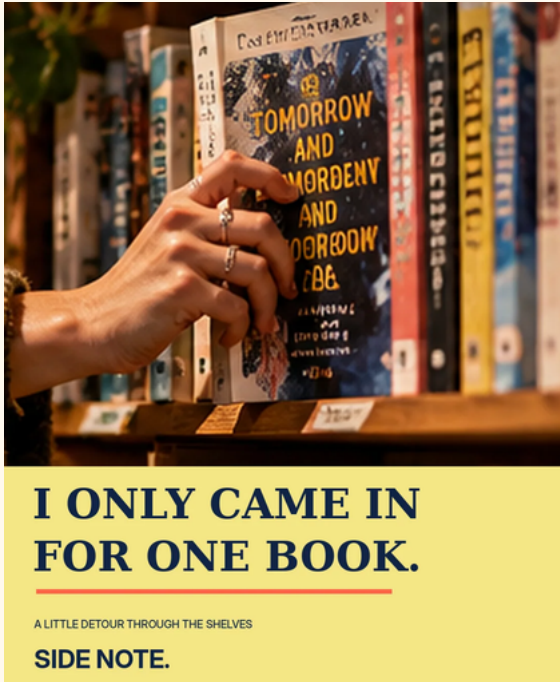


A bookshop worth discovering.

ILLUSTRATIVE PERFORMANCE REVIEW / FOUR-WEEK SAMPLE



THE COMMERCIAL QUESTION

Can a bookstore turn literary curiosity into an actual customer journey?

This fictional scenario tests interest beyond likes: reading preferences, recommendations viewed, staff inquiries, and intent to visit. It does not claim verified purchases.

WHAT THE MODEL MEASURES

24,600

Summed weekly local reach

1,480

Profile visits

312

Recommendation starts

121

Recommendations viewed

All numbers on these pages are invented to demonstrate a reporting framework, not actual Tita Studio client results.

01. ILLUSTRATIVE FOUR-WEEK FUNNEL

From discovery to interest.

Different metrics answer different questions. None of the figures below should be described as bookstore sales.

Local reach, summed by week

Attention | Not deduplicated unique monthly accounts

24,600**Profile visits**

Curiosity | Platform-reported profile activity

1,480**Recommendation starts**

Engagement | A reader enters the fictional flow

312**Preferences completed**

Intent development | Reader shares a preference

186**Book recommendations viewed**

Product consideration | Book recommendation shown

121**Stock inquiry intent**

Purchase interest | Message requested, not submitted

28**Store information views**

Visit interest | Details opened, not footfall

44**READ THIS CORRECTLY**

28 inquiry-intent actions and 44 store-information views may involve overlapping visitors. They are not necessarily unique customers and cannot be added into a conversion-to-sale total.

02. RECOMMENDATIONS

What we would do next.

A reporting example should end with decisions, not merely a list of numbers.

01**Double down on reader personality**

If strong conversations and humour are associated with more qualified inquiries, expand recurring bookseller series rather than generic arrival announcements.

02**Make real availability easy to confirm**

Route serious interest to a staff-assisted stock lookup or a verified catalog. Do not promise an in-stock title from social creative.

03**Connect online interest to POS evidence**

Implement privacy-respecting product links, optional tracked offers and aggregated POS reporting. Store visits and purchases need independent validation.

04**Test discovery paths before scaling**

Compare Story stickers, comment prompts and in-store browsing content by recommendation starts, repeat interactions and downstream inquiries.

WHAT THIS DOES NOT PROVE

The fictional campaign has no verified sale, store visit, inventory update, attributable revenue, or client testimonial. The interactive demo stores temporary session signals only and does not install live analytics.