

Festive Advertising Brings More WhatsApp Leads, but Delayed Responses Could Mean Lost Sales



Pune, Maharashtra Oct 27, 2026 ([Issuewire.com](https://www.issuewire.com)) - India's festive season brings months of shopping activity, starting with Navratri and Diwali and continuing through wedding celebrations, gifting occasions and Christmas. According to the Confederation of All India Traders, Diwali 2025 trade reached ₹6.05 lakh crore, a 25% increase, as brands invested heavily in advertising to attract customers.

However, when these campaigns generate enquiries through Click-to-WhatsApp ads or website forms, businesses often struggle to keep up with the incoming messages. Customer conversations pile up, responses get delayed, and potential sales are lost despite significant advertising investments.

WhatsApp's 2026 State of Business Messaging report, based on a Kantar study for Meta, revealed that 72.4% of consumers are more likely to purchase from brands offering messaging options, while 69% consider waiting on hold a waste of time. These findings highlight why responding quickly matters, particularly when festive shoppers are comparing multiple brands before making decisions.

As Ghanshyam Sharma, CTO of WappBiz, explains:

“Brands spend their biggest budgets of the year on festive ads and then lose a large share of those

leads in an overloaded inbox. The click is only half the job. What happens in the next 60 seconds decides whether that spend turns into revenue.”

For businesses, managing this challenge means responding to enquiries instantly, automatically identifying potential customers and allowing sales teams to focus on conversations requiring personal attention, while keeping everything connected to their existing systems.

WappBiz, a WhatsApp Business API platform, addresses this challenge through its shared team inbox and automated lead management features. Its round-robin assignment distributes incoming enquiries among agents, preventing messages from accumulating with one team member. The platform also tracks Click-to-WhatsApp ad performance, helping businesses understand which campaigns generate enquiries and contribute to sales.

For ecommerce businesses, automated chatbots handle common questions about products, availability and delivery, even outside business hours. Customers looking for bulk gifting options can be connected directly with a representative. Abandoned cart recovery messages help reconnect with shoppers who leave without purchasing, while targeted flash sale broadcasts reach loyal customers and first-time buyers. Shopify and [WooCommerce integrations](#) help keep product information and orders updated, with UPI payment links shared directly through WhatsApp.

Jewellery retailers face different challenges, as customers often compare designs, prices and offers before making a purchase. Building trust and encouraging showroom visits becomes especially important during Dhanteras and wedding season. WappBiz [Chatbots](#) help answer enquiries about jewellery pricing, making charges, purity and product availability at any time. Retailers can also schedule festive offer reminders, share catalogues and allow customers to book showroom appointments through WhatsApp. Purchase history further helps businesses offer exclusive collections and early access to returning customers.

In real estate, developers frequently launch projects and promotional campaigns around Navratri and Diwali, resulting in a sudden increase in buyer enquiries. WappBiz's Real Estate AI Agent helps qualify potential buyers, share relevant brochures, floor plans and cost sheets based on their requirements, and schedule site visits with automatic reminders. Through its integration with MDOC, a real estate CRM, conversations, lead tags and status updates can also be recorded automatically, helping sales teams manage follow-ups more effectively.

Hospitality businesses experience similar challenges during festive holidays, wedding bookings and year-end travel. WappBiz's WhatsApp Forms help collect reservation dates, guest information and booking requirements without lengthy conversations. Automated confirmations and reminders keep customers informed, while advance payment links simplify bookings. Group reservations and wedding enquiries can also be managed within the same chat before being transferred to reservation staff for personalised assistance.

WappBiz has also received technical recognition from Meta. Operated by VR Augment Works Pvt. Ltd., the company is an official Meta Business Partner and has been recognised as a WhatsApp for Business Technical Certified Company, effective 15 October 2026. WappBiz is among seven companies in India listed in Meta's Certified Company directory. The certification acknowledges Meta-verified technical expertise in business onboarding, platform adoption and resolving technical challenges related to the WhatsApp Business Platform.

The value of faster customer responses can be seen in WappBiz's work with Aquatec Plus 2. As Varsha

Sharma, Co-founder of WappBiz, explains:

“With Aquatec Plus 2, a median first reply time of three seconds meant 97.5% of customers who started a conversation heard back within one minute. During the festive season, when shoppers compare several brands at once, that first reply can make all the difference.”

With India's festive shopping season extending across several months, businesses have opportunities to convert early enquiries into purchases even later in the season. Responding promptly, automating routine conversations and allowing staff to focus on serious buyers can help brands make better use of their advertising budgets. Platforms like [WappBiz](#) make this process easier by helping businesses manage customer conversations efficiently without losing the personal touch that often makes the difference in closing a sale.

Media Contact

WappBiz | Grow Your Business With WhatsApp Marketing

*****@wappbiz.com

09765550018

C-10, Samarth Nagari, PCNTDA, Sec-3, Spine Rd, Bhosari, Pune, Maharashtra

<https://www.wappbiz.com>

Source : WappBiz | Grow Your Business With WhatsApp Marketing

[See on IssueWire](#)