

# 24 Days of Go-To-Network



## State of the Interactive Product Demo '25 Report

### Day 9 brought to you by Navattic

Interactive demos make the buying process easier.

Today, customers complete **80+**% of the buying process before they even come into contact with your sales team. Interactive demos cater to modern buying needs by allowing buyers to engage with your product on their own time.

By meeting customers “where they’re at”, your team unlocks faster sales cycles and empowers your go-to-market team to drive growth with your product.

To celebrate this holiday season, our team is giving **24 Days of GTN** participants exclusive insights into how you can improve and utilize your demo strategy to ensure you build quality pipeline and growth.

We’re gifting YOU early access to our “**State of the Interactive Product Demo '25 Report**”.

After surveying ~280 customers about their interactive demo/product tour usage and looking at ~5k B2B SaaS websites, we’re excited to bring you enlightening stats through our report like:

**Product Tour CTAs:** ~29% more websites use a Product Tour CTA (some variation of “Take a Tour”) compared to last year (11.96% vs 9.26%).

**Product Tour Use Cases:** The average customer uses product tours across 5 use different uses cases.

The five most popular ways to use product tours are:

1. Marketing: On website
2. Marketing: Feature and product launches
3. Marketing: Embedded or CTAs on landing pages
4. Marketing: Demo centers/ libraries
5. Product: Customer training and onboarding

**Sign up here** to get on the early access list for the full report, exclusively available to Navattic customers & **24 Days of GTN participants**.

