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00:00:00,000 --> 00:00:02,999
[Leo] All right.

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00:00:03,000 --> 00:00:04,532
Welcome everyone.

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00:00:04,533 --> 00:00:09,766
I'm very, very excited to have you here,
very excited to have Natalie here.

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00:00:09,767 --> 00:00:15,599
Today is a very special workshop for me
for two reasons.

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00:00:15,600 --> 00:00:22,820
WENTER is a B2B market research company,
and this workshop is a result of a

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00:00:22,845 --> 00:00:25,373
fantastic research that Navathic
just published.

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00:00:25,398 --> 00:00:28,566
You will get very practical how to see.

8
00:00:28,567 --> 00:00:30,432
This is not theoretical.

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00:00:30,467 --> 00:00:33,731
It's not based on opinion and,
you will know what is working

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00:00:33,656 --> 00:00:36,052
for the top companies right now

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00:00:37,257 --> 00:00:41,175
The second reason I'm really excited about
this one, is introduced by Natalie,

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00:00:41,099 --> 00:00:45,099
which is an amazing person to chat with,
and she has such an amazing experience.

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00:00:45,800 --> 00:00:50,532
So Natalie, why don't you kick us off
by quick intro about yourself,

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00:00:50,557 --> 00:00:53,456
and about Navathic.

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00:00:53,833 --> 00:00:54,366
[Natalie] Yeah.

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00:00:54,267 --> 00:00:55,699
Hey Leo,
thank you so much for having me.

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00:00:55,793 --> 00:00:59,392
I'm so excited to talk about this report
and interactive demos,

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00:00:59,895 --> 00:01:03,395
but just for a little context, I am the head
of growth and product marketing at Navathic.

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00:01:03,693 --> 00:01:06,732
I've actually been at Navathic
for over four years now,

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00:01:06,779 --> 00:01:10,786
and for the past four years
we've run some variation of this report.

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00:01:10,811 --> 00:01:15,161
Eventually it came from us asking us
questions like, you know, what are,

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00:01:15,123 --> 00:01:15,023
what does top performing
demos have in common, right?

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00:01:17,100 --> 00:01:18,632
How long should I make my demo?

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00:01:18,633 --> 00:01:20,066
How many CTA should I put it?

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00:01:20,067 --> 00:01:23,199
If I'm betting it on a website, you know,
where should I put it on the website?

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00:01:23,200 --> 00:01:24,699
And we just kept getting those questions.

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00:01:24,700 --> 00:01:27,832
We figured why not look at our data,
look at the ones demos that are doing

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00:01:27,856 --> 00:01:30,056
the best, and have one resource
that we could answer that.

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00:01:31,333 --> 00:01:35,166
And if you're completely unfamiliar with
interactive demos,

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00:01:36,090 --> 00:01:37,990
we'll give some examples later,
but essentially it's just a guided

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00:01:38,614 --> 00:01:39,114
click-through.

32
00:01:39,067 --> 00:01:42,132
It's your actual product that you can put
on your website, or share directly with

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00:01:42,056 --> 00:01:44,456
prospects, just a way for prospects
to get hands on.

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00:01:44,433 --> 00:01:46,666
So this is looking at the top 1% of our customers.

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00:01:47,067 --> 00:01:52,032
We did look at 40,000 demos last year
to build this report, and seeing what did

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00:01:51,956 --> 00:01:54,256
they, what did they do differently.

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00:01:54,280 --> 00:01:56,380
[Leo] Okay, all right so...

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00:01:56,233 --> 00:02:00,599
[Natalie] Okay, I can dive in
a little more about the report.

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00:02:00,400 --> 00:02:02,508
Go ahead, please.

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00:02:02,533 --> 00:02:04,732
Perfect.

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00:02:04,733 --> 00:02:05,699
Yeah.

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00:02:05,700 --> 00:02:09,704
Uhm, just as I mentioned, we've done this
the past four years, analyzed the top

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00:02:09,729 --> 00:02:12,323
demos built, and really we're trying to
find three main things, give benchmarks.

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00:02:12,700 --> 00:02:15,199
So we're going to talk about some of the
top benchmarks for things

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00:02:15,223 --> 00:02:16,323
like click through rate.

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00:02:16,400 --> 00:02:20,564
So if you have a CTA in your interactive
demo, how many people convert to the CTA

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00:02:20,990 --> 00:02:25,981
you've added, the URL, find commonalities
again for things like how long is it

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00:02:26,298 --> 00:02:28,331

What formatting and do people use emojis?

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00:02:28,267 --> 00:02:31,666

How many word count within your demo is going to go into all that?

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00:02:31,867 --> 00:02:37,366

And just high level, we also always look at, you know, how are people using demos,

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00:02:37,390 --> 00:02:38,390

and how much of the market is using them?

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00:02:38,567 --> 00:02:42,132

I think this is extra cool getting to talk to Wenter about this, because you all are

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00:02:42,056 --> 00:02:43,056

so good at looking at the market as a whole.

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00:02:43,433 --> 00:02:44,932

What are buyers looking for?

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00:02:44,933 --> 00:02:49,532

And it was just so exciting to see this year that we saw a 50% jump from last year

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00:02:49,556 --> 00:02:52,256

to this, of B2B SaaS websites using interactive demos.

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00:02:52,633 --> 00:02:57,599

So last year, 12% of our random sample of 5000 B2B SaaS websites were using

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00:02:57,623 --> 00:02:58,623

interactive demo.

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00:02:58,500 --> 00:03:00,023

This year jumped up to 18%.