



Using Interactive Demo Intent Signals in Salesforce



Nalin Senthamil

Storylane, Founder & CEO

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Over the next 20 mins

I'm going to talk about..

What are interactive demos ?

Why interactive demos are the important today ?

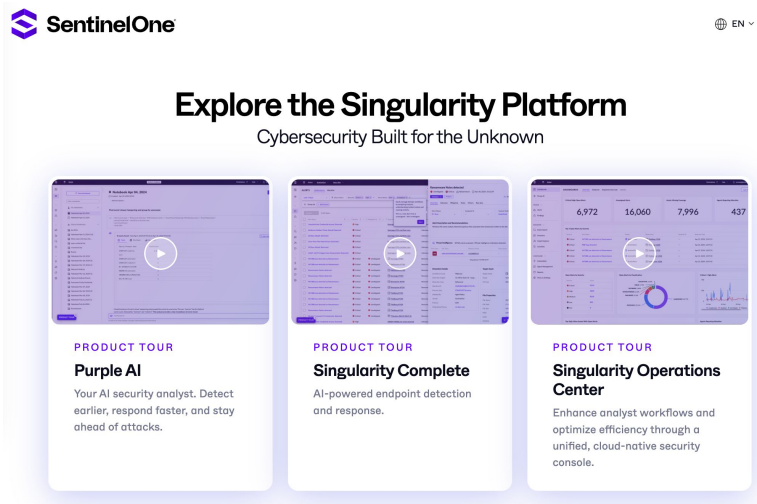
How you can leverage demos in salesforce ?



A little bit about interactive demos

Responsive, self-paced demo experiences designed for buyers to engage with curated models of your product — on their own

Example

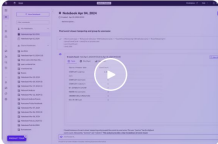


SentinelOne

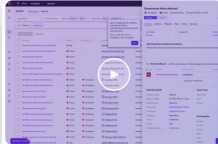
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Explore the Singularity Platform

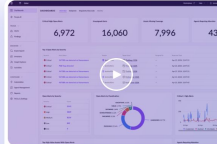
Cybersecurity Built for the Unknown



PRODUCT TOUR
Purple AI
Your AI security analyst. Detect earlier, respond faster, and stay ahead of attacks.

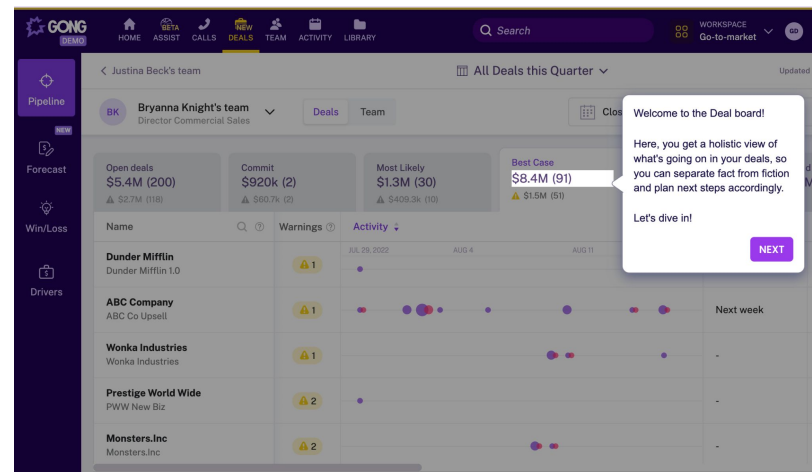


PRODUCT TOUR
Singularity Complete
AI-powered endpoint detection and response.



PRODUCT TOUR
Singularity Operations Center
Enhance analyst workflows and optimize efficiency through a unified, cloud-native security console.

Example



GONG

HOME ASSIST CALLS NEW DEALS TEAM ACTIVITY LIBRARY

Search

WORKSPACE Go-to-market

Justina Beck's team

All Deals this Quarter

Bryanna Knight's team
Director Commercial Sales

Deals Team

Welcome to the Deal board!

Here, you get a holistic view of what's going on in your deals, so you can separate fact from fiction and plan next steps accordingly.

Let's dive in!

NEXT

Name	Warnings	Activity
Dunder Mifflin Dunder Mifflin 1.0	1	JUL 29, 2022 AUG 4 AUG 11
ABC Company ABC Co Upsell	1	Next week
Wonka Industries Wonka Industries	1	
Prestige World Wide PWVW New Biz	2	
Monsters, Inc. Monsters, Inc.	2	

Show, don't tell

Designed for prospects to engage throughout their buying journey

Eliminate buying friction

32%

Qualified conversion rate

Streamline sales cycles

2x

Increase in deal close rate

Build and scale, faster

25%

Increase in sales velocity

A decorative illustration of a green plant with several yellow flowers, located in the bottom-left corner of the slide.

[Gartner, July 2024](#)

Interactive demos across your go-to-market engine

← Awareness & Interest →

Marketing (Guided Demos)

Website Embed Events and Conferences

Email Campaigns G2 Embed

SEO Blogs & Landing Pages Demo Hub (Gallery)

← Consideration & Purchase →

Presales / Sales (Guided + Sandbox Demos)

Live Demos Demo Hub (Playlist)

Leave Behinds (Enable Champions) Follow Ups

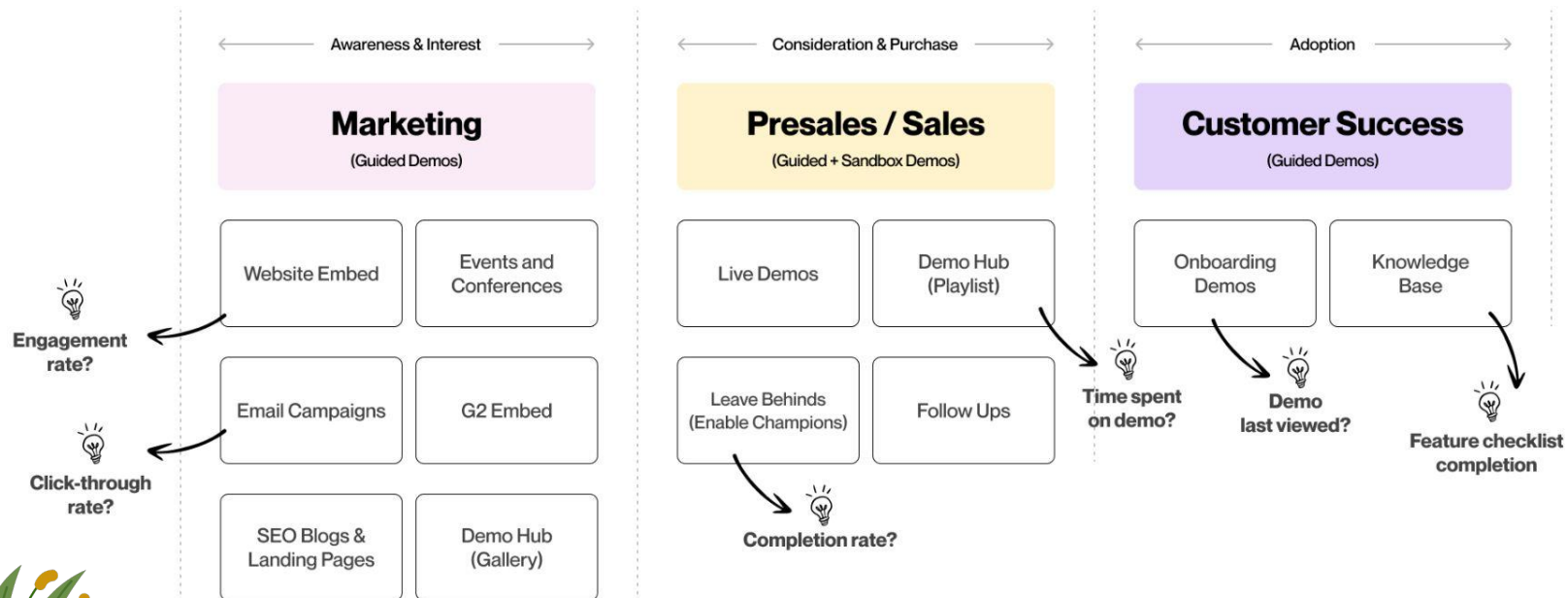
← Adoption →

Customer Success (Guided Demos)

Onboarding Demos Knowledge Base



Interactive demos across your go-to-market engine



Why interactive demos make great intent signals

G2, Email engagement or pricing page visits are good — but there's hardly a stronger signal of intent than prospect engaging with your product demos



All your intent signals, in one place

Capture and send intent signals, straight to Salesforce



1. Demo Name

Last viewed demo + URL

2. Demo Viewed At

Demo last viewed



3. Demo Time (secs)

Time spent on demo

4. Demo Completion

Percentage of steps
completed



5. Demo CTA Clicked

Demo CTA clicked by a
user



6. Demo Checklist

Checklist of featured
completed



Act on signals with Storylane's Salesforce App

Capture intent signals
across the customer
journey

Unify signals in one
place: your Salesforce
CRM

Activate high-intent
signals with our
Salesforce App

...and now, a quick demo our Salesforce App ([link](#))



Thank You!



Customer Example | Email Campaigns

Email Campaign

Email Provider

Hubspot

Hubspot

Marketo

Pardot

Lemlist

Active Campaign

Outreach

Apollo

https://app.st.../jeps8l?email={{con



Campminder Interest Inbox x



Placeholder <ranga@storylane.io>

11:56 AM (1 minute ago) ☆ ↶ ⋮

to me ▾

Hello! I'm Melany, and I'm excited to introduce you to [Gazebo](#). Our platform is specifically crafted for outdoor education venues, designed to make managing your events as smooth as possible.

Here's what we offer with Gazebo:

- Easy management of meals, activities, and housing
- Quick creation of custom contracts and invoices
- All your events details, streamlined into one handy Organizer Portal
- A top-notch experience for all your attendees
- Plus, so much more!

Curious to learn more? Feel free to schedule a [chat with us here](#). Also, if you'd like a first hand look at Gazebo, our [product walkthrough](#) is set to guide you through everything you need to know.

Melany



Melany Hallgren (she/her)

melany@campminder.com

[\(303\) 444-2267 x152](tel:(303)444-2267)



↶ Reply

↷ Forward

Customer Example | In-person Events

