NFINITY MEDIA · CASE STUDIES

Built, not promised.



Five engagements in chatbots, automation & integrations — the work behind the claims. Two chatbot builds, three integration turnarounds, one approach: start with the business problem, build the connected system.

01	Guadalupe Wedding Chapel	FAQ chatbot + booking system
02	Nfinity Chatbot	our own conversational lead system
03	Etoile · Patricia Knox Designs	Shopify migration + automation
04	Mr Humanity Speaks	Meta tracking repair
05	Logo Luggage	catalogue & pixel funnel repair

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HOW WE WORK

One approach, five builds.

These five studies have one thing in common: **none of them started with a tool.** Each started with a business problem — unanswered questions piling up after hours, a booking process held together by hand, a store whose marketing couldn't track itself.

We're not an AI automation agency. We're a **digital marketing agency that does AI automation** — WordPress, integrations, tracking, the unglamorous plumbing underneath. That's exactly why the automation works.

01	**Chatbot builds**	Where the conversational layer was the project.
02	**Integration & automation**	Where connecting and repairing systems was the project.
03	**Honest labels**	Rule-based is called rule-based. Nothing is called AI unless it is.
04	**No invented numbers**	"Live and working" is the claim; the rest is stated where measured.

01 CHATBOT BUILD

Guadalupe Wedding Chapel

Wedding & event venues, est. 1970 · Los Angeles, Huntington Park & Van Nuys · guadalupewedding.com

THE BRIEF

A family-run chapel group taking bookings across **three Los Angeles locations**. The same questions — packages, pricing, availability — waited for office hours. And booking needed to collect **real deposits online, in two languages**, without adding staff.

THE CHATBOT

- **FAQ chatbot (Tidio, rule-based)** — the right-sized choice for the budget, not AI hype. Styled fully to the brand.
- **Answers common questions instantly** — and captures anything it can't answer as a structured query for the team.
- **After-hours coverage** across all three location funnels.

AT A GLANCE

3

Locations live on one chatbot + booking system

2

Languages — English + Spanish across the flow

24/7

Enquiry coverage — no staff added

THE BOOKING SYSTEM

The chatbot answers questions. The booking page takes money.

Built **package-aware**: ceremony packages, photo/video add-ons, micro-wedding options, per-location selection — with the deposit maths encoding the business rules.

50%

Minimum deposit reserves the date — enforced in checkout logic, not fine print

4%

Convenience fee passed to the customer, shown upfront

0 ambiguity

Non-refundable deposit terms agreed at the point of payment

> *The right-sized build: a rule-based chatbot where a rule-based chatbot was enough — and serious booking logic where the money changes hands. Live across all three locations.*

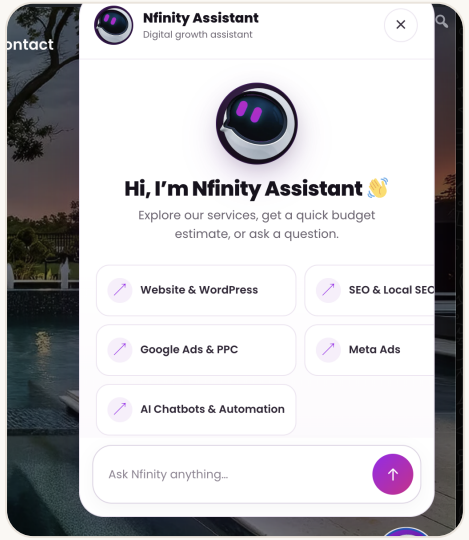
Nfinity Chatbot

Conversational Lead & Automation System · live on nfinityitmedia.com · custom WordPress plugin v0.2.0

A custom website chatbot that **combines useful visitor conversations with structured lead capture and business automation**. It answers approved business questions, guides visitors toward relevant services, collects lead information, provides estimate guidance where configured, and passes captured data into the website's lead workflow.

We built it for ourselves first — designed and built in-house, running live on our own site. The same build we deploy for clients.

1. **Question** — visitor asks
2. **Answer** — approved knowledge
3. **Qualify** — structured fields
4. **Capture** — AJAX, no reload
5. **Follow-up** — human handoff



Live on nfinityitmedia.com — the client-zero build.

KEY CAPABILITIES

One system, eight jobs.

- **Token-based AI conversations**
  Controlled AI/API requests; usage and scope managed.
- **Business-aware answers**
  Approved services, FAQs, pricing guidance — not generic replies.
- **AJAX lead capture**
  Lead data collected without leaving or reloading the chat.
- **Structured qualification**
  Name, contact, service, project type, location, timeline.
- **Estimate & calculator logic**
  Pricing ranges, qualification rules, calculator-style flows.
- **Human handoff**
  AI handles the early work; qualified or complex chats go to the team.
- **WordPress-native**
  Sits inside the site, beside existing forms and landing pages.
- **Expandable automation**
  Feeds CRM, calendars, email/SMS, webhooks, custom workflows.

> *The objective wasn't simply to build an AI chatbot. It was to prototype a more useful path — visitor question → relevant answer → qualification → AJAX lead capture → human follow-up — lightweight enough to evolve with real usage.*

03 MIGRATION + AUTOMATION

Etoile — Patricia Knox Designs

Home furnishings & interior design · Shopify

THE BRIEF

A design-led home furnishings studio with a physical showroom needed its website to work as hard as its storefront. We took the digital side in a **single coordinated pass**: migrate the Shopify store, connect Meta + Shopify automation, and rebuild the SEO and site-speed foundation underneath it.

01

Store Migration

Full Shopify migration — catalogue, content and brand identity moved in one pass.

02

Meta + Shopify Automation

Catalogue sync, pixel tracking, automated flows — marketing and store reading the same data.

03

SEO & Speed

Technical SEO and performance on the fresh foundation — automation on a fast site.

WHAT CHANGED

One connected stack, not three projects.

BEFORE

Store, tracking and organic search as separate efforts — the marketing automation had no clean data underneath it.

AFTER

One coordinated pass: migrated store, connected Meta automation, rebuilt SEO + speed — a fast foundation for everything the studio does next online.

> *A beautiful store deserves a website that works like one.*

04 INTEGRATION

Mr Humanity Speaks

Creator · YouTube & Facebook



THE BRIEF

A creator-led brand driving real traffic from content needed its Meta tracking to **tell the truth**. Pixel events and product listings were misfiring — content decisions were being made half-blind.

WHAT WE DID

- **Repaired the Meta website pixel + product listing configuration** — verified end to end.
- **Cleaned up attribution** — content-driven traffic becomes trackable actions.

BEFORE

Events misfiring, attribution guesswork.

AFTER

Verified end-to-end — every content decision after it gets better data.

> *Unsexy work, visible difference.*

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05 INTEGRATION

Logo Luggage

Shopify brand · Canada

LOGO LUGGAGE

THE BRIEF

A Shopify brand whose **Meta catalogue and pixel funnel were disagreeing** — the feed said one thing, events said another. Ad decisions were being made on unreliable data.

WHAT WE DID

- **Full diagnosis of the catalogue + pixel funnel** — found where feed and events diverged.
- **Repaired catalogue sync and event tracking** — and cleaned up the messy setup around the store.

BEFORE

Feed said one thing, events said another — nobody knew which system to trust.

AFTER

Ads, analytics and the storefront reading the same truth.

> *The precondition for every marketing decision after it.*

THE PAYOFF

Where automation pays for itself.

Illustrated from the engagements above — the recurring ways a connected system returns the investment. No invented metrics; each pattern is drawn from real work.

After-hours

Capture — questions answered & logged while the office sleeps

Deposits

At the decision point — business rules enforced in checkout, not chased later

Truth

In tracking — pixels, catalogues and platforms agreeing

Autopilot

Follow-up — every lead routed, nothing re-typed

START WITH WHAT'S BREAKING

Have a lead system that's leaking?

You don't need to automate everything. Start with the point where **leads slow down, get lost, or create manual work** — after-hours enquiries, a booking process held together by hand, marketing that can't track itself. **Start with the part that's breaking. Expand only where it pays.**

Let's look at your system together.

Book a consultation — we'll map where enquiries slow down and what a connected build would look like for your business.

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