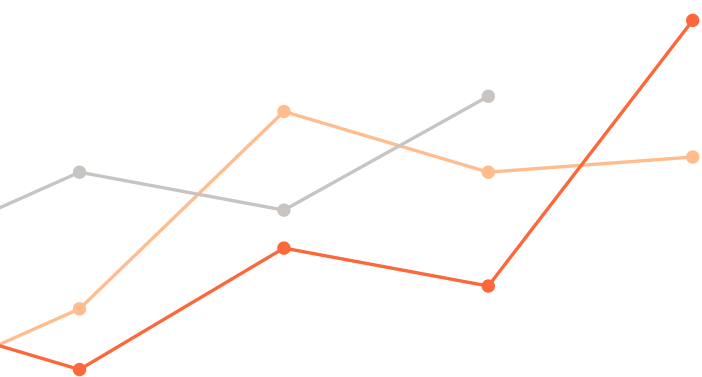
Cost to acquire customers is climbing

Across industries, CAC has increased by an average of 15-21% over the past few years, making efficient buyer engagement more critical than ever.

Buying decisions are getting more complex

77% of B2B buyers said their last purchase was highly complex or difficult. With so much conflicting information available, decision paralysis is a real issue, slowing down deals and making it harder to build buyer confidence.

This report uncovers key B2B buying behavior trends through the lens of product experiences, revealing how tools like interactive demos and product tours engage buyers before they commit to a purchase—and how you can use those insights to accelerate decision-making, boost engagement, and ultimately increase deal velocity.



ABOUT THE DATA

The insights in this report are based on two key sources:



Engagement data from Consensus' use of our own Product Experience Platform



6M anonymized Consensus customer interactions

In the following pages, you'll discover:



Proven strategies to prioritize time and resources based on real buyer behavior, not guesswork



How demo engagement varies by buyer segment and geography—and what that means for your sales motion



Signals that reveal buyer intent—from repeat views and engagement depth to stakeholder-level insights



Benchmark engagement data to fine-tune demo strategies and improve deal velocity across the funnel



EXECUTIVE SUMMARY

Top 5 Insights

This report reveals how today's B2B buyers engage with product experience content—especially interactive demos and product tours—and how those interactions directly influence pipeline, velocity, and revenue. Backed by rich engagement data, we've surfaced five key insights that sales and presales teams can use to optimize strategy, deepen buyer engagement, and close more deals.

01

Engagement Signals = Buying Signals

Buyer behavior within demos and tours provides a goldmine of insight. **Deals with nine or more demo views see a close rate increase of over 8–10x.** That kind of signal is too strong to ignore. Teams that track these behaviors can prioritize high-intent opportunities, personalize follow-up, and accelerate momentum with the right prospects at the right time.

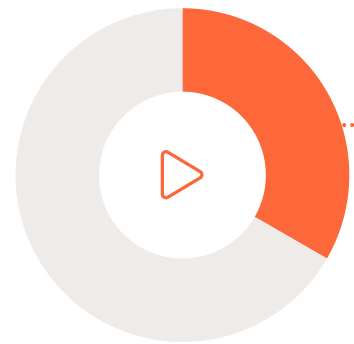
02

On average, buyers spend **just 5 minutes engaging** with a 15 minute demo.



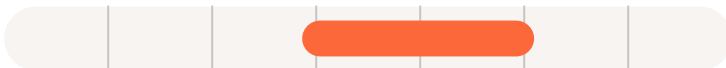
Shorter, Smarter Content Performs Better

The average demo length clocks in at over 15 minutes, yet buyers spend just **5:44** engaging. The gap is clear: long-form content is losing attention. Micro-demos, modular product tours, and personalized experiences that deliver value **within the first four clicks** are far more effective. Strategic brevity is the key to sustained engagement.



Engagement peaks **midweek.**

S M T W T F S



03

Timing Drives Outcomes

*When you share content is just as important as *what* you share. Engagement peaks midweek—**Wednesday and Thursday between 10–11am and 2–3pm**. Aligning your send strategy with these windows can significantly boost open rates and interaction, making your content work harder for you.*

Uncover
4 stakeholders
per demo

04

It Takes a Village

Interactive demos uncover the full buying committee. On average, **four unique stakeholders** engage with each piece of product content. This visibility into multi-threaded interest helps sales teams map the deal landscape early, tailor their approach, and de-risk single-threaded opportunities.



05

How demos and product tours are presented significantly influences buyer interaction.

Clear, benefit-driven titles are more likely to be clicked. Furthermore, the placement of a demo/product tour within a communication sequence (DemoBoard) matters; well-sequenced content builds interest and encourages more comprehensive viewing across stakeholders.

Even internal engagement metrics, such as which demos are frequently downloaded and replayed by the sales team, serve as strong indicators of high-performing content.

Benefit-led
demo titles
garner more
clicks

CHAPTER ONE

The Power of Product Experiences

Buyers expect more than sales pitches and feature lists—they want to experience products firsthand.

That's why leading companies like Salesforce, Oracle, and Workday are investing in product experience platforms that let buyers explore on their own terms, without waiting for a sales call.

These tools empower buyers to self-educate, dive into key capabilities, and validate fit, long before they speak to a rep. Workday, for example, uses guided product experiences to reduce time-to-value and accelerate decision-making across complex buying groups.

This shift isn't just about convenience. It reflects the new reality of B2B decision-making: deals are no longer championed by a single stakeholder. They're shaped by entire buying committees—each with unique priorities, timelines, and concerns.

What Are Product Experiences?

Product experiences are the key to modern B2B buying, giving prospects hands-on access to your solution before they ever speak to sales. Instead of relying on static decks or generic pitches, buyers get to see, explore, and interact with your product on their own terms, helping them connect the dots between their challenges and your solution.

Three proven product experiences include:



Product Tours

Let buyers self-serve with interactive tours that highlight your product's value in a structured, intuitive way.



Video Demos

Deliver curated, on-demand demos that speak directly to each stakeholder's needs.



Product Simulations

Offer buyers a sandbox experience to test drive key features without setup or risk.

With the right product experience strategy, buyers don't just see your product—they feel its impact. And when buyers understand value sooner, sales cycles shrink, win rates climb, and deals move forward with confidence.

Understanding Buyer Intent with Product Experience Data

In B2B sales, knowing who is interested isn't enough—you need to understand how and why they're interested. Product experience data goes beyond traditional engagement metrics, offering real-time visibility into buyer intent at every stage of the journey.

Every click, replay, and interaction in a demo, tour, or simulation reveals what buyers care about most and how they navigate their decision-making process.

This data helps answer critical questions:

- What features are buyers most interested in?
- See which parts of your product generate the most engagement. Are prospects spending time on a specific workflow? Are they revisiting a particular capability? High engagement with certain features signals buying intent and helps sales teams tailor conversations accordingly.
- How do different stakeholders interact with the content?
- Are prospects disengaging at a certain step? Are key stakeholders skipping crucial product capabilities? Understanding drop-off points helps teams proactively address friction, refine messaging, and remove obstacles that might slow down or derail the deal.

Traditional sales conversations often rely on anecdotal feedback and assumptions. Without clear visibility into what's driving engagement, teams are left guessing which messages resonate and which stakeholders need more attention.

With product experience insights, sales teams can:

- Personalize outreach: Deliver hyper-relevant follow-ups based on actual buyer engagement, ensuring conversations align with what matters most to them.
- Anticipate objections: Identify hesitation early by spotting where prospects hesitate or disengage, allowing reps to proactively address concerns.
- Accelerate deal cycles: Focus on the right stakeholders at the right time with the right message, eliminating wasted effort and fast-tracking the path to a decision.

By leveraging product experience data, sales teams move from reactive selling to strategically engaging:

Shortening sales cycles, improving win rates, and ensuring buyers feel confident in their decisions.

CHAPTER TWO

Viewing Habits & Engagement Behaviors

Every interaction with a demo or product tour provides valuable behavioral signals, revealing the moments when prospects are most receptive and the content that resonates most.

Below, we break down key insights into how today's buyers interact with product experience content and what strategies drive the highest engagement. This includes interactive assets like demos and product tours that are shared by your sales team, embedded in follow-ups, or hosted on your website.

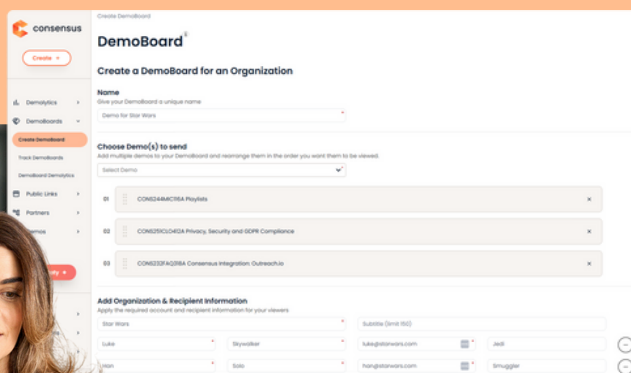
These aren't just passive touchpoints—they're active decision-making tools. Understanding how buyers engage with them reveals exactly when interest peaks, what holds attention, and where deals are won (or lost) long before a rep ever picks up the phone.

Understanding these patterns enables sales and presales teams to meet buyers at the right time, on the right channel, with the right message, turning passive interest into active conversations and accelerating decisions.

What is a DemoBoard?

Where you house your demos *matters*. Like most sales enablement solutions, Consensus makes it easy for you to share content in one accessible location.

We call these DemoBoards. A place to send your buyers where they can engage with all of the product experience content (demos, tours, simulations) you've chosen for them.

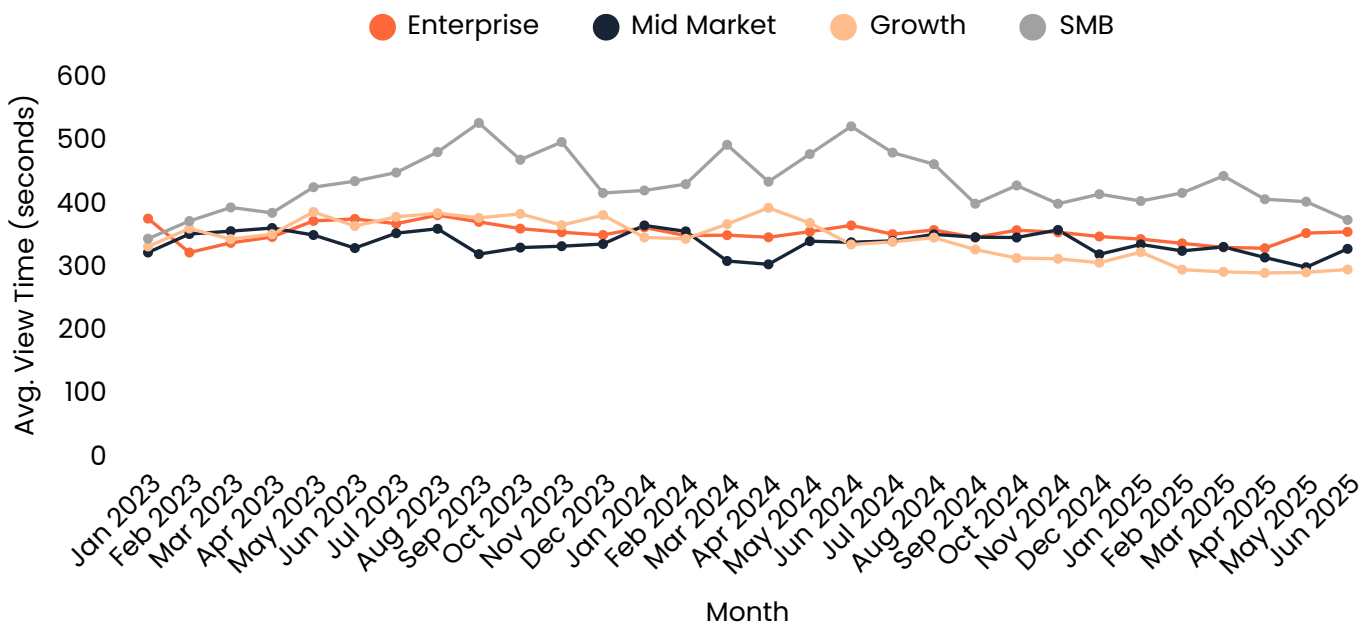


As we'll see later in this report, *where you house* content in your DemoBoard, *how you name* your demos and DemoBoards, is a strong indicator of future engagement.

Average Demo View Times Per Segment

The average view time for demos across companies and industries is 5 minutes and 44 seconds. Interestingly, SMBs spend more time viewing demos, which indicates a need for more detailed information or a different engagement style compared to Enterprise clients.

Why? It could suggest that SMB buyers are often more hands-on in the buying process, juggling multiple responsibilities and digging deeper into the details themselves. They may be looking for step-by-step clarity to feel confident in their decision.



Note: Segment definitions are based on employee headcount and reflect the distribution of our active customer base. While ranges may vary slightly across industries, we define segments as follows: SMB (1–249), Growth (250–999), Mid-Market (1,000–9,999), and Enterprise (10,000+).

Average Demo View Time

5 minutes, 44 seconds

Enterprise: 5:51

Mid-Market: 5:36

SMB: 7:16

Growth: 5:42

Average Demo View Rates Per Segment

View rates help to understand the engagement or interest level in DemoBoards across different segments and time periods. A higher view rate indicates better engagement, while a lower view rate might suggest that the DemoBoards are not resonating well with recipients.

The average view rate among all segments is 38%, with the highest view rates among SMB and Growth companies.

Average Demo View Rate



Enterprise: 39%

Mid-Market: 33%

SMB: 41%

Growth: 41%

SUCCESS STORY

Coupa Sees a 31% Demo View Rate



Coupa didn't just improve their sales process—they redefined it. By putting interactive demos in the hands of buyers, they created an experience that was both engaging and informative. The result? Sky-high view rates and clear signals of serious buyer interest. It's the spark that lit their shift to a faster, more buyer-centric sales cycle.



"We're initiating a transformation to redefine how businesses buy software. Consensus is a big part of that, and we're just getting started."

Ronan Keroudan, SVP of Global Value Solutions Consulting

Key Stats:

29% Reduction in the length of their buying cycle

31% Demo view rate

8 minute Average view time

Explore how Coupa is using interactive demos to decrease buying cycle times.

[Read More](#)

Average Demo View Times By Country

Let’s dig a bit deeper at how this might look broken down by country. Is there a difference between how people consume demos in the US vs., say, the UK?

From a view time perspective, most countries hover between 5-7 minutes per video. However, there is a disparity (considering dwindling attention spans in adults) from the highest to the lowest view times. New Zealand has a relatively high average view time of 7:32, while Brazil has a lower average of 4:52.

The good news?

Overall, viewing habits between countries don’t vary drastically. That means, beyond ensuring you have language-supported demos, the core content and length of those demos can remain the same.

Average View Time by Country
5 minutes, 51 seconds

Top 14 Countries by Average View Time		
Rank	Country	Avg. View Time
1	New Zealand	7:32
2	India	6:55
3	Australia	6:46
4	Germany	6:27
5	Canada	5:53
6	United States	5:47
7	Ireland	5:46
8	Italy	5:30
9	Netherlands	5:29
10	Mexico	5:21
11	United Kingdom	5:20
12	Spain	5:07
13	France	5:05
14	Brazil	4:52

Average Product Tour Click-Throughs

If you've ever built a product tour, you know the delicate balance between education and overload. Most users will only click through 4 steps before they bounce, so every step has to count.

What does that mean?

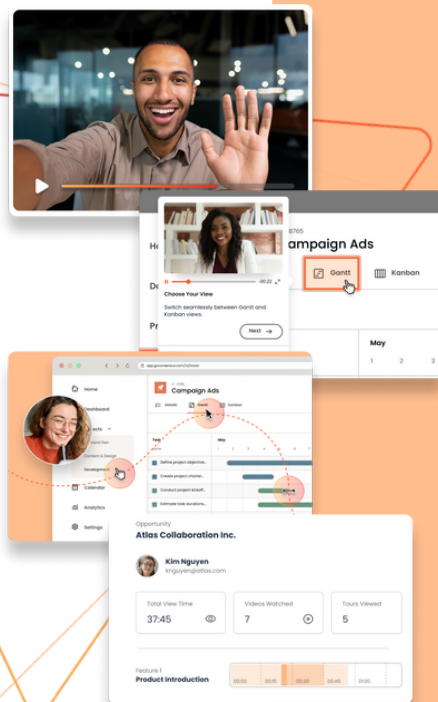
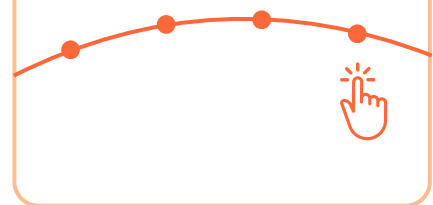
It means you don't have room for fluff. You have 4 chances—maybe 5 on a good day—to deliver value, generate intrigue, and nudge users toward a key action. And that's not a lot of runway.

Where are people dropping off?

Tracking drop-off points is crucial. Are users abandoning the tour after step 1? That could be a sign the intro isn't hooking them. If it's after step 3, maybe the content's too dense, or the next action isn't clear. Use analytic tools to pinpoint the fall-off moments.

Average Tour Click-Throughs

4 Click-Throughs



Transform Your Buying Experience

Consensus is the world's leading Product Experience Platform, built to simplify complex buying processes through dynamic, interactive product experiences.

Trusted by 15 of the top 30 global software companies and ranked the #1 demo automation platform on G2 three years in a row, Consensus helps revenue teams close 50% larger deals, 2x faster—without burning out your go-to-market team.

See how on-demand demos, product tours, and simulations qualify buyers, align stakeholders, and accelerate every stage of the deal.

Watch a Demo



Average Number of Stakeholders Discovered

Deals are rarely won with a single champion. Instead, they're shaped by committees—teams of stakeholders with different titles, priorities, and decision-making power. Understanding who is involved in a deal is no longer optional. It's essential. And that visibility often starts with your demos.

Average Number of Stakeholders Discovered Per Demo

4 Stakeholders



That means for every interactive demo shared, there are typically four different individuals who engage, review, and explore the content, often before sales has even had a single live conversation.

Thanks to asynchronous product experiences, sales teams can surface stakeholder involvement earlier and more accurately than ever before. Every time someone new engages with a shared demo, they leave behind signals—not just about their interest level, but their role in the buying group

SUCCESS STORY

The Access Group Discovers 371 Stakeholders in 7 Days



The Access Group used product experiences to gain clear visibility into their buyers. By tracking engagement and seeing who shared demos internally, their team quickly identified key stakeholders across the buying committee. With that intel in hand, they concentrated their efforts where it mattered most—accelerating deal cycles and improving sales efficiency.

"Consensus tracking and tracing are invaluable. There's not a product out there, yet, that does it in the same way. That ability to harvest stakeholders and to see engagement has definitely helped us focus on the deals that are likely to have some velocity."

Head of Presales

Key Stats:

37% Demo view rate

371 Stakeholders discovered in 7 Days

Enhanced ability to **focus on high-velocity deals**

See how The Access Group utilized demo sharing to uncover key stakeholders.

[Read More](#)

Average Number of Days to Open Demos & Product Tours

You work hard to build those demos and product tours—crafting the right narrative, tailoring the content, and making sure it hits the mark for your buyer. But once you hit “send,” what happens next? One of the most common questions we hear is: *How long does it actually take someone to open the content?*

If you're sending an on-demand demo or product tour, you're likely hoping stakeholders engage with it quickly, especially if it's meant to move a deal forward. But the data tells a different story.

Across all countries, **it takes an average of 5 days** for buyers to open the content you've sent.

In the next chapter, we'll unpack the factors that impact open rates and view times, and share strategies you can use to accelerate engagement and get eyes on your content sooner.

SUCCESS STORY

AdvancedMD Sees a 60% Demo Share Rate



AdvancedMD made it easy for buyers to explore—and explain—their product. They gave buyers a self-guided experience that was clear, comprehensive, and easy to share. The result? A high share rate that reflected just how valuable the experience was in helping buyers evaluate and advocate for the solution across their organization.

"I sent the video demo to the billing manager, who sent it to the doctor, who watched it, who sent it to two others in the office. Doctor loved what he saw. We did a brief live demo today which sealed the deal."

Account Executive

Key Stats:

60% Demo share rate

44% Increase in lead-to-close rate

31% View rate

See how AdvancedMD increased their lead-to-close rate with engaging product experiences.

[Read More](#)

CHAPTER THREE

What Factors Influence Engagement & ROI?

In this chapter, we dig into the key levers that influence demo engagement and how those engagement patterns tie directly to revenue outcomes. From strategic messaging, to optimal send times, to the volume of demos consumed during the buying process, the data reveals powerful trends that can shape how teams think about demo delivery.

Smarter Positioning and Messaging

Not all engagement is created equal. Behind every click (or lack of one) is a pattern, and the data shows us which ones actually matter. If you want to boost response rates, start by paying attention to the signals that predict interest and action.

Here's what the numbers are telling us loud and clear:

01 Recent activity = future interest

If someone recently viewed (30 days) a demo, they're significantly more likely to engage again. That "Recipient's Recent View Rate" is one of your strongest signals—prioritize these contacts.

02 Familiar names get clicks

Demos sent by someone with an existing relationship—measured by "Past Interaction" or "Sender Influence"—tend to perform better. Trust drives opens.

03 Sequence position matters

When a demo appears in your outreach sequence affects how likely it is to be viewed. If it's too early or too late, it might get skipped.

04 Internal signals can guide you

Metrics like "Sender's Downloads" or "Replays" indicate which demos are getting attention internally—those are often your highest performers.

05 Don't forget your previous viewers

Following up with people who've already engaged (the "Previous Viewer" signal) is one of the easiest ways to keep momentum going. They're warm. Build on it.

06 Demo name matters

The name of the DemoBoard is a factor in predicting engagement, suggesting that the content and framing of the demo title can influence whether or not it is viewed.

07 Time sensitivity

The time since a sender last sent a demo can influence recipient engagement. Consider the optimal frequency of sending demos to avoid overwhelming recipients while staying top-of-mind.

08 Internal alignment is key

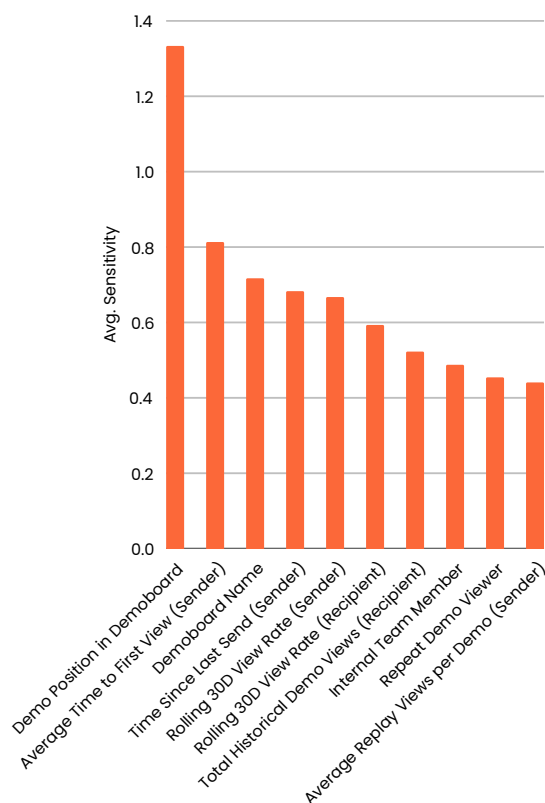
Demos that are frequently downloaded and replayed internally are likely to be more effective. Ensure sales and marketing teams are aligned on which demos to prioritize based on these internal engagement signals.

Bottom line

Better engagement starts with better signals. Use buyer behavior to guide when, how, and to whom you send your demos—and watch response rates rise.

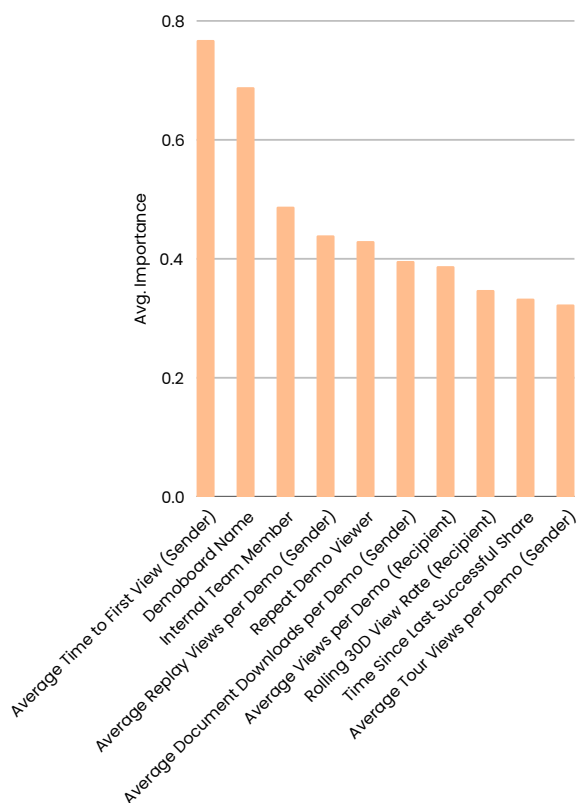
Feature Sensitivity

How sensitive is the engagement prediction to certain attributes of a demo send?



Top Predictive Features

What attributes of a demo send are most influential in predicting successful engagement?



SUCCESS STORY

Autodesk Gains 30% More Time to Hit Quota



By automating initial product explanations, Autodesk gained valuable hours, allowing them to focus on higher-value activities and strategic engagements. This newfound efficiency directly contributed to their ability to meet and exceed their sales targets, resulting in a significant boost to their qualified pipeline.



"We wanted to have the right content so sales reps would feel comfortable using this tool on Day One. By the time we announced this to our sales team, we had testimonials from top sales reps on why they liked the tool and how it was helping them hit their quotas."

Neal Niemiec, *Sr. Solutions Engineering Manager*

Key Stats:

30% More Time to Hit Quota

\$5M Net New Qualified Pipeline

Discover how Autodesk gave their team more time to focus on closing deals.

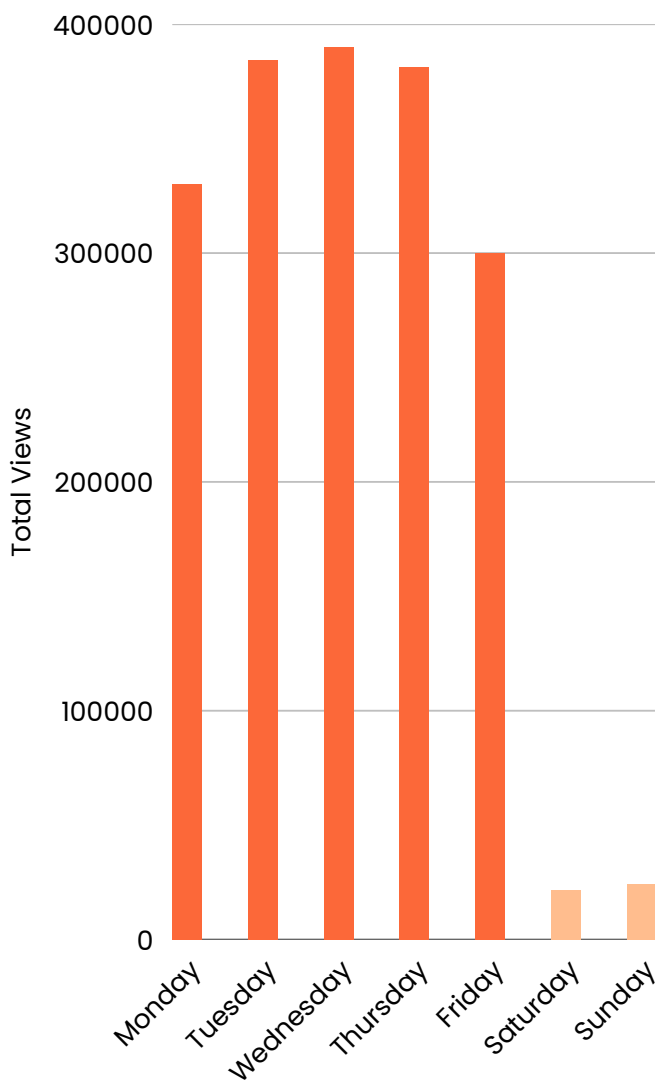
[Read More](#)

Peak Time & Hour to Send Content






If you want your content to land at just the right moment—when your buyers are most likely to open, watch, and act—the timing of your send matters more than you think. Patterns in the data reveal clear windows of opportunity, both by day and by hour, where engagement spikes and attention is at its peak.

Whether you're sending demos, tours, follow-ups, or key enablement content, hitting that sweet spot can make all the difference.

Views by Day of the Week



Best Engagement Days

-  Across all time zones, we've found that the days people engage with demos or tour content rarely deviate.
-  Forget what the calendar says—**Tuesday is the real Monday**. While Monday sees decent demo engagement, Tuesday takes the lead, likely because people are playing catch-up and kicking into gear.
-  But the real power players? **Wednesday and Thursday**. These two are neck-and-neck for the highest demo views, making them the ultimate mid-week momentum days. If you're looking for peak engagement, this is your window.
-  By contrast, **Friday falls off**, as people start mentally checking out—even if they're still technically online.
-  And the weekend? It's a desert. Engagement on **Saturday and Sunday** drops off dramatically, proving that demos are very much a workweek activity.

Best Engagement Times



Clearly, lunchtime is sacred.



Demo and other content engagement **peaks around 10–11am and 2–3pm**—aka the sweet spots between morning meetings and the post-lunch slump. That's not just when demos get sent—it's when they actually get watched.



Want eyeballs, not crickets? Send during that **late-morning to mid-afternoon** groove.

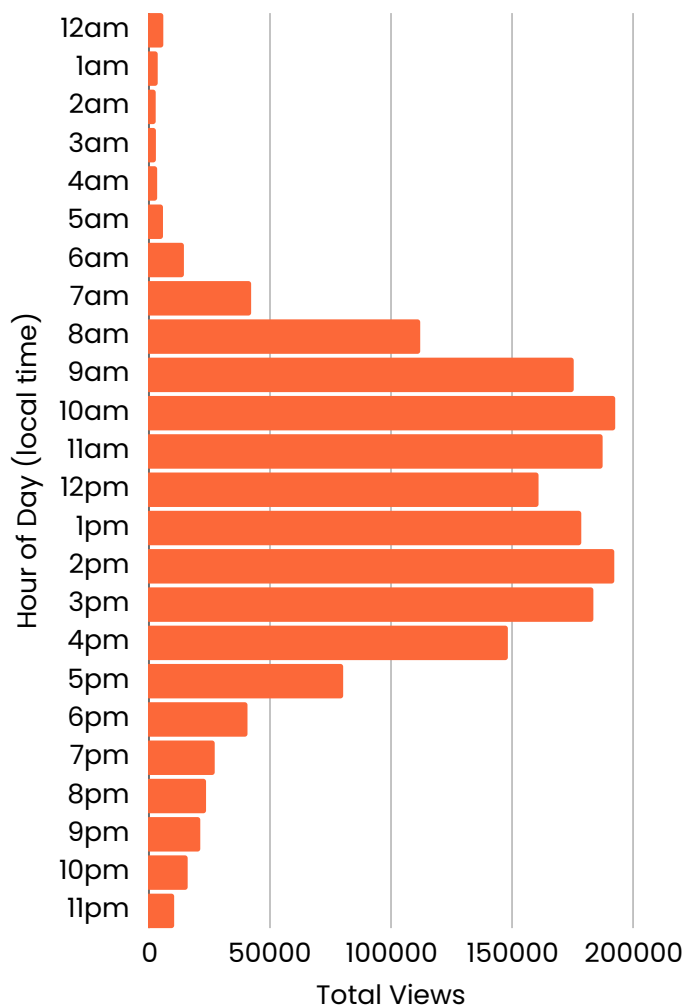


Trying to grab attention after-hours or on weekends? You'll need a different approach. Think bite-sized content or a seriously compelling reason to interrupt someone's downtime.

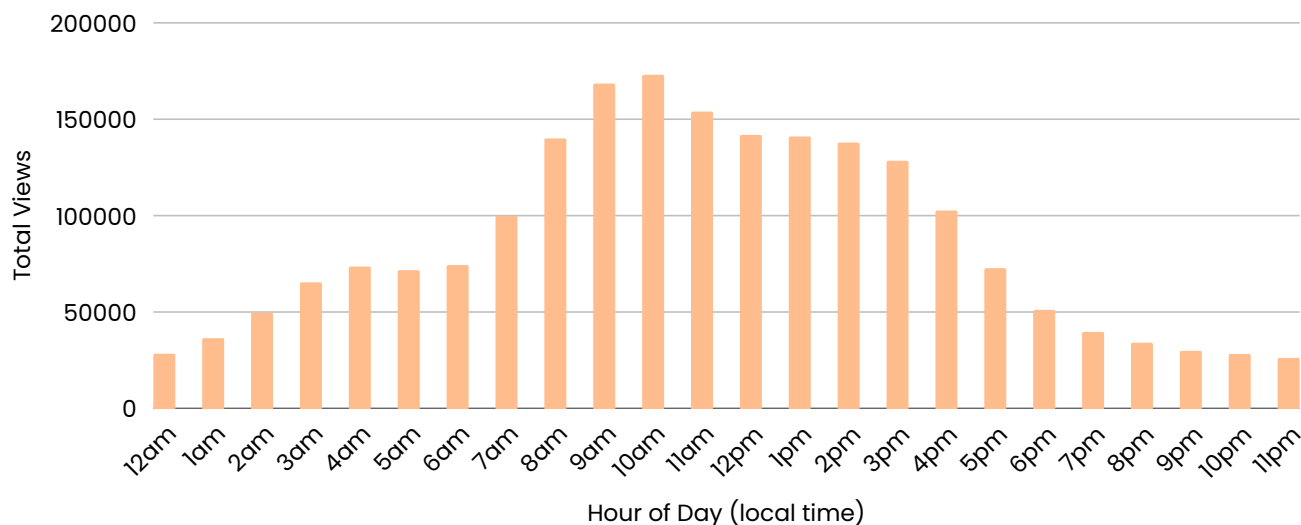


That said, when you stack the global averages against engagement patterns in the EST time zone, one thing stands out: **10–11 am consistently wins as the prime time for views.**

Views by Hour (local time)



Views by Hour (EST)



SUCCESS STORY

Oracle Saves 12,800 FTE Hours with Scalable Presales



Oracle, a global technology giant, recognized the need to scale its presales efforts efficiently without a proportional increase in headcount. With a Product Experience Platform, they empowered their sales teams and customers with on-demand product knowledge. This strategic move led to significant time savings for their presales team, enabling them to handle a larger volume of opportunities and reduce operational costs dramatically.



"We scaled presales by over 20% without adding headcount."

Todd Goulds, *Oracle CEGBU*

Key Stats:

20% Increase in presales capacity **12,800** FTE hours saved Scaled presales **without adding headcount**

Discover how Oracle achieved significant presales efficiency and cost savings.

[Read More](#)

Impact of Demos on Close Rates

When it comes to closing enterprise deals, one of the most powerful—yet often under-leveraged—indicators of buyer intent is demo engagement. And the data is crystal clear: the more demos a buyer watches, the more likely they are to buy.

Looking at our own data at Consensus, **buyers who engage with nine or more demos show a close rate of over 55%**, representing an **8-10x increase** compared to prospects who never watch a demo. That's not a subtle bump, it's a transformative shift in deal outcomes.

Even light engagement—just two demos watched—is enough to trigger a measurable increase in win rates. This positive correlation holds whether the demos are viewed by one highly interested individual or spread across a buying committee.

The takeaway? **Every view matters.**

It's important to note we're not talking about public-facing marketing demos here. This data reflects "official" demos sent by sales, interactive experiences delivered through tracked demo platforms like DemoBoards. These demos inspire moments of deep engagement, insight, and value discovery.

The trend line in the chart says it all: as demo views go up, so does your probability of closing the deal. And at 9+ demos, there's a noticeable inflection point—a tipping point that turns interest into commitment.

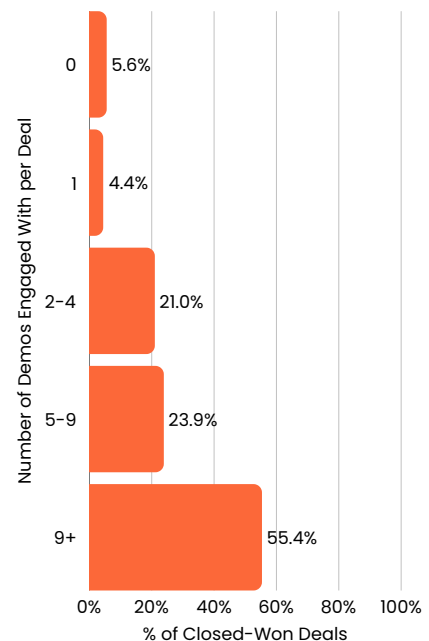
In other words:

- **Demo views = deal velocity:** The more demos watched, the faster and more frequently deals close.
- **9+ is the magic number:** It's the strongest signal of high buyer intent.
- **Engagement starts early:** Even 2+ demos make a meaningful difference.
- **Track and act:** Sales teams should closely monitor demo engagement and prioritize outreach based on those signals.

In a world where buyers are more self-directed than ever, demos aren't just a stage of the process, they're the fuel that powers the entire journey from interest to purchase.



Impact of Number of Demos on Close Rates



SUCCESS STORY

BlackLine Achieves a 54% Increase in Win Rate



By sharing tailored demo experiences and tracking buyer engagement, their Solutions Consultants zeroed in on qualified opportunities. That focus paid off—with a notable lift in win rates driven by more informed, personalized engagement.



"Our Solutions Consultants now get to deflect low-impact demos and focus on building and maintaining momentum in the opportunities that are most likely to close. We see the impact of Consensus throughout the sales cycle, making our time with the buyer count. It also helps us continue to influence buyers between live meetings as they revisit content and share demos with their fellow stakeholders."

Tom Edwards, *Consensus Global Adoption Leader*

Key Stats:

54% Increase in win rate when a DemoBoard is shared **32%** Reduction in unqualified demos **29%** Decrease in live calls

Learn how BlackLine maximized their presales impact and boosted their win rate.

[Read More](#)

CHAPTER FOUR

Best Practices for Maximizing Engagement With Content

Creating high-impact buyer experiences—whether it's through a product tour, an interactive demo, or a sandbox experience—is a constant balancing act between what teams can produce and what buyers will actually consume.

Our data surfaced the root issue: we're overbuilding and underserving.

In this section, we'll share key data points, highlight where engagement is breaking down, and offer actionable best practices to make your product experience content work harder. From shorter, modular formats to smart timing and tour design, these strategies are built to help you deliver faster, more scalable buyer enablement.

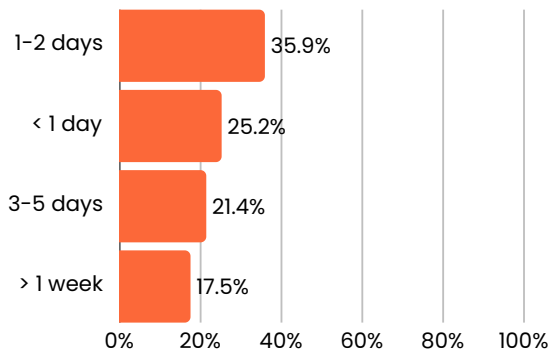
Embrace Short Form Content & Personalization

In our DemoIQ Assessment, we asked GTM teams to share how they juggle content creation with growing buyer demand. There was a clear pattern: creating demo content is time-consuming, and teams are stretched thin.

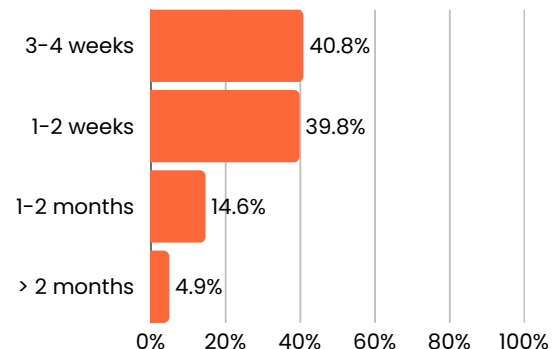
The majority of demo creators reported spending **1–2 days** to produce simple demo assets like micro-demos, while **complex, multi-path demos can take 3–4 weeks** to build. And that's just for one asset.

It's no surprise that **55% of demo creators cited bandwidth and resource limitations** as the primary reason they struggle to keep up with demand for new demo and tour content. As buyer expectations evolve and sales cycles require more personalization and faster turnarounds, this production gap becomes a real friction point.

How long does it typically take you to create new, simple content (e.g. FAQs, microdemos)?



How long does it typically take you to create new, complex content (e.g. detailed demos, projects requiring multiple stakeholders)?



But there's another layer to the problem—a misalignment between the effort that goes into creating demos and how buyers actually engage with them.

Our data shows that **the average length of a demo video is 15 minutes and 14 seconds, yet the average view time is just 5 minutes and 44 seconds.** That's a major drop-off. Teams are investing days—or weeks—into long-form content that buyers are often only partially consuming. In other words, we're overbuilding and underserving.

Today's buyers expect content that's easy to consume and tailored to their needs. That's why teams need a smarter, more scalable approach to demo and content creation—one that mirrors how buying groups *actually* engage.



Find the Right Balance

Average Demo View Time

5 minutes, 44 seconds

Average Length of Demo

15 minutes, 14 seconds



Topic	Very important	Somewhat	Not important
Task Management	★	✓	✗
Agile teams	☆	✓	✗
Bug tracking	☆	✓	✗

Micro-demos, easy-to-navigate tours, and modular assets free up your team's bandwidth and improve buyer engagement. For example, many Consensus customers use chaptering to turn longer video demos into personalized, bite-sized experiences, ensuring each stakeholder sees what matters most to them. And with Gartner reporting six to ten stakeholders in a typical buying group, that level of personalization isn't just helpful—it's essential.

SUCCESS STORY

Atlassian Achieves 487 New Leads per Week



Atlassian strategically used interactive demos for their lead generation engine. By offering easily accessible and engaging product demos, they captured a substantial number of new leads every week. The demo interactions equipped their team with valuable insights to help them understand which features resonated most with potential buyers.



"The demo is a top-performing asset. It consistently converts quality leads and helps our team understand which features are trending and what buyers generally think when they come in contact with our product."

Ken Connally, *Head of Technical Product Marketing*

Key Stats:

90 Demo clicks daily

487 New leads per week

216h of SE time saved

Explore how Atlassian leverages product experiences for consistent lead generation and insights.

[Read More](#)

Optimize Your Tour Paths to Minimize Clicks

Let's be honest—users aren't here for the full story. They're skimming, scanning, and deciding quickly whether your product is worth their time. In most onboarding flows, the average user taps out after just four steps. That's your runway. If you haven't shown value by then, you likely won't get another chance.

Now, that doesn't mean your product tour has to stop at four steps. Some users will stick around longer, especially if they're motivated or already curious. But it does mean those first few moments are doing all the heavy lifting. If you lose momentum early, it doesn't matter how good step 8 is—most users won't see it. Optimize for short attention spans, and earn the right to go deeper.

So, how do you make those steps count?



Lead with Impact

Don't open with a greeting. Open with value. The first step should instantly show what your product can do, not just what it is. Can you auto-generate something for them? Pull in their data? Preview results? Lead with that. A quick win builds trust and keeps them clicking.



Ruthlessly Trim the Flow

Every step needs a reason to exist. If it's not actively helping the user move closer to "aha," it's just noise. Cut it. Simplify. Clarity beats completeness, especially when attention is a ticking clock.



Make the Next Move Obvious

People don't want to guess what comes next. Use bold buttons, clean visual hierarchy, and clear CTAs to keep forward motion effortless. Progress bars or step indicators can help too, just make sure they reinforce momentum, not drag it down.



Provide Depth Without Distraction

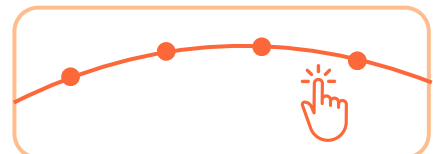
Not every user wants the same level of detail. That's fine. Give the curious ones more to explore—just don't force it. Use expandable content, tooltips, or links for optional context. Keep the main path simple, with complexity available by choice.



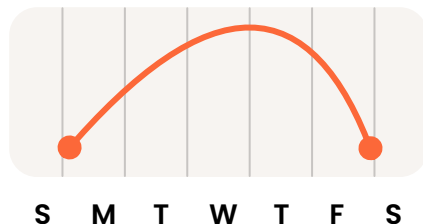
Let Data Drive Decisions

Every drop-off is a clue. If most users exit at the first step, your opening isn't hitting. If they stall near the end, maybe the CTA is unclear. Test everything—order of steps, language, visuals. Small tweaks can make a big difference. The only way to know what works? Watch how users actually behave.

Designing for four clicks isn't about limiting scope, it's about front-loading value. When you win early, you earn attention. And when you earn attention, you can go deeper. But only if the first four steps are worth it.



Schedule Content on High-Engagement Days



If you want your demos and follow-ups to get opened, watched, and acted on, timing is everything. Just like how email marketers optimize for send times, demo engagement follows clear behavioral patterns, and some days are simply better than others.

Midweek is your sweet spot. Tuesdays, Wednesdays, and Thursdays consistently drive the highest demo and content engagement. These are the days when buyers are in the zone—clearing out their inboxes, making decisions, and actively moving deals forward. If you're looking to maximize views and follow-up actions, this is your window.

By Friday, attention starts to dip. People are wrapping up, mentally checking out, or pushing things to “next week.”

It's not just the day—hour matters too. Engagement spikes during certain times of the day, usually when buyers are between meetings or actively clearing their queue. Use your platform's behavioral data to schedule sends when attention is highest.

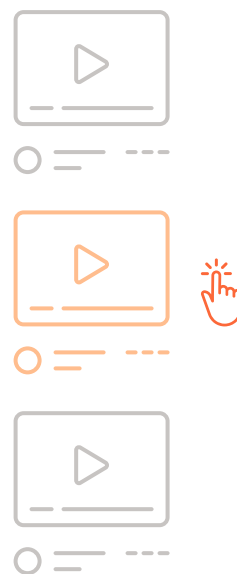
Pay Close Attention to Copy & Presentation

Your demo title isn't just a label—it's a first impression. Think of it like a subject line in an email: it either pulls the viewer in or gets ignored. The data shows that **demo name alone is a predictor of engagement**. Clear, compelling, benefit-driven titles get clicks. Generic or vague ones don't.

So ditch the “Overview” and “Product Walkthrough.” Lead with value. Use language that reflects the problem your buyer is trying to solve.

When your demo appears in a sequence influences performance. A demo that shows up too early might feel premature. Too late, and you've missed your window.

Map your content like a narrative—what needs to be seen first to build interest, and what should follow to deepen understanding? Strategic sequencing builds momentum and increases consumption across stakeholders.



Track the Full Impact of Product Experiences

While views are a useful indicator of engagement, they don't tell the full story.

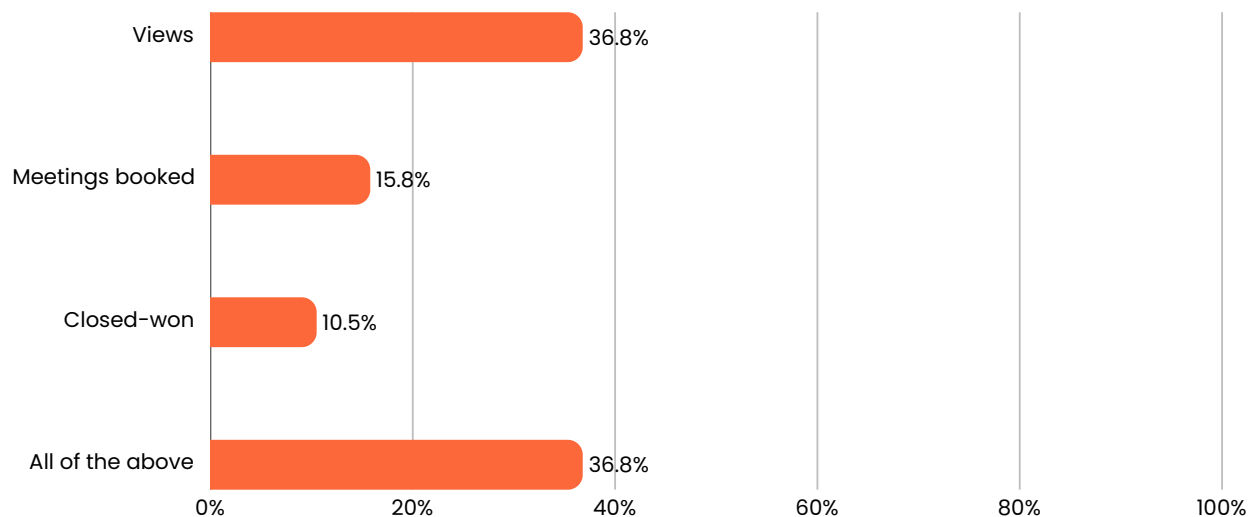
Tracking views alone doesn't connect your product experience content to tangible business outcomes like meetings booked or deals closed. In our [DEMOIQ Assessment](#), content creators revealed that many teams primarily focus on tracking demo views, but they also combine this with **meetings booked** and **closed-won** metrics.

Without tracking these essential business outcomes, it becomes nearly impossible to understand which content is truly driving revenue and which is just collecting digital dust.

Ask more of your content: Did the demo or product tour lead to a meaningful follow-up? Did it help close a deal? Right now, not enough people are tracking those "Meetings Booked" or "Closed-won" numbers, and that's a problem.

Too many teams overlook these metrics, missing an opportunity to fully measure their content's business impact. This is a critical gap that needs to be addressed.

How are you measuring the quality of your content today?



To understand how your product experience content is influencing pipeline and revenue, start tracking KPIs like:



Engagement Metrics

- **Views** (by content, by account, by stakeholder)
- **Clicks** (interactions within tours or simulations)
- **Replays and downloads**
- **Time spent engaging** with content



Stakeholder Signals

- **Number of unique viewers** per deal
- **New stakeholders discovered** via demo sharing
- **Repeat viewers** (signals ongoing interest and buying committee behavior)



Post-Sale & Retention Impact

- **Gross Revenue Retention (GRR) and Net Revenue Retention (NRR)** tied to accounts consuming product experience content
- **% of CS rep's book of business** engaging with automated content in the last 90 days



Sales Impact Metrics

- **Meetings booked** following demo/tour views
- **Average sales cycle length** for deals with vs. without product experience content
- **Close rate by demo volume** (e.g. 9+ views = higher close probability)
- **Product Qualified Lead (PQL) rate** - % of viewers who become SQLs
- **Pipeline coverage by demo automation** - % of opportunities that include self-guided content
- **Closed-won** influenced by demos/tours
- **Revenue influenced** by automated demos (excluding 1-off custom demos)

Tracking these metrics allows teams to move from guessing to optimizing, spotting the content that accelerates deals, reveals more buyers, and keeps customers engaged long after the contract is signed.

SUCCESS STORY

Wrike Sees 67% of President's Club Use Consensus



Wrike saw a clear pattern among their top performers.

Most of their President's Club reps relied on interactive demos to drive better discovery and faster sales cycles. That widespread adoption among high achievers points to one thing: product experiences played a key role in their success.



"If you go through our Consensus engagement leaders, you will find all of our top performers. President's Club and other high achievers use Consensus. It has become a stack ranker for sales reps where we can forecast who will make quota and how they are driving growth."

Ty Steciw, *North America Solutions Consulting Team Lead*

Key Stats:

35% Reduction in live demos

52% Discovery rate

67% President's club use Consensus

Learn how Wrike's top performers leverage product experiences for success.

[Read More](#)

CONCLUSION

Let Buyer Behavior Lead the Way

The most effective teams—the ones consistently closing deals faster—are those who let buyer behavior guide their decisions at every stage.

That's the power of a **Product Experience Platform**.

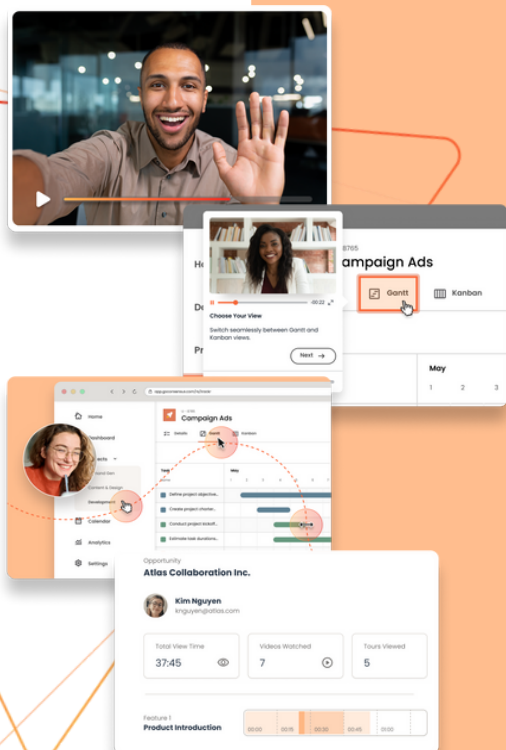
By tracking how buyers engage with your demos, who they share them with, when they come back, and what they skip, you gain a level of visibility that transforms the way you sell. You stop guessing. You start prioritizing based on real signals. You get ahead of objections, you follow up smarter, and you meet buyers where they are, not where you hope they might be.

But it doesn't stop at insights. The best teams act on what they learn. They continuously analyze engagement trends, test new content strategies, fine-tune their sequencing, and adapt their sends based on what's actually working, not what used to work.

In a world where attention is scarce and buying groups are bigger than ever, the ability to read the room—digitally—is no longer a nice-to-have. It's essential.

So whether you're building sequences, sending demos, or trying to accelerate late-stage deals, remember this:

The data is talking. Your job is to listen—and lead accordingly.



About Consensus



Buying software is broken—slow, frustrating, and stuck in outdated processes. Consensus fixes that by giving buyers the freedom to explore on their terms.

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 buying experience 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](#)