

# Stop guessing. *Prove* which demos work best with A/B testing.

Run two demo variants side-by-side. Storylane splits traffic automatically, tracks engagement, and surfaces the winner. Here's what teams are learning — and how to launch your first test in three clicks.

## 01 What the *data* says

Median lift · 3,500+ tests · Q1 2026

### Ungated vs Gated

• UNGATED WINS

**+140%**

CTA clicks more than doubled when the gate was removed · Viewers spent **47% longer** in the demo without a wall.

### Voiceover vs No voiceover

• VOICEOVER WINS

**+19%**

Completion rate jumped with narrated walkthroughs · Watch time rose **17%** and intent skewed high.

### Lead form vs No lead form

• LEAD FORM WINS

**+214%**

CTA clicks spiked when a mid-demo form re-engaged viewers · Completion held steady within 7%.

### Short vs Long demo

• SHORT WINS

**+62%**

Completion on ≤8-step demos beat 15+ step walkthroughs · Short demos also converted leads **1.6x** higher.

### Chapters vs Single-flow

• CHAPTERS WIN

**+34%**

Steps-per-visitor rose when demos split into chapters · Viewers self-selected the path that mattered to them.

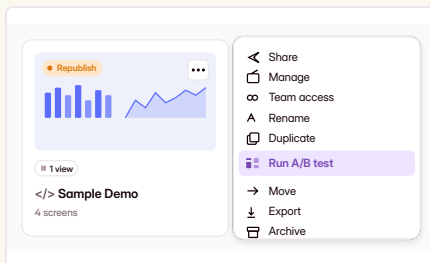
## 02 Launch a test in *three clicks*

Traffic splits automatically — no new links

### STEP 01

#### Select your demo

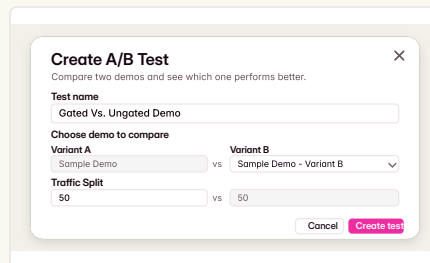
On the demo you want to test, click the menu and choose **Run A/B test**.



### STEP 02

#### Configure an A/B test

Name the test, choose **Variant B**, set the traffic split, then **Create test**.



### STEP 03

#### Run and keep track

Watch traffic split live. When the winner emerges, Storylane flags it and tallies lift.

