

How to measure the ROI of your interactive demos

(The way your leadership wants to see it)

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The key question: Are people who view your interactive demos more likely to convert? Everything else is just noise.

1. Set up your data sources

Access relevant data across Storylane and the rest of your GTM stack.

Storylane analytics
Demo engagement data, CTA clicks within demos

Website analytics
Page views, CTA clicks, and conversions

CRM data
Pipeline influenced and revenue data (ARR)

2. Track (only) what matters

Focus on metrics that help you gauge *real* business impact — ignore vanity numbers.

Demo impressions
Number of page views where the demo is embedded

Demo engagement
Number of times viewers interact with the demo

Engagement rate
Demo engagement ÷ Demo impressions

CTA clicks
Demo or sign-up CTA clicks within the Storylane demo

Click-through rate
Number of CTA clicks ÷ Demo engagement

Website CVR
Total conversions (signups, meeting bookings, trials, etc) ÷ Total traffic

Demo-influenced CVR
Conversions from visitors that view the demo ÷ Total traffic

Influenced ARR
Deals won ÷ sales cycle length (Eg: one month) after demo was viewed

3. Build your impact report (+ Allison's actual reports)

A simple spreadsheet with month-by-month data for each metric.

Storylane: Connect product page tour
8-month snapshot: Launched May 15

Key results

- At least **1 in 5** in ARR has come from customers who bought Connect within ~1 month of viewing the tour
- This tour continues to be a reliable mid-funnel asset; **1 in 5** visitors interact with the demo each month

Name	Definition	May (5/15-5/31)	June	July	August	September	October	November	December	January (1/1-1/26)
Impressions	Equivalent to page views, since demo is embedded									
Engagements	Number of times viewers interacted with the demo									
Engagement rate	Engagements divided by impressions	16%	21% (+5)	21% (-)	20% (-1)	20% (-)	21% (+1)	22% (+1)	24% (+2)	22% (-2)
CTA clicks	Demo or trial clicks within Storylane (Doesn't include web conversions)									
CTA click rate	Clicks divided by engagements	7.6%	5.1% (-2.5)	4.3% (-0.8)	5.1% (+0.8)	4.3% (-0.8)	3.8% (-0.5)	3.1% (-0.7)	4.0% (+0.9)	2.7% (-1.3)
ARR	Purchased Connect ~1 month after tour view	--			--	--		--	--	--

TOFU
MOFU
BOFU

Color coded by funnel stage

Grab the template [↗](#)

4. Run a comparative (before/after) analysis to prove ROI

Methodology: Compare site-wide conversion rate of demo viewers vs non-viewers. Acknowledge the scope of the report (Eg: "Seasonality at play").

What difference is Storylane making?

Visitors who view the Connect product tour are **almost twice as likely** to convert (a whopping 92% lift!)

Without Storylane
3.19% conversion rate (avg)

With Storylane
6.14% conversion rate (avg)

Data from Key Event report
• Without Storylane cohort = January 1, 2025 – May 13, 2025
• With Storylane cohort = May 14 – October 31, 2025
Caveat that seasonality is at play. Can control for this better in future years; past data does not go further back than 2025.

PDQ

5. Share results consistently

Report regularly and frame results in a language that leadership will appreciate.

Frequency: Once a month (or at least every quarter)

Format: Concise (1-2 page) slide deck, doc, or sheet

Distribution: Managers, leadership, revenue teams

The results: When you prove ROI consistently, leadership trusts your investment, you become the go-to for tool evaluation, renewals become easier, and you get budget for expansion.

- Do:**
- Remove internal traffic from data
 - Define clear attribution windows (Eg: ~1 month)
 - Document your methodology + definitions
 - Track site-wide + in-demo conversions
 - Report consistently (monthly)

- Don't:**
- Only track conversions within the demo (visitors take non-linear paths)
 - Claim undefensible attribution (multiple factors influence conversions)
 - Lead with vanity metrics (completion rate, time-spent, etc are great for creators but may not be relevant to leadership teams)
 - Compare apples to oranges