

2026 Peak Season

BFCM PREP CHECKLIST FOR CUSTOMERS

Get the details right before the BFCM rush begins.

Use this checklist to get your peak season campaigns ready across every channel, catch gaps in your strategy early, and protect performance when it matters most.

Pre-Peak Season Prep

- ☐ Perform a data audit
 - ☐ Review Data Manager's expiration rules to confirm data for key audiences, journeys, personalization, and reporting stays available for BFCM strategies. Retain at least 13 months of purchase data for accurate peak-season reporting and spot check top-performing scenarios to ensure they can still access the event history and campaign data they rely on.
 - ☐ Confirm data tracking is working correctly and key data points are captured in the right format. This should cover catalog fields (product titles, URLs, images, old vs. new prices, IDs) and the front- and back-end event attributes used to trigger and personalize your key automations. It should also cover core customer attributes: email, phone, mobile push tokens and the equivalents of the first name, last name, country, and language.
 - ☐ Check the data mapping of your customer, event, and catalog data in [Data Manager](#) so dashboards, predictions, and recommendations stay accurate, while making the campaign cloning process faster and seamless.
 - ☐ Review the [revenue attribution settings](#) for your performance dashboards so purchases get attributed to the correct channel across BFCM campaigns.
- ☐ Optimize your peak strategy
 - ☐ Grow your subscriber list before peak with BFCM sign-up offers such as VIP early access, spin-to-win, or price-drop alerts. This helps attract high-intent subscribers and drive more conversions during the peak.
 - ☐ Review your [frequency policy](#) and shorten abandonment, price-drop, and back-in-stock campaign delays from days to hours, so messages land before deals end, stock runs out or customers convert elsewhere.
 - ☐ Deploy RFM-based automations from the [Use Case Center](#) to turn new BFCM buyers into long-term customers.

Email

- ☐ Connect Google Postmaster to your [deliverability dashboards](#) and check the performance daily during peak season. For more details, see this [setup guide](#).
- ☐ Confirm your DMARC record is properly published or use our guide for setup. A misconfigured record can tank inbox placement right when volume spikes.
- ☐ Monitor daily campaign performance rates by ISP. Track delivery rate, click rate, bounce rates, and complaint rates against the recommended [thresholds](#).
- ☐ Use the [Deliverability Investigation dashboard](#) to identify any blocklist listings, spam-trap hits, or complaints that can hurting campaign performance before and during peak season.
- ☐ Encourage subscribers to add your domain to their address book (e.g., "Add us to your address book to stay up-to-date with our best BFCM deals!") to improve inbox placement and domain reputation.
- ☐ Avoid sending during common times (10 a.m. or 10:15 a.m.). Scheduling a few minutes off (e.g., 10:27 a.m.) ensures better deliverability time and less delays for both email and SMS.
- ☐ Consider temporary adjusting your [cumulative bounce management](#) / soft bounce suppression [settings](#) for peak season, since higher send volumes and mailbox storage limits will temporarily increase the full-inbox soft bounces. Loosening the cumulative bounce threshold during this period prevents engaged subscribers from being prematurely suppressed. Bounce management helps protect your domain reputation, so make any changes carefully and monitor bounce rates closely.

SMS and RCS

- ☐ Review your sender profiles in Bloomreach under Project Settings > Channels > SMS / MMS / RCS and confirm each campaign uses the correct sender for its target region. If the sender profile doesn't match the region, SMS delivery will fail.
- ☐ Format all phone numbers in the same MSISDN format with a country code (e.g., +44 or 0044) to ensure successful delivery.
- ☐ Verify STOP / HELP keyword auto-responses. Text STOP from a test number and confirm the opt-out takes effect immediately and the confirmation message arrives.
- ☐ Configure [silent hours](#) with time-zone awareness to prevent sending messages outside permitted windows (typically 8 a.m. – 9 p.m. local time). TCPA and state laws (including [Texas SB 140](#)) require respecting local quiet hours.
- ☐ Test SMS CTAs and content across different mobile devices before peak season.
- ☐ Test RCS rich cards, buttons, deep links, image rendering, device/carrier eligibility, [SMS fallback](#), and tracking.
- ☐ Keep SMS messages concise and watch [character limits](#) to optimize budget. A standard SMS is 160 characters, but adding a single emoji or special character switches it to Unicode and drops the limit to 70 characters, meaning more segments and a higher cost per send.

Ads

- ☐ Make sure customer identifiers like email, phone number, and Mobile Advertiser ID are complete and correctly formatted to improve match rates and maximize campaign reach.
- ☐ Pre-build your peak ad audiences early. Facebook and Google can take up to 24 hours to match and populate an audience, so push yours about a week before peak to prepare.
- ☐ Set ad audience scenarios to trigger daily so targeting reflects current customer behavior and spend isn't wasted on outdated segments.
- ☐ Configure Ad Audiences to send only incremental changes to avoid spikes in event volume. Set clear entry and exit criteria and monitor event activity daily after launch.
- ☐ Use UTM data to match customer segments to their preferred platforms, and shift budget toward the platforms with the best ROAS.
- ☐ Leverage segmentation and purchase data to target regular customers who often buy during sales periods but haven't purchased recently.
- ☐ Exclude low-margin and high-return customers from paid targeting and focus spend on your most profitable segments.
- ☐ Suppress audiences like recent converters, highly-engaged email/SMS subscribers, and opted-out customers to protect your ad budget.

Helpful Links

BFCM Resources:

1. [BFCM Content Hub](#)
2. [BFCM 2025 Recap](#)
3. [Mayborn Group'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?