

# Engage Prospects and Capture Leads with Interactive Demos on TrustRadius

## About Interactive Demos

Interactive demos offer a self-guided “tour” of your product, giving prospects a unique opportunity to explore and evaluate whether it’s a good fit for them. By adding an interactive demo to your TrustRadius product listing, you can enable buyers who are already interested in your product to better visualize how it works. A strategically crafted interactive demo can help buyers take the next step in the purchasing journey.

### Buyers will gain

- The ability to test-drive a product without ever having to contact a salesperson
- Visualization into how the product works

### Vendors will gain

- Opportunities to tailor or personalize your interactive demos to specific use cases
- Rich insights into 1) **who is test-driving your product**, 2) **to what extent**, and 3) **what their interest level is**

40 MINUTES	3X ENGAGEMENT	14 DAY DECREASE	15% MORE MQLS
Average time buyers spend on TrustRadius after interacting with an interactive demo	Interactive demos have 3x the engagement than regular video demos on TrustRadius	On average, sales cycles decrease by 2 weeks with interactive demos	Vendors leveraging interactive demos report a 15% increase in MQLs

## Getting started is easy

Unlike other review sites, you don’t have to pay us or any of our interactive demo partners to create a beautiful and engaging profile that attracts and converts leads. Simply follow these instructions to add your interactive demo to your TrustRadius product listing or visit any one of our four sponsor pages to create your own complimentary interactive demos.

**Step 1.** Each interactive demo partner brings something unique to the table. Read more and select an interactive demos provider from our [integrations page](#). You can request a demo from your preferred provider from this page.

Walnut.

 Tourial

 navatic

 storylane

 screenspace

 demostack

**Step 2.** Once you’ve created your interactive demo, [follow these steps](#) to add it to your TrustRadius product listing. If you do not have access to edit your product listing, [claim your TrustRadius profile](#) to get started.