

AUTOMATION PLAYBOOK · BEAUTY & COSMETICS

7 automations for beauty and cosmetics brands

What actually happens to a customer before each one exists, what changes once it does, and what the numbers say it's worth. The pattern shows up far beyond beauty too.

D2C & ECOMMERCE

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1 Customer support for common questions

What the customer experiences: They message the brand at 11pm asking if a product is vegan. No one replies until the next afternoon. By then they've already bought something similar from a brand that answered on Instagram in ten minutes.

RIGHT NOW

Same questions, different customers, every day. Every message gets read and answered by a person, even when the answer is identical to the one given an hour earlier.

THE FIX

Common questions get an accurate, instant answer pulled from the brand's own product and policy information. Anything uncertain gets handed to a person; the team only sees what actually needs them.

KPI

53%

of routine retail support queries resolved by AI without a human touching them, first response cut from minutes down to seconds. Source: [Freshworks, "How AI is unlocking ROI in customer service," 2025](#).

2 Low-inventory and reorder alerts

What the customer experiences: They go to reorder a go-to serum and it's out of stock, no restock date listed. They check back a week later, still nothing, and switch to a different brand's version instead.

RIGHT NOW

Fast-selling products run out before anyone notices. Stock gets checked periodically, so the gap between running low and actually out gets found too late.

THE FIX

Every product gets watched continuously. Stock on any item drops below a set threshold, a draft reorder is saved to drafts, and the team gets notified the same day.

KPI

\$1.2T

lost to stockouts across global retail every year; up to 55% of shoppers permanently switch to a competitor after repeated stockouts. Source: [Aislestock, "Retail Stock Management 2026: Stockouts and Shrinkage"](#).

3 VIP recognition for top customers

What the customer experiences: This is their fifth order this year, and nothing about it feels any different from the first. They get the same generic thank-you email as someone buying once. They start wondering why they bother staying loyal.

RIGHT NOW

A brand's best customers usually get treated exactly the same as everyone else. Identifying top spenders means someone manually sorting through sales data, which happens rarely if ever.

THE FIX

Customer spend gets tracked automatically. Cross a set threshold, get recognized: a personal thank-you, early access, a small gift. No one has to remember to check.

KPI

50%

repeat purchase rate among customers who redeem loyalty points, versus 10.7% among those who don't. Source: [Rivo, "27 VIP Customer Repeat Rate Statistics Every Ecommerce Brand Should Know," 2026](#).

4 Review and photo collection

What the customer experiences: They're deciding between two nearly identical serums. One has forty reviews and real photos, the other has three. They buy the one they can actually picture on their own skin.

RIGHT NOW

New shoppers trust reviews more than product descriptions. A team member emails past customers one at a time, weeks after the fact, and rarely follows up.

THE FIX

A request goes out automatically a set number of days after delivery, asking for a review and a photo. One polite follow-up; anyone who's already reviewed never gets asked twice.

KPI

52.2%

conversion lift on a product page once it has one or more reviews, compared to none. Source: [PowerReviews, "The Impact of Review Volume on Conversion"](#).

5 Back-in-stock alerts

What the customer experiences: They wanted a shade that sold out, joined a waitlist months ago, and never heard anything back. They assume it's gone for good and pick a similar shade from another brand.

RIGHT NOW

A bestseller sells out and interested customers have nowhere to go. Restocks get announced in a single batch email days later, if at all, to the entire list.

THE FIX

The system notices the exact moment a sold-out product comes back and messages only the customers who asked to be notified, with a direct link to the product.

KPI

22.45%

average conversion rate on back-in-stock alert emails. Source: [MarketingSherpa, "Back-in-stock alert emails achieve 22.45% conversion rate"](#).

6 Abandoned cart recovery

What the customer experiences: They add three items to a cart, get a phone call, and close the tab. Nobody follows up. A few weeks later they don't even remember what they almost bought.

RIGHT NOW

Someone checks the abandoned checkout list by hand, maybe once a day if they remember, and sends a one-off reminder after the shopper's often moved on.

THE FIX

The moment a cart is abandoned, a short, well-timed message goes out on its own: a nudge within the hour, a follow-up later that day. It stops the second the customer checks out.

KPI

10–20%

of otherwise-lost cart revenue recovered by automated flows. Source: [Sendtric, "Average Abandoned Cart Recovery Rates, 2026"](#).

This one is almost certainly already live somewhere in your stack. If it's underperforming, the fix is usually tuning what's already there.

7 Social content scheduling

What the customer experiences: They used to see this brand's posts every few days. It's been three weeks since the last one. They scroll past without registering it's even the same brand, and a competitor who posts daily gets the sale instead.

RIGHT NOW

Content gets written in bursts, often the night before it's needed, with no real plan for the weeks ahead.

THE FIX

A steady queue of on-brand captions and post ideas gets drafted in advance, ready to review and publish on a consistent schedule. A quick human check before anything goes out.

KPI

5x

more engagement per post for brands that post consistently versus brands that post on and off. Source: [Buffer, "Consistent Posting Means 5x More Likes, Comments, and Shares," 2026](#), analysis of 100,000+ accounts.

WHERE THIS ACTUALLY HELPS

Not all seven carry equal weight.

01	First impression Support and inventory alerts. A bad answer or an empty shelf sends a customer straight to a competitor before they've spent anything.
02	Trust and retention VIP recognition and reviews. They shape whether a customer comes back, and whether the next stranger trusts the brand enough to buy at all.
03	Revenue recovery Back-in-stock alerts and cart recovery. Money already earned once, and nearly lost to a slow follow-up.
04	Brand presence Social content scheduling itself. Matters, just further from a lost sale than the rest of this list.

This shows up far beyond beauty too.

I build automations around whatever a founder or their team ends up doing over and over. If any of the following crosses your mind on a regular week, that's usually the signal.

- “ *This isn't the task I started this company to do.*
- “ *Should I hire an intern to do this?*
- “ *Can I hand this over to someone else?*
- “ *Why do I have to spend so much time on this daily?*
- “ *Too tedious of a task.*
- “ *This is too much manual work, not practical to implement in our company.*

GL. **GarvinLabs.**

Want any of these built for your business, or have a different automation in mind? Feel free to reach out at

garvin@garvinlabs.com

linkedin.com/in/garvinchanderia