

# From Content Support to Revenue Infrastructure:

What 514 Buying Cycles Reveal  
About Sales Enablement Priorities



## Introduction



Sales enablement leaders are increasingly exploring new AI tools that promise to accelerate revenue growth. But the most important evaluation criteria are often unclear.

Based on internal Vyond data, this report is designed to help enterprise sales enablement decision-makers more confidently assess the business value of a key segment within the category: AI video creation platforms.

Drawing on 514 buying decisions, the findings highlight the priorities shaping these investments – and identify the platform characteristics most likely to drive long-term adoption, renewal, and expansion.

## Executive Summary

**KEY FINDING:** This report shows that sales enablement leaders don't evaluate video creation tools on content quality and production features alone.

They're also assessing whether these platforms can function as revenue-driving infrastructure that's easy to integrate, accelerates ramp, improves quota velocity, and can prove its impact in the reporting dashboards buyers already use.

*More specifically, the data found that:*

- Most buyers are still looking to displace static documents, not other video tools
- Quicker ramp times are the top revenue-related priority
- Content velocity is the best predictor of platform renewal
- The best predictor of account expansion is cross-team adoption
- And the most-voiced AI governance concern for Sales Enablement is “reps making off-brand content with AI tools”

56%

Of conversations cited static formats (PDFs, PPTs) as primary displacement target

41%

Of cycles called out ramp reduction as a key objective

89%

Of expanding accounts showed cross-team adoption before the expansion event

# Methodology

PARAMETER	DETAIL
Enablement-led cycles	514 of 2,143 total (24%)
Primary stakeholders	Sales Enablement Director/VP, RevOps, CRO, VP Sales
Defining criteria	Ramp velocity, content-to-quota linkage, CRM/LMS integration, rep adoption
Secondary stakeholders	L&D, HR, Marketing, IT (in governance-intensive cycles)
Company size distribution	Mid-market (1,000–4,999): 44% Enterprise (5,000+): 43% Growth (250–999): 13%

The findings in this report are derived from Vyond’s own enterprise buying conversations conducted between January 2024 and December 2025. These conversations were recorded, structured, and coded into a taxonomy of buying themes across 2,143 distinct buying cycles. This report analyzes 514 enterprise buying cycles led by sales enablement and revenue operations leaders, extracted from that broad data set.

A cycle was classified as enablement-led when the primary initiating stakeholder was Sales Enablement, Revenue Operations, or Revenue Leadership, and when the primary evaluation criteria centered on seller productivity, quota attainment, or ramp acceleration.

**Study Limitations:** This study has not been independently audited or verified by a third party. Percentages represent the frequency with which a coded theme appeared within buying cycles. They are not survey-derived statistics, market share estimates, or projections of future behavior. Vyond makes no claim that these findings are representative of the broader enterprise software market or of organizations that did not interact with Vyond during the study period. Findings reflect observed evaluation behavior and may reflect self-selection bias inherent to that population.

## Static Content is Still Status Quo

In 56% of enablement-led cycles, the platform being displaced was a static format: slide decks, PDFs, or ad hoc email content. Only 29% of cycles involved direct comparison to competing video creation platforms.

DISPLACED FORMAT	% OF CYCLES FORMAT WAS MENTIONED	APPROX. NUMBER OF CYCLES
PowerPoint / Google Slides	<b>38%</b>	195
PDFs and static documents	<b>18%</b>	93
Zoom/Loom screen recordings	<b>9%</b>	46
Agency-produced video	<b>6%</b>	31
Competing video platform	<b>29%</b>	149

### Takeaway for Enterprise buyers:

If you're solving for engagement and production bottleneck challenges – and are just starting to investigate AI video platforms – you're not alone. Most of your peers aren't looking to upgrade another video tool. They're looking for an alternative to legacy static content that is unengaging, hard to track, and a huge challenge for reps to personalize.

## Shorter Ramp Time is the Most Cited Benefit

Our buying conversations made clear there was interest in using AI video creation platforms for both onboarding and ongoing education purposes. But the revenue-driving benefit referenced the most in buying cycles was ramp reduction, at 41%.

The reasoning was consistent: AI video solves the information overload problem by replacing legacy presentations with quick, helpful videos that get reps to their first deal sooner. Even when ramp time reductions are modest, this can lead to compounding revenue impact.

### Quota Velocity: The Second-Order Effect

In cycles where buyers prioritized ramp reduction, **quota velocity** (the rate at which new hires reach full quota contribution) was the most commonly referenced downstream metric. Buyers tracked this in Salesforce or CRM dashboards, not in video platform analytics.

BENEFIT	PATTERN OBSERVED	% OF CYCLES BENEFIT WAS MENTIONED IN
<b>Time-to-first-deal reduction</b>	Faster content access → earlier rep confidence → faster deals	<b>41%</b>
<b>Onboarding consistency</b>	Standardized video → consistent messaging across hires	<b>37%</b>
<b>Ongoing readiness</b>	Continuous video updates → reps stay current on product changes	<b>29%</b>
<b>Coaching at scale</b>	Video replaces or supplements 1:1 manager coaching time	<b>22%</b>

### Takeaway for Enterprise buyers:

Sales Enablement buyers see AI video creation platforms as a revenue lever that can support both onboarding and ongoing education and coaching. Consider this as you're comparing platforms — and imagining use cases.

**“We track ramp in Salesforce. That’s how we’ll know if this works.”**

- CRO, Technology Company, ~4,000 employees

# Off-Brand Rep Content Is the Biggest Sales Enablement AI Governance Concern

AI features were referenced in 64% of enablement-led cycles. However, the governance dynamic in enablement contexts differed from non-enablement cycles: concerns centered on brand control at the rep level, not general AI risk.

AI GOVERNANCE CONCERN	% OF ENABLEMENT CYCLES MENTIONED IN
Reps creating off-brand or off-message content	54%
AI-generated scripts that don't match approved messaging	41%
Inability to lock templates for specific use cases	37%
Legal review concerns for AI-generated content	29%
Data privacy for AI training on prospect/customer data	22%

## Takeaway for Enterprise buyers:

Sales reps inadvertently creating off-brand content is an enablement failure, not an AI failure. Prioritize platforms that provide approved video templates and administrative guardrails that allow your reps to customize messages freely, always within your brand guidelines. Unconstrained AI is a liability in quota-critical communication.

# Cross-Team Adoption Predicts Account Expansion

Accounts that expanded licenses within a year of initial deployment showed a consistent pattern: the platform expanded from one team to adjacent teams without a top-down mandate.

Specifically, 89% of expanding accounts showed cross-team adoption before the expansion event. And accounts with multi-team adoption at the six-month mark were 180% more likely to expand their license at the point of renewal. Here are other strong expansion signals:

**“We started with onboarding. Now marketing wants to use it.”**

– Sales Enablement  
Director, Technology /  
SaaS, ~4,200 employees

EXPANSION SIGNAL	% OF EXPANDING ACCOUNTS	WHAT IT PREDICTS
Cross-team adoption (Sales, HR, Marketing, Comms)	<b>89%</b>	High NRR, license growth
CRM or LMS integration completed	<b>76%</b>	Renewal durability, reduced churn risk
Template library actively maintained + shared	<b>68%</b>	Horizontal adoption, lower contraction
Monthly active creator growth (non-enablement users)	<b>61%</b>	Organic cross-department pull
Content reuse rate above 40%	<b>54%</b>	Operational embedding, friction-free renewal

## Takeaway for Enterprise buyers:

Prioritize AI content creation platforms that have a track record of supporting multiple departments' needs and integrate well with existing software. Once implemented, consider showing the platform to other department heads. The more value it delivers within your entire org, the more likely you'll be able to secure budget year after year.

# Content Velocity Best Predicts Renewal

Across 514 enablement-led cycles, renewal outcomes were analyzed against content production patterns in the preceding 12 months. A clear and consistent trend emerged:

**Regardless of team size or plan tier, accounts with high content velocity (30%+ annual production growth) were 230% more likely to renew without license contraction than accounts with flat production numbers.**

<p>High-velocity accounts vs. Flat accounts</p>	<p><b>2.3x</b> lower contraction risk</p>
---	---

## Takeaway for Enterprise buyers:

When you're asked to articulate the value of your AI video creation platform internally, anchor on the volume of content created with it, more than user satisfaction scores.

## 7 Vendor Evaluation Questions for Enablement Buyers

In enablement-led buying cycles, adoption – not features – determines outcomes. The questions below reflect the **evaluation patterns most predictive of enterprise adoption, renewal, and expansion**. Use them to quickly separate platforms that scale from those that stall after purchase.

1.	<b>Does this integrate natively with our CRM?</b>	If not, expect fragmented adoption tracking and unreliable revenue attribution.
2.	<b>Can a rep create an on-brand, usable video in under 30 minutes – without design support?</b>	If not, production friction will limit adoption.
3.	<b>Can we enforce brand governance without limiting our reps' ability to personalize?</b>	This balance determines whether AI supports or undermines quota-critical messaging.
4.	<b>Where is ramp impact measured – and is that data in our CRM or HRIS?</b>	If it lives only in a vendor dashboard, it won't influence core enablement decisions.
5.	<b>How does content velocity differ between expanding and contracting accounts?</b>	This is a leading indicator of expansion. Vendors should be able to show it clearly.
6.	<b>What is the path to consolidating existing tools into this platform?</b>	A clear consolidation story is often required for CFO approval.
7.	<b>Can you show us AI-generated content with strict brand constraints, not just open-ended demos?</b>	Reps' default demo isn't enough. A governance demonstration tells you whether this platform scales in a quota-critical environment.

## Conclusion



The data from 514 buying cycles makes one thing clear: the era of “video for video’s sake” is over. Sales enablement leaders are no longer looking for a creative tool; they are looking for **revenue infrastructure**.

To move from static, unmeasurable content to a high-velocity video strategy, organizations must shift their focus from production to *performance*. The winners in this space will be the teams that:

- **Bridge the Content Gap:** Replace friction-filled PDFs with engaging, trackable video
- **Solve for Governance:** Empower reps with AI without sacrificing brand integrity
- **Measure What Matters:** Link video adoption directly to ramp velocity and quota attainment

By treating AI video as a core component of the tech stack, rather than a peripheral accessory, enablement leaders can finally turn “content support” into a measurable driver of enterprise growth.

## AI Video Platform Buyer’s Checklist

Use this one-page tool to evaluate if an AI video platform meets the requirements of “revenue infrastructure.”

EVALUATION CATEGORY	KEY QUESTION FOR STAKEHOLDERS	THE “PRIORITIES STUDY” METRIC	
<b>Revenue Impact</b>	Can we track how video usage correlates to faster ramp times for new hires?	<b>41%</b> of cycles prioritize <b>ramp reduction.</b>	<input type="checkbox"/>
<b>Content Displacement</b>	Which “static” assets (PDFs/ Decks) are currently slowing down our sales cycles?	<b>56%</b> of successful teams target <b>displacing static formats.</b>	<input type="checkbox"/>
<b>Governance</b>	Does the platform allow for “Admin-Locked” branding while giving reps creative freedom?	<b>Off-brand content</b> is the <b>#1 governance concern</b> for enablement.	<input type="checkbox"/>
<b>Scalability</b>	Is there a clear path for horizontal adoption across Marketing, HR, and Success?	<b>89%</b> of account expansions are preceded by <b>cross-team adoption.</b>	<input type="checkbox"/>
<b>Technical Fit</b>	Does the output integrate directly into our CRM or LMS (e.g., Salesforce, Highspot)?	Foundational for <b>content-to-quota linkage.</b>	<input type="checkbox"/>