× | FASHION · INSTAGRAM PRODUCT DISCOVERY

How this fashion brand earned $1,300 via Instagram Comment Automation

Instagram Comments are a goldmine for fashion brands. See how the Jaipur Studio leveraged this opportunity to make 1,00,000 a month!

Install on Shopify > Book a demo >

14-day free trial, no credit card needed.

The Jaipur Studio
Fashion · Instagram product discovery

$1,300
Additional Revenue

Orders	57
Setup Time	15 mins
Channels Used	Instagram & Facebook

KEY TAKEAWAYS

- Link social posts to the products people ask about.
- Send the exact product link in DMs and follow up with interested shoppers.
- The Jaipur Studio reported 12,601 automated conversations and ₹1,09,261 in revenue.

Ask an AI about this story — ChatGPT | Claude | Perplexity

CHALLENGE	Answer repeated price and product questions from Instagram shoppers.
SOLUTION	Connect social posts to store products, send links by DM and track the shopping journey.
RESULTS	✓ 12,601 automated conversations ✓ ₹1,09,261 in reported revenue

HOW THE WORKFLOW WORKS

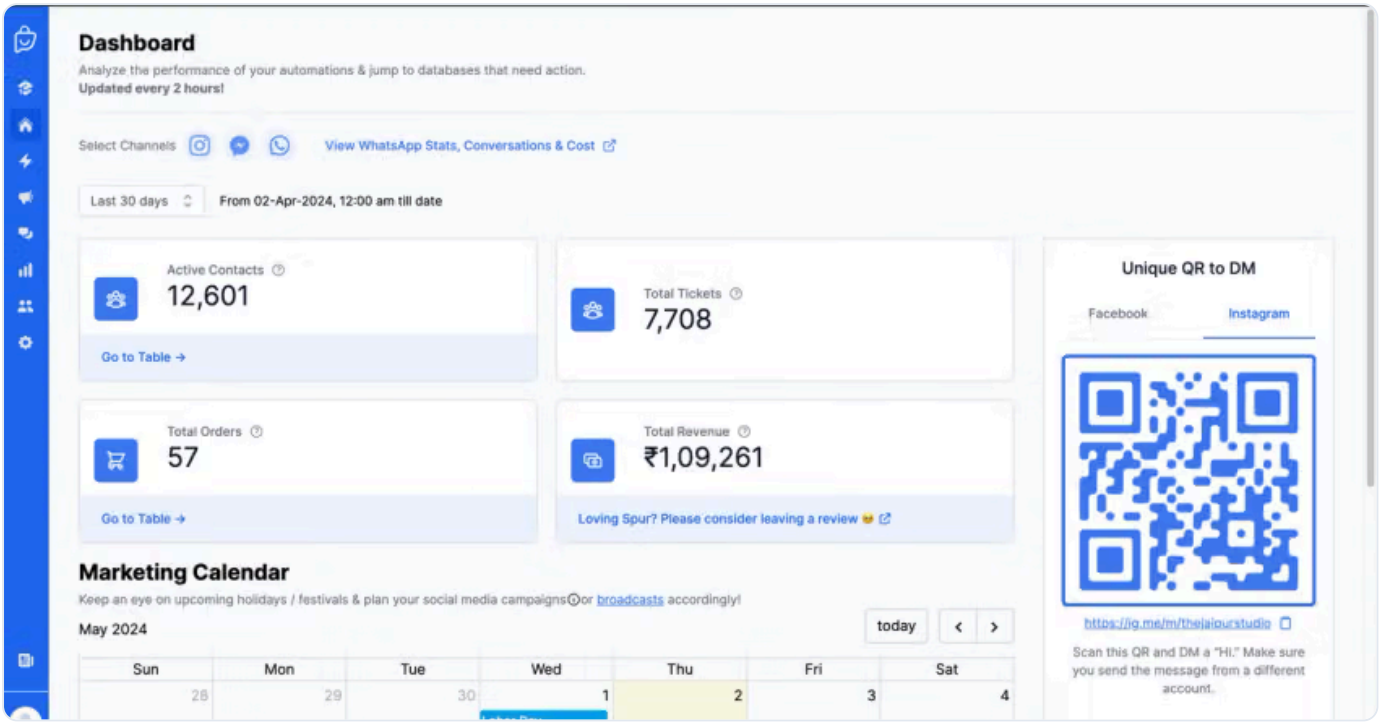
STEP 1
Link the post to a product

STEP 2
Answer the product enquiry by DM

STEP 3
Track the path to checkout

Outcome

Using Spur, The Jaipur Studio has automated 12,601 conversations & earned ₹1,09,261 out of it!



The Jaipur Studio's 30 Day Earning

The Problem

If you're a fashion brand, you must be active on Instagram. Lakhs of people all across the world comment on brand's post with various queries about their products.

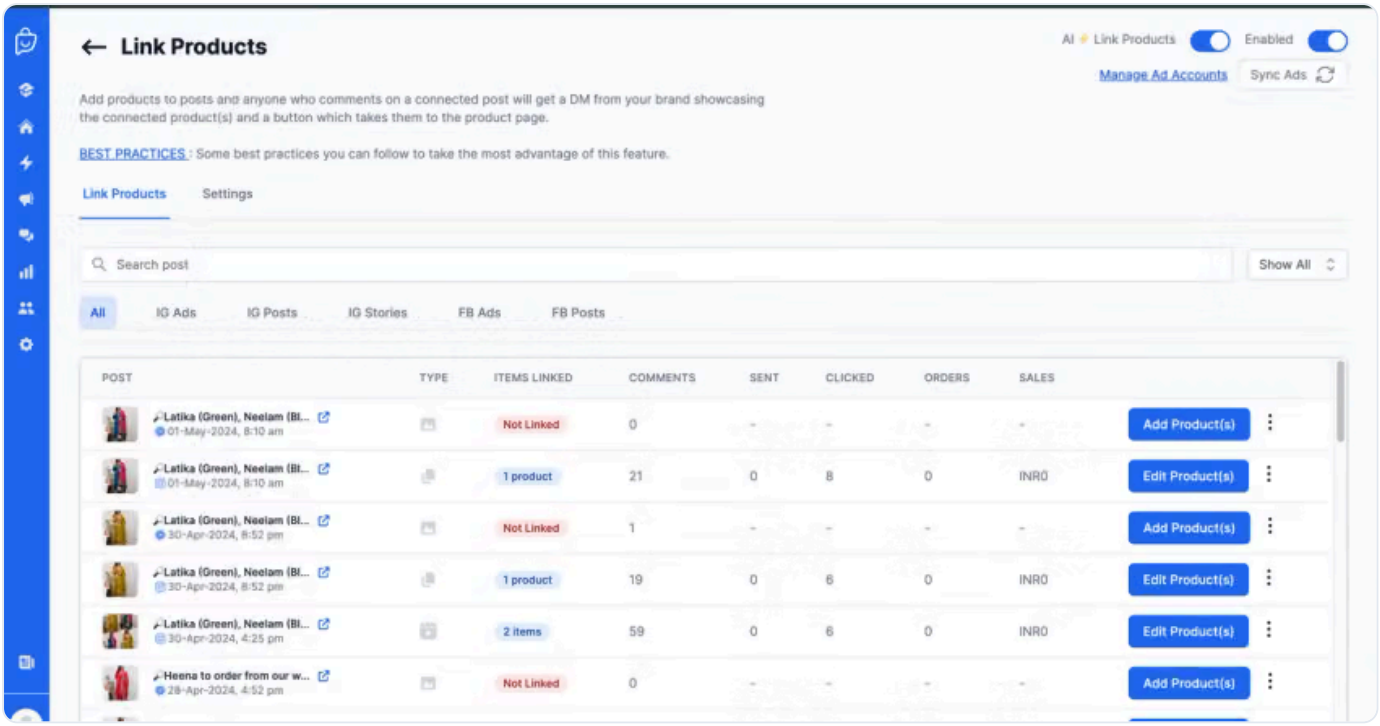
The number thing they ask for ? "price"

> “I've recently begun utilizing Spur for automating tasks on Instagram and Facebook. The onboarding process was impressively swift, and I found their team to be extremely supportive in resolving any issues promptly. I'm thoroughly impressed with the product and eagerly anticipate their upcoming features, which I believe will significantly enhance the overall customer experience. Great work by Spur team.”
>
> **Sunny Bhatheja**, Building TJS

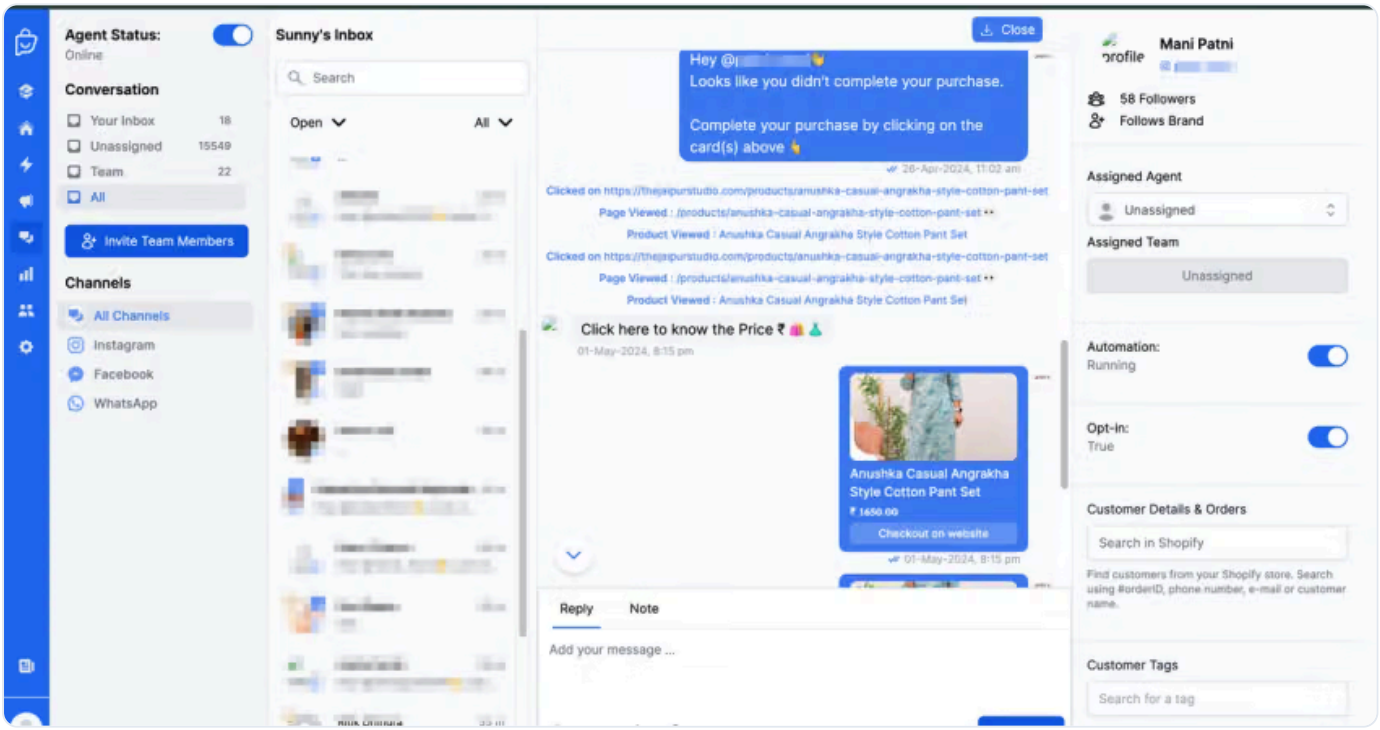
The Solution

Sunny came to us with this problem, and we helped them solve it in 15 minutes, by:

1. Installing the Spur Shopify App.
2. Connecting their Instagram & Facebook.
3. Linking their Social Posts with products on Shopify



Spur Link Products



Anyone who comments, get's the exact product in their DM!

Cart Recovery Within Instagram

Now anyone who asks for price gets the exact product link in their DMs, amazing, right?

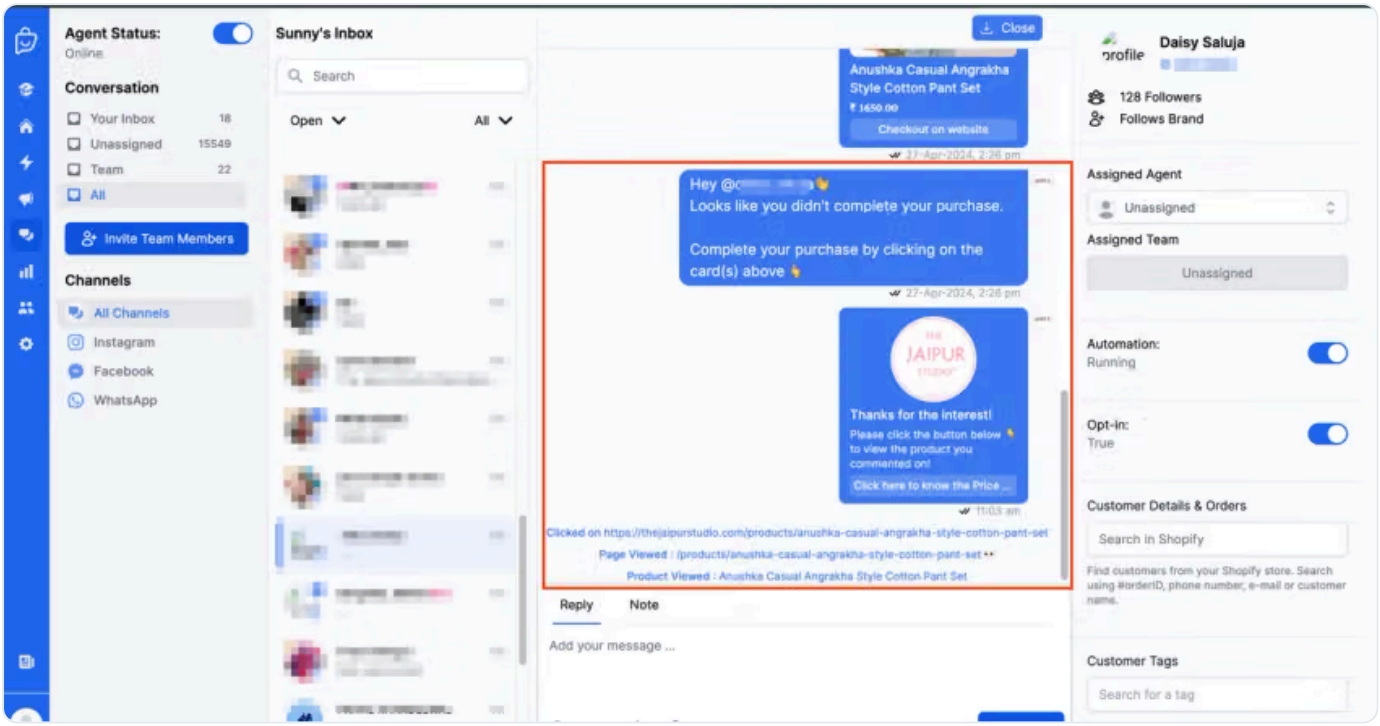
But that's not it, you can even set up a reminder for folks who don't purchase from this message. Enabling 10% additional conversions.

SPUR

Follow the journey beyond the DM.

See whether shoppers click, browse or start checkout, then build the right follow-up.

Install on Shopify ›



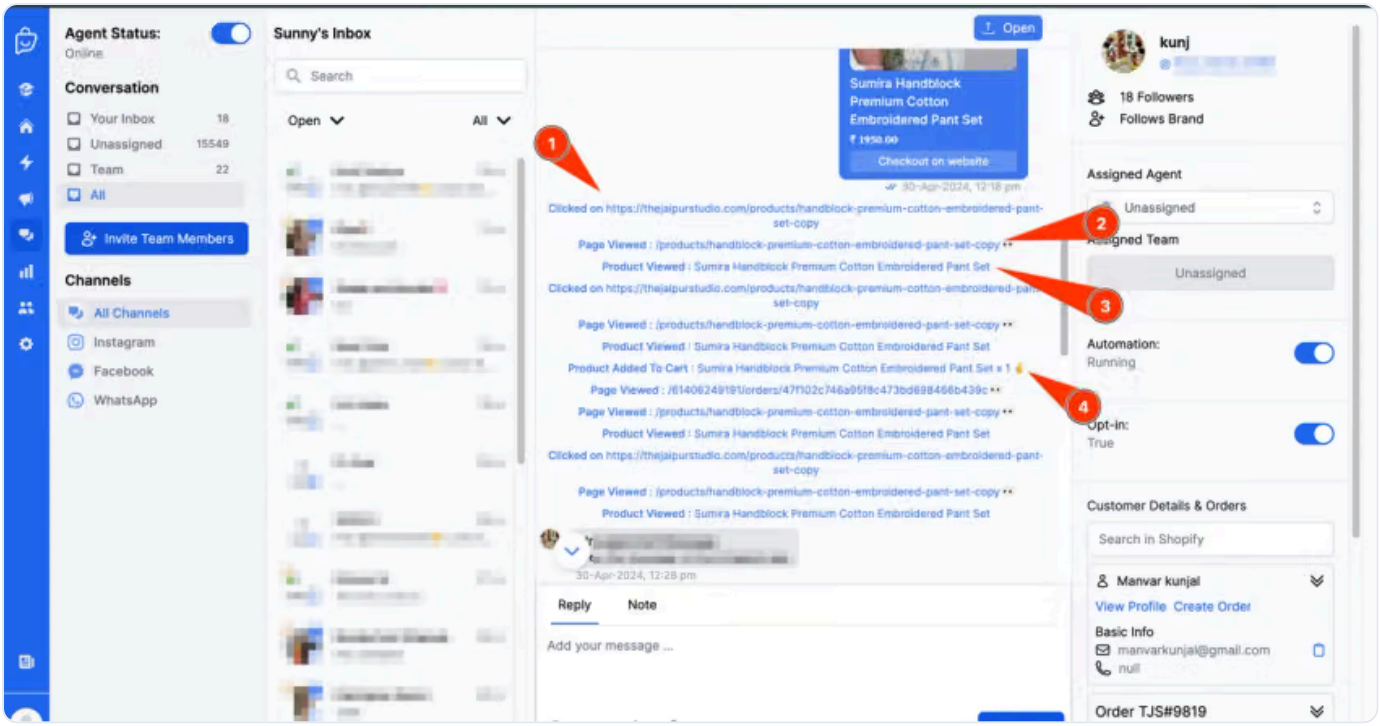
Cart recovery within Instagram

Spur Pixel: Track your customer's journey

But what if your customer still does not purchase? Well, to counter that, you need data on.

1. Whether the customer clicked on the link
2. Did they view the product?
3. Did they end up browsing something else?
4. Did they start the checkout?
5. And finally, whether they converted or not

Thanks to our dedicated pixel, you can track all of these events by just installing the Shopify App, no additional setup needed!



Product, Collection Views, Add To Cart, All is tracked!

SPUR

Answer “price?” with the right product link.

Link Instagram posts to your catalog so shoppers can move from a comment to the product they want.

Install on Shopify ›

Conclusion

Results at a glance

Additional Revenue	$1,300
Orders	57
Setup Time	15 mins
Channels Used	Instagram & Facebook

So if you're looking to tap onto this opportunity for your Instagram, create an Account on Spur right away!

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

Install on Shopify >

Book a demo

Meta Business Partner

Shopify Partner

- 14-day free trial
- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message