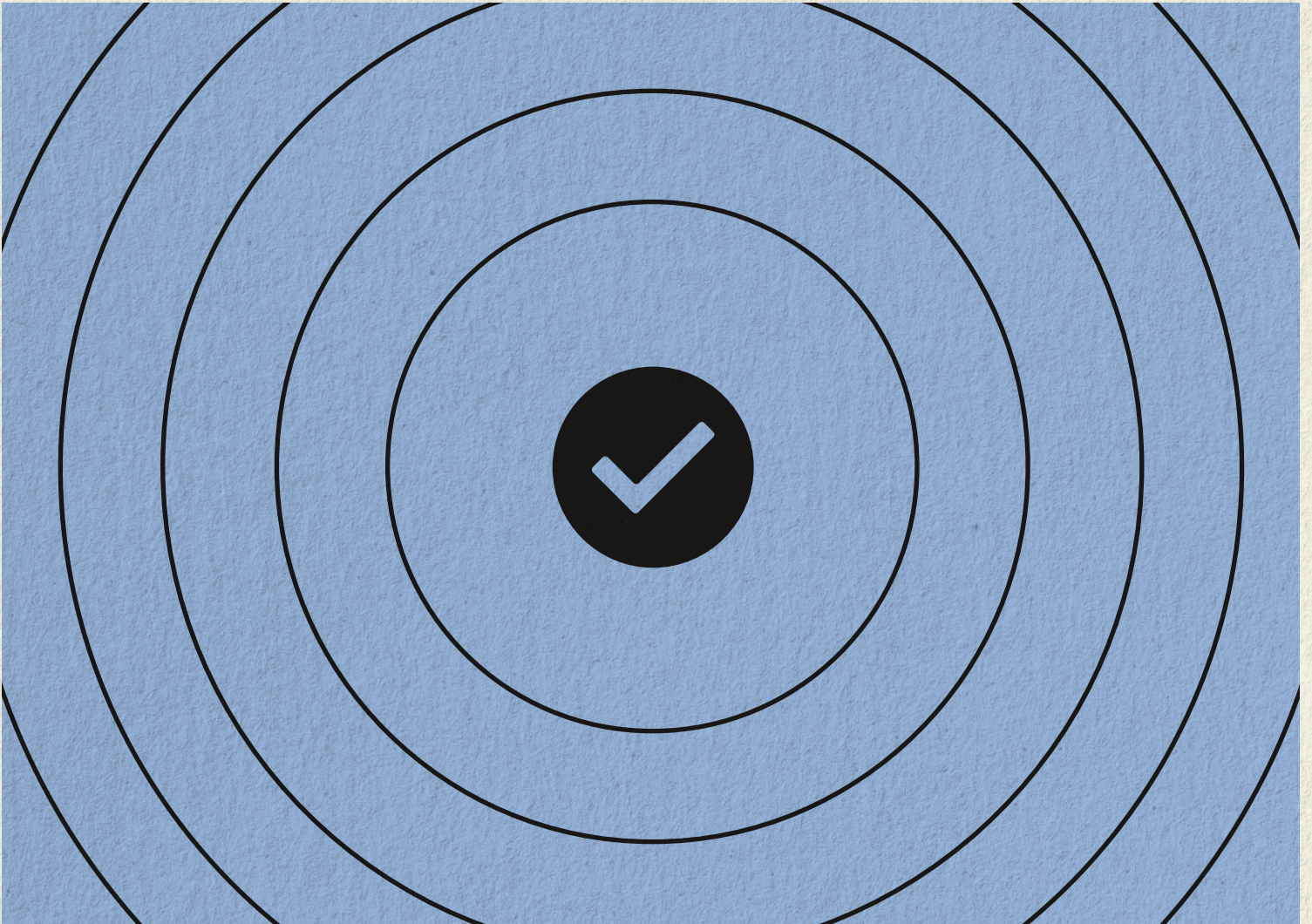


CYBER WEEK CHECKLIST

What to build, test, and fine-tune before Cyber Week begins





BFCM is more than just a one-week sprint—the strongest programs start taking shape long before November.

This checklist brings the most useful takeaways from The Briefing into one place: the benchmarks to review, the details to check, and the steps to take before Cyber Week begins.

No fluff, no guesswork—just the clearest path from prep to launch.

THE CHECKLIST: WHAT TO DO BEFORE BFCM

1. Start earlier than feels comfortable

71% of shoppers will start their holiday shopping before Black Friday, and marketers who started BFCM promotions before November were 25% more likely to report improved year-over-year messaging performance.

- ☐ Audit your sign-up units and confirm two-tap™ is live so new subscribers land in the right place from day one.
- ☐ Conduct a deliverability audit and practice inbox warming before volume climbs.
- ☐ Identify upcoming shopping moments, like Back-to-School and Labor Day, that you can use to test campaigns before BFCM.

2. Know and grow your audience

Subscribers added before Cyber Week generated *63% of Attentive-attributed BFCM revenue* and *drove 2.2x more Cyber Week revenue* than subscribers acquired later.

- ☐ Measure how many site visitors you currently recognize—and close that gap before traffic peaks.
- ☐ Grow your list with personalized sign-up experiences instead of one-size-fits-all pop-ups.
- ☐ Make sure every new subscriber opts in the right way with two-tap™.
- ☐ Build a VIP segment now and plan an early-access window before inboxes get crowded.

3. Send more—and send smarter

High performers sent *25% more SMS* and *2.5x more email* during Cyber Week than other brands, with sends concentrated around noon ET on peak days. They increased volume without burning out their lists.

- ☐ Build and tag your audience segments before volume ramps up.
- ☐ Ramp SMS to three times your normal weekly volume gradually, and expand your email audience by roughly 5-10% each week rather than jumping all at once.
- ☐ Retarget aggressively: start with full list sends, then keep messaging engaged subscribers all week.
- ☐ Map your full send calendar through December—including after Cyber Monday—so you're planning ahead instead of building campaigns under pressure.

4. Coordinate your channels and journeys

67% of high performers used both SMS and email during Cyber Week and captured *17% more of their total online revenue through Attentive* than single-channel brands.

- ☐ Define clear roles for SMS and email so they complement—rather than duplicate—each other.
- ☐ Confirm your welcome, cart abandonment, and browse abandonment journeys are active and fully tested before October.
- ☐ Layer in supporting offers like free shipping, gift with purchase, or BOGO where they add value for shoppers.
- ☐ Lead with the strongest deal in the first few lines of the email, and use scarcity and urgency in SMS on that same offer.

5. Get RCS and AI working before the rush

Early RCS pilots in 2025 showed a *27% higher click-through rate than SMS*. While the sample remains small, the directional signal is encouraging. Brands using *Attentive AI™* during BFCM 2024 saw *2x higher attributed revenue growth*.

- ☐ Confirm your RCS for Business setup and run a test send before Black Friday.
 - ☐ Choose one AI use case to pilot now—cart journeys, send time optimization, or copy—and measure the impact before Cyber Week.
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Resources to go deeper

- The Edit: Attentive's definitive guide to BFCM [Link]
- Best of BFCM: The 2026 Lookbook: Seven tactics behind the highest-performing campaigns [Link]
- The Briefing replay: Watch the full webinar on demand [Link]

Ready to put this into action?

See how Attentive helps you recognize more shoppers, coordinate every channel, and execute BFCM with less guesswork.

*Based on AI-assisted analysis of Attentive proprietary internal data. Results reflect the applicable dataset and methodology, may not be representative of all customers or use cases, and are not a guarantee of future performance. Individual results may vary.

The background of the image is a light gray, textured surface. It is overlaid with large, bold, curved shapes in a vibrant yellow color. These shapes are abstract, resembling segments of a circle or a stylized 'A' shape. The word 'attentive' is centered in the middle of the image, in a bold, black, sans-serif font. A registered trademark symbol (®) is located at the top right of the word. Below the word, the tagline 'Messages that perform. Results that transform.' is written in a smaller, black, sans-serif font.

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