arbelle

Beauty personalization checklist

STEP-BY-STEP IMPLEMENTATION GUIDE

1. Organize your data

Standardize shade names, SKUs, undertones, and images so they're consistent across channels.

2. Tackle biggest pain points first

Start with high-return categories (foundation, concealer) where mismatches cost the most.

3. Map the customer journey

Identify discovery, trial, purchase, and post-purchase stages to see where personalization adds value.

4. Pick one tool to start with

Launch with a proven ROI driver – e.g., Shade Finder or Virtual Try-On – before adding more layers.

5. Test inclusivity before rollout

Validate tools on diverse skin tones, genders, and regions to avoid alienating customers.

6. Embed into shopping flow

Place personalization tools directly on PDPs and connect them with shopping carts and checkout for immediate conversions.

7. Optimize for mobile

Ensure fast, smooth personalization experiences on mobile, since most beauty shopping happens there.

8. Track business-critical KPIs

Measure conversions, return rates, skipped products, try-on → purchase correlation and AOV.

9. Refine with analytics

Use customer behavior data (e.g. most skipped/top-performing shades, drop-off points, seasonal trends) to fine-tune accuracy and UX.

10. Scale across all channels

Extend personalization consistently across web, e-commerce, apps, and in-store experiences.