

# COSMETICS & SKINCARE INDUSTRY

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## Overview

In the beauty and skincare industry, customer experience, retention, and influencer-driven marketing play a huge role in brand growth. Yet many cosmetic brands face low repeat rates, high CAC, and inconsistent customer journeys across channels.

## Key Challenges

- High first-time buyer drop-off (low repeat rate)
- No personalized product recommendations or flows
- Ad fatigue and creative burnout
- No structured email/SMS post-purchase automation
- Cart abandonment without retargeting
- Lack of real-time customer support (especially on WhatsApp/Instagram)

## How We Fit In

We deploy full-funnel marketing systems that combine performance ads, retention automation, and WhatsApp commerce to increase repeat purchases, LTV, and ROAS — while keeping operations lean.

## Services Delivered

- 📈 Funnel-Based Ad Strategy (Awareness → Trial → Retention)
- 📧 Post-Purchase Automation (3-email sequences, review request, cross-sell)
- 🔄 Loyalty & Winback Flows (SMS + Email)
- 📱 WhatsApp + Shopify Integration for real-time engagement
- 🧴 Product recommendation quiz + segmentation (via Typeform or Octane AI)
- 📱 A/B testing of product page designs and bundle offers
- 📊 ROAS, repeat rate, and customer segment dashboards
- 💡 UGC and influencer content workflows for ads and landing pages

**Tools Used** - Meta Ads, Google Ads, Klaviyo, Shopify, Zoho Commerce, GallaBox/WATI, GA4, Typeform, Zoho CRM