

CASE STUDY · 02

How a \$650K/month agency grew revenue 32% with no extra traffic

THE AI REVENUE ENGINE FOR ONLYFANS AGENCIES

+32%

revenue on the creators running AI

+2%

new-fan traffic, effectively flat

8.3×

return on AI spend

AGENCY \$650K/month OnlyFans agency, ~20 creators

BEFORE Human chatters only

NOW Liquidchat on 17 creators since August 2026, rolling out across the roster

SCOPE New fans and first sales. The chatters kept the whales.

Traffic stayed flat. Revenue on the pilot creators rose 32%, and about a quarter of creator revenue now comes from sales the AI makes itself, and rising. They started with a couple of creators and now run it on 17.

The problem

01 — BEFORE

Human chatters only. Revenue was capped by how many conversations the team could physically work. New fans who arrived when no chatter was free, or that no chatter got to, went unworked.

What they did

02 — THE ROLLOUT

- 01

Started with a couple of creators.

AI on new fans and first sales. Chatters kept the whales.
- 02

+32% revenue on flat traffic.

More engagement and more sales closed, on top of the revenue the chatters were already generating.
- 03

Rolled out.

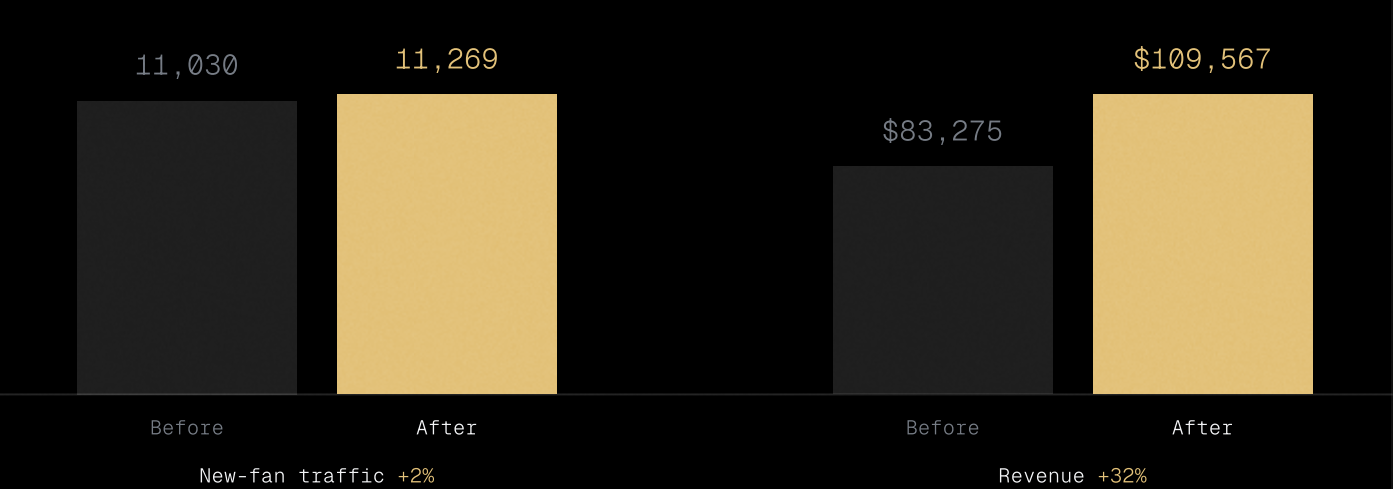
17 creators now, with the full roster next.

Before vs after turning the AI on

03 — SAME CREATORS

Pilot creators, equal periods before and after

AUGUST → SEPTEMBER 2026



Traffic +2%. Revenue +32%.

Pilot creators, equal periods before and after the AI went live, August–September 2026. Numbers from the agency's Monitor view; creator names withheld.

Live numbers

04 — PROOF

+32%

revenue on the creators running AI

~25%

of creator revenue now from AI sales, and rising

17

creators live, with the full roster next

\$8.33

in AI sales for every \$1 of AI spend.

Pricing: performance-based. About 10–12% of the sales the AI makes, commission only, moving to roughly 10%. No setup fee.

WHO IT TALKS TO

New fans and first sales on the pilot creators. The chatters kept the whales.

WHAT CHANGED

Nothing else. Same creators, same content, same chatters. New-fan traffic moved +2%.

RESULT

Revenue on those creators +32%, with about a quarter of creator revenue now from sales the AI makes itself.

NEXT STEP

See it on your accounts

\$1,000 in free AI credit, set up by our team, on a few creators of your choice. At current performance, that's about \$8,300 in AI sales.

Request access →

Request access at liquidchat.ai
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