

2025 Peak Season

BFCM PREP CHECKLIST FOR CUSTOMERS

When the stakes are high, it helps to have the right technology partner by your side.

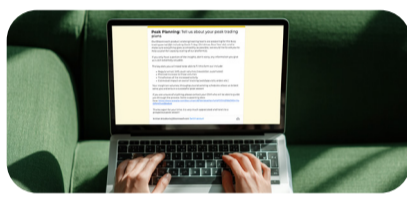
During Black Friday/Cyber Monday (BFCM), Bloomreach will help your brand turn pressure into performance.

Put together by our product experts, this checklist is full of best practices, friendly reminders, and quick fixes to help you optimize deliverability and performance, catch potential pitfalls before they impact revenue, and personalize at scale during the busiest shopping days of the year.

With Bloomreach by your side, you can run smarter, faster, and with the confidence that your peak season campaigns are set up for success.

Pre-Peak Season Prep

- Adjust the timing of your automations, [frequency policy](#), [suppressions](#), and any filters that might interfere with your peak period strategy. Take into account the increased time sensitivity of peak season campaigns and shorter attention spans of customers due to potential inbox fatigue.
- Perform the data audit
 - Focus on the quality of the key data types to ensure that recommendations, vouchers, and personalization will drive the value expected
 - Make sure that data tracking is working as expected and key data points are being collected in the right structure
 - Review the data expiration rules in the data manager to ensure that the data can support your peak season strategy and reporting
 - Use the data manager to map customer, event, and product catalog data, so it stays synced with the platform and AI
- Develop [audience segments](#) to deliver personalized marketing based on their unique behaviors and preferences
- Set clear goals around your omnichannel strategy, and combine the unique strengths and best practices of each channel with the most appropriate audience segment
- Identify the new data capture and audience growth opportunities on your website and mobile app
 - Grow your subscriber list ahead of the peak period by deploying Black Friday-specific sign-up units, highlighting each channel's exclusivity and amending the welcome journeys accordingly
 - Plan your [post-peak reactivation](#) and lapse prevention strategies to maintain a close connection with the newly acquired contacts and customers
- Leverage Bloomreach's Loomi AI-driven personalization tools such as [AutoSegments](#), [contextual personalization](#), and [recommendations](#)
 - Use AI-driven contextual personalization or a simple A/B test to experiment with the key elements of your campaign (e.g., headers, CTA buttons, and personalization) while keeping all other variables constant
 - Drill down into the results of your tests according to customer segments and CLTV
 - Use AutoSegments to find the hidden relationships between properties and metrics, forming unique segments when exploring opportunities during the peak period
- Think about [profitability](#) and explore return optimization strategies by orchestrating websites and campaigns
- Focus on the workload optimization and think where you can leverage Bloomreach cloning and [AI capabilities](#) to save time when building campaigns and reporting during BFCM



Don't skip over holiday prep — complete your [peak planning form!](#)

Email

- Set up monitoring and reporting
 - Sign up for [Google PostMaster](#), Yahoo Feedback, and SDNS (Microsoft) for insights on your reputation with ISPs, and check the performance on a daily basis during peak season
 - Monitor campaign performance rates by ISP, and track opens, clicks, bounce rates, and complaint rates, with the thresholds for each in mind
- Map your sending strategy to your audience segments and maximize reach during the key days of peak season
- Add a temporary additional IP address to give you additional bandwidth and throughput
- Avoid buying, renting, or harvesting email addresses and sending emails to recipients who don't want or can't receive them, such as unsubscribers, spam complainers, or bounces
- Improve your sender reputation [to maximize the inbox placement](#) during the peak period
 - Identify the causes of your impacted reputation, such as spam trap hits, spam complaints, disengaged audiences, or high send frequencies
 - Encourage subscribers to add your domain to their email address book
 - Make sure the DMARC, DKIM, SPF, and other authentication protocols are set up correctly

SMS and RCS

- Ensure you've shared your volume increases with the Bloomreach team to adjust your throughput and avoid delayed sends
- Keep all campaign messages short and to the point, which will keep sending costs low and ensure your audience receives and reads the message
- Test your content to ensure that it is optimized across different mobile devices, and double check embedded links
- Clean your number list — remember, you can have either a "+" or "00" format
- Avoid [MMS messages](#), as they're likely to be delayed or may not get delivered at all during peak season
- Double-check sending times
 - Don't send during full hours (e.g., 10 a.m. or 10:15 a.m.), but a couple of minutes before or after (e.g., 10:27 a.m.), when there is less clutter
 - Refrain from sending during quiet hours — instead, send messages during social hours (9 a.m. - 8 p.m. local time)
 - Schedule messages early — queues with mobile carriers will get longer later in the day, so the earlier you schedule your messages, the better
- Schedule messages early, as queues with mobile carriers will get longer later in the day
- Avoid having a frequency of more than one message per day — use it for urgent and time-sensitive information, like special offers and promotions
- Make sure that you're sending messages to the correct country that your brand is registered to. Add a condition node that confirms for the country code (e.g., a phone starting with +44 for your UK business), otherwise messages won't get delivered.
- Leverage the [max character count](#) feature. Be mindful when using [special characters](#), [personalization](#), or [emojis](#) that can significantly impact character count.
- Ensure you have the [link shortener](#) feature enabled to save on character count and to track clicks
- Automate customer conversation and real-time engagement with RCS
 - Prepare for high volumes of questions from customers through automated help options and FAQs
- Ensure you're following every country's local regulations
 - For US businesses or any business operating in the US, review the parameters around the new [Texas Senate Bill](#)

Ads

- Analyze each customer's channel affinity using [campaign](#) and [session_start events](#)
- Map the customer segments to the most appropriate platforms (e.g., Instagram and TikTok for younger segments, Facebook for broader reach, etc.)
- Use the full potential of the 360-degree view and segment customers based on their behavior and demographics (e.g., products, categories, or brands they've viewed, add to the carts, or purchases)
- Refrain from targeting shoppers with products they have just purchased — instead, include them in upsell or [cross-sell campaigns](#)
- Segment users based on your goals and strategy
 - Target customers who often buy during sales periods, are regular purchasers but haven't purchased recently, or who've only recently lapsed
 - Exclude customers who've already engaged via other channels or are frequent returners
- Ensure audience segments are ready and sent to ad platforms before peak period

Helpful Links

BFCM Resources:

1. [BFCM Content Hub](#)
2. [BFCM 2024 Recap](#)
3. [boohooMAN's Story](#)

Quick Access Links:

1. [Solution Status](#)
2. [Bloomreach Documentation](#)
3. [Bloomreach Support](#)

Documentation at a Glance:

1. [Email Deliverability Tips](#)
2. [SMS Campaigns](#)
3. [Data and Infrastructure](#)

Support FAQs:

1. Where does [my inquiry](#) fall within the scope of Bloomreach Support?
2. How do I [communicate effectively](#) with Bloomreach Support?

