

# Tourial Announces Exit from Interactive Demo Software Category, Teases Major Upcoming Relaunch

SAN FRANCISCO, CA, UNITED STATES, January 27, 2025 /EINPresswire.com/ -- [Tourial](#), the leading interactive demo platform since 2019, is officially exiting the interactive demo software category. Over the past five years, hundreds of leading software companies have leveraged Tourial to create engaging, high-converting interactive product demos. As the market evolves, so too does Tourial, paving the way for an exciting new chapter.



While the company's legacy in interactive demos has been pivotal, Tourial is now shifting its focus to something even bigger—redefining how software companies connect with their buyers.

Details remain under wraps for now, but the team is thrilled to announce that all will be revealed at a live event on February 11th, where Tourial will unveil its next evolution.

[Register for the LinkedIn Live event here](#)

“Our mission has always been to help software companies tell their story in the most compelling way possible,” said Jason Graub, Co-founder and CEO of Tourial. “This shift is a natural progression of that vision, and we can’t wait to share what’s next.”

The live event on February 11th will offer an exclusive first look at Tourial’s transformation and what it means for the future of software marketing.

“After taking a close look at the interactive demo space, I couldn’t sit on the sidelines any longer. I had a deep sense that something was missing from the category, and that the platform Tourial built was destined to serve a higher purpose. Our new offerings will make Tourial’s customers

more successful, while helping us seize upon entirely new market opportunities,” said Jim Milton, Tourial’s new President and Chief Product Officer.

To stay updated on additional news and events, visit [Tourial.com](https://www.tourial.com).

About Tourial: Tourial has been at the forefront of interactive demo technology since 2019, helping hundreds of software companies engage prospects and accelerate pipeline growth. With a relentless focus on innovation, Tourial continues to push the boundaries of buyer engagement in the digital era.

Jason Graub

Tourial, Inc.

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