2025 BFCM Strategy Report

Data-driven tactics that move revenue this holiday

1,000+ **SHOPPERS**

SHOPIFY INSIDERS

TOP **TECH PARTNERS**

PLAYS FROM *LEADING BRANDS*

Backed by Top Ecommerce Platforms:

yotpo. gorgias attentive® nosto

Tolstoy Abra KNO SIMPLE BUNDLES

The 2025 BFCM Strategy Report for Ecommerce Brands

Convenience is the new currency of BFCM.

The data is in, and we've discovered key differences in BFCM this year compared to last.

The data is in, and we've discovered key differences in BFCM this year compared to last. Today's shopper might find you on TikTok at midnight, in an Amazon search on their lunch break, or while scrolling a marketplace out of boredom.

Discovery is everywhere, but conversion? That happens where the customer experience is frictionless, fast, and tailored to them.

Now, conversion is happening on mobile apps, in micro-moments, and through megaphone strategies.

We dug into a ton of data around consumers today and what you can expect from them during BFCM 2025. From where they're shopping, how much they're spending, when they plan to purchase, and the features they expect from brands, we've got it all.

To help, we also reached out to experts like Grace Clarke, Chase Dimond, Nate Rosen, and Eli Weiss, as well as top tech tools like Attentive, Gorgias, Nosto, and Kno, to share the campaigns and plays they'd run if they were in your shoes.

Let's get started.

Methodology

The research:

The survey was available to be taken online from July 11 through July 21, 2025.

Savanta partnered with a third-party panel provider to collect responses to the survey. Potential respondents
were screened to ensure they met Tapcart's holiday and mobile shopping criteria.

The respondents:

In all, 1,203 completed surveys were received by Savanta.

The third-party panel provider ensured that respondents were screened for several criteria to ensure they were qualified:

- Age: Between 18 and 70 years old
- Purchased something online within the last 3 months in a qualifying product category
- Uses a smartphone for at least some online shopping
- Shopped BF/CM in the last 3 years
- Has at least one mobile shopping app AND makes purchases at least once a month

The Data:

Data was cleaned according to Savanta's standard QA procedures to remove "bad actors" (e.g., inattentive, inconsistent, or otherwise poor-quality responses).

Throughout this report, differences in results may be identified as significant. This means that observed differences are determined to be actual differences that did not occur due to random fluctuations in the data

Top Takeaways and Tips

Finding 1

Mobile Apps Cement Their Lead as the Shopper's First Choice

80% of shoppers now have 3+ shopping apps (up sharply from last year) and they're buying there weekly. Not to mention, **~75% buy in-app at least weekly,** and Tapcart brands saw a **+26.5% YoY holiday app sales in 2024.** Shoppers prefer the convenience, speed, and personalization that brand apps deliver—things that generic mobile browsers can't match.

Finding 2

Mobile Browsers Decline as Apps & Social Shopping Rise

Mobile browser use dropped from 57% to 45%, while social shopping and app usage climbed. **Desktop shopping also fell from 51% to 44%.** Shoppers are moving away from open-web browsing toward curated, frictionless environments.

Finding 3

Gen Z Discovers on TikTok, Buys in Apps

Nearly 2 in 3 Gen Z shoppers discover products on TikTok or other social platforms, but when it's time to check out, they gravitate toward brand-owned apps for trust, speed, and perks.

Finding 4

Convenience & Trust Outweigh Discounts

Over 40% of shoppers cite convenience features like BOPIS, curated products, and trust signals as key to conversion — on par with discounts. Shoppers still want savings, but they convert for speed, ease, and confidence. Your discount gets them in the door; your experience keeps them there.

Finding 5

Shoppers Want Wishlists & Convenient Shopping

51% of shoppers find wish lists to be the most helpful feature when shopping for others. This is followed by gift guides, personalized recommendations, and push notifications. All of these features relate back to one thing: convenience.

Fast Facts

"Luxury & jewelry = app-first."

41% plan to spend more; >1/3 spent $500+ last year.

"BFCM is inevitable."

99% likely to shop; 72% highly likely.

"Holiday happens early."

~2/3 start by October (incl. ~30% year-round).

"Marketplaces for scale; apps for margin."

Marketplaces most used; mobile browser use declines.

"Apps in every pocket."

80% have 3+ shopping apps; 75% buy in-app weekly.

"Impulse is the lever."

85% make impulse purchases even with budgets.

"Wishlist > everything."

Wishlists top helpful gift tools; gift guides + personalized recs >40% (Gen Z spikes).

"Bigger wallets."

41% plan to spend more; >1/3 spent $500+ last year.

"Emotions are hot."

Excitement, motivation, anticipation lead BFCM sentiment.

#1

The *New* BFCM Shopper

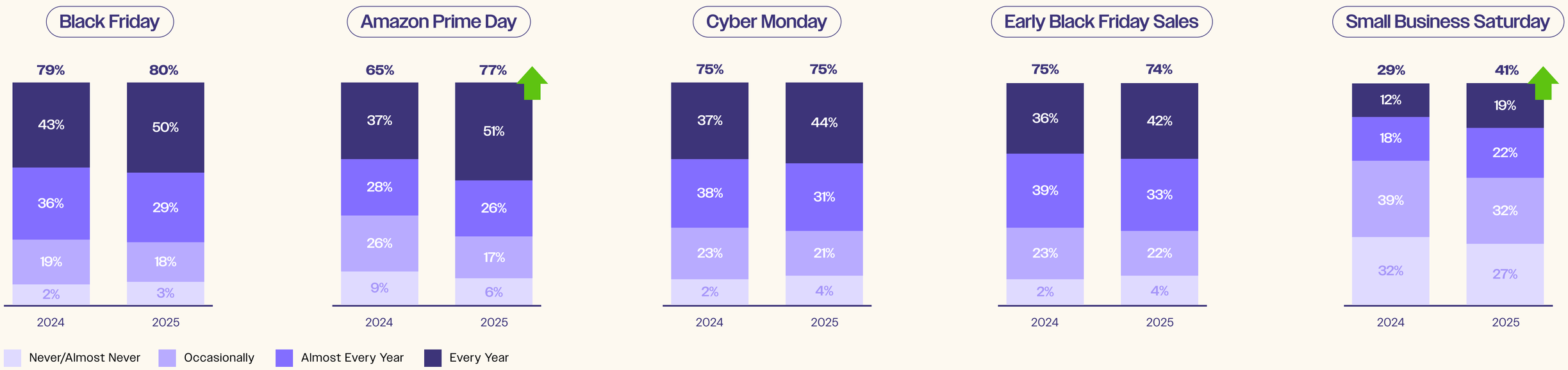
Shoppers are season-long deal hunters

Holiday shopping is multi-event, and it starts long before November. 77% of shoppers also participate in Amazon Prime Day, 77% in Cyber Monday, and 41% in Small Business Saturday (up YoY). Today's holiday shopper isn't waiting for one big event — they're engaging all season long.

Shoppers aren't just showing up for the main event; they're engaging with key retail moments all season long. Nearly 75% also shop Amazon Prime Day, Cyber Monday, and Early Black Friday sales.

Even Small Business Saturday, historically niche, has gained traction. About 40% of shoppers now participate, and its frequency has climbed sharply in 2025.

How regularly do you shop each year on key seasonal events such as...



Confidence is fueling multi-event spending

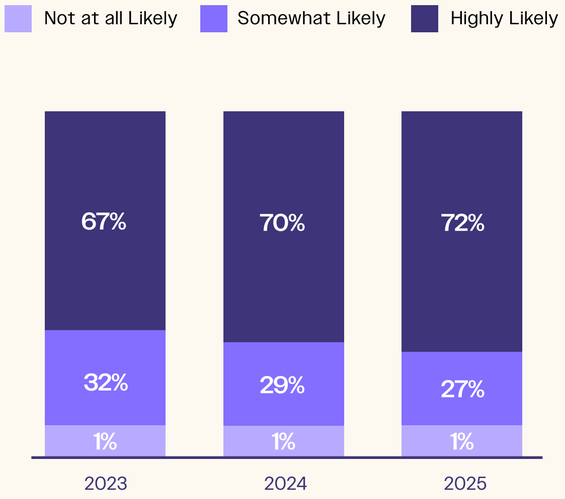
This wider participation signals that consumer confidence is back on the upswing. More people are planning to spend across multiple shopping events this year compared to last, indicating they feel more secure about their purchasing power.

When it comes to BFCM itself, the appetite is almost universal.

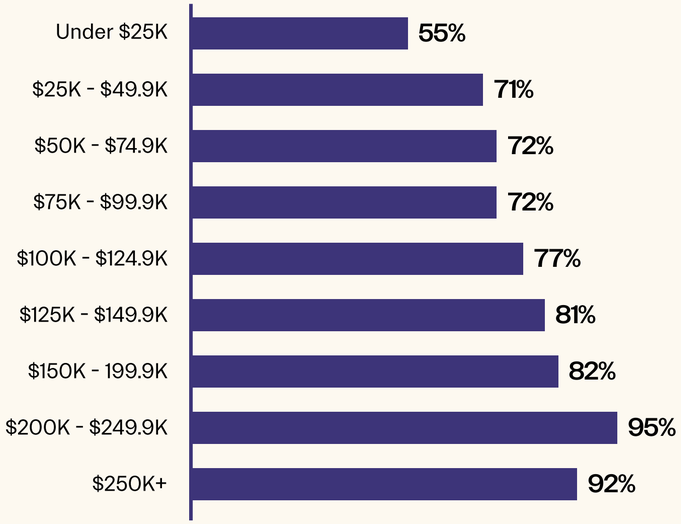
99% of shoppers plan to shop BFCM — most will hit multiple events. Confidence is back: 72% are “highly likely” to shop BFCM, with that figure topping 90% for $200K+ earners. Higher-income cohorts are prime targets for premium positioning across multiple sales events.

How likely are you to shop during the BFCM sales this year?

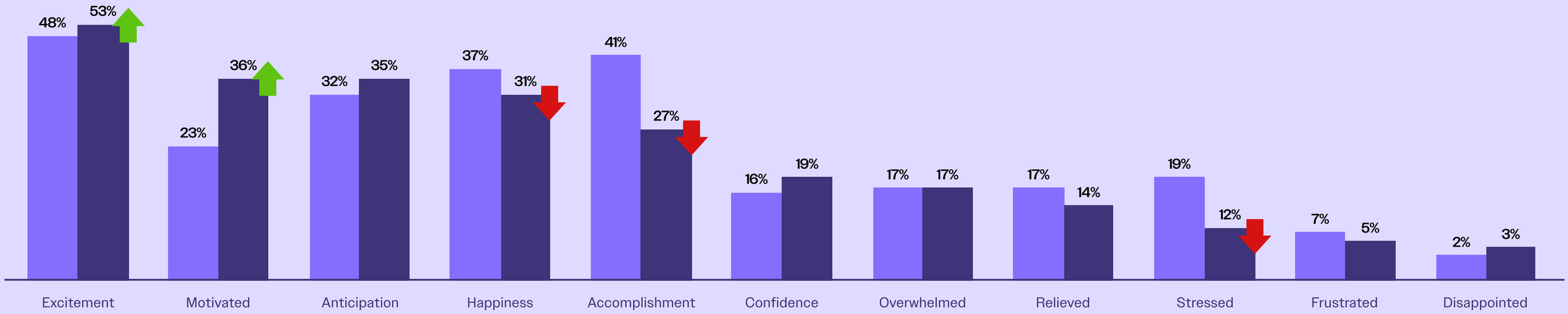
Likelihood of BFCM Shopping



% “Highly Likely” By Income



Which emotion best describes how BFCM makes you feel?



Note: Many answer choices changed from adjectives in 2024 (Excited, Happy, etc.) to nouns in 2025 (Excitement, Happiness, etc.). Year-over year results may not be directly comparable.

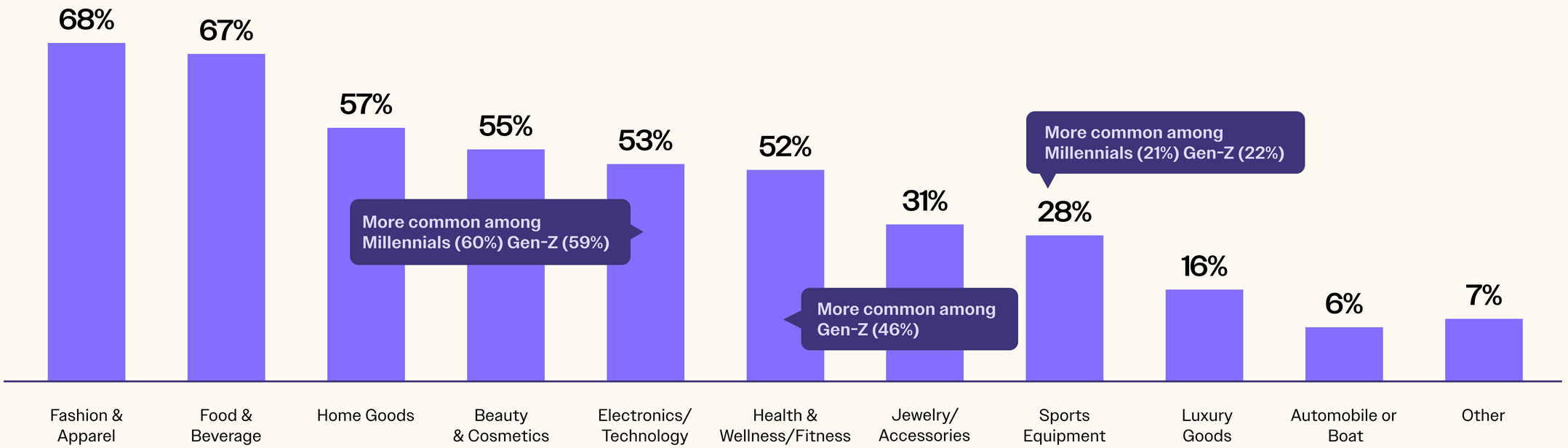
Excitement is replacing shopping stress

Excitement, motivation, and anticipation are all up vs last year, while stress has dropped. This emotional tailwind means faster decisions and more impulse buys — if brands match the upbeat tone in campaigns.

Recency drives readiness to buy

Buying habits are also primed for quick conversions. 90% of shoppers bought online in the past week, most within 1–3 days (a pattern that's held steady for three years). Short re-marketing windows and rapid follow-ups will catch shoppers while they're still in buying mode.

What types of items have you purchased online in the past 3 months?



HOW TO TURN THESE INSIGHTS INTO REVENUE

1. Build Audience Plans Around Shopping Event Behavior

Shoppers aren’t just showing up for BFCM, they’re stacking Prime Day, Early Black Friday, Cyber Monday, and Small Business Saturday into their calendars.

This means:

Tip 1

Run multi-event segmentation. Use historical data to see who already shops multiple events and who’s BFCM-only.

Tip 2

Test pre-BFCM offers on multi-event shoppers in October/November to prime them for the main sale.

Tip 3

Reframe Small Business Saturday.
Layer it into your messaging as a way to connect with value-driven buyers without competing head-to-head with deep discount retailers.

HOW TO TURN THESE INSIGHTS INTO REVENUE

2. Segment by Recency, Frequency, and Monetary Value (RFM)

Not all BFCM shoppers are created equal.

Champions/VIPs — Give them **early access, exclusive bundles,** and **recognition**.

Potential Loyalists — Encourage a second purchase quickly with **time-limited offers or bundles**.

Deal Hunters — Give deep-discount offers, but **bundle with higher-margin items to protect profit**.

Think about it... A VIP who bought a $500 luxury bag last year shouldn't get the same blanket 20% email as a first-time $25 T-shirt buyer.

"Too often, VIP customers get treated like everyone else. Or worse, they don't qualify for the best BFCM promos. These are your most valuable people. Take care of them. Early access, unique bundles, a private landing page. Even small gestures go a long way."



Eli Weiss
VP of Retention at Yotpo
yotpo.

HOW TO TURN THESE INSIGHTS INTO REVENUE

3. Align Offers with Income-Driven Intent

Higher income correlates with a higher likelihood of shopping, and these customers have different triggers:

$200K+

Target with exclusivity, authenticity, and service over discount percentage. Offer private access pages or personal shopper consults. Likely to buy higher-ticket or luxury SKUs.

Mid-Income

Entry-priced aspirational products, plus free shipping and BOGO to raise basket size.

<$25K

Focus on bundles, value packs, and smaller-ticket items under $50 that still feel premium.

TIP: You can apply this by creating *separate hero banners for each segment*, like a luxury drop for high-income and a value bundle for low/mid-income.

HOW TO TURN THESE INSIGHTS INTO REVENUE

4.

Target High Purchase Recency for Faster Conversions

Remarketing windows are short, and 90% of shoppers bought online in the last week, most within 1–3 days. That means:

Tip #1

Target buyers within **3–5 days of a purchase** with add-ons, gift wrap, or holiday-specific SKUs.

Tip #2

Bundle “frequent flyer” categories like **apparel, beauty,** and **food** to create frictionless upsells.

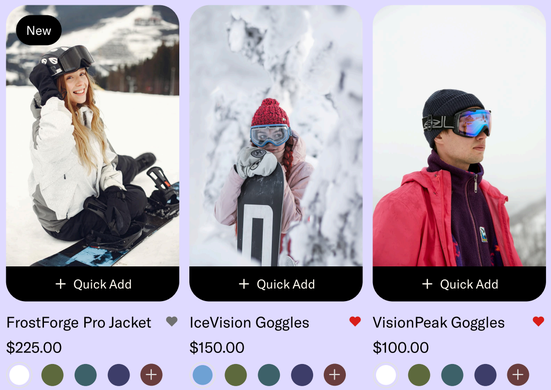
Tip #3

Trigger immediate urgency with **expiring offers** for **recently active shoppers**—they’re already in buying mode.

You can send a “You just bought [X]—complete the set” email within 48 hours, linking directly to a bundle PDP with a holiday discount applied.

HOW TO TURN THESE INSIGHTS INTO REVENUE

5. Create a Dedicated Impulse-Buy Environment



For example, feature an “Impulse Grid” at checkout with 6 add-on SKUs, each preloaded with 1-click “Add +$X” buttons.

Excitement is up — so is your impulse-buy potential if you channel it strategically.

With emotions high and many shoppers primed for quick decisions:

- Launch an **“Under $50, Ships Fast”** collection with a dedicated **landing page, top navigation link,** and **giftable add-ons.**
- **Add real-time countdown timers for delivery cutoffs** on PDPs and cart pages to capture late shoppers.
- **Stack smaller upsells** (gift wrap, stocking stuffers) to maximize margin without deep discounting core products.

HOW TO TURN THESE INSIGHTS INTO REVENUE

6.

Extend the Value Post-Purchase

BFCM is a retention moment in disguise. Eli Weiss says customers are most excited after they place an order. Capitalize on that energy:

Set clear expectations in order confirmations—delivery dates, what's next, customer service contact.

Run a 14-day post-purchase flow:

Day 1: Confirmation with clear shipping info.

Day 3: Product tips or styling guides.

Day 7: UGC or reviews to validate their purchase.

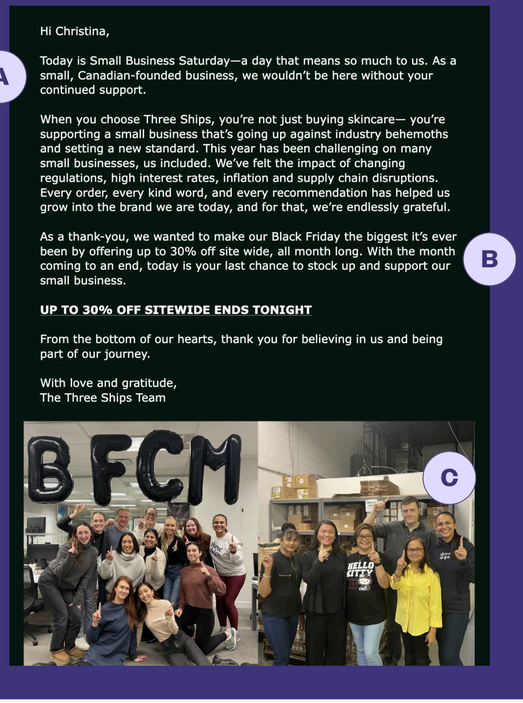
Day 10: Cross-sell a related product.

Day 14: Loyalty program invite or future-dated coupon.

Surprise and delight: Include QR codes linking to exclusive content or a bonus sample in the package.

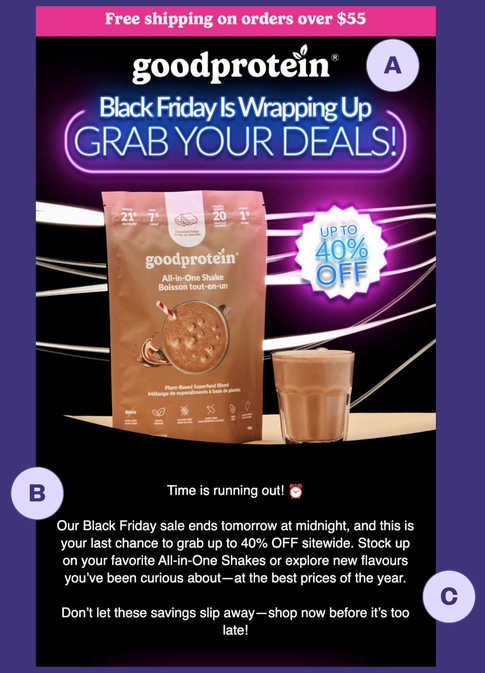
Swipe These Ideas

Three Ships Beauty



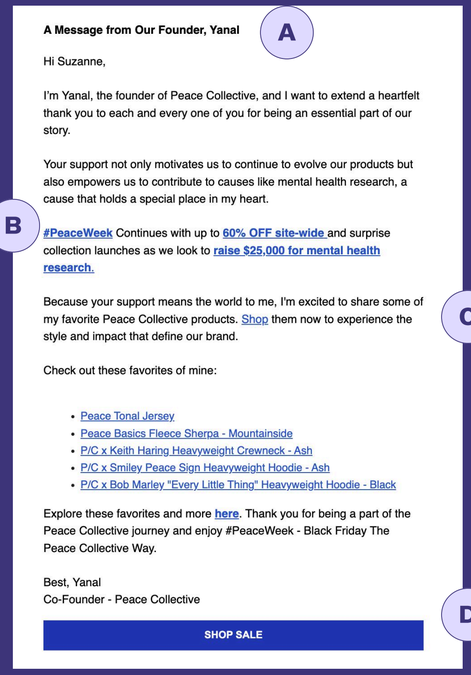
- **A** Shares the impact of Small Business Saturday on their brand.
- **B** Thanks shoppers. Offers extended sale.
- **C** Shares photos of the Three Ships team to humanize the brand even more.

Good Protein



- **A** Strong, bold design and punchy copy.
- **B** Pushes FOMO and reminds shoppers about the deal.
- **C** Reminds customers about new flavors to try.

Peace Collective



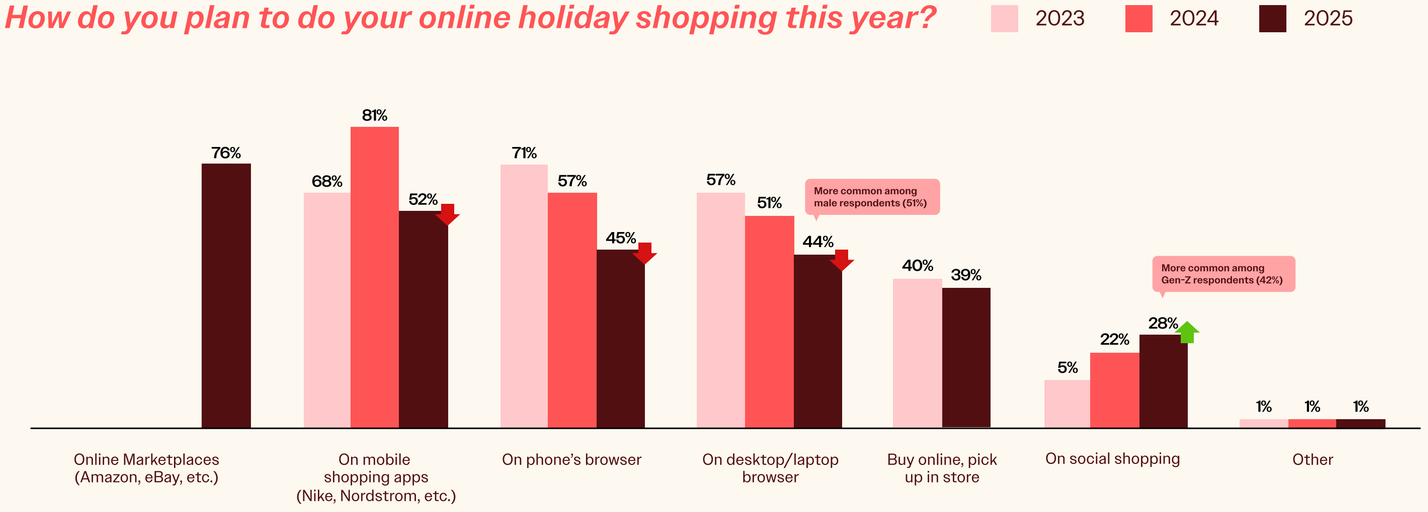
- **A** A personalized message from the brand's founder humanizes the brand.
- **B** Shows goal of raising money for mental health and explains how shoppers participate in that.
- **C** Explains the importance of Peace Week, the brand's special event during BFCM every year.
- **D** Plain text emails can be really impactful.

#2

Where They're Shopping

Marketplaces dominate, but apps drive loyalty

How do you plan to do your online holiday shopping this year?



Note: Response options were changed in 2025 (added online marketplaces as a new category). Therefore, YoY results may not be directly comparable.

75% of shoppers plan to buy on Amazon/eBay–style marketplaces. **81% overall use marketplaces, but apps still capture the highest loyalty and spend with about 1 in 2 still planning to use brand apps.** Browser usage is dropping fast: mobile web fell from 57% → 45% and desktop from 51% → 44%. BOPIS usage climbed from 31% → 39%.

Note: Because "marketplaces" was introduced as a new answer option in 2025, some shoppers who chose "brand app" last year likely selected "marketplace" this year, so the apparent drop in app preference is more measurement shift than real decline.

Marketplaces are the default entry point, but not where loyalty lives. And while social shopping is up, many of those buys are in-the-moment and can have lower retention if they stay on third-party rails, so **you'll need strong bridging systems** (app download prompts, email/SMS capture, and post-purchase flows) to pull these customers into owned channels.

Not only will you see an improvement in LTV, but these branded, owned experiences are also proven to increase AOV. **Tapcart-powered apps see +12% AOV vs. mobile website overall, and LSKD reports a +51% AOV lift in-app versus mobile web**—evidence that owned, optimized experiences capture more value even if discovery starts on marketplaces or social.

Luxury shoppers go direct

While marketplaces capture a broad base of consumer spending, channel preferences shift sharply depending on product type. Across all categories, marketplace usage is high. Shoppers treat Amazon as a "default" for replenishable and functional products. But **when the purchase carries emotional or financial weight, they often pivot to brand-owned channels.**

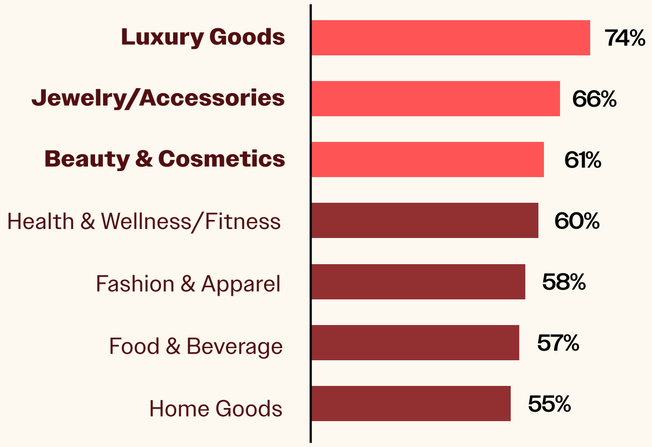
But the retention challenge is real: high-ticket items aren't bought frequently, and platforms like TikTok Shop make it harder to build lasting loyalty. **That's why it's critical to push high-value buyers into owned channels early**—through tactics like segmented BFCM ad campaigns that send repeat buyers directly to app download flows, while nurturing new shoppers toward the app post-purchase.

During BFCM, where do you shop for specific product types?

Online Marketplace Shopping



Brand Mobile App Shopping



Social Shopping

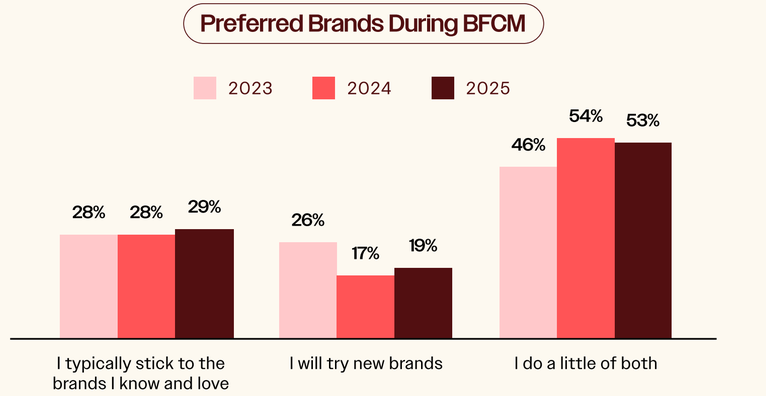


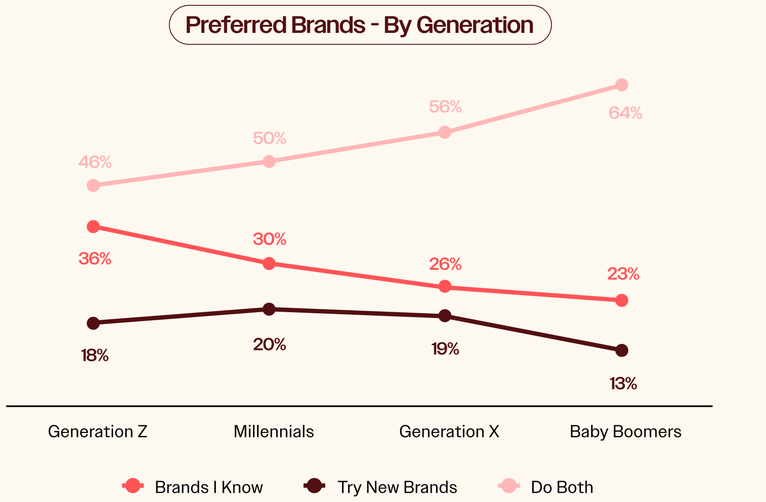
Many shoppers mix new and familiar brands

Over 50% shop for both known and new brands during BFCM

Those who stick to only one type of product tend to favor the brands they already know. Generational differences are clear: just under **2/3 of Gen Z respondents say they either try new brands or do both,** compared to more than 3/4 of Baby Boomers.

During BFCM, do you usually shop from brands you already know or do you explore new ones?

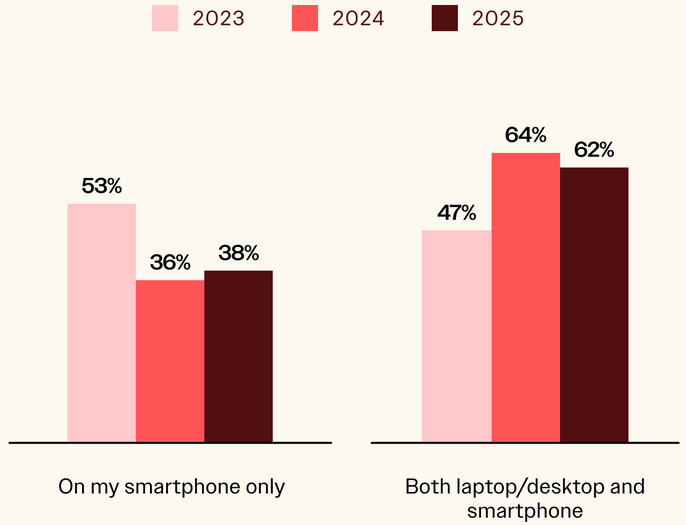




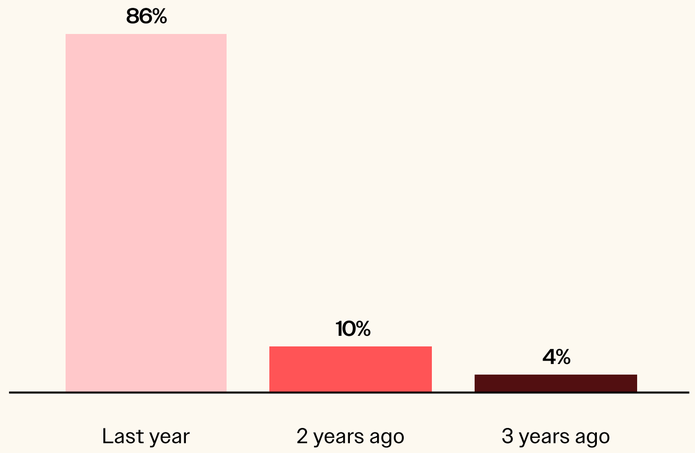
Multi-device shopping is the norm

Just over 60% of consumers shop online using both their PC and smartphone, a trend that has held steady since 2024. This is a shift from 2023, when smartphone-only shopping was more common. A large majority also shopped during the BFCM period last year. One possible driver: marketplaces. Platforms like Amazon often deliver a smoother experience on desktop than mobile, which could be encouraging more multi-device shopping.

A. How do you prefer to do your online shopping?



B. What was the last time that you purchased something during the BFCM sales period?

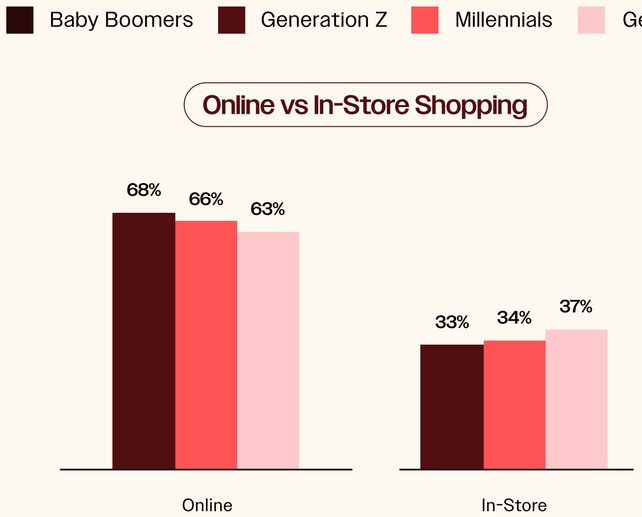


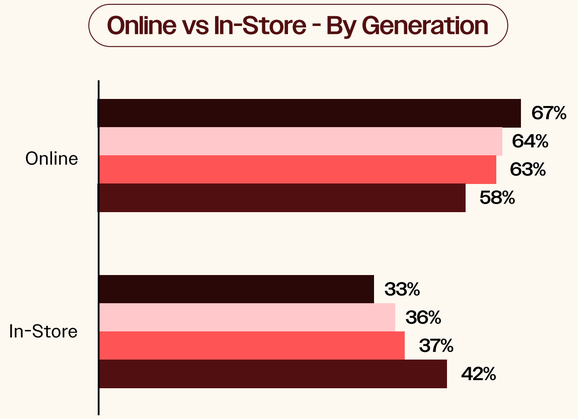
Online dominates holiday spend

On average, consumers still complete roughly 2/3 of their holiday shopping online—a ratio that hasn't shifted much year over year.

The likelihood of shopping online increases slightly with age, but across all generations, the majority of holiday purchases are expected to happen online in 2025.

For this holiday season, what percentage of your shopping do you expect to do online vs in-store?



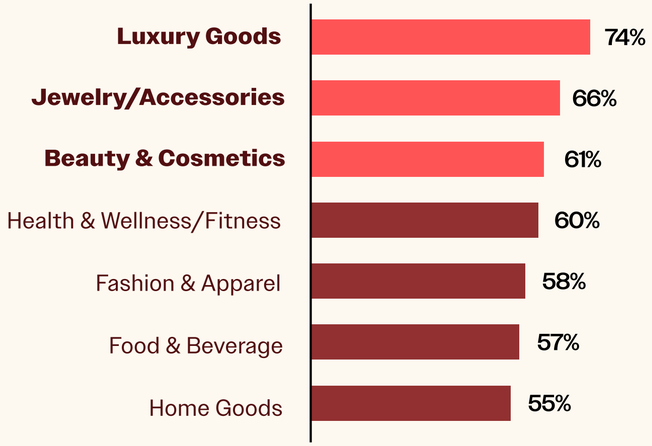


During BFCM, where do you shop for specific product categories?

Online Marketplace Shopping



Brand Mobile App Shopping



Social Shopping



Mcommerce is surging in holiday retail

Marketplace usage is steady across product categories, but mobile app and social commerce usage vary widely. Luxury goods and jewelry are far more likely to be purchased via brand apps or social platforms, while categories like fashion, electronics, home goods, and food & beverage rank lower.

This suggests shoppers prefer direct-to-brand channels for higher-end purchases, but opt for broader marketplaces when buying everyday items.

eMarketer forecasts mcommerce will make up 56.5% of total US holiday retail ecommerce sales and 11.5% of overall holiday season sales in 2025.

HOW TO TURN THESE INSIGHTS INTO REVENUE

1.

Funnel Noisy-Channel Traffic Into Owned Spaces

Mirror Amazon's simplicity for functional SKUs (clear images, bullet points, reviews) to win the sale, but once you capture demand, migrate those customers into your app or email/SMS lists where you control the experience. You can do this by:

- Create download incentives that feel time-sensitive ("Download our app today for early access to the weekend's drop").
- Follow up social purchases with post-purchase email flows that highlight the benefits of your app.
- Use retargeting ads that swap the "Shop Now" CTA for a "Get the App" CTA, especially for high-value customers.
- Offer free shipping thresholds or bundle discounts that are only available in the app.
- Run app-exclusive promotions, like "40% off this item if you purchase it from our mobile app."
- Use push-driven urgency ("Your app-only cart discount expires in 2 hours") to drive faster conversions.

"A BFCM shopper is just as valuable in January if you've built the right foundation. Use this season to collect data, enroll customers into your loyalty program, and guide them into your ecosystem where they'll engage well after the sales are over. Platforms like Tapcart or loyalty solutions like Rediem make it easy to connect retention directly into the shopping experience. From app-only drops to reward multipliers, these touches reinforce why your brand is worth sticking with beyond peak season."



Nate Rosen
Founder of Express Checkout
express checkout

HOW TO TURN THESE INSIGHTS INTO REVENUE

2. Build a "Loyalty Flywheel" Inside Your App

Once shoppers are in your app, it should feel like a VIP club, not just another checkout point. You can do this by:

- Offering early access drops, app-only bundles, and loyalty point multipliers for in-app purchases.
- Using push notifications for urgency-based messaging, but segment so VIPs get premium alerts ("Private Sale Starts Now") and deal-hunters get targeted offers.
- Building custom pages for things like curated recipes, routines, wishlists, tutorials, and other value-added information that isn't readily available on your desktop or mobile website.
- Implementing saved carts, wishlists, and one-tap reordering for repeat buys.
- Showcasing user-generated content and reviews inside the app to create social proof without the distraction of competitors.

HOW TO TURN THESE INSIGHTS INTO REVENUE

3. Personalize By Category and Channel Behavior

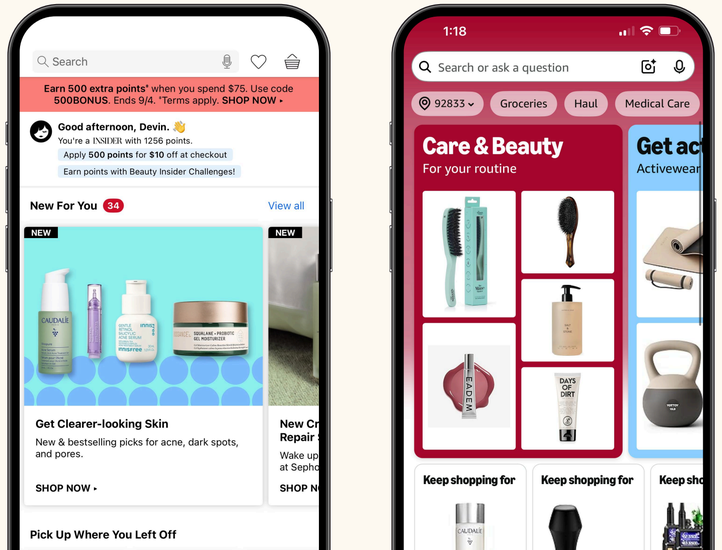
The same customer might buy beauty on a marketplace but luxury directly from you. Lean into these tendencies:

Tip 1

Segment based on where they last purchased and what they bought — luxury buyers should see app-first offers; replenishment buyers should see marketplace convenience messaging.

Tip 2

Run category-specific onboarding in your app ("Welcome to the Luxury Lounge" for high-ticket shoppers with curated gift guides).



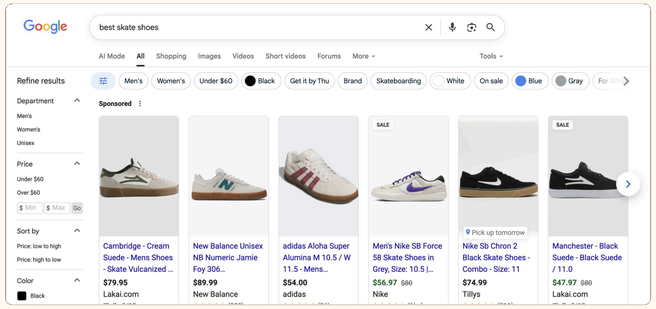
HOW TO TURN THESE INSIGHTS INTO REVENUE

4. Marketplaces Drive Discovery. LLMs Drive Loyalty.

Grace Clarke, Head of Community at Shopify, makes a good point about the rise of LLM search. Today, an increasing number of shoppers are using ChatGPT and other AI tools to search for products. They'll ask for item lists, gift guides, and more directly from LLMs. This is a good reminder to focus on increasing your brand's placement in LLM search queries to increase awareness and traffic before the peak season.

Where discovery begins (Marketplaces)

"81% of shoppers use marketplaces"



Marketplaces dominate discovery, but rarely build loyalty.

Where loyalty lives (LLMs)

"Vans ranks #1 across LLMs for 'iconic skate brands'"

🏆 **The Classics**

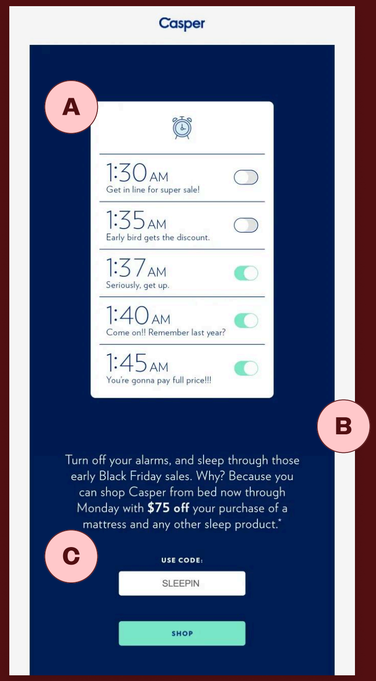
- **Vans** – Probably the most iconic skate lifestyle brand ever; from the Old Skool to Slip-Ons, it's both skate and streetwear.
- **Thrasher** – The flame logo hoodie/tee is global, worn by skaters and non-skaters alike, symbolizing skate culture.
- **Volcom** – Surf, skate, snow crossover brand with a rebellious, creative DNA.
- **DC Shoes** – Defined late '90s and early 2000s skate style, from chunky shoes to baggy fits.
- **Etnies / Emerica** – Core skate shoe brands that became everyday wear.

LLMs surface cultural relevance and brand equity

Don't just optimize for clicks.
Optimize for conversations.

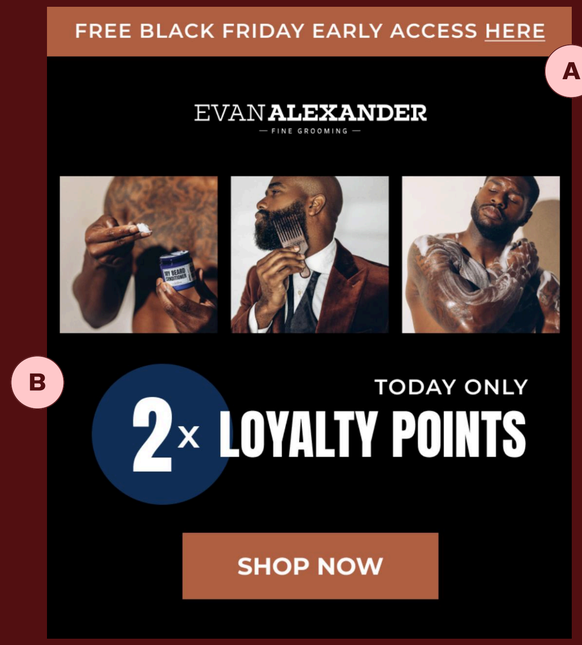
Swipe These Ideas

Casper



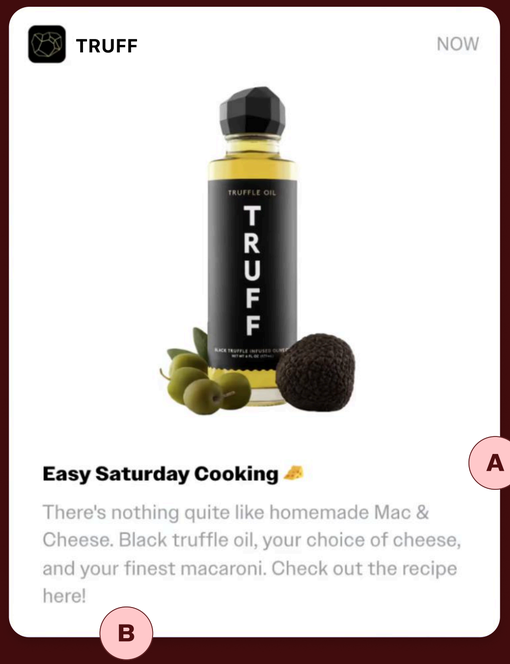
- **A** Creating early sales announcement with alarm-clock-looking email.
- **B** Matching copy about muting your alarms since they get early access to the sale.
- **C** Matches the vibe of sleep and a brand that sells mattresses.

Evan Alexander



- **A** Super clear and actionable copy: early access here, 2x loyalty points → shop now.
- **B** Promotes bonus loyalty points along with Black Friday early access.

Truff



- **A** Uses non-transactional push notifications to share recipes, keeping content engaging
- **B** Offer valuable content beyond just "buy now" and "shop sale" type of messages

#3

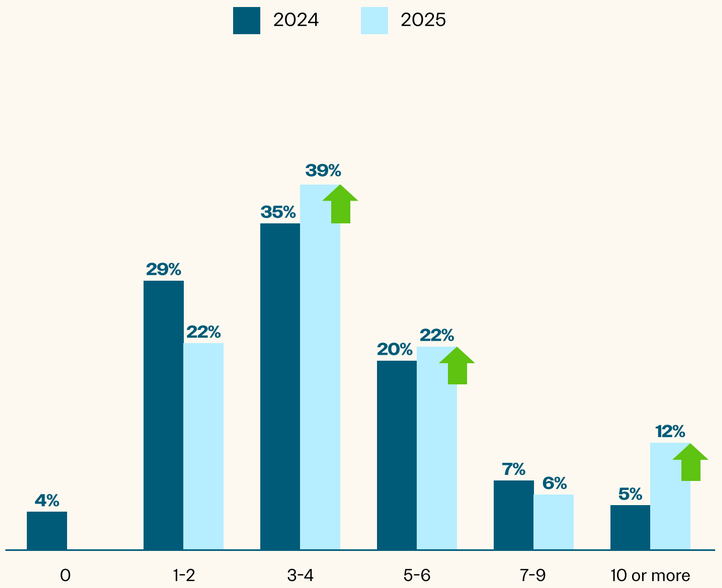
Features That Convert

App adoption is accelerating and engagement is high

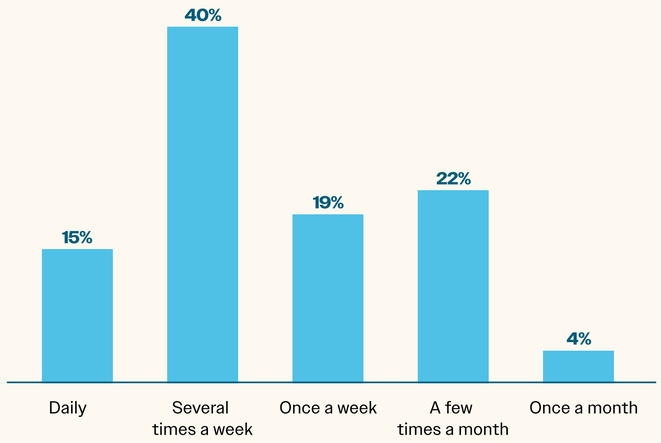
~80% of shoppers have 3+ shopping apps; ~75% buy in-app weekly.

This is a signal that shoppers actively want app-based shopping experiences. Apps offer what noisy paid channels can't: direct, uninterrupted touchpoints through push notifications, saved wishlists, and personalized content. The brands that meet this expectation now will secure a durable edge over competitors still relying solely on email, ads, or generic mobile sites.

A. About how many mobile shopping app do you use?



B. How often do you use mobile shopping apps to make purchases?

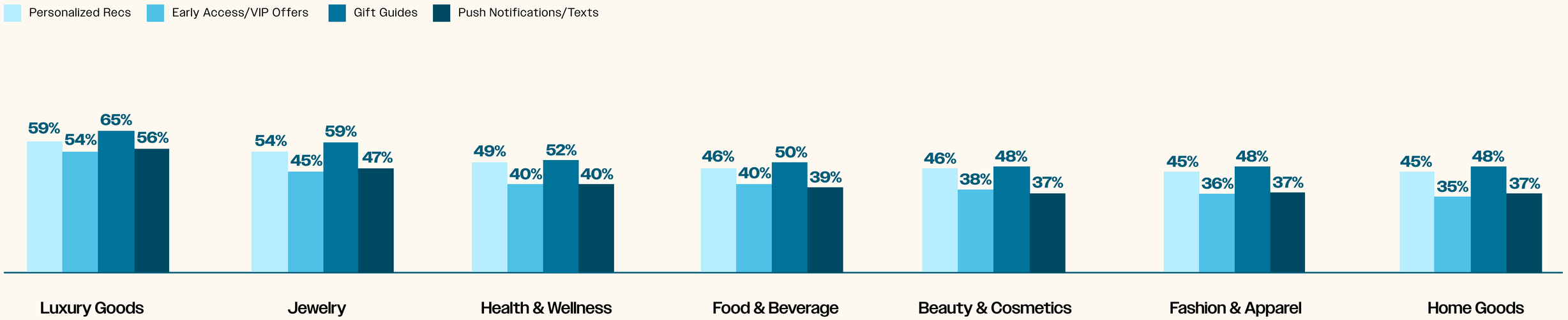


High-value categories demand richer features

Luxury and jewelry buyers over-index on rich features (video, recs, interactive PDP), meaning high-ticket = higher trust bar and higher payoff. Certain features clearly drive disproportionate impact, especially in high-value categories like luxury goods and jewelry. In fact, these two categories lead feature usage across the board by at least five percentage points compared to others.

It's no coincidence: for higher-ticket or more emotional purchases, shoppers gravitate toward richer, more immersive experiences.

When shopping for others during the holidays, which features help you the most?



Tolstoy

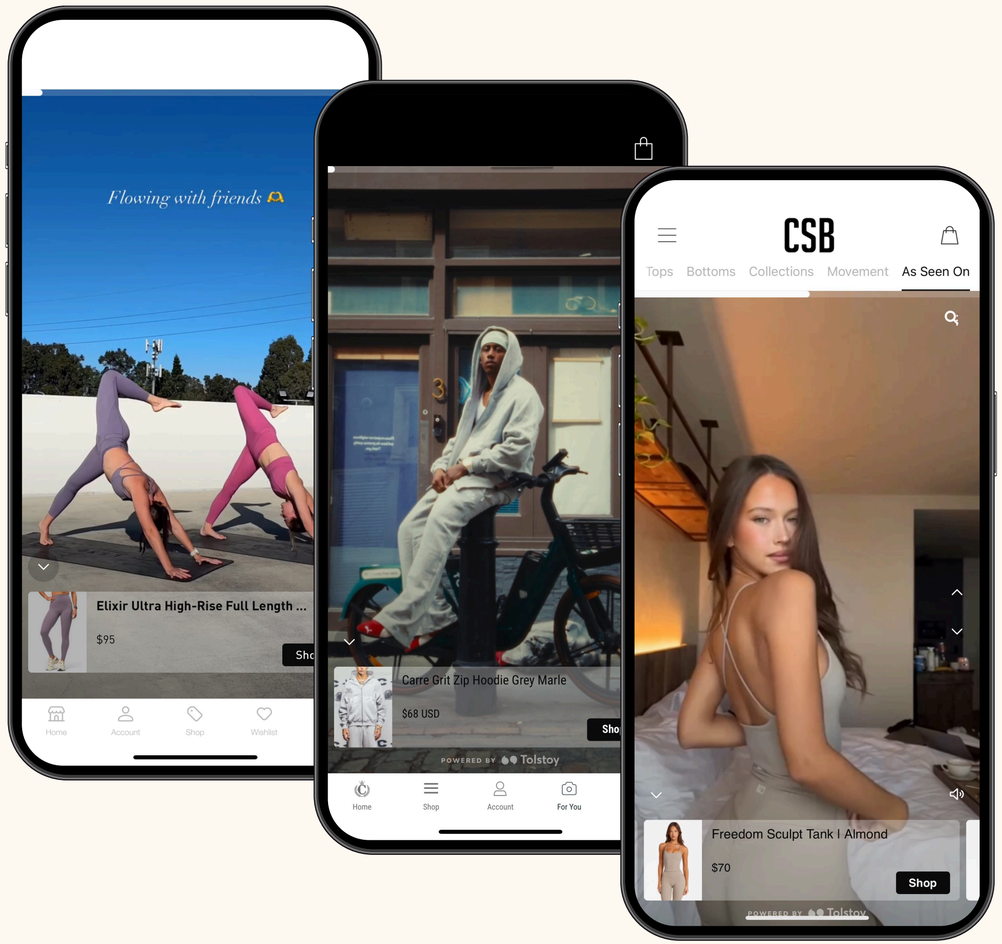
PARTNER INSIGHTS

Shoppable video proves its conversion power

"Shoppable video stands out as a proven conversion lever. Video-rich product detail pages (PDPs) can deliver up to +152% lifts in conversion rate (Tolstoy data). During Black Friday week, Tolstoy widget plays jumped from 1.06M to 3.26M, and attributed checkouts rose +64%, even after adjusting for higher traffic,"



Shir Frig
VP of Go-To-Market at Tolstoy
Tolstoy



Traffic is one thing, but beyond that, you need to ensure they land on pages where engaging, conversion-driving content is front and center. For luxury and premium segments in particular, these feature investments can turn browsers into buyers at a much higher rate.

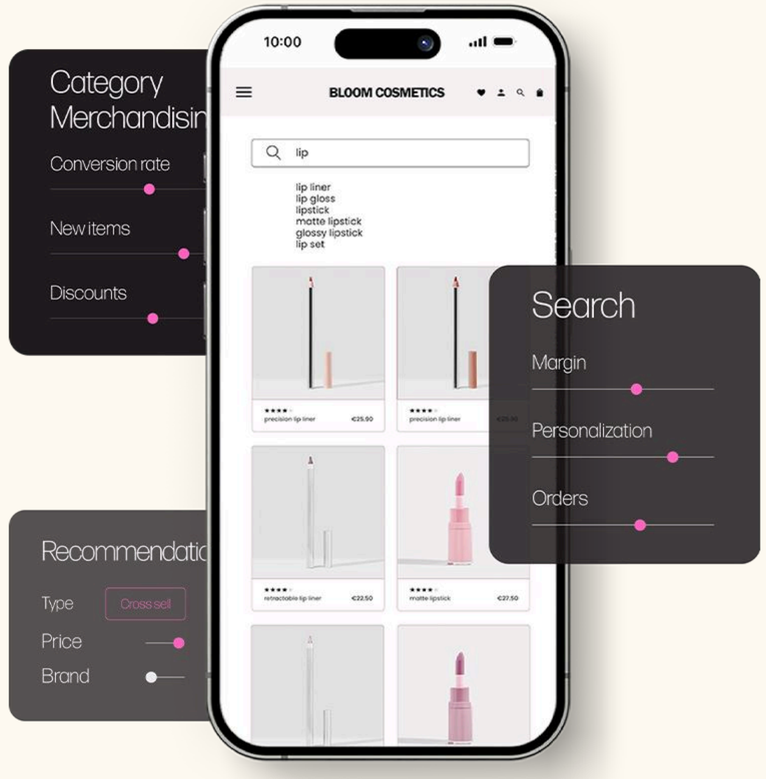
nosto

PARTNER INSIGHTS

Personalization on mobile is table stakes

Nosto analyzed over 135 million site visits across 1,000+ ecommerce stores during Black Friday Cyber Monday (BFCM) 2024. Brands that used personalized search, product recommendations, and dynamic content saw enormous lifts. Personalized search alone drove 150% more sales YoY during BFCM 2024. These real-time, individualized experiences led to longer sessions and higher AOV.

Nearly 75% of site visits happened on mobile, with mobile sales accounting for over 60% of total revenue.



Shoppers spent more time per session and browsed more products on mobile than ever before. This year, mobile-optimized experiences, featuring fast-loading pages, personalized product discovery, and frictionless checkouts, will determine winners and losers.

HOW TO TURN THESE INSIGHTS INTO REVENUE

1. Lean Into Category-Driven Mobile and Social Commerce Behaviors

Not all products are created equal when it comes to where consumers prefer to buy them. Your marketing and merchandising should reflect these channel-specific patterns.

A $2,500 designer bag might feel risky to buy from a generic marketplace, but a $25 kitchen gadget doesn't. Align your paid media, merchandising, and product selection to where your customers already feel comfortable buying.

Luxury & jewelry buyers skew mobile and social:

- Run app-exclusive drops for high-end SKUs — think limited-time luxury goods or high-ticket jewelry available only via your mobile app.
- Layer in social commerce features like livestream shopping or influencer-led launches. Luxury buyers are primed for more immersive, personalized experiences that justify a premium.
- Use paid social retargeting to bring high-intent mobile browsers back into an app environment where you control the UX and upsell flow.

Whereas fashion, electronics, home goods, food & beverage skew away from mobile and social:

- These categories see more direct-to-brand or marketplace purchases. Use this to your advantage by making your own site the easiest, fastest option: free shipping thresholds, one-click checkout, or "buy online, pick up in store."
- Invest in branded marketplace storefronts (like Amazon) to control merchandising even if the purchase happens off-site.
- For returning customers, use post-purchase flows to push app downloads for easier reordering, even if they didn't buy there initially.

HOW TO TURN THESE INSIGHTS INTO REVENUE

2. Make Video the First Thing Shoppers See

Static images can show a product — video can sell it.

In the scroll-heavy chaos of peak season, autoplay Stories or vertical players above the fold stop shoppers in their tracks. Tolstoy's data shows that merchants who increased videos-per-page by just +30% saw checkout rates double compared to those who kept clips below the fold.

Here's how to put it into practice:

Lead with motion

Place an autoplay Story or video carousel at the very top of every sale page and PDP. Think of it as your store greeter: the first thing people notice when they walk in.

Track video density like you track revenue:

Monitor videos watched per 1,000 page views the same way you watch traffic, AOV, or conversion. Set a goal to boost it at least 30% above your October baseline during peak week. If it dips, add another widget or move videos higher on the page.

Make the last frame work as hard as the first:

Use shoppable end-frames with one-tap "Add to Cart" or deep links to PDPs. Brands that paired high video density with shoppable end-frames saw **conversion lifts of +130% to +150%** — proof that the last few seconds can be the most profitable.

BONUS:

With Tapcart's App Studio, you don't need dev cycles to make PDPs video-first. Drag in shoppable video blocks, countdown banners, or even curated gift-guide grids right on your app homepage. When a shopper taps through, they're already in a purchase-ready environment that's faster than mobile web and more personalized than social.

Think about it...

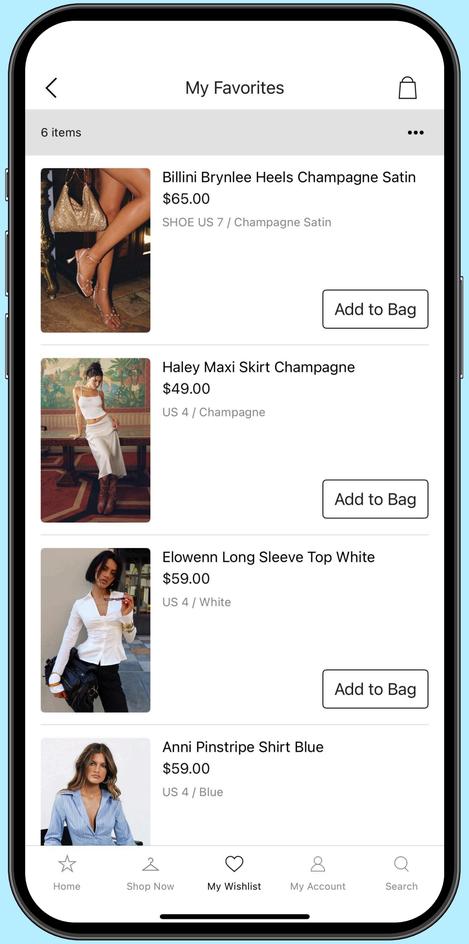
Instead of hoping a shopper scrolls far enough to see a 'Buy Now' button, give them a way to buy the second the product sparks interest. If they just watched your holiday bundle in action, why force them to hunt for it? One tap. Carted. Done.

HOW TO TURN THESE INSIGHTS INTO REVENUE

3. Enable Wishlist Creation and Incentives

Let shoppers save items to a wishlist so they can come back later, share with friends/family, or build out gift ideas over time. This keeps your products top-of-mind during the decision-making process.

You can also sweeten the deal with small incentives for creating or sharing a wishlist, like entries into a sweepstakes, early sale access, or bonus loyalty points. This gives customers a reason to take that small action now instead of “someday,” which means you’re building intent and driving return visits.



HOW TO TURN THESE INSIGHTS INTO REVENUE

4. Use Loyalty Incentives Well Beyond BFCM

BFCM is chaos. Shoppers are flooded with offers, and your window to stand out is small. That's why Yotpo's advice is to use your loyalty program to drive urgency during the sale, and repeat purchases after.

Tip #1

Start by rewarding your best customers. Give VIPs early access to BFCM deals or steeper discounts based on their tier. It's a simple way to drive early engagement and make your top customers feel recognized.

Tip #2

During the sale, layer in a loyalty-based offer that drives repeat purchases. Offer loyalty credit for BFCM purchases that can only be redeemed after the holidays. For example: "Spend $200+ and get $15 back to use in January." It boosts basket size and creates a reason to come back, without running another discount.

Tip #3

You can use Tapcart to run in-app exclusives for loyalty members or offer bonus rewards when they shop through the app. Keep it simple, accessible, and visible across every channel.

"Starface once ran a BFCM promotion that scaled rewards based on spend, meaning the more customers purchased, the more credit they earned. It was brilliant. It reframed the entire experience. Shoppers felt like they were losing money by not spending more. People love feeling like they're outsmarting the system. Set up the game, show them how to win, and let them run with it."



Michal Ashkenazi
Technology Partnerships at Yotpo
yotpo.

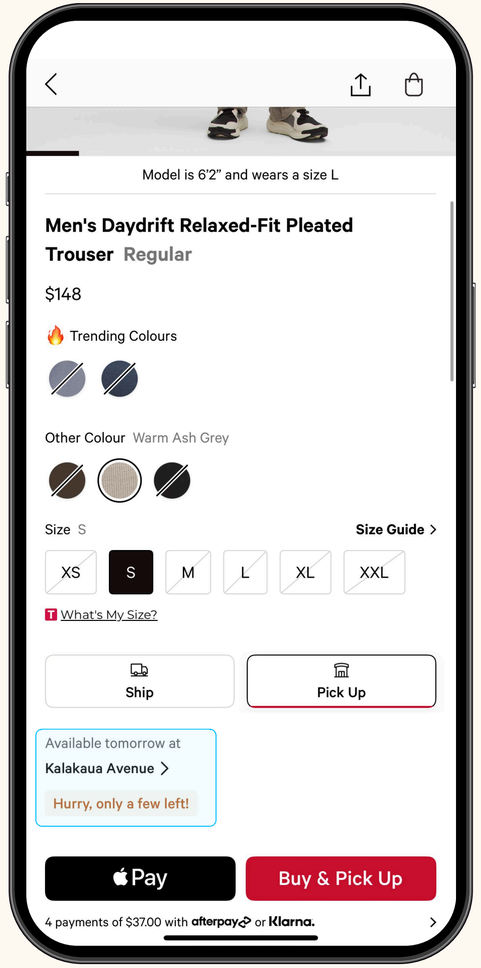
HOW TO TURN THESE INSIGHTS INTO REVENUE

5.

Include BOPIS-Ready Messaging and Store Toggles In-App

Clear, upfront messaging like “Ready for pickup today at [store name]” removes uncertainty, prevents cart abandonment, and makes your store a hero for last-minute gifting.

Shoppers hunting for gifts often have one priority: speed. If you offer Buy Online, Pick Up In Store (BOPIS), make that option impossible to miss, especially in your mobile app. Include store availability toggles right on product pages so shoppers can filter only what’s in stock nearby.



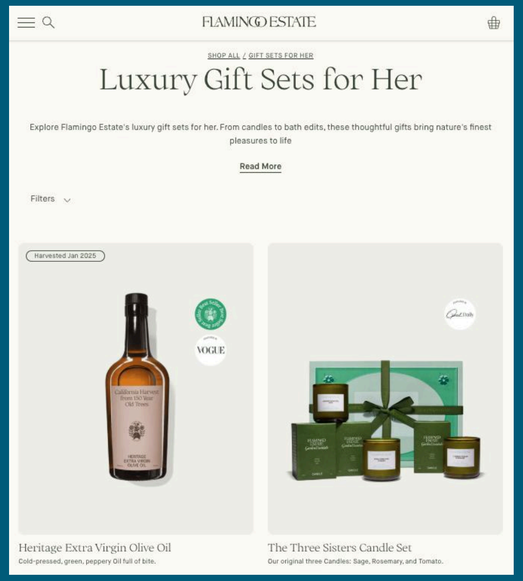
HOW TO TURN THESE INSIGHTS INTO REVENUE

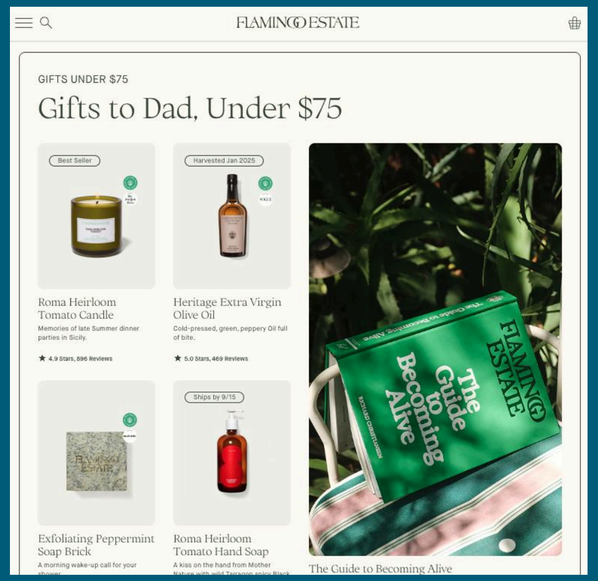
6.

Build Gift Guides With Useful Filters

Instead of a single long list of products, create gift guides that shoppers can filter to fit their needs by recipient (“for him,” “for her,” “for the coworker”), price point (“under $50,” “splurge-worthy”), or even personality (“the home chef,” “the adventurer”).

Filters make the shopping experience faster and more relevant, reducing decision fatigue and helping customers find the perfect gift without endless scrolling. The easier you make it to navigate your assortment, the more likely customers are to convert.





HOW TO TURN THESE INSIGHTS INTO REVENUE

7. Combine Mobile-First Design With Hyper-Relevant Personalization

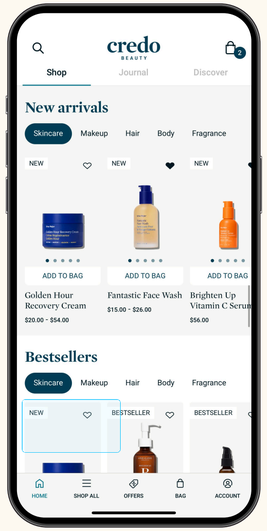
Do this throughout the full BFCM weekend and beyond. **Personalize homepage banners, category merchandising, and search results, especially on mobile.** Even small adjustments, like updating recommendation logic or creative mid-day, can make a measurable impact.

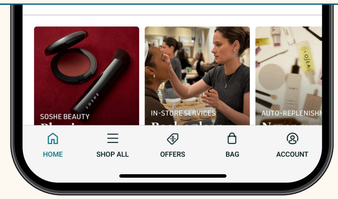
"BFCM 2024 made it crystal clear: shoppers expect relevance from the first tap, especially on mobile and in-app. The brands that personalize every touchpoint aren't just meeting expectations, they're outperforming the competition."

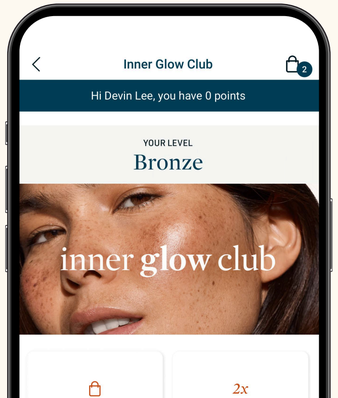


Chloé Pascal
Global Head of Marketing at Nosto
nosto

Credo Beauty powered by Nosto and Tapcart, is a standout example of how mobile-first design and personalization work in tandem. With a lean ecommerce team and over 5,000 SKUs, Credo launched a mobile app to streamline product discovery and boost conversions. Nosto's Personalized Search, Product Recommendations, and Content Personalization deliver tailored experiences across the app, helping Credo convert both first-time and in-store customers. **To date, the app has generated over $1.2 million in revenue.**

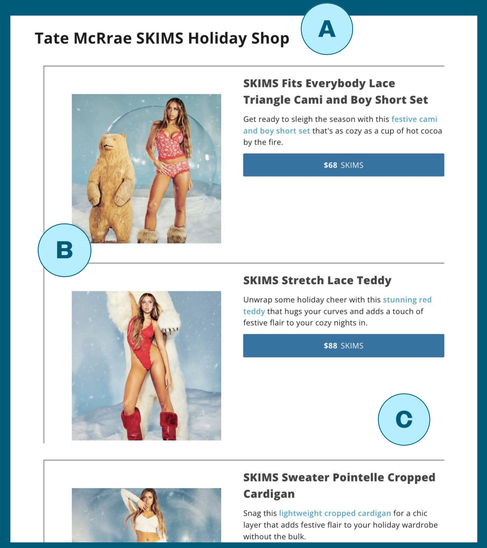






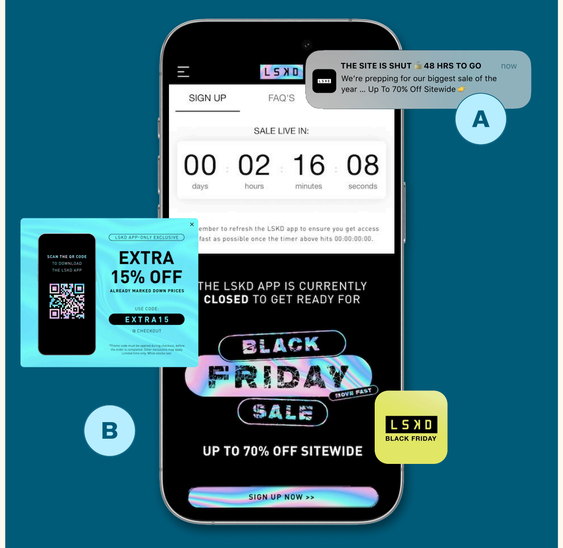
Swipe These Ideas

SKIMS



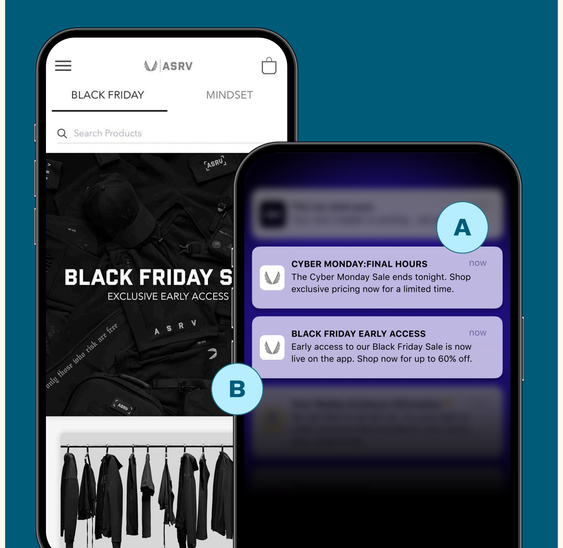
- **A** Partnered with popstar Tate Mcrae, released products modelled by the singer.
- **B** Partnership was covered by lots of mainstream media.
- **C** All media coverage led to a custom landing page on SKIMS' website, showing off products in a full gift guide.

LSKD



- **A** Temporarily closed the app and website right before BFCM. Re-opened it at 12am PST, creating serious demand and hype.
- **B** Generated 40% of their BFCM sales through mobile app.

ASRV



- **A** Used countdown timers to drive awareness of BFCM campaigns, increasing sales by 13%.
- **B** Promoted in-app exclusives via email and push notifications. One early access push saw 30% open rate, 3.7% CVR, and $163K in sales.

Starface



- **A** Offer feels exclusive.
- **B** Scales rewards based on how much is spent.
- **C** Encourages future purchases since credit is applied after BFCM ends.

#4

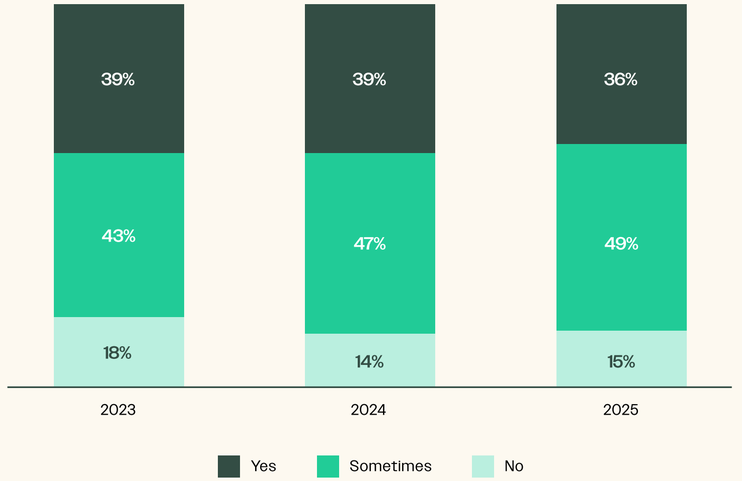
Shoppers Are Spending More. Are You Ready?

Budgets aren’t barriers

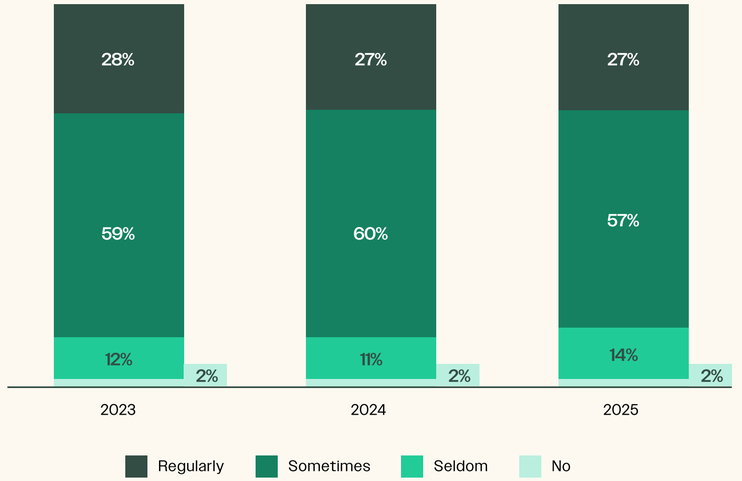
Budgets are common but not restrictive. **Roughly 85% of shoppers say they set a budget for BFCM** at least some of the time, and about a third say they always do.

But a budget doesn’t mean rigid discipline. **85% also admit to making impulse purchases, and more than a quarter do so regularly.** That means even the most disciplined planners are open to last-minute persuasion if the right offer appears at the right time.

A. Do you usually set a budget limit when shopping during BFCM?



B. How often do you make impulse purchases on BFCM?

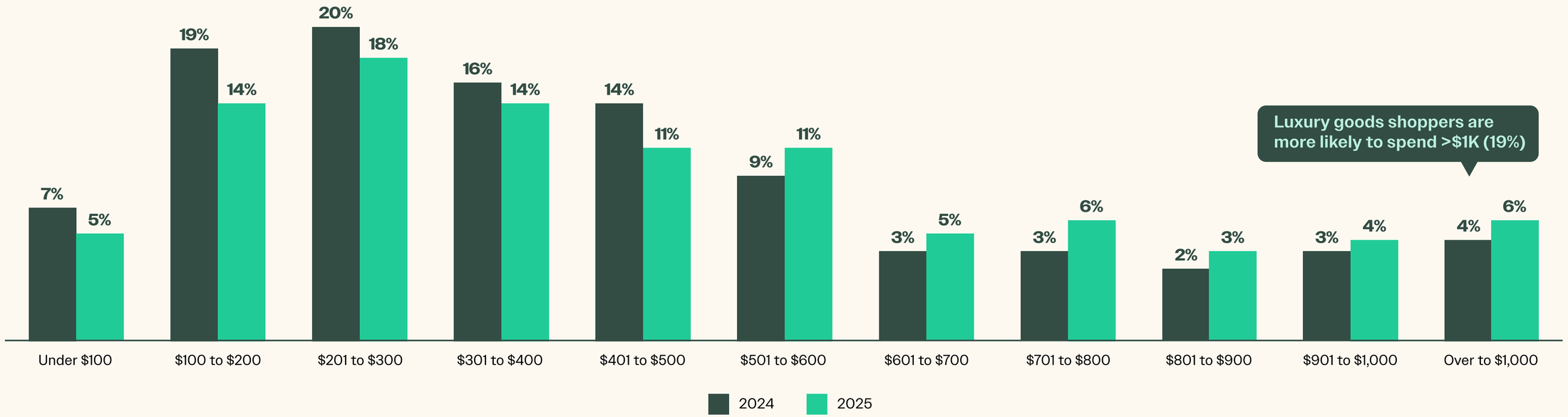


High-value carts are growing

Spending levels are climbing. Over 33% of consumers spent $500+ during last year's BFCM weekend, up from 24% the prior year. High-end buyers push this even further: luxury shoppers were the most likely to cross the $1,000 threshold.

The takeaway is clear: start by matching offers to budget ranges shoppers already plan for, then layer in well-timed upsells for add-on or "treat yourself" purchases.

How much did you spend last year on BFCM? (Or last time you shopped BFCM)

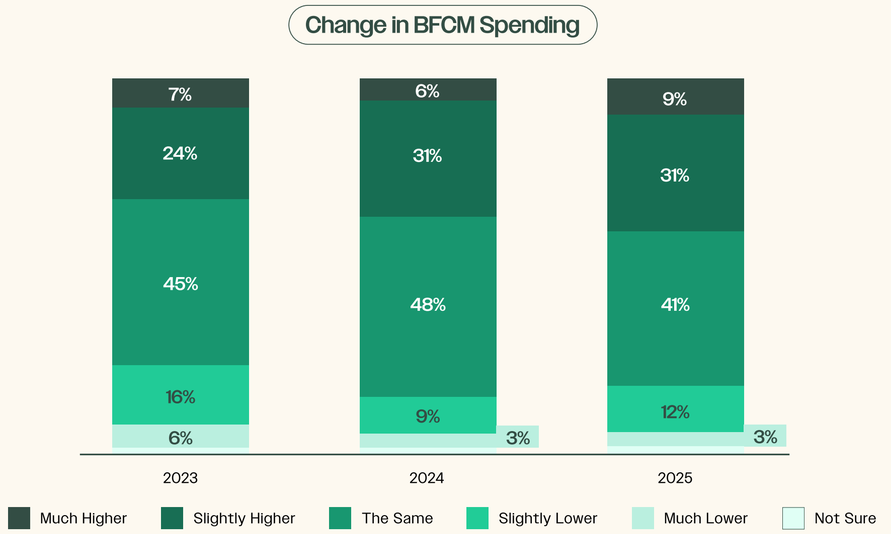


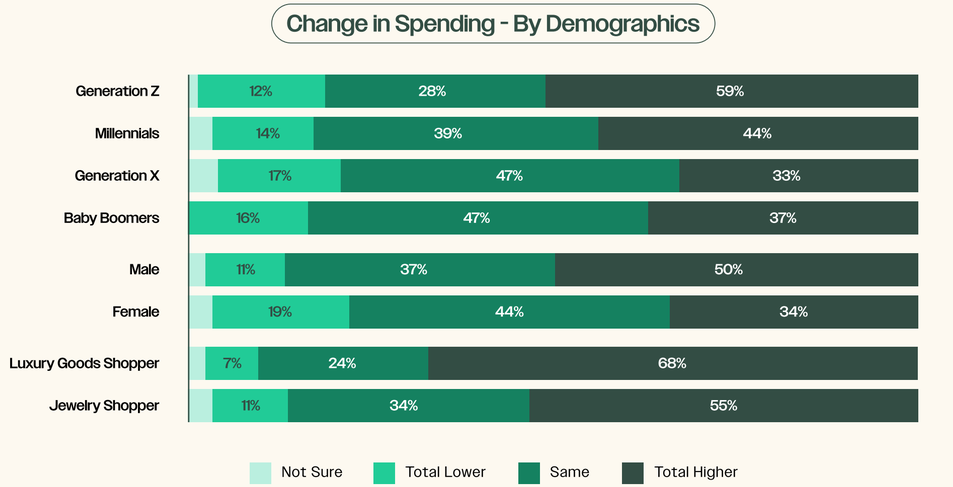
2025 spend intent is up

Spending intent is rising for 2025. **About 40% shoppers expect to spend more than last year,** compared to just 15% who plan to spend less.

Gen Z (51%) and male shoppers (50%) over-index in planning to increase spend, as do buyers in high-end segments like luxury goods and jewelry. This is a signal to prioritize premium positioning and product visibility for these groups, especially in your highest-margin categories.

Do you usually set a budget limit when shopping during BFCM?





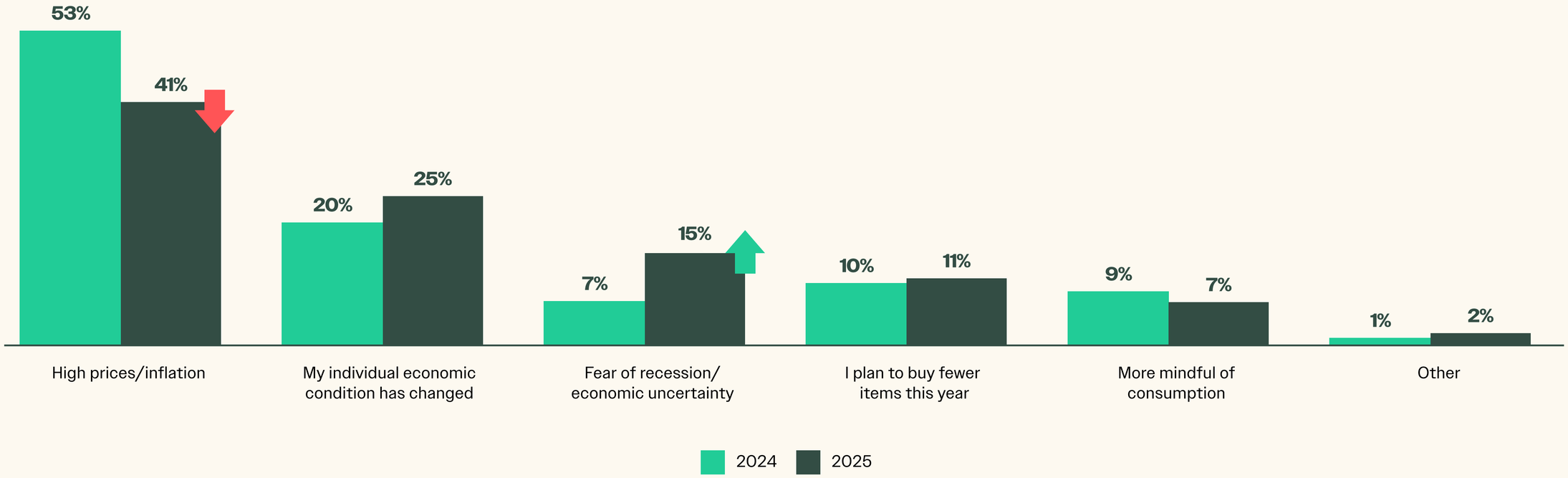
The new spending divide

Economic sentiment is shifting. While high prices and inflation remain the top reasons some consumers plan to spend less, fewer cite these factors compared to 2024.

At the same time, concerns about general economic uncertainty have grown, and one-quarter of respondents say personal circumstances have changed. This mix suggests more polarized spending behavior—**some segments will splurge with confidence, others will hold back unless they see exceptional value or reassurance.**

If there's one thing this year's data makes clear, it's that attention is getting harder to earn... And easier to lose. **That's why timing, messaging, and perceived value all need to work together.** Done right, you can position your brand as the first and last stop on a shopper's holiday journey.

What is the main reason your BFCM spending will be lower this year?



HOW TO TURN THESE INSIGHTS INTO REVENUE

1. Launch Early Access Campaigns That Feel Exclusive

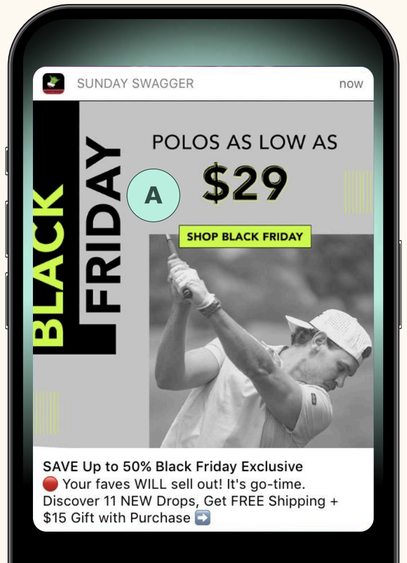
The most valuable real estate in Q4 isn't just the homepage... It's your customers' minds before the noise hits. Get there first.

Use your mobile app to give loyal or high-intent shoppers early access to new products, limited drops, or bundle offers before inboxes and feeds start overflowing. Kick things off in mid-October with an integrated email, push, and SMS sequence that warms them up to your offers.

Plus, app-only drops and push notifications together are a killer combo for beating crowded inboxes.

Sunday Swagger, for example, launched 13 products through app-only early access with Tapcart and saw record-breaking single-day sales, along with a 25% increase in app conversion rates.

That's the power of combining exclusivity with convenience.



HOW TO TURN THESE INSIGHTS INTO REVENUE

2.

Plan Offers for Every Budget Tier—and Upsell on the Spot

Your customers aren't all starting from the same number in their heads. Some are mentally prepared to spend $75, others $250+.

Chase Dimond, partner at Boundless Labs, one of the top ecommerce email marketing agencies, gives this advice:

"Build pre-bundled product sets that match these thresholds, and then layer in cart-based perks like free shipping at $100 or a free gift at $200. Once they're in your ecosystem, you can encourage impulse add-ons with strategic product placements: cross-sells at checkout, 1-click upsells post-purchase, or 'complete the set' suggestions that feel natural, not pushy."



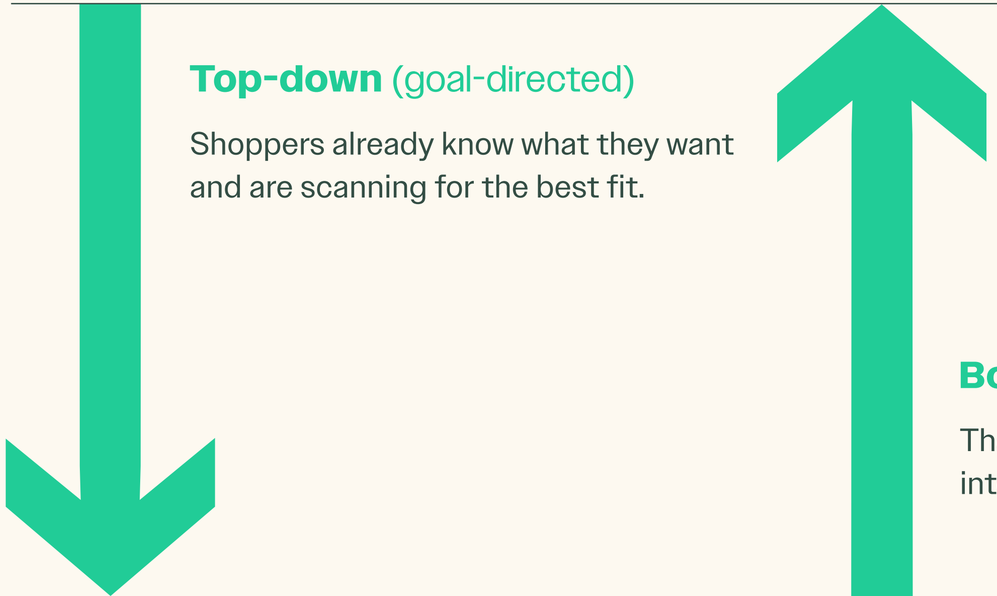
Chase Dimond
Partner at Boundless Labs

The goal is to meet them where their budget comfort zone is, then nudge them upward.

HOW TO TURN THESE INSIGHTS INTO REVENUE

3. Speak to Both Kinds of Shopper Attention

Psychologists at Nature Reviews Neuroscience talk about two main attention modes:



Top-down (goal-directed)

Shoppers already know what they want and are scanning for the best fit.

Bottom-up (stimulus-driven)

They're open to being inspired or interrupted by something unexpected.

Your marketing should address both.

For top-down shoppers, make sure your messaging is direct and solution-oriented ("The warmest, lightest winter coat you'll ever own"). For bottom-up shoppers, use emotionally charged hooks, aspirational imagery, or unexpected storytelling to stop their scroll and make them feel seen.

HOW TO TURN THESE INSIGHTS INTO REVENUE

4.

Answer the Three “Why’s” in Every Piece of Messaging

As Matt Lerner, a product-market expert with over a decade of experience, notes, tightening up your language can pull in the massive pool of “curious but unconvinced” visitors. For Shopify brands, this means focusing less on describing what a product is, and more on why it matters right now, for them, from you.

Before anyone can buy into your offer, they need to understand:

Why This: What meaningful outcome does your product deliver?

Why Now: Why should they care today instead of next month?

Why You: Why choose you over every other option?

The brands that articulate these clearly—and weave them naturally into every PDP, ad, and landing page—convert more customers, including those with low initial intent.

HOW TO TURN THESE INSIGHTS INTO REVENUE

5.

Plant the Answers Before Shoppers Ask

Hesitation kills conversions. “During BFCM, unanswered questions about shipping, stock, or sizing can send shoppers straight to abandonment,” says Emily Hooker, Product Marketing Manager at Gorgias.

Her advice comes in two parts:

Step 1: Identify buying-signal questions

These are the high-intent blockers:

- “Will this arrive before Christmas?”
- “Does this qualify for the holiday sale?”
- “Is this waterproof?”
- “Is there a matching set?”

You can find them in last year’s CX transcripts, cart abandonment data, or by asking your support team.

Step 2: Surface the answers everywhere

Don’t make shoppers hunt. Place reassurance at the exact touchpoints where hesitation strikes:

- **PDPs:** Sizing, care, availability
- **Cart page:** Shipping/return clarity
- **Chat:** Fast reassurance in-session
- **FAQ:** A BFCM-specific section with top concerns

When bareMinerals proactively answered shade-matching questions with Gorgias, they saw a 5.5% AOV lift, zero returns on AI-assisted purchases, and an 8.8x ROI in month one.

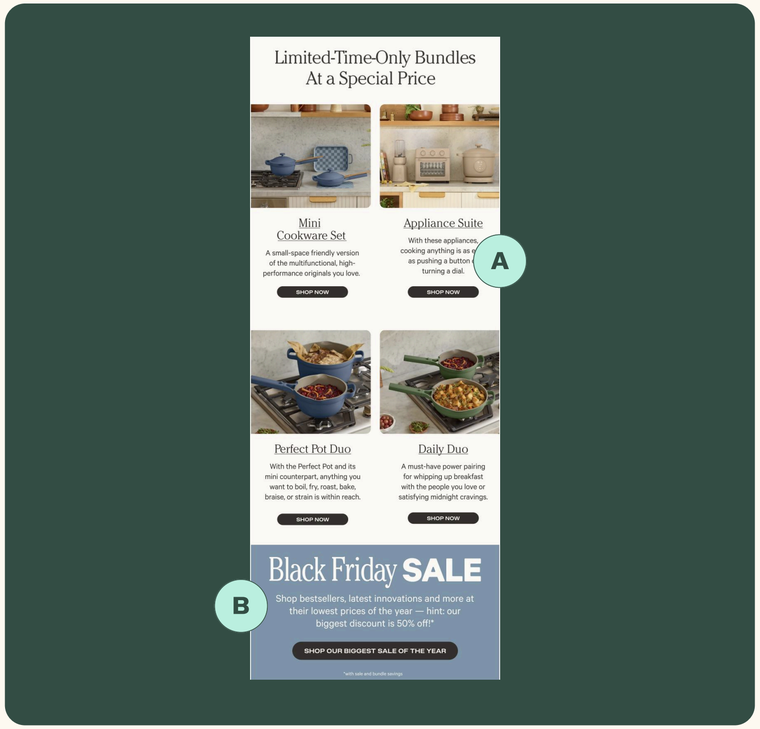
“Knowing your high-intent questions is like having a direct line into your customer’s decision-making process. It shows your customer that you know what they care about most. And you can tailor the experience to match their needs, so they can move confidently toward checkout.”



Emily Hooker
Product Marketing Manager at Gorgias
gorgias

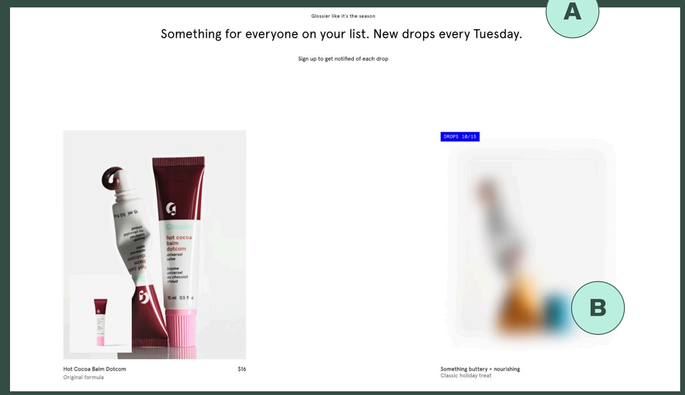
Swipe These Ideas

Our Place



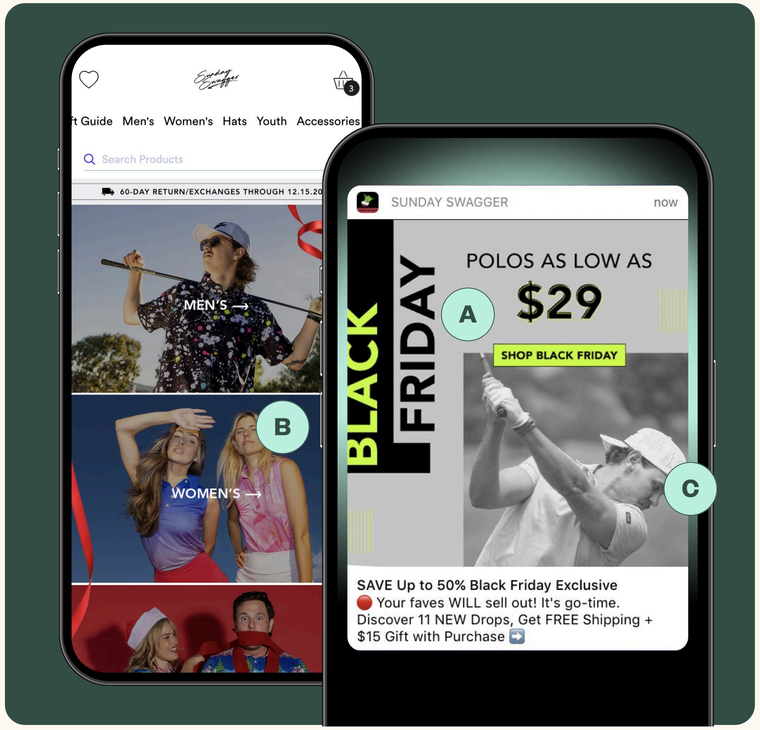
- **A** Created dedicated block in email to promote product bundles.
- **B** Reminds shoppers the sale is on, and it clearly applies to bundles too (better savings)

Glossier



- **A** Glossier created a gift guide page but blurred out pictures of items coming soon.
- **B** Built hype online where people in online communities tried to guess the items

Sunday Swagger



- **A** Ran their early access sale exclusive through their mobile app.
- **B** Shoppers who downloaded the app, had first access to 13 new products.
- **C** Used push to announce the collection, leading to record-breaking single highest sale day to date.

#5

The Rise of Gift Shopping

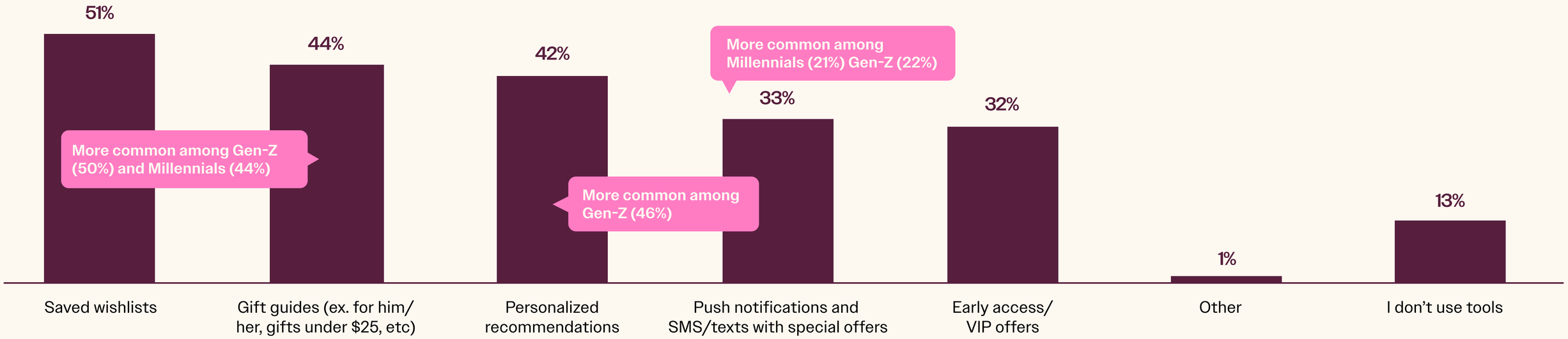
Wishlist wins

When it comes to tools that make gift shopping easier, **wishlists lead the pack at 51%.** They're the most helpful feature overall, followed by gift guides and personalized recommendations—each cited by over 40% of shoppers.

The generational divide appears again: **Gen Z over-indexes on all three, and is significantly more likely to use push notifications or texts to aid in shopping.** These features also map perfectly to mobile app environments, where wishlists, curated gift guides, and personalized prompts can live in one frictionless ecosystem.

The common denominator here is convenience: the more you can reduce friction and decision fatigue, the more likely shoppers are to follow through, especially during the chaos of BFCM.

When shopping for others during the holidays, which features help you the most?



Gift-giving still rules the holidays

85% of shoppers set budgets. 85% impulse anyway. Not to mention, 33% spent $500+ last year (up from 24%) and 40% expect to spend more in 2025. Gen Z + high earners lead the way.

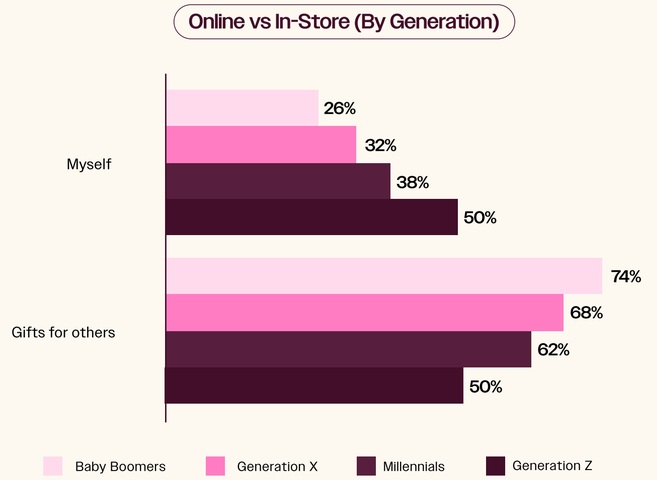
On average, 67% of respondents' holiday purchases are for others, which is a modest decline from recent years. But age plays a clear role: **the older the shopper, the more likely they are to prioritize buying for others, a pattern we've seen consistently.**

This generational split matters for campaign positioning. Messaging to younger audiences might emphasize self-gifting or "one for you, one for them," while older audiences may respond better to narratives about generosity, tradition, and thoughtfulness.

Finally, **impulse buying is also up 85%, with budgets rising at the same time (40% plan to spend more YoY).**

When shopping during the holiday season, what percentage of your purchases are items for yourself vs gifts for others?





HOW TO TURN THESE INSIGHTS INTO REVENUE

1. Launch Early Access Campaigns That Feel Exclusive



Bundles capture the 85% of shoppers making impulse buys, and can transform your unit economics without adding complexity to your funnel. To increase your profit per session and AOV, Simple Bundles suggests using pre-purchase bundles like starter kits, multipacks, or build-your-own sets to raise cart value before checkout. And to pair these with post-purchase funnels that present margin-friendly bundle add-ons after the sale—without cannibalizing the initial purchase.

"For example, a skincare brand might sell a three-step holiday kit up front, then offer a discounted refill pack post-purchase. This approach boosts session value while keeping CAC and fulfillment costs in check"



Tina Donati
Head of Marketing at Simple Bundles

She explains this further in a recent YouTube video, sharing *"You have to look at the full picture, and looking at your profit per session is going to help with that because if you're converting from ads but your margins end up being super low then you're either paying too much for traffic or you're not getting enough value from each visit. Bundles will help you get enough value from every visit."*

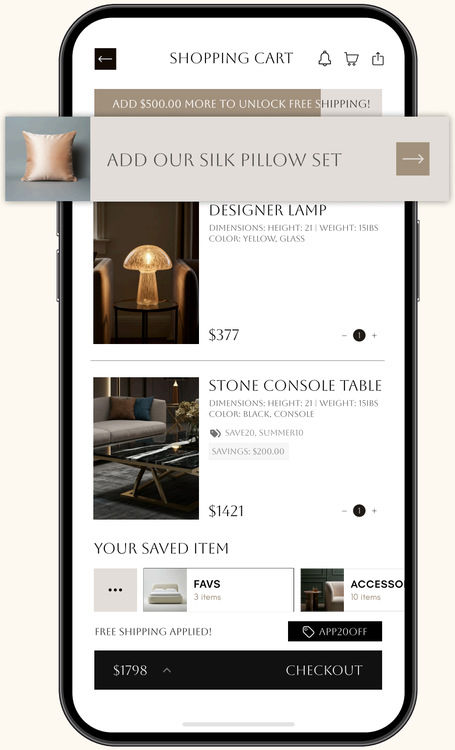
HOW TO TURN THESE INSIGHTS INTO REVENUE

2.

Optimize PDPs and Cart Flows for Gifting

Gift buying is about convenience as much as selection. Add “Gift It” callouts directly on PDPs with options for personalized notes, gift wrap, or even delivery scheduling.

In the cart, make add-ons seamless. If someone is already buying a sweater, suggest a matching scarf or gift box with a single tap. These micro-optimizations turn “good enough” orders into thoughtful, higher-value purchases.



HOW TO TURN THESE INSIGHTS INTO REVENUE

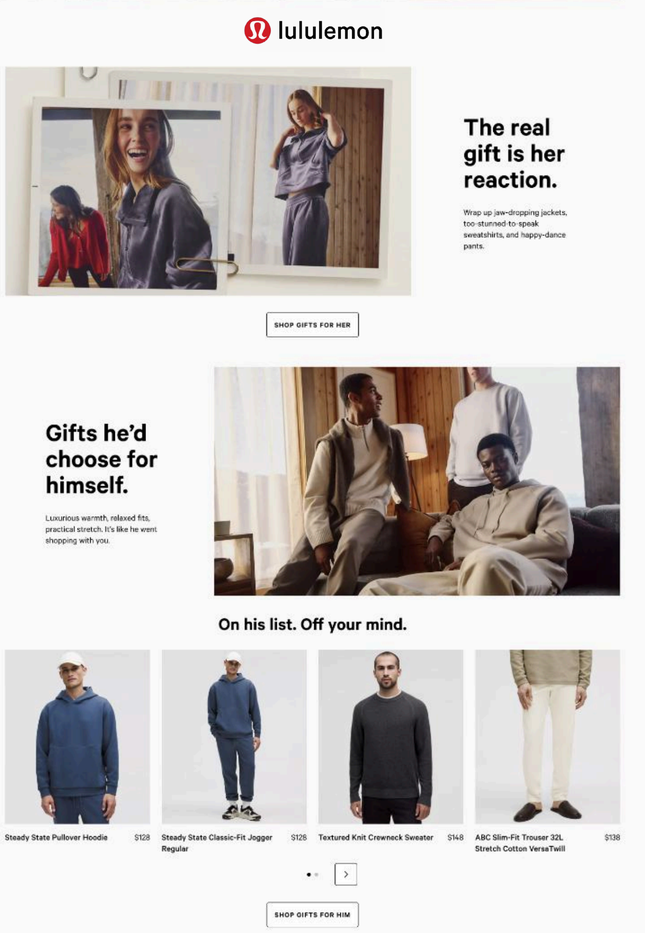
3. Create Dedicated Gifting Ecosystems

Tip 1

Gift filters reduce decision fatigue for the 40% of users who are increasing their spend. Instead of burying giftable products in your general catalog, build a standalone landing page for your bestsellers, organized specifically for gifting.

Tip 2

Use filters like “For Him/Her,” “Under $50,” “The Coworker,” or “The One Who Has Everything” to make navigation fast and relevant. This not only reduces decision fatigue but also lets you promote that page across ads, email, and social as a go-to destination for gift shoppers.



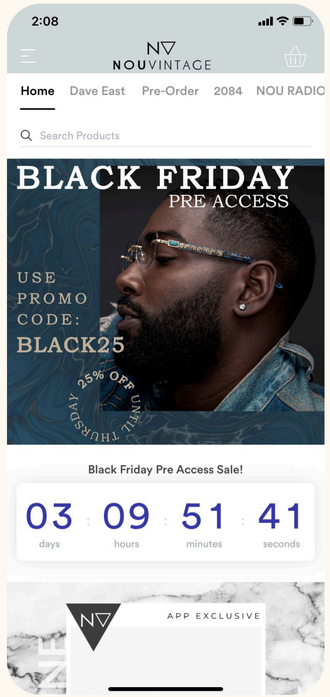
HOW TO TURN THESE INSIGHTS INTO REVENUE

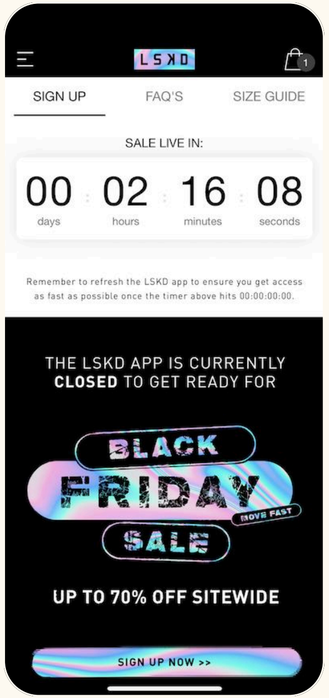
4.

Use Timelines and Urgency to Drive Action

Last-ship dates are actually a marketing asset. Display them prominently across PDPs, banners, and checkout pages to push late-season buyers over the line, especially if you can promise dates that are better than competitors.







Layer in urgency with countdown timers for specific products or bundles to tap into “FOMO” for both inventory and delivery windows.

HOW TO TURN THESE INSIGHTS INTO REVENUE

5.

Turn Every Cart Into a Future Cart

The post-purchase phase is a massive, underused revenue lever. As Nate Rosen, founder of Express Checkout, puts it, *"Black Friday and Cyber Monday aren't just about driving a surge of transactions. They're about capturing the attention of thousands of potential long-term customers. Yes, discounts and flashy deals bring people in, but for many, this may be the very first interaction with your brand. That's where the real opportunity lies."*

This is why post-purchase flows, loyalty exclusives, and retention-first offers aren't optional—they're the bridge between a one-time spike and sustainable revenue.

Use order confirmation and follow-up emails to set clear expectations, deliver product tips, and reinforce brand love.

Day 1: Confirmation + clear shipping info.

Day 3: Product tips or styling guides.

Day 7: Social proof—UGC or customer reviews.

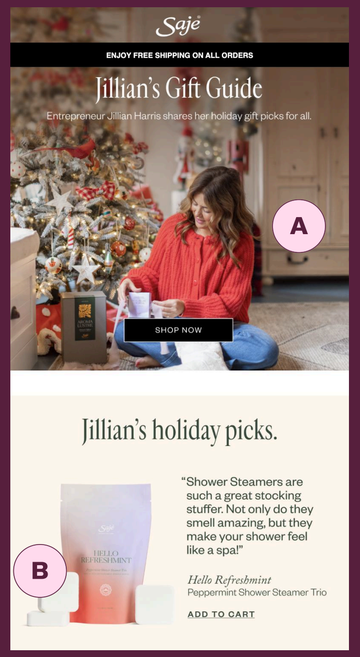
Day 10: Related product upsell.

Day 14: Loyalty invite or a future-dated coupon.

These moments keep your brand top-of-mind after the gift is purchased and create a path to re-engagement before the season ends.

Swipe These Ideas

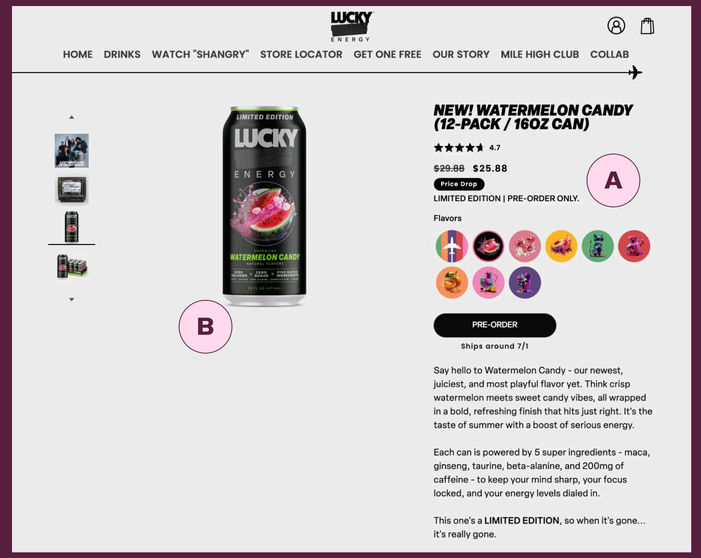
Saje



A Partnered with an influencer to create a gift guide "selected by Jillian"

B Makes the guide feel less "brand" and more curated from someone admirable.

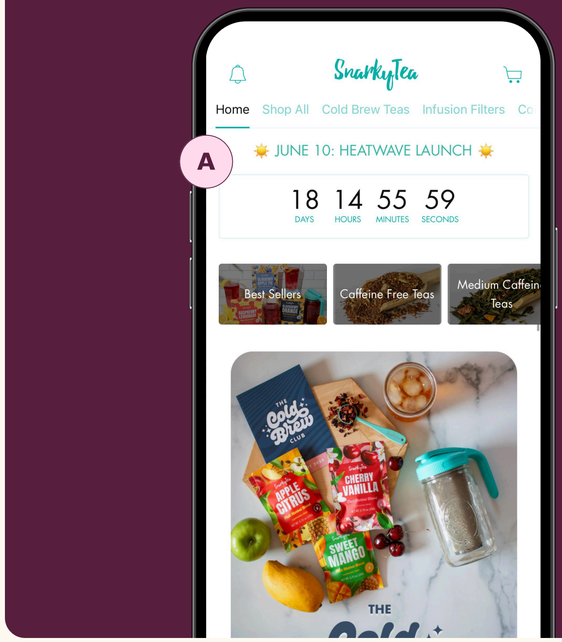
Lucky Energy



A Made the item pre-order only, building FOMO and exclusivity.

B Launched a limited edition product with the sale.

Snarky Tea



A Countdown timer for BFCM, showing the upcoming sale and when it's about to launch.

#6

Peak Week Is Just Part of the Plan

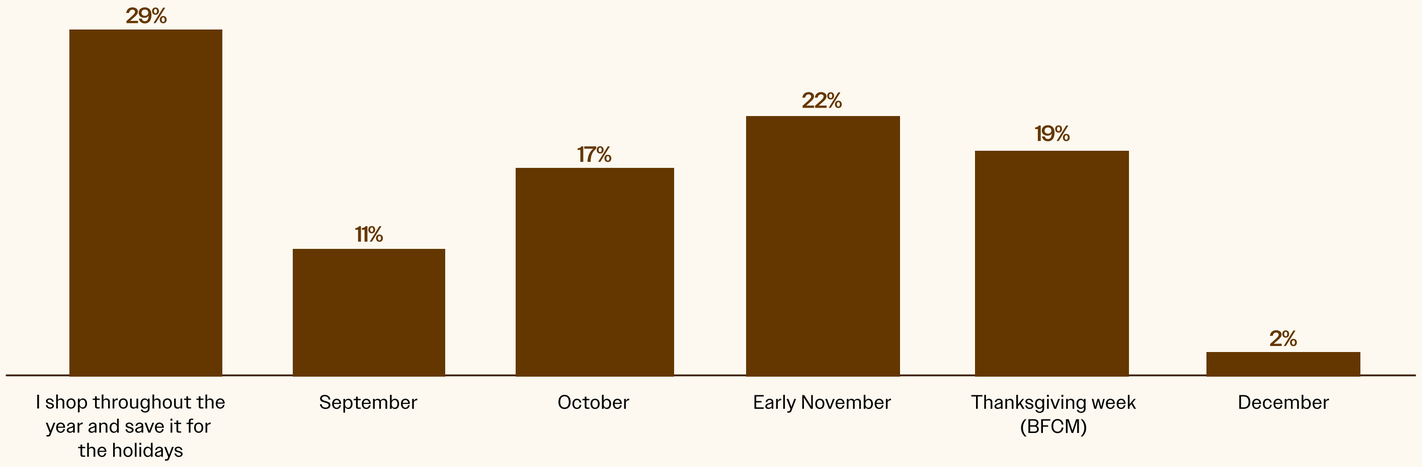
The BFCM window is expanding

Roughly 66% of shoppers start by October, and ~30% shop all year. The holiday shopping season is no longer anchored to Thanksgiving weekend. Two-thirds of shoppers now begin their holiday buying in October or earlier, and about 30% spread purchases across the entire year. In contrast, **only 20% wait until Thanksgiving week or later.**

This extended window is a double-edged sword: it means more time to reach customers, but also more competition for their attention across a longer stretch. The good news? Conversion spikes before and after BFCM—when CPCs tend to be lower—can deliver outsized ROI if you plan for them.

For the 30% who browse early but hold off until big sale moments, capturing contact info ahead of peak week becomes critical. With those leads in hand, you can retarget them during the holidays with personalized offers that feel timely, not spammy.

When do you typically begin shopping for the holidays?



"Earlybird sales still work, and it's a great way to move over-inventory. We don't know what consumer spending and demand will be this quarter: will the impact of tariffs finally be reflected in them? Who knows. But I think people are still primarily shopping for themselves at that time. Re-engage lapsed customers with this. Use an AI tool in your store (Shopify's Sidekick is good, but there are others) to identify what to move, how to market it, how to bundle it, and get it OFF your balance sheets asap."



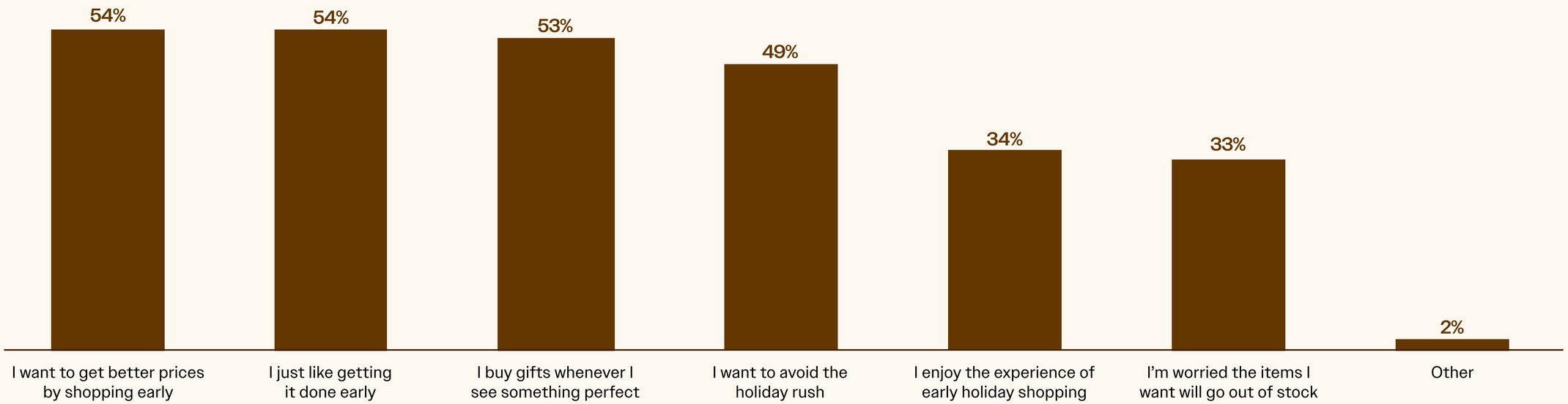
Grace Clarke
Head of Community at Shopify
shopify

Early shopping is practical, not emotional

Why do shoppers start early? The data shows no single reason dominates. Better prices, finishing shopping early, jumping on the perfect gift, and avoiding the rush all rank at similar levels. What they're less likely to say: that they enjoy the holiday shopping experience or worry about stockouts.

This reinforces that early shopping is primarily practical, not emotional, driven by efficiency, value, and convenience. The opportunity here is to meet that practicality with a low-friction, high-trust experience that rewards early action without overcomplicating the offer.

What motivates you to shop early for holidays?

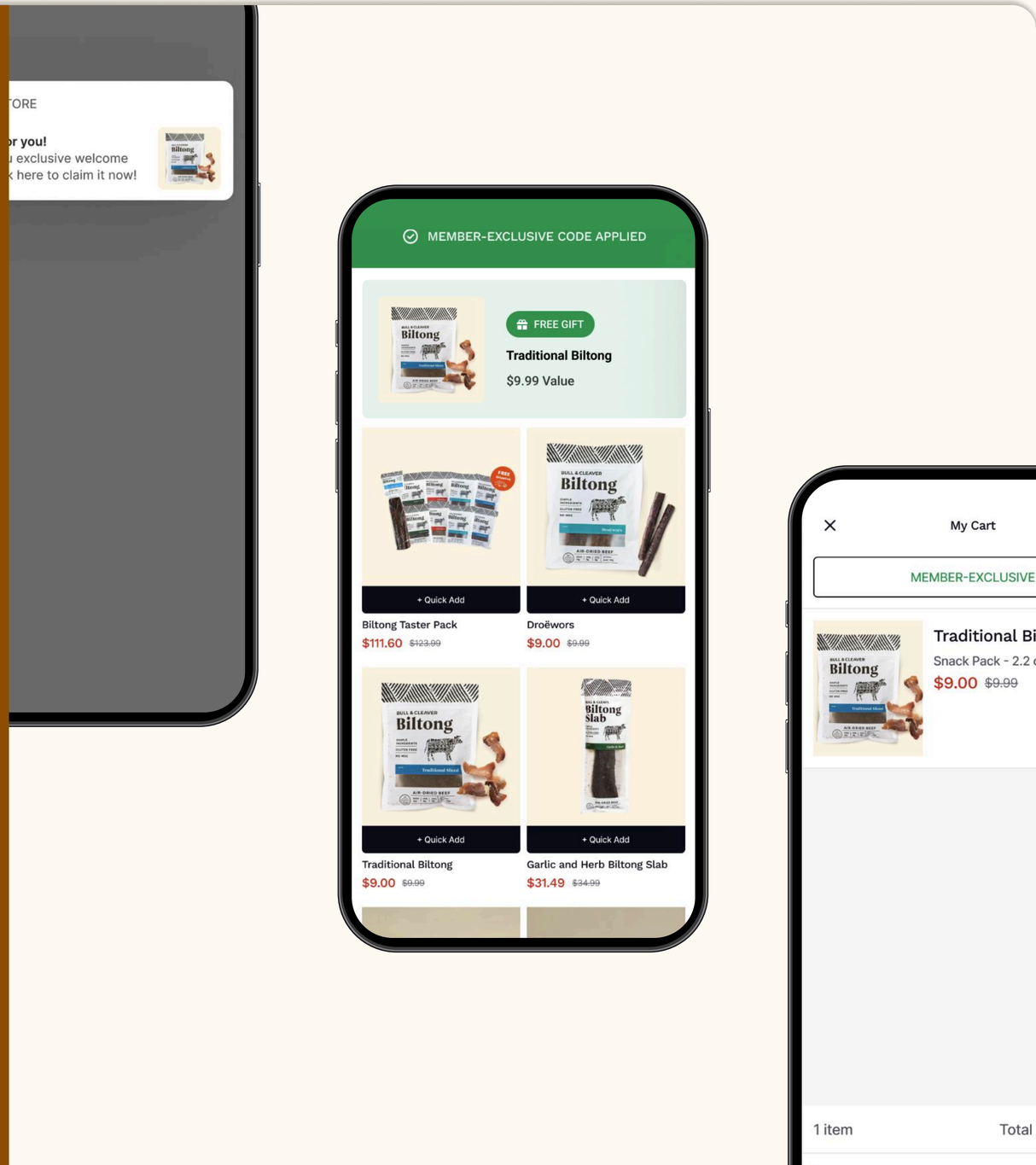


Abra

PARTNER INSIGHTS

Early app installs impact BFCM success

Last year's standout brands didn't just run bigger sales. They found the one lever that mattered: app installs. Abra data shows merchants who grew installs ahead of BFCM 2024 drove 4.5x more December revenue than web-only peers. App shoppers consistently convert higher and spend more, so the logical move was to get more of them, fast.

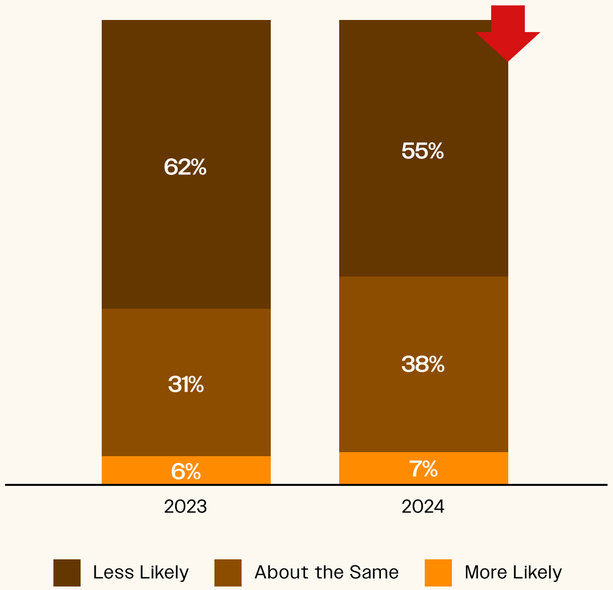


Cutting through peak week ad clutter

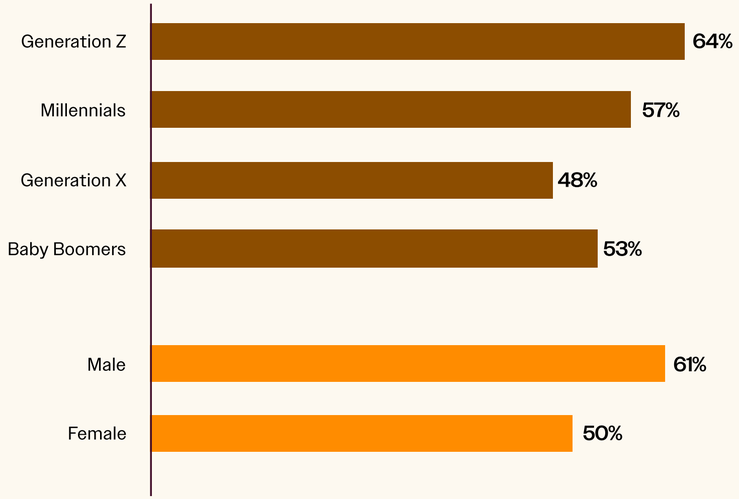
Just over half of shoppers say they pay more attention to brand marketing around BFCM, down from 62% in 2024. Gen Z and male shoppers over-index here, but overall, the drop signals a more cluttered ad environment.

Between retail media networks, streaming platform ads (even on Netflix or HBO's lowest tiers), and the deluge of BFCM promotions, consumers are saturated. To cut through, brands need to go beyond "louder" and aim for "smarter," standing out with unique creative, tightly aligned targeting, and owned channels that bypass the noise altogether. This is where mobile apps, with their ability to send direct push notifications and personalized content, can give you a quieter stage to perform on.

A. Do you usually pay attention to marketing around BFCM?



B. How likely are you to pay attention to brand marketing around BFCM?



attentive®

PARTNER INSIGHTS

Early app installs impact BFCM success

As the team at Attentive reminds us, message frequency isn't the problem—irrelevance is. After analyzing 3.9 billion BFCM messages, they found that 58% of consumers are more likely to purchase when they receive the same promotion across both SMS and email.

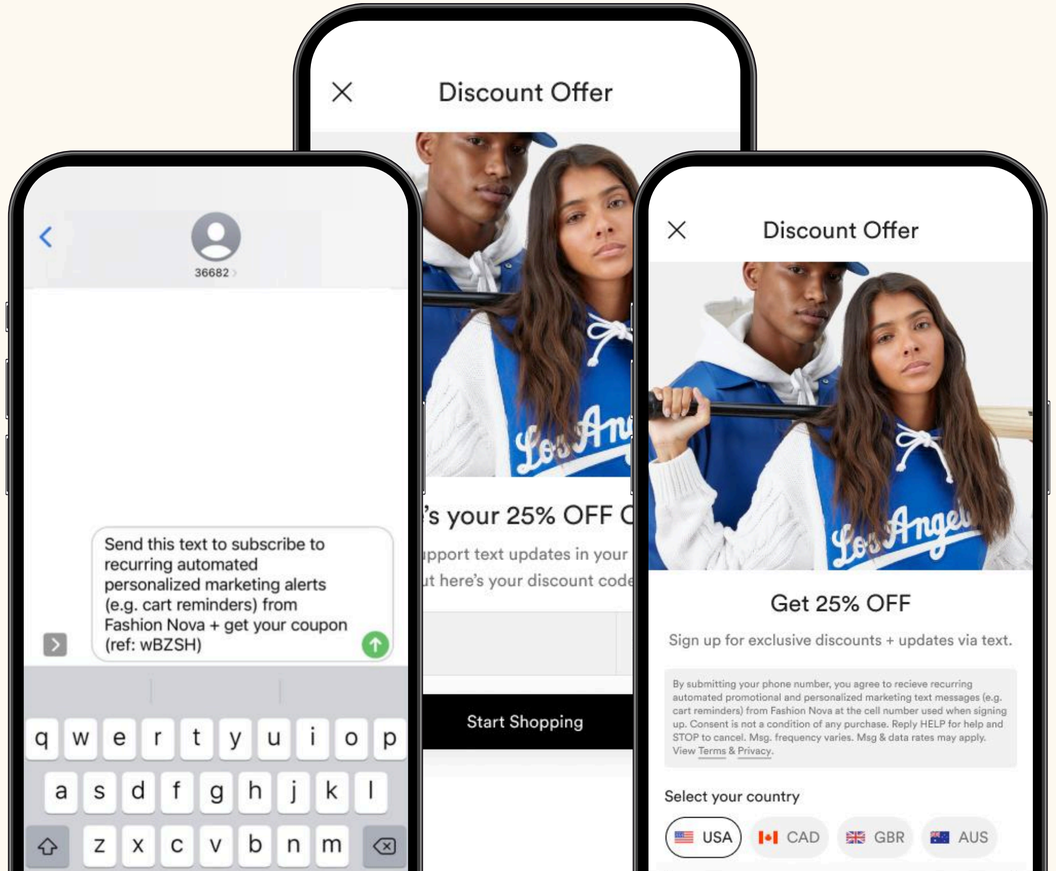
"Don't be afraid to send more messages—consumers are expecting them. If you're delivering the right message to the right person, it will definitely pay off..."



Laura Forsyth
Senior Customer Success Manager at Attentive
attentive®

Some quick tips from the Attentive team:

- Treat VIPs, engaged buyers, and at-risk subscribers differently.
- Coordinate SMS, email, and push so multiple touches tell a single story instead of feeling repetitive.
- Shoppers are converting earlier in the day—SMS peaks in the morning, while email performs best in the evening. Plan campaigns around those micro-moments to maximize results.



HOW TO TURN THESE INSIGHTS INTO REVENUE

1. Seed Demand in October and Keep it Going Through December

The season doesn't start on Black Friday anymore—it starts the moment shoppers begin planning.

Two-thirds kick off in October or earlier, and a meaningful chunk browse all year before pulling the trigger. eMarketer puts a fine point on it: Amazon's October Prime event has pulled demand forward, and in 2025 it'll likely start even earlier, especially if tariffs nudge price-conscious shoppers to stock up. Categories like toys (heavy China import share) and small indulgences (chocolate, coffee) could move earlier, but November and December still drive ~75% of Q4 online holiday sales, which means it's not about peaking early; it's about sustaining momentum through the end.

Oct 1–7:	Launch "Coming Soon" BFCM hub, collect VIP signups, and tease app-only perks.
Oct 1–7:	Try low-lift tests (free-ship weekend, 10% warm-up, gift-wrap add-on).
Nov 1–14:	**Implement wishlist and waitlist growth.** ***Peak (Fri–Mon):*** Push app-first early access (loyalty tiers), budget-tiered bundles ($75/$150/$250), crystal-clear cutoffs.
Nov 30–Dec 20:	Curate holiday hangover bundles, last-ship timers, BOPIS pushes, gift cards/instant delivery.

Basically... Seed interest in October, convert through peak, then keep the flywheel turning into December.

HOW TO TURN THESE INSIGHTS INTO REVENUE

2.

Warm Up with Low-Lift Offers, and Learn Fast

In October and early November, run small, time-boxed promos (a free-shipping weekend, a 10% warm-up, a gift-wrap add-on) to stress-test your flows, offers, and creative.

Watch which headlines, price anchors, and bundles pull the most add-to-cart. Off-peak CPCs are friendlier, and conversion spikes before/after BFCM prove that quiet windows can outperform loud ones—if you've already done the list-building and message testing.

"BFCM 2024 taught us that the biggest shopping moments aren't always the peak days anymore. While Black Friday and Cyber Monday remain strong, we saw a 58% jump in revenue the week before BFCM as brands leaned into early promotions. That's a clear signal: shoppers are ready to buy the moment deals go live, not just when the calendar says it's time."



Steven Bell
Director of Revenue at KnoCommerce
KNO

This means early promos aren't just about capturing a little extra revenue. They're rehearsal moments. Treat them as opportunities to sharpen your messaging, build segmented lists, and prime your systems before the real surge hits.

HOW TO TURN THESE INSIGHTS INTO REVENUE

3. Orchestrate Peak Without Feeling Like Everyone Else

When the weekend hits, you don’t always need to shout louder, but you do need to feel different.

Tip 1

Let loyalty and high-intent segments in first (app-only is perfect here), launch tiered bundles by budget ($75/$150/$250), and make progression obvious with cart perks (free shipping at $100, free gift at $200, double points at $300).

Tip 2

The presentation matters: concise copy, crystal-clear cutoffs, and one obvious next step on every screen.

HOW TO TURN THESE INSIGHTS INTO REVENUE

4.

Win Trust with Radical Transparency Post-Purchase

Once you've earned the order, don't go quiet.

Follow Eli's advice: if there's a delay or a hiccup, say so. Use the cart, order confirmation, and post-purchase flow to set expectations (delivery windows, packaging notes, how to reach support). Over-communication beats silence every time and turns a first purchase into the next one.

"Once you've earned the order, don't screw it up. Fulfillment delays? Warehouse chaos? Fine. Just say so. The bar is low because most brands say nothing at all. Use the cart, the order confirmation, and the post-purchase flow to set expectations clearly. You can't overcommunicate. But you can definitely undercommunicate. Most brands do."



Eli Weiss
VP of Retention at Yotpo
yotpo.

Post-purchase transparency turns a stretched-out season into a compounding advantage—one where you don't just win the cart on Black Friday; you win the relationship for the rest of the year.

HOW TO TURN THESE INSIGHTS INTO REVENUE

5.

Use Post-Purchase Surveys to Fuel Next Year's Wins

Your best insights don't come from dashboards—they come from your customers. Every order during BFCM is a golden opportunity to learn why someone bought, how they found you, and what nearly stopped them from converting.



Steven Bell
Director of Revenue at KnoCommerce
KNO

"A post-purchase survey can reveal whether TikTok, email, or a marketplace drove discovery. It can uncover the offers that resonated most, or the friction points in checkout that almost cost you the sale. These insights are far more actionable than generic attribution reports because they come directly from the buyer's perspective"

The brands that run surveys during and after BFCM leave peak season with more than revenue—they leave with intelligence. That data lets you sharpen targeting, double-down on the channels that work, and fix weak spots before next year.

Steven's recommendation? Set up a simple survey after checkout or via post-purchase email/SMS. Most brands ask: How did you hear about us? What made you choose us? What almost stopped you? Some go deeper—future flavors, favorite shows—and still see 10–50% response rates. Even the low end delivers meaningful insights for BFCM 2026 planning.

HOW TO TURN THESE INSIGHTS INTO REVENUE

✦ Abra

PARTNER INSIGHTS

6. Encourage App Installs Sooner Than Later

With Abra's data showing early app installs lead to more conversions during BFCM, they suggest packing October and November with proven tactics that actually move people into the app:

- App-exclusive offers aimed at first-time shoppers
- VIP previews sweetened with a free gift to incentivize the install
- Geo-based perks like local free shipping.

Owning the channel means owning the calendar. While web-only brands wait for retail's four-day window, app owners can spark demand on their own schedule. Pre-BFCM sales for key segments, urgency pushes, and regionally timed offers are all bolstered by dynamic strikethrough pricing and in-app messaging that created a clear, consistent promotional journey.

"Last year, before Black Friday even began, more than a third of November's revenue was already in the bank. Then December ended up beating November with some brands surpassing 193% of their November revenue. This was done by continuing to push momentum"



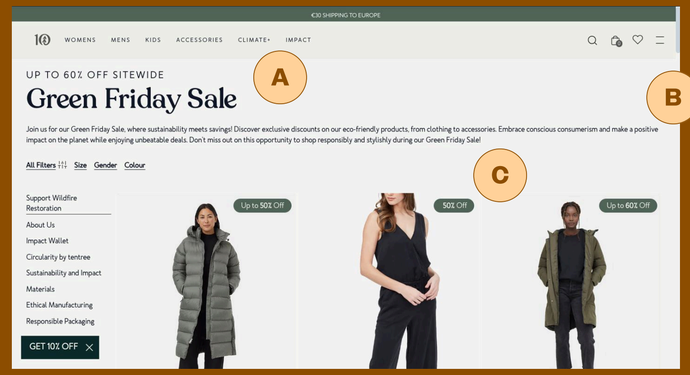
Laura Mazzonna
Senior Product Manager at Abra
✦ Abra

When shoppers shifted from chasing personal deals to solving gifting stress on December 1st, apps made that pivot seamless. Bundles tailored for easy gifting, shipping-cutoff reminders, and value-add GWPs landed with the right audiences at the right time.

Last year's leaders didn't wait for the retail calendar to dictate results.

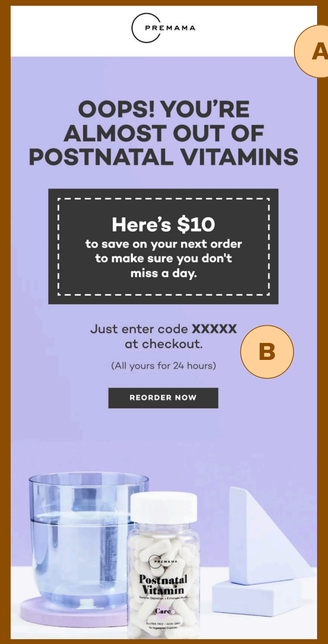
Swipe these ideas

Tentree



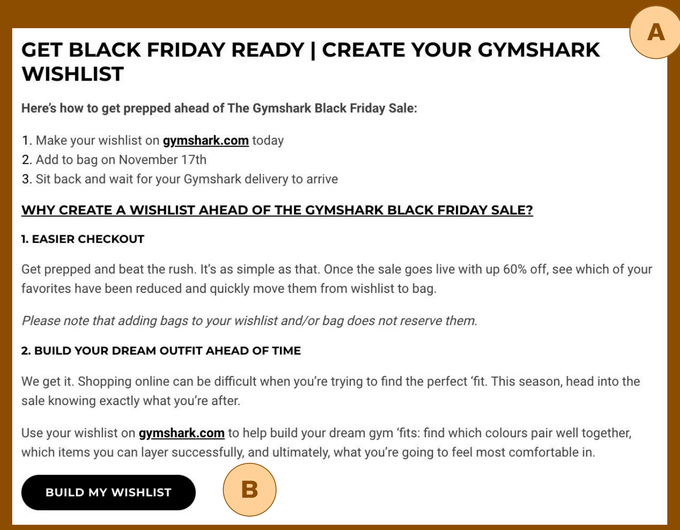
- **A** Rebranded Black Friday to Green Friday, honing in on the brand's mission.
- **B** Offered double loyalty points to strengthen engagement.
- **C** Explained goal of planting 1 million trees.

Premama



- **A** Restock alert, which is incredibly useful for any CPG brand to follow up after BFCM purchases.
- **B** Code only works for the next 24 hours (adding a deadline to create urgency).

Gymshark

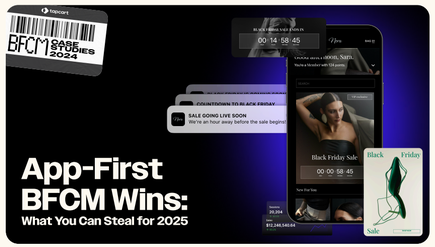


- **A** Prepared customers for BFCM by explaining why and how to make a wishlist.
- **B** A good idea to share on a landing page, in email, or on social to encourage customers to engage early and build excitement.

What Happens Next

This year's holiday season will reward brands that think beyond one-off sales and instead orchestrate every touchpoint with intention.

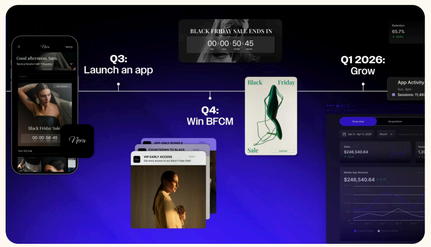
If you're looking to go deeper, here are a few guides worth bookmarking:



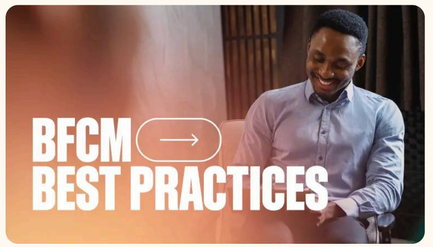
[BFCM Success Stories: How Top Brands Won 2024]



[The Ultimate Guide to BFCM Mobile App Marketing]



[The BFCM Shift: From Flash Sales to Lifecycle Strategy]



[BFCM Tactics Consumers Actually Love]



[Shopify's BFCM Checklist]

Tapcart helps leading Shopify brands turn these strategies into real results—through mobile experiences that convert higher, retain longer, and give you total control over the customer journey.

[Learn more about Tapcart here.]