

INDUSTRY REPORTS

Black Friday & Cyber Monday Preparation Guide

12-week countdown playbook for BFCM success with performance testing, inventory planning, and retention tactics.

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2026 Edition

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BFCM by the Numbers

BFCM 2025 saw Shopify merchants collectively generate \$9.3B in sales over the weekend, up 24% from 2024. The average discount was 28%, and mobile accounted for 73% of traffic and 66% of orders.

For individual stores, BFCM typically represents 20-40% of Q4 revenue. Proper preparation starting 12 weeks out can increase your BFCM revenue by 30-50% compared to unprepared stores.

12-8 Weeks Out: Planning

Early planning sets the foundation for BFCM success.

- Analyze last year's BFCM performance data
- Set revenue and traffic targets for this year
- Plan your discount strategy and offer structure
- Brief your creative team on campaign assets needed
- Plan email and SMS campaign calendar
- Confirm inventory levels for hero products
- Identify and fix site performance issues

8-4 Weeks Out: Preparation

Execute your preparation plan and test everything.

- Build and test all landing pages
- Create email/SMS sequences and schedule them
- Set up abandoned cart recovery flows
- Configure discount codes and automatic discounts
- Load test your store for 3-5x normal traffic
- Set up real-time monitoring dashboards

- Brief customer service team on offers and FAQs
- Test checkout flow on all devices

4-1 Weeks Out: Final Checks

Final optimizations and contingency planning.

- Run final site speed audit (target sub-2s on mobile)
- Verify all discount codes work correctly
- Test email deliverability and rendering
- Confirm shipping carrier capacity and cutoff dates
- Set up war room communication channels
- Prepare backup plans for high-traffic scenarios
- Final inventory count and allocation

BFCM Week & Post-BFCM

During BFCM, monitor performance in real-time and be ready to adjust. Post-BFCM, focus on retention and turning one-time buyers into repeat customers.

Post-BFCM priorities: send thank-you emails within 24 hours, provide proactive shipping updates, launch a post-holiday retention campaign targeting new customers, analyze BFCM performance data for next year's planning, and run a 'missed the sale?' campaign for engaged non-buyers.

About Creative Labs

Creative Labs is a global eCommerce agency specializing in Shopify development, SEO, conversion optimization, and digital growth strategies. We help brands build online stores that convert and scale.

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