

BLACK FRIDAY PLAYBOOK



Learn more at thrivecommerce.com

Supercharge your BFCM with Thrive

One day sales are a thing of the past with Black Friday and Cyber Monday. Last year, the two week period before and including the BFCM weekend grew a staggering 45% in e-commerce sales when compared to 2023, meaning sale periods are growing longer.

So, how can you best stand out, maximize conversions, and protect your margins this year?

The **Thrive BFCM playbook** here has key strategies on how to boost performance for 2025.



12+ WEEKS OUT

- **Focus on building SMS and email lists:** Make sure an email and/or SMS acquisition tile is added to your Smart Bar to encourage sign ups. Test out language on your Offer titles like “Unlock Early Access” or “Be the First to Know” or “Opt In for Black Friday Alerts”
 - Add targeting to hide it from known email traffic: Session landing page query parameters > did not contain any of > your email/sms parameters, like utm_source=email
- **Review performance data from the previous year**, focusing on key metrics like conversion rate, average order value, bounce rate, and revenue per session by traffic source and campaign
 - Which channels or campaigns performed the best?
 - Which channels or campaigns struggled to convert?
 - What Offers got the most engagement last year?



8 WEEKS OUT

- **Prepare seasonal imagery and finalize promotions**
 - Want to customize your Smart Bar? Work with your Thrive CSM to change the Smart Bar CTA and/or color during upcoming sale periods to match your BF/CM imagery
- **For promotional content, in 2024 most brands did a combination of:**
 - **Broad sitewide discounts for BF/CM**
 - Either the same % off throughout or increasing for Cyber Week
 - Consider tiering discounts to drive up AOV
 - **Flash sales / Doorbusters** – Highlight a few key products that are discounted extra, or known best sellers, based on last year's data
 - Add an Offer tile for each one
 - Consider doing doorbusters as limited-time flash sales throughout the BF/CM period
 - Add countdown timers to drive urgency
 - Have a ton of doorbusters? Consider adding URL-based targeting on some of the more specific products, so relevant Offers show up and change as shoppers browse through different categories onsite: URL > contains any of > /kids/ or /womens/ etc.



8 WEEKS OUT

- **Promotional content, continued:**

- **Highlight shipping deals and/or payment methods**

- More than 25% of shoppers now use an alternative payment method, so if your brand offers options like Klarna, Afterpay or Affirm, consider creating an informational Offer to highlight this with Thrive on your Smart Bar, before shoppers get to the cart

- **Early access deals for VIPs, loyalty members or email/sms subscribers**

- Connect with your Email and SMS team to determine the utm_campaign for any early access messages that will be sent out. You'll later leverage the specific campaign information to add targeted Offers to your Smart Bar / Button / Pages using Session landing page query parameters > contained any of > your early access campaign like utm_campaign=earlyaccess



8 WEEKS OUT

- **Review last year's Black Friday / Cyber Monday Smart Pages category page, and optimize SEO language to target 2025 keywords**
 - **Places to put keywords:** Header, Subheader, Footer Header, Footer body text, Meta tags and body
 - **Not sure what content to add to your page ahead of BF/CM?** We suggest adding your email/SMS acquisition Offer, as well as any shipping threshold Offers and/or informational Offers about payment options on the category page for initial content
 - Later, once BF & CM launch, you'll add any of your BF/CM Offers there, in addition to your Smart Bar and Button
 - Once your Smart Pages category has been updated, set the category page live, and **run a crawl of the page in Google Search Console to expedite search rankings**

Suggested Keywords Categories

Broad / High-Volume Keywords:

- [Brand] "Black Friday 2025"
- [Brand] "Cyber Monday 2025"
- [Brand] "Black Friday Deals" / [Brand] "Cyber Monday Deals"
- [Brand] "black friday sales" / [Brand] "cyber monday sales"
- "best [Brand] black friday deals 2025" / "best [Brand] cyber monday deals 2025"

Product and Category-Specific Keywords:

- "black friday [product] deals"
- "cyber monday [product] sale"
- "[product] black friday"

Long-Tail Keywords with High Intent:

- "best [product] for black friday"
- "[product] black friday discount"
- "[product] cyber monday coupon code"
- [Brand] black friday free shipping"

Additional Keyword Ideas:

- gift ideas
- Holiday [category] gift guide
- Christmas gifts



4 WEEKS OUT

- **Upload and schedule promotions within Thrive's Promotions Manager in advance**
 - Sitewide Offers should be pinned in the first spot on Smart Bar, Button, and Pages
 - Schedule countdown timers for limited-time offers to drive urgency
- **Re-run Google Search Console crawls on your Black Friday / Cyber Monday Smart Pages categories to help boost rankings**



IT'S GO TIME!

- **Need to make a change to your offer content?** Publish new offers or edit existing offers in seconds without needing a code change



POST BFCM

- **Audit performance, what went well and what didn't. Collaborate with your Thrive CSM to review performance.**
 - Consider re-engaging new shoppers who purchased during the sale period with a loyalty program invite
 - Or, send offers to shoppers who didn't convert during BF/CM, focusing on cart and browser abandonment. Leverage Thrive offer targeting to show special offers to these campaigns only.

