

AUTOMATED SMB MERCHANT ACQUISITION WITH LIVE DEMO STORES

Self-serve onboarding through integrated
e-commerce demos

Challenge

A leading consumer finance and payments provider needed to extend merchant acquisition from high-value enterprise deals into the high-volume SMB segment for its e-commerce payment plugin. The existing model relied on a dedicated sales team running static PowerPoint demos, too expensive to scale, and impossible to keep current as the plugin's UI and features evolved rapidly. Version drifts across decks and a missing SMB framework were limiting growth in a critical channel.

Approach



Replaced static PowerPoint sales decks with live, fully integrated demo stores built on each target e-commerce platform, simulating real merchant environments end-to-end.



Integrated the payment plugin directly into sandbox storefronts so prospective merchants could experience the actual real-time customer checkout journey rather than a slideware approximation.



Linked the demo stores into the e-commerce platform marketplaces, enabling SMB merchants to discover, explore, and self-test the plugin without sales-team involvement.



Engineered a continuously synced demo environment that reflects every plugin software update automatically, removing manual maintenance from the sales motion.

Outcomes Delivered



Unlocked the high-volume SMB segment without scaling a direct sales team where merchants self-educate and self-qualify through the marketplace experience.



Eliminated PPT version control issues and manual deck updates, with the live demo always reflecting the current production plugin.



Established a scalable, automation-led merchant acquisition motion that reduces sales overhead while accelerating prospect time-to-value.

Closing

Veltris combined product engineering and go-to-market thinking to give a consumer finance provider a live, always-current demo experience, replacing manual enterprise sales motions with an automated SMB acquisition channel that scales without overhead.