Top 7 Interactive Demo KPIs for Enterprise Selling

Consensus' Interactive Demo Platform can be your secret weapon to close enterprise deals—but only if you track the right KPIs. We've collected the top 7 KPIs you should track as you create your enterprise selling motion.

1. Stakeholders Discovered (Demo Shares)

When an interactive demo recipient shares the demo with others, the analytics from the demo capture the new viewer's information, conducting early discovery for you. The more shares your demo gets, the more stakeholders discovered.

Name / Title	Invited by / Invite date	Topic 1	Topic 2	Topic 3	Topic 4
Chris Thomas Sr. SE Manager	Jana Lee 02/08/2024	Somewhat important	Very important	Somewhat important	Somewhat important
Jana Lee Dir. Sales Eng.	Sales Rep 01/010/2024	Very important	Not important	Somewhat important	Not important
John Maxwell SE Manager	Jana Lee 12/19/2023	Somewhat important	Very important	Not important	Somewhat important
Kelly Tapscott VP Solution Cons.	Jana Lee 03/15/2024	Very important	Very important	Very important	Not important
Patrick Gray Sr. Dir. Sales Eng.	Jana Lee 02/11/2024	Somewhat important	Not important	Not important	Very important

Very important · Somewhat important · Not important

Deal Velocity

2. Total Deal Velocity

This KPI measures how fast deals close while using demo automation software. Interactive demos improve efficiency and speed up deals by allowing buyers to view content asynchronously. Track the total deal velocity to verify that your demo software strategy increases this rate. On average, Consensus customers increase total deal velocity by 27%.

$$\frac{\text{Total deal age without demo software} - \text{Total deal age with demo software}}{\text{Total deal age without demo software}}$$

3. Deal Stage Velocity

Deal stage velocity is how long it takes buyers to move from one stage to another in the buying process. Demo software moves buyers from stage to stage faster by aligning the buying group faster, saving time makes purchasing decisions. On average, Consensus customers increase total deal velocity by 28%.

$$\frac{\text{Days in stage without demo software} - \text{Days in stage with demo software}}{\text{Days in stage without demo software}}$$

4. Deal Qualification Velocity

Unqualified demos are a massive waste of time. Interactive demos can help qualify leads for live demo resources. Sharing video demos early in the buying process gathers buyer intent data, helping AEs and BDRs qualify the lead faster than manual discovery alone.

$$\frac{\left(\begin{array}{c} \text{Days in stages} \\ \text{1-2 without} \\ \text{demo software} \end{array} - \begin{array}{c} \text{Days in stages} \\ \text{1-2 with demo} \\ \text{software} \end{array} \right)}{\text{Days in stages 1-2 without demo software}}$$

5. Deals Closed Without Live Demo Support

Some deals can close without a live technical demo or SE support. Interactive demo software can satisfy the demo demands on simple deals, allowing SEs to spend their time on more critical deals or other high-value tasks. Measure your demo software strategy's performance against your Annual Contract Value (ACV) to monitor its effectiveness.

$$\frac{\text{Sum (ACV where demo software was used, but no SE)}}{\text{Days in stages 1-2 without demo software}}$$

6. Close Rate

This KPI isn't a regular close rate; this KPI looks at the close rate for deals that use interactive demo software. Knowing what percentage of the deals you closed used demo software can indicate the effectiveness of your overall demo strategy and highlight the types of deals where these demos are most impactful.

Closed-Won Rate:
(Deals Won) / (Deals Won + Deals Lost) x 100

Closed-Won Rate ($):
(Deals Won $) / (Deals Won $ + Deals Lost $) x 100

Compare the Closed-Won Rate on deals where demo software was used vs. not used.

7. AE/Seller Participation

Track what percentage of your sales team has met quota using video demo software. Interactive demos can extend the reach of your AEs, allowing them to sell more efficiently and at a higher volume. Tracking who makes quota while using interactive demos lets you coach your teams more effectively by ensuring they've properly aligned their demos with the buyer's journey.

$$\frac{\text{(Count AEs who have closed ARR/ACV)}}{\text{Count all AEs}} \times 100$$

Track these KPIs and watch as you close more enterprise deals using interactive demo software. See the other ways interactive demos can improve your sales process by exploring our <u>resource center</u>, viewing a <u>webinar</u>, or even watching a <u>demo on demand</u>.