

How Revenue Automation turned a product sunset into a revenue engine.

10,000+ SMB merchants faced forced migration off a sunseting feed-management product. An AI voice agent turned the wind-down into the portfolio's fastest-growing product line — and surfaced four product fixes no survey would have found.

OUTBOUND AI VOICE | SMB E-COMMERCE | PRODUCT MIGRATION | REVENUE RECOVERY

33%

MERCHANT ENGAGEMENT

14%

CALL-TO-CLOSE RATE

47%

QUALIFIED-TO-CLOSE

THE CHALLENGE

A forced migration with no good options.

BigCommerce was retiring its legacy Google & Meta feed-management product. The path forward was Feedonomics Surface, a stronger replacement — but migration required merchant action. The installed base was 10,000+ SMBs paying \$29–\$199/month.

Email sequences and in-app banners had been tried; response was flat. Three risks stacked up: churn of paying accounts, stalled Surface adoption, and support load from merchants hitting end-of-life unprepared.

WHAT WASN'T WORKING

Email open-to-action under 3%

In-app banners ignored

SDR reach not viable at SMB ACV

Merchants didn't know Surface existed

THE APPROACH

Outbound AI voice — at a price point no human motion could match.

OnProfit deployed an AI voice agent against the full sunset list. Every merchant got a real conversation — discovery, objections, close, and full in-app onboarding in a single 12–24 minute call. Human reps only touched contract.

The full base was addressable inside weeks, not quarters.

“You’re really a talented AI man. I’m just curious — how would I get an Ava for my business?”

BIGCOMMERCE MERCHANT, MID-CALL

THE RESULTS

A sunset turned into a growth line.

CAMPAIGN, END TO END

3,227

MERCHANTS CONTACTED

The full sunset base, no exceptions.

34,648

CALLS PLACED

Multi-touch, at machine economics.

33%

ENGAGEMENT RATE

~10× the email baseline, same population.

14%

OVERALL CLOSE RATE

Of all calls, to signed contracts.

47%

QUALIFIED-TO-CLOSE

Once qualified in-call, nearly half closed.

12–24m

AVG. ONBOARDING

In-call, zero rep overhead.

THE UNLOCK

Conversation data surfaced four product fixes.

Real objections, in merchant language, tagged and quantified. BigCommerce shipped against four of them inside the same quarter.

SHIPPED THE SAME QUARTER

FIRST

Pricing confusion at the \$29 tier

Merchants couldn't tell what Surface included vs. the legacy product. Pricing page rewritten with feature-parity framing.

SECOND

Feed sync anxiety

"Will my Google listings go dark during migration?" recurred. A zero-downtime guarantee was added and surfaced in-call.

THIRD

Missing Meta connector visibility

Merchants thought Meta support was lost. It wasn't. Connector page and in-product banner reworked.

FOURTH

Support escalation paths

Merchants wanted a named human for migration issues. A migration concierge was added in onboarding.

"We accelerated adoption of an important company product launch — and it didn't just drive revenue and customer satisfaction, it gave us product intelligence we couldn't have bought."

AUSTIN COMER • GM OF SMB, BIGCOMMERCE

THE PATTERN **Every sunset, migration, and dormant base is latent revenue. AI voice is how you reach it.**