

Luma Beauty Studio

Conversation & Conversion Analysis

Instagram, WhatsApp and Messenger | September 2026

All businesses, messages and figures in this report are invented to demonstrate the format. This is not a customer case study or evidence of Entagl results.

In this fictional month, Luma received 480 conversations. Booking interest appeared in 156, and 48 contained appointment-confirmation language. Another 74 had no business reply in the sample. The clearest opportunity is to help interested customers choose a next step: answer their question, offer a real available time and make the handover clear.

480

Conversations in the sample

156

With inferred booking interest

48

With confirmation language

74

With no business reply

Key findings

- Interest does not always reach a clear next step. Of 156 conversations with booking interest, 108 contain no confirmation language in the available messages.
- WhatsApp has a higher share of confirmations in this example. Its visitors may already be more decided. This does not prove the channel or the responder caused the difference.
- Response coverage is a practical place to start. Assign every incoming conversation an owner, then check for questions left unanswered before spending more on acquisition.

What these numbers mean

A confirmation in a message is not a verified booking, attended appointment or payment. No calendar, payment or attendance records are included in this sample.

Where conversations come from

A channel view shows where to investigate. It does not identify the best advertising campaign or prove which channel creates more revenue.

This example combines three fictional channels. Your report covers only the account and available history you authorize.

Channel	Conversations	Business replied	Booking interest	Confirmation language	No business reply
Instagram	360	302	112	28	58
WhatsApp	80	72	32	16	8
Messenger	40	32	12	4	8
Total	480	406	156	48	74

Each conversation is counted once per channel. Replied and no-reply counts are mutually exclusive. Interest and confirmation are overlapping signals within those conversations, not additional conversations.

Start with the Instagram inbox

Instagram accounts for 360 of the 480 conversations and 58 of the 74 without a business reply. A daily check of this queue would address the largest unanswered group in the sample.

A person may use more than one channel. These totals describe conversations, not unique customers. Ad-level origin is unavailable here; missing ad data is not labelled organic traffic.

How your replies are performing

The fictional owner describes a mix of team members and a chatbot. The sample does not reliably identify which responder wrote each message, so these figures describe their combined handling of the inbox.

35 minutes

Median first response

406 of 480

Conversations receiving a reply

First-response time	Conversations
Under 15 minutes	166
15 minutes to 1 hour	140
1 to 4 hours	70
More than 4 hours	30

Response time means elapsed time from the first customer message to the first business reply, in the 406 conversations with both timestamps. It includes evenings and weekends. Unanswered conversations are excluded from the median, not counted as instant replies.

Separate speed from quality

A quick reply can still leave the customer stuck. Review whether it answered the question, offered a useful next step and made any human handover clear. Do not rank employees, agencies or bots without reliable responder attribution.

These response-time figures are fictional. In a real audit, delays are calculated from available timestamps. A delay alone does not prove that a sale was lost.

Where interest stalls

The 108 interested conversations without confirmation are grouped below. These are possible follow-up or process improvements, not 108 lost customers.

Pattern in the conversation	Count
Asked for a time, but no slot was confirmed	46
Discussed the price, but did not confirm	32
Said they would return later	18
Requested a time outside the offered hours	12

Groups are mutually exclusive in this fictional sample. If more than one pattern applies, the first matching row above is used. All 108 belong to the booking-interest group and none contains confirmation language.

Fictional conversation S-014

Customer: "Do you have any appointments this Saturday?"

Business: "Yes, we're open from 9 to 6."

The reply gives opening hours, but the customer still has to ask again to choose an appointment. Offer specific times only after checking real availability.

No confirmation in the available messages does not mean no booking occurred. A customer may have called, visited, booked elsewhere or replied after the sample ended.

What customers ask about

Topics are grouped by the first service mentioned. This helps you decide which answers and booking steps to improve first.

First service mentioned	Conversations	Booking interest	Confirmation language
Haircuts	160	52	18
Hair colour	140	52	16
Event styling	80	24	6
Service packages	60	16	6
Other or not stated	40	12	2

Haircuts and hair colour account for 300 conversations and 104 with booking interest. Start your reply review [here](#), because these services make up the largest share of demand in the sample.

Language of the first customer message

Language	Conversations
English	240
Turkish	168
Arabic	72

Counts use the first readable customer message, so every conversation appears once. This does not imply that every later message used the same language. Unknown or mixed-language cases would be shown separately when present.

Replies your team can use

These examples show a clearer next step. Adapt them to your prices, availability, customer preferences and channel rules. Nothing is sent automatically.

When someone asks for an appointment

Before: "We're open from 9 to 6."

Try: "We have 10:30 or 14:00 this Saturday. Would either work for you?"

Why: it turns opening hours into a choice. Use these times only if they are actually available.

When the price is a concern

Before: "That's our price."

Try: "That includes the consultation, service and finishing. Which part would you like me to explain?"

Why: it clarifies value without inventing a discount. Describe only what your service really includes.

When someone says "later"

Before: "Okay, let us know."

Try: "Of course. Would you like us to check back next month, or would you prefer to message us when you're ready?"

Why: it asks for a preference instead of assuming permission to send more messages. Any later contact still needs the appropriate permission and must follow channel rules.

Your next 30 days

Give each change an owner and a measure. Compare similar conversation samples before and after the change, rather than judging success from message volume alone.

Week 1

Assign an inbox owner and review the unanswered queue each day.

Owner: Team lead

Measure: Share of conversations with a business reply.

Week 2

Update the main service answers and check availability before offering times.

Owner: Reception team / chatbot owner

Measure: Share of interested conversations offered a clear next step.

Week 3

Review agency and chatbot handovers with reliable responder labels.

Owner: Business owner / agency

Measure: Handover acknowledgement and unanswered follow-up questions.

Week 4

Record attended, cancelled and paid outcomes in the appropriate business system.

Owner: Operations lead

Measure: Coverage of verified outcomes linked to conversations.

Start with reply ownership and clearer booking choices. Review the results before adding more automation or changing ad budgets.

Potential value, with clear limits

A sensitivity example, not a forecast: if 5% or 10% of the 108 unresolved-interest conversations later contained confirmation language, that would be about 5 or 11 additional confirmations. These assumed rates are not observed conversion rates.

Assumed rate	Approximate additional confirmations
5%	5
10%	11

A confirmation still does not establish attendance or revenue. This sample assigns no money value and does not claim that any one change will produce these outcomes.

Evidence and limitations

- This entire report is fictional, including the business, conversation excerpts, response times and statistics. No real customer messages were used.
- In a real audit, the report states the messages, date range and channels actually available. Import limits and missing history can change the findings.
- Signals are inferred from text and checked against message references. They are not proof of qualified leads, paid orders, attended appointments or revenue.
- Off-platform calls, visits and payments are not visible unless reliable external outcome records are included and identified separately.
- Channel comparisons are observational. Responder identity, campaign attribution and customer identity are left unknown when the source does not establish them.

What could your conversations tell you?

Generate your own free audit to see findings and practical next steps based on your available business conversations.

[Start your free audit entagl.com/free-dm-analysis](https://entagl.com/free-dm-analysis)