

AUTOMATION PLAYBOOK · HEALTH, NUTRITION & WELLNESS

7 automations for health, nutrition and wellness 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 health and wellness too.

D2C & ECOMMERCE

HEALTH, NUTRITION & WELLNESS



1 Subscription renewal reminders

What the customer experiences: Their supplement subscription renews on a card that expired last month. Nobody flags it, the shipment just doesn't happen, and by the time they notice they've already run out and bought a one-off bottle from somewhere else.

RIGHT NOW

Renewal dates live in a spreadsheet or get left entirely to the payment processor. When a card fails, nobody notices until the customer asks where their order is.

THE FIX

Upcoming renewals and expiring cards get flagged automatically, a friendly reminder goes out with time to update payment, and a failed charge triggers a retry instead of silence.

KPI

9%

of monthly recurring revenue lost to failed payments industry-wide, most of it recoverable with a proper retry-and-reminder sequence instead of a single silent decline. Source: [Baremetrics, "Dunning Management: The Complete Guide for SaaS." 2026.](#)

2 Abandoned cart recovery

What the customer experiences: They add a month's supply of vitamins to the cart, get distracted, and never make it back to checkout. Nobody follows up. A week later they've forgotten they were even considering it.

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 usually 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: [Sendtrix, "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.

3 Review and success story follow-ups

What the customer experiences: They've had real results with the protein blend, three months of visible progress, but nobody ever asked them to share it. The product page still just has the manufacturer's stock description.

RIGHT NOW

A review request goes out to some customers some of the time, whenever someone remembers, with no consistent timing.

THE FIX

A short check-in goes out automatically once there's been enough time to see results, asking for a rating and, if they're willing, a quick before/after story.

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"](#).

4 Health tips newsletter

What the customer experiences: They signed up expecting to learn something every week. Three months in, nothing's arrived. They stop opening the brand's emails entirely, and stop thinking about reordering too.

RIGHT NOW

Newsletters get skipped for weeks at a time because writing one from scratch takes hours nobody has.

THE FIX

A weekly tip gets drafted from the brand's own product and research library, reviewed quickly, and sent on a schedule instead of whenever there's time.

KPI

41%

higher click-through rate for relevant, on-topic email content versus generic broadcasts, alongside a 29% lift in open rate. Source: [Mailmend, "35 Email Personalization Statistics Every E-commerce Brand Needs to Know in 2026"](#).

5 Customer support for common questions

What the customer experiences: They message at 11pm asking if a supplement is safe to take with their medication. No one replies until the next afternoon. By then they've already found the answer, or given up, on a competitor's site.

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 a clear, instant answer pulled from the brand's own product and ingredient information. Anything uncertain, especially anything medical, gets handed straight to a person.

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](#).

6 Quiz-based product recommendations

What the customer experiences: They spend five minutes on the brand's wellness quiz, get a results page, and never hear from the brand again. The plan they were promised never actually arrives.

RIGHT NOW

Quiz answers get collected and then nothing happens. The lead goes cold the moment they close the tab.

THE FIX

The moment a quiz is completed, the answers get matched to a small set of products and a personal plan lands in their inbox within minutes, not whenever someone gets around to it.

KPI

36%

increase in conversion rate one brand saw after adding a product recommendation quiz that actually followed up, instead of leaving quiz leads to find their own way back. Source: [Outgrow, "Why Product Recommendation Quiz Drives Ecommerce Sales"](#).

7 Low-inventory and expiry alerts

What the customer experiences: They go to reorder their usual multivitamin 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

Stock and shelf-life get tracked in a spreadsheet if at all. The gap between running low and actually out, or between fine and close-to-expiry, gets found too late.

THE FIX

Every SKU gets watched continuously against both stock level and best-by date. Cross either threshold and the team gets an alert with time to reorder or run a clearance push.

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"](#).

WHERE THIS ACTUALLY HELPS

Not all seven carry equal weight.

01	First impression Support Q&A and inventory/expiry alerts. A slow answer to a safety question or an empty shelf sends someone to a competitor before they've spent anything.
02	Trust Reviews and success stories. Real results from real people are what makes a stranger believe a product will work for them too.
03	Revenue protection Subscription renewal reminders and abandoned cart recovery. Recurring and one-time revenue both leak the same way, through a moment nobody followed up on.
04	Personalization and content Quiz-based recommendations and the health tips newsletter. Turn one-time interest into an ongoing relationship instead of a cold lead.

BEYOND THIS LIST

This shows up far beyond health and wellness 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

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