Echelonn™

2026 EDITION · GOOGLE ADS PLAYBOOK

How to Dominate Black Friday Cyber Monday 2026

The Google Ads strategies, feed tactics and campaign setups to prepare, launch and scale your BFCM sale.

01
Search, Shopping & promotions

02
Performance Max & Demand Gen

03
Retargeting & campaign structure

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01 / SEARCH AD COPY

BFCM Search Ad Copy

The problem

Your ad copy is one of the most important aspects of your Google Ads campaigns. It's your chance to grab attention and entice clicks. But during a sales period like BFCM, you have more competition.

Google made this easy to solve.

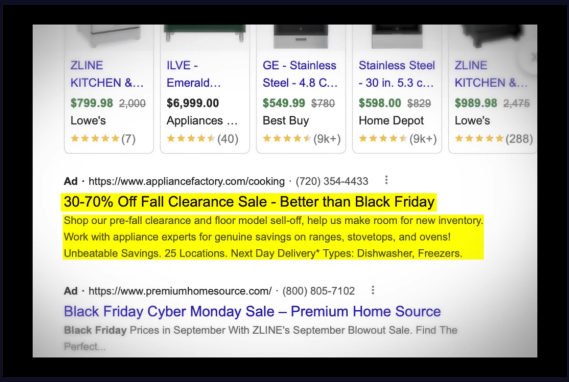
Use headlines and descriptions as scheduled campaign-level assets for Search campaigns. This lets you quickly update your ads for BFCM without disrupting your existing campaigns.

01 Create a BFCM-specific headline

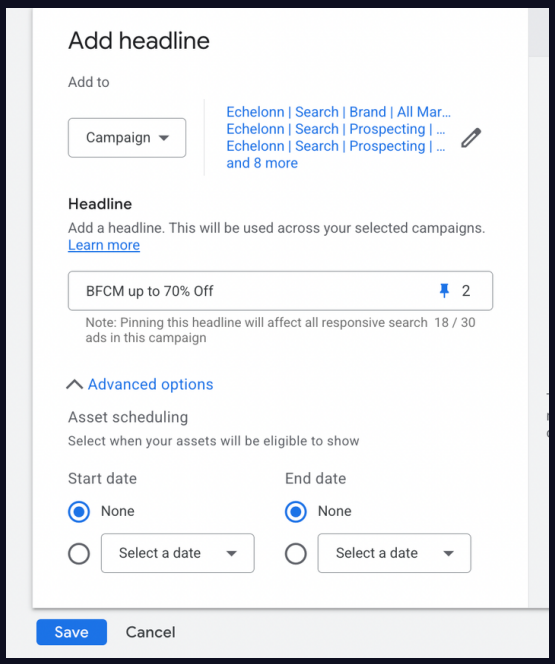
Write your BFCM offer into the headline and pin it to the second headline position.

02 Keep your existing campaigns

Modify your ads to include BFCM messaging without starting from scratch. Set the start and end dates for the sale.



Example of BFCM offer copy in the Search results.



Campaign-level headline settings: pin the offer and schedule its start and end dates.

02 / SHOPPING ADS

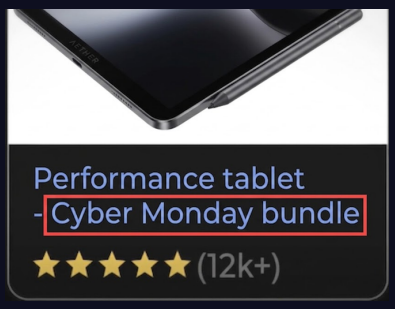
Unique BFCM Shopping Ads

Approach 1: Existing products

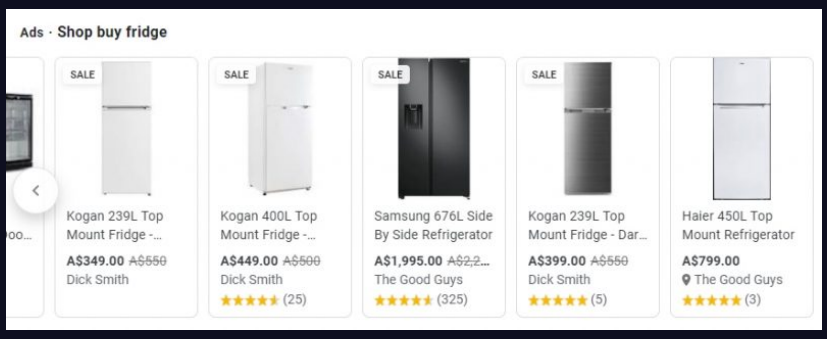
Make product changes at the feed level, within Google Merchant Center. Keep titles accurate to the product or bundle; use pricing attributes and promotions for the sale offer.



BFCM bundle wording in the product title.



Cyber Monday bundle wording in the product title.



Sale-price annotations distinguish discounted products from the full-price listing on the right.

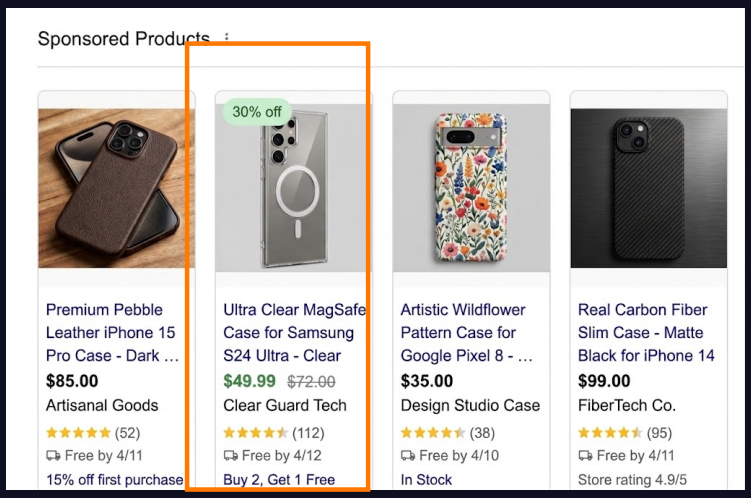
Approach 2: BFCM product pages

Create new product pages specifically for BFCM. A dedicated landing page, with ads and copy written for the BFCM product, gives shoppers a more relevant experience.

03 / BFCM SALES

Sales price

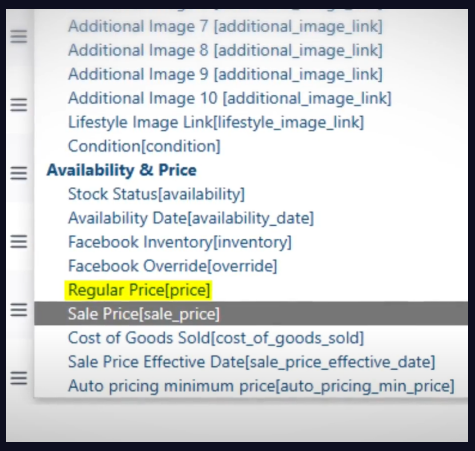
This is the strikethrough and percent-off you see in a Shopping ad.



The highlighted product shows the sale price, original price and percentage saving.

How do we get this to happen?

Submit the original price using the required **[price]** attribute. When you lower the price for a sale, submit the sale price using the optional **[sale_price]** attribute.



The feed fields used to submit regular and sale prices.

Make these changes in your Merchant Center product feed or the store integration that supplies it.

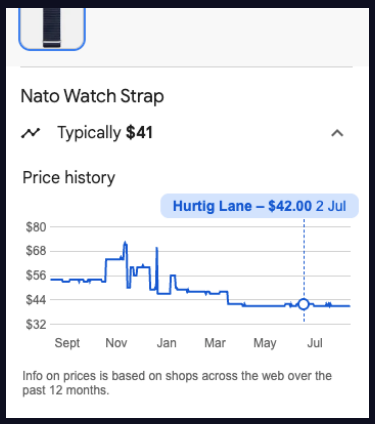
Eligible Shopping ads show the strikethrough automatically.

03 / PRICE HISTORY

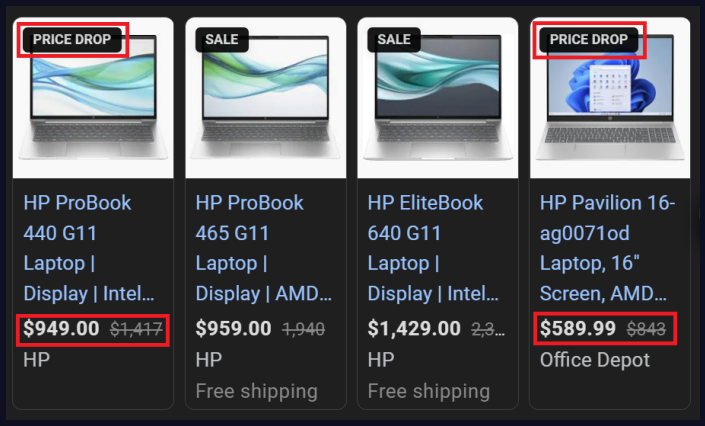
Price drop

How price drops work

This occurs when you change the price of your product to be lower than the average price you've listed in the past. Google compares the average price over time to the drop in price. A long-running sale price may not count as a new price drop.



Price history used to assess a reduction.



Examples of price-drop labels in Shopping results.

Preparation is key

Create dedicated BFCM pages at least a month in advance of the promo period. Make pages crawlable and include them in your sitemap. Get the page up; worry about aesthetics later. Google tracks price history over time for sales labels.

Your feed should be automatically updated through your Shopify feed tool or whichever integration you use.

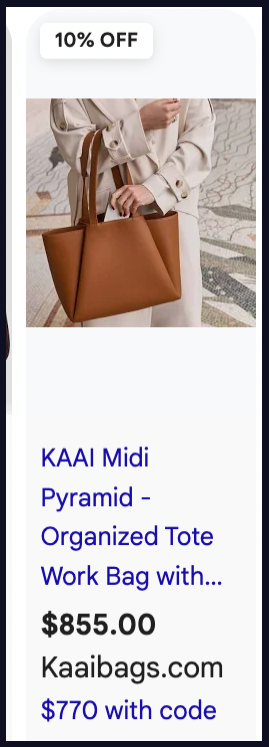
03 / MERCHANT CENTER PROMOTIONS

Google Merchant Center promotions

The key difference from the others

These promotions are applied at checkout, either automatically or with a coupon code, rather than being displayed on the product page itself.

WITH A CODE



Merchant Center promotion redeemed with a code at checkout.

WITHOUT A CODE



Merchant Center promotion applied automatically at checkout.

Create the promotion in Merchant Center and test that the checkout applies it correctly.

03 / PROMOTION LEVERS

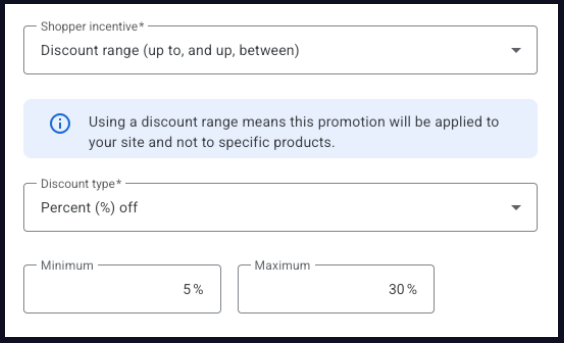
Two new levers for BFCM promos

LEVER 01

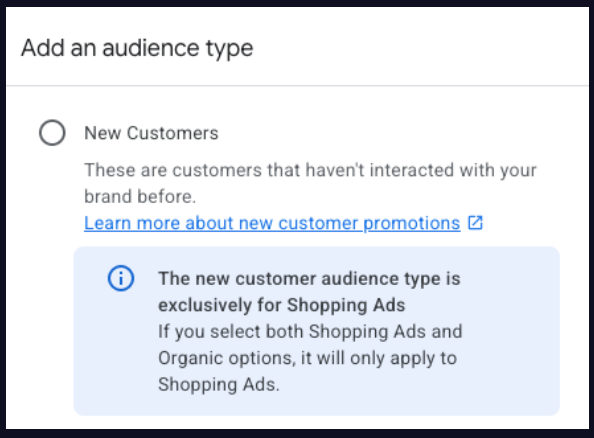
Discount range

Set a site-wide range with a min and max percent off. No per-product setup, no feed changes. Pair with a coupon code or auto-apply.

Marketing → Promotions → Create promotion.
Set dates aligned to your BFCM window.
Pick Discount range and enter the min and max %.



Enter the minimum and maximum discount for the promotion.



Eligibility controls shown in the promotion setup.

LEVER 02

Promos to new customers only

Use first-order eligibility, where available, to offer a bigger discount for acquisition without cutting the price for existing customers.

Check the promotion's eligibility controls and enforce first-order conditions at checkout.

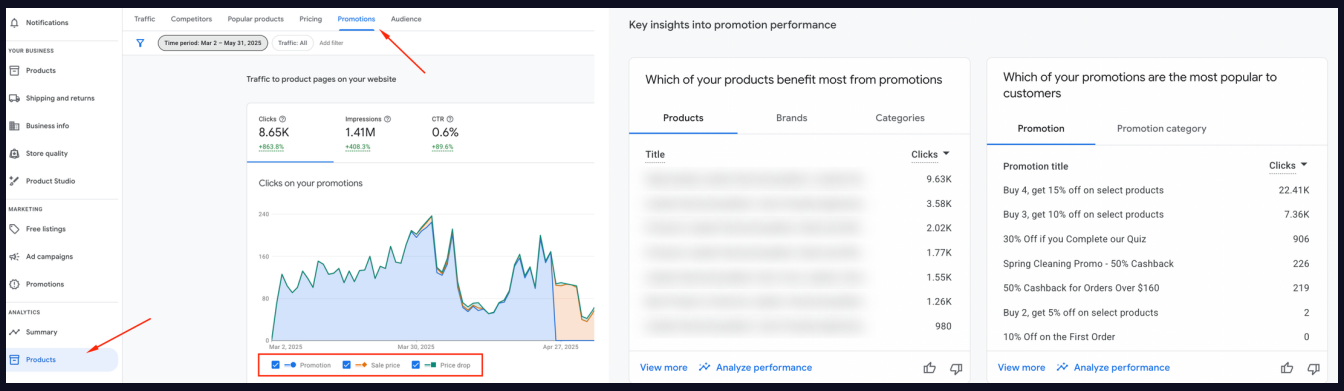
Big discount for acquisition, full price for retention. Use the account's available eligibility conditions; a first-order offer and an audience of people new to the brand are different controls.

03 / PROMOTION MEASUREMENT

Evaluate which promos worked best

Go to Analytics → Products → Promotions to evaluate the actual traction that specific promos got, and which products were mostly showing them.

ANALYTICS → PRODUCTS → PROMOTIONS



Left: promotion performance. Right: the promotions and products receiving visibility.

Which promos worked best?

Compare the traction each promotion got during your BFCM window.

Which products showed them?

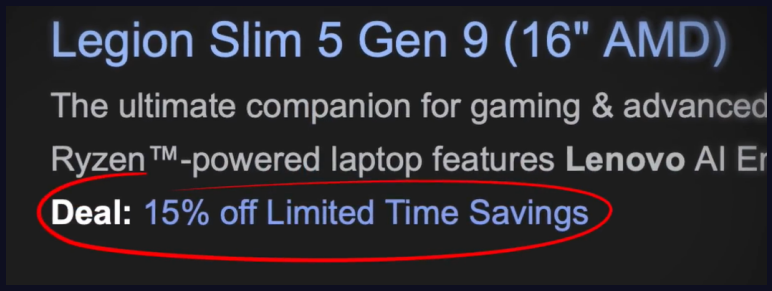
Check which products were mostly showing each promotion.

04 / BFCM EXTENSIONS

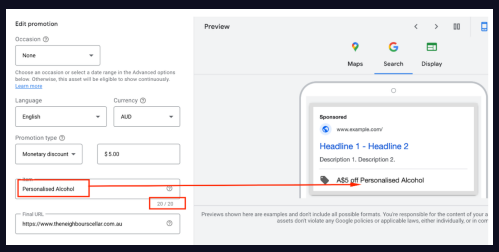
BFCM Extensions

1 / Promotion extensions

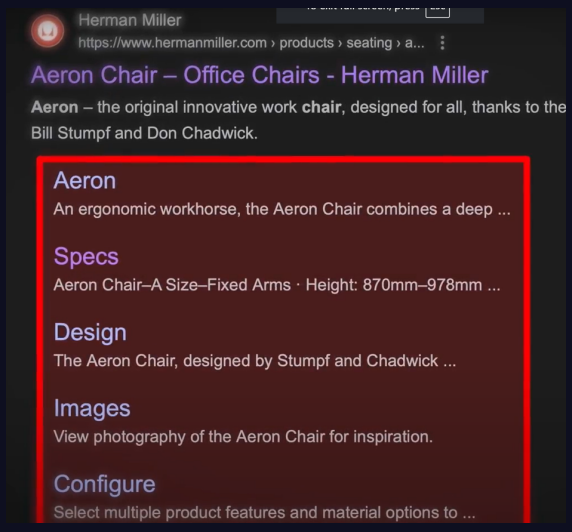
Highlight your BFCM deals directly in your ads, via Search and PMax campaigns. Keep the character limits in mind when setting these up.



Promotion extension shown beneath the ad copy.



Promotion-asset setup in Google Ads.



The highlighted sitelinks lead to specific product pages.

2 / Sitelink extensions

Top sitelinks for BFCM: your homepage, top-selling products, a Black Friday landing page and a Cyber Monday deals page. Use whatever is most relevant for your BFCM strategy.

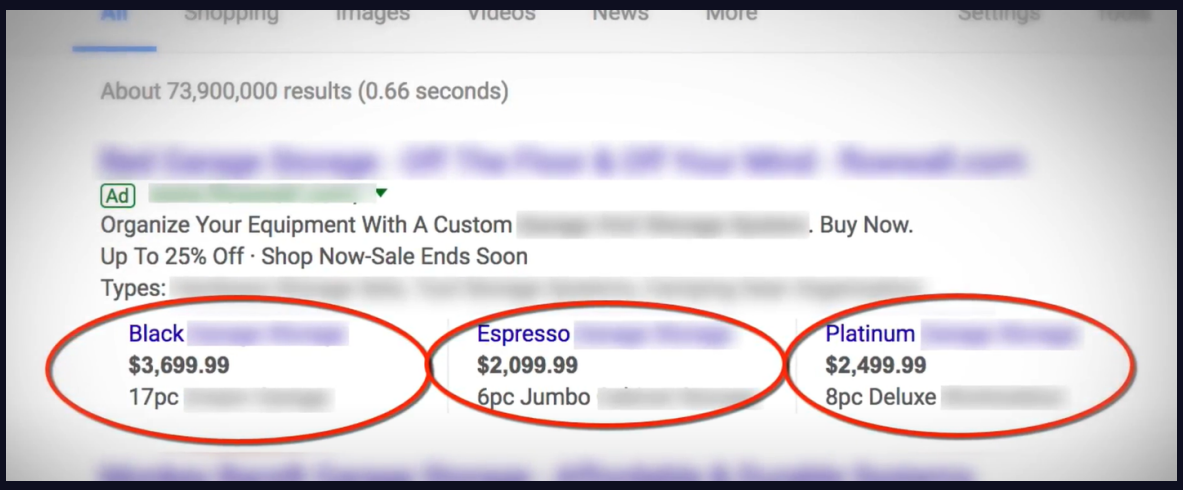
Schedule your sale-specific assets for the BFCM window.

04 / BFCM EXTENSIONS

Price Extensions

3 / Price extensions

Showcase your products and their prices directly in your ads, giving users a quick overview of what you offer.



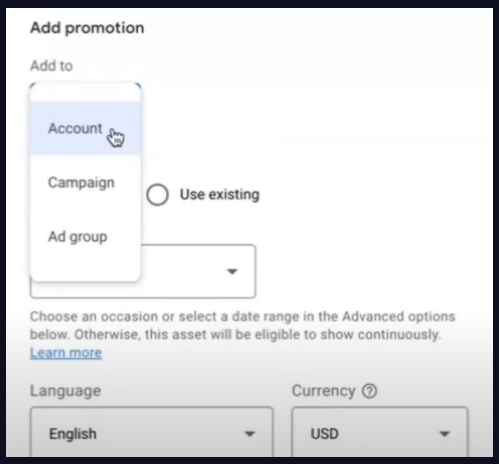
The circled items are price extensions: products, prices and links shown with the ad.

04 / BFCM EXTENSIONS

Apply this extension at the right level

The most specific level has priority.

- Campaign > Account
- Ad group > Campaign



Select the level when adding the extension.

Make sure you have strong account-level extensions first, then add more specific ones at campaign level (or even ad group, for Search) if relevant.

05 / SEGMENTATION

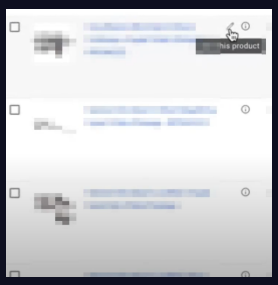
Segmenting sale vs. non-sale products

The sales problem

Some brands put all their products on sale. Some only a part. Both are fine. But you must segment your sale and non-sale products correctly. Custom labels in your product feed are the best way to do this.

Approach 1: Edit product attributes

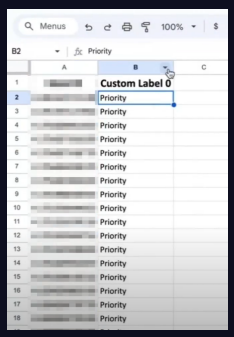
Manually edit a specific product in your Google feed dashboard. Use a feed-management tool instead when you have many SKUs.



Manual product editing in the feed dashboard.

Approach 2: Supplemental feeds

Apply labels via supplemental feeds, or with a feed-management tool such as DataFeedWatch. Match each product's ID to its label.

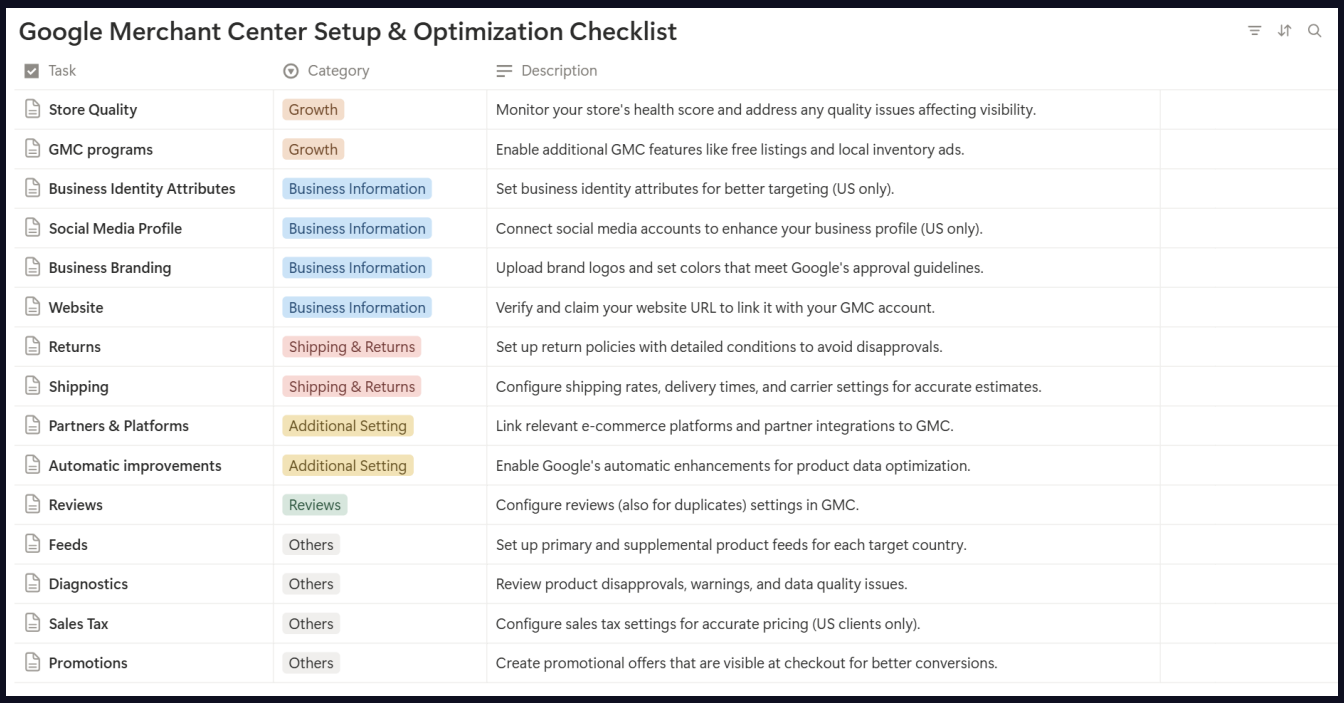


Custom-label values applied through product data.

Use the labels to segment products, then allocate more budget to sale products while maintaining normal bids on non-sale products. Use separate campaigns for separate budgets.

Google Merchant Center Setup & Feed Optimization Checklists

We made a full checklist to help you set up Google Merchant Center and optimize your product feed.



Google Merchant Center Setup & Optimization Checklist

Task	Category	Description
Store Quality	Growth	Monitor your store's health score and address any quality issues affecting visibility.
GMC programs	Growth	Enable additional GMC features like free listings and local inventory ads.
Business Identity Attributes	Business Information	Set business identity attributes for better targeting (US only).
Social Media Profile	Business Information	Connect social media accounts to enhance your business profile (US only).
Business Branding	Business Information	Upload brand logos and set colors that meet Google's approval guidelines.
Website	Business Information	Verify and claim your website URL to link it with your GMC account.
Returns	Shipping & Returns	Set up return policies with detailed conditions to avoid disapprovals.
Shipping	Shipping & Returns	Configure shipping rates, delivery times, and carrier settings for accurate estimates.
Partners & Platforms	Additional Setting	Link relevant e-commerce platforms and partner integrations to GMC.
Automatic improvements	Additional Setting	Enable Google's automatic enhancements for product data optimization.
Reviews	Reviews	Configure reviews (also for duplicates) settings in GMC.
Feeds	Others	Set up primary and supplemental product feeds for each target country.
Diagnostics	Others	Review product disapprovals, warnings, and data quality issues.
Sales Tax	Others	Configure sales tax settings for accurate pricing (US clients only).
Promotions	Others	Create promotional offers that are visible at checkout for better conversions.

Grab it here.

06 / PERFORMANCE MAX

Performance Max asset groups

Full-build PMax vs. feed-only

If you're running a full-build PMax campaign with a robust set of assets, create an asset group dedicated to your BFCM sale. Include all and only the elements that highlight your BFCM offers.

BFCM ASSET GROUP

01 **Images**

Images of your top discounted products.

02 **Videos**

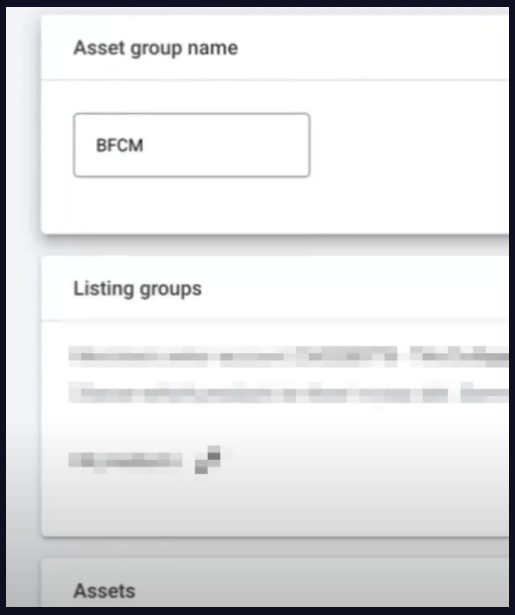
Videos that showcase your best deals and create urgency.

03 **Headlines**

Headlines that emphasize the scale of your sale.

04 **Descriptions**

Descriptions that explain your offers and encourage shoppers to act fast.



Create a BFCM asset group and keep its products aligned with the sale offer.

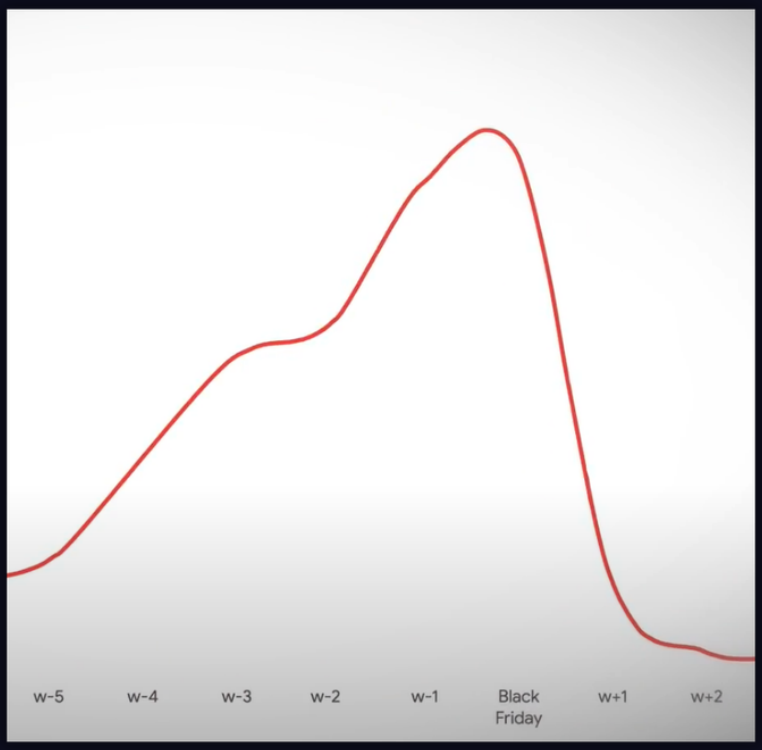
Feed-only campaigns

Make BFCM optimizations at the feed level, using the strategies we discussed earlier, such as dedicated BFCM product pages. Use listing groups to keep the asset group's products aligned with the offer.

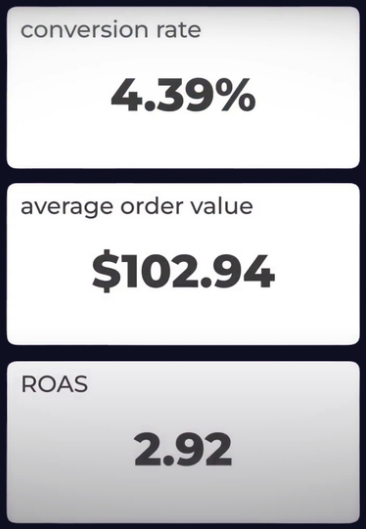
07 / ESTABLISHING A BASELINE

Know your performance

To launch and measure a successful BFCM strategy, start by pulling reports from last year's BFCM campaigns. Pay close attention to your key metrics.



Illustrative BFCM performance curve: the peak falls around Black Friday.



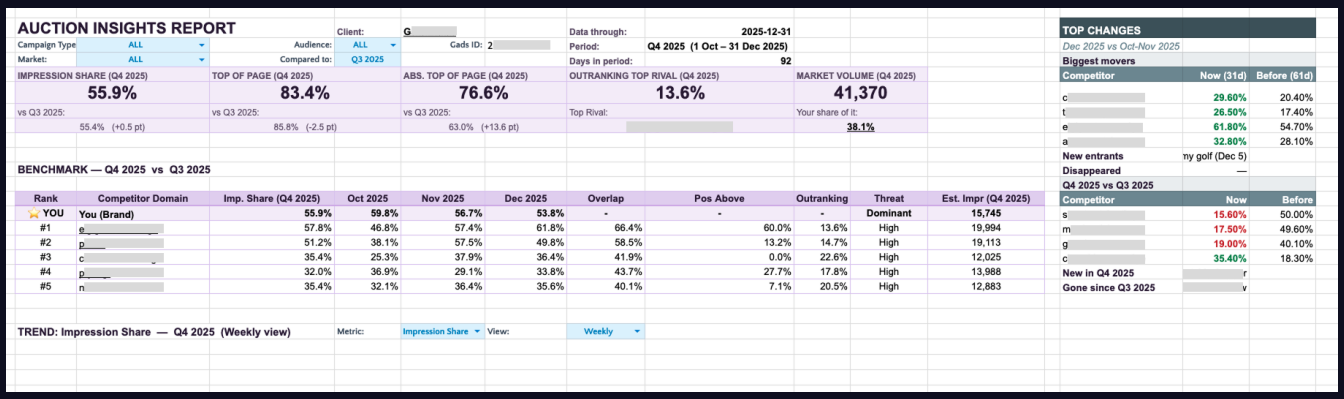
Example baseline metrics: conversion rate, average order value and ROAS.

07 / ESTABLISHING A BASELINE

Establishing a Baseline

01 / COMPETITIVE PRESSURE

Check Auction Insights. Find your biggest competitors from last year and their positions this year. Here's a custom dashboard we use inside Echelonn.



AUCTION INSIGHTS REPORT

Client: G | Data through: 2025-12-31
Campaign Type: ALL | Audience: ALL | Cads ID: 2 | Period: Q4 2025 (1 Oct – 31 Dec 2025)
Market: ALL | Compared to: Q3 2025 | Days in period: 92

IMPRESSION SHARE (Q4 2025)	TOP OF PAGE (Q4 2025)	ABS. TOP OF PAGE (Q4 2025)	OUTRANKING TOP RIVAL (Q4 2025)	MARKET VOLUME (Q4 2025)
55.9%	83.4%	76.6%	13.6%	41,370
vs Q3 2025: 55.4% (+0.5 pt)	vs Q3 2025: 85.8% (-2.5 pt)	vs Q3 2025: 63.0% (+13.6 pt)	Top Rival:	Your share of it: 38.1%

BENCHMARK — Q4 2025 vs Q3 2025

Rank	Competitor Domain	Imp. Share (Q4 2025)	Oct 2025	Nov 2025	Dec 2025	Overlap	Pos Above	Outranking	Threat	Est. Impr (Q4 2025)
⭐ YOU	You (Brand)	55.9%	59.8%	56.7%	53.8%	-	-	-	Dominant	15,745
#1	e	57.8%	46.8%	57.4%	61.8%	66.4%	60.0%	13.6%	High	19,994
#2	p	51.2%	38.1%	57.5%	49.8%	58.5%	13.2%	14.7%	High	19,113
#3	c	35.4%	25.3%	37.9%	36.4%	41.9%	0.0%	22.6%	High	12,025
#4	p	32.0%	36.9%	29.1%	33.8%	43.7%	27.7%	17.8%	High	13,988
#5	n	35.4%	32.1%	36.4%	35.6%	40.1%	7.1%	20.5%	High	12,883

TREND: Impression Share — Q4 2025 (Weekly view) | Metric: Impression Share | View: Weekly

TOP CHANGES

Dec 2025 vs Oct-Nov 2025

Biggest movers

Competitor	Now (31d)	Before (61d)
c	29.60%	20.40%
t	26.50%	17.40%
e	61.80%	54.70%
a	32.80%	28.10%
New entrants	ny golf (Dec 5)	
Disappeared	—	

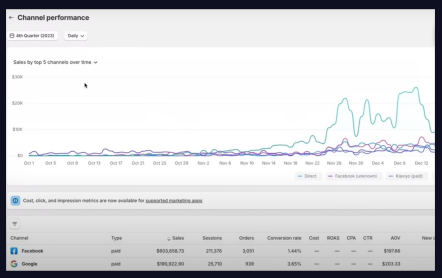
Q4 2025 vs Q3 2025

Competitor	Now	Before
s	15.60%	50.00%
m	17.50%	49.60%
g	19.00%	40.10%
c	35.40%	18.30%
New in Q4 2025	r	
Gone since Q3 2025	v	

Our auction dashboard brings competitor metrics together for comparison.

02 / SHOPIFY ANALYTICS

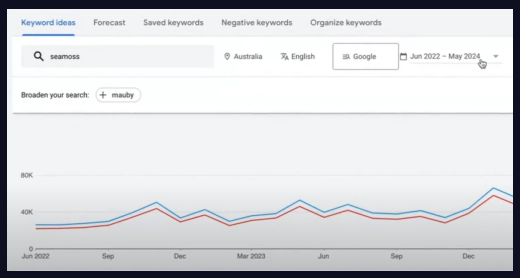
Check your marketing mix. What channels got you the most profit last year? Set expectations for each platform.



Channel performance in Shopify.

03 / GOOGLE TRENDS

Are your main keywords seeing a consistent year-on-year trend in response to holidays? Use this to plan your budgets.



Search-interest trends across the selected period.

08 / DELAYED GRATIFICATION RETARGETING

Delayed Gratification Retargeting

Target this list after the promo period with specific “still in time” offers. Create the audience before BFCM so it collects visitors during the sale.

01 **Create a custom audience**

Go to GA4 → Audiences → New Audience → Create Custom Audience.

02 **Filter by the BFCM period**

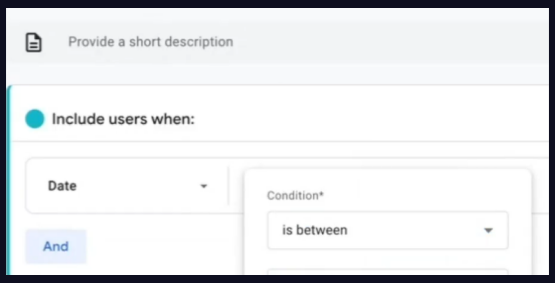
Include visitors to your BFCM pages or the sale activity you track in GA4.

03 **Only visitors who haven’t purchased**

Exclude users who trigger the purchase event. Keep the list focused on non-buyers.

04 **Target the list after the promo**

Share the audience with Google Ads and run your post-sale offer.



The date condition selects the BFCM period for the audience.

POINT 9 | DEMAND GENERATION CAMPAIGNS

The BFCM Demand Gen + YouTube playbook

Pillar 1: Advanced Remarketing

Discover, In-Feed & Gmail

Demand gen. campaign, remarketing audience, passive placements.

Pillar 2: Advanced Remarketing

YouTube remarketing

Target CPM, 6-second bumper, guaranteed delivery to your list.

Pillar 3: Remarketing and Prospecting

Offer-driven creative

Demand gen. campaign. YouTube Skippable shorts. Using strong-offer focused ads.

POINT 9 | DEMAND GENERATION CAMPAIGNS | ADVANCED REMARKETING

Discover, In-Feed & Gmail

Set this up as a standard campaign targeting your remarketing list, running on Discover, In-feed, and Gmail placements only.

These are the placements a warm user checks passively - email, home feed, YouTube homepage. Get your retargeting offers in front of them.

The Setup:

New campaign → Sales/Leads → Standard campaign

Audience → remarketing list or customer match

Placements → Discovery, In-feed, Gmail only

Creative → reuse existing static/carousel, swap CTA to the BFCM offer

POINT 9 | DEMAND GENERATION CAMPAIGNS | ADVANCED REMARKETING

YouTube non-skippable reach

A Video Reach campaign using non-skippable 6-second bumper ads, bid on target CPM, aimed at your remarketing list.

Non-skippable ads guarantee delivery to everyone on the list. Every viewer sees the discount, no skipping possible. Can also run earlier in the season to build a VIP list ahead of BFCM, not just push the discount during it.

Set-up breakdown:

New campaign → Video → Reach → Non-skippable reach

Bid strategy → Target CPM

Audience → remarketing list (or cold reach if running as a pre-BFCM VIP list builder)

Creative → 6-second bumper, state the offer in the first 2 seconds

POINT 9 | DEMAND GENERATION CAMPAIGNS

Offer-driven creative

Creative where the offer itself is the main feature. e.g. "Biggest sale of the year," offer front and center from frame one.

Offer-led creative was the strongest performer for BFCM last cycle. Think of this from a warm/retargeting lense. Go for the sale directly.

Conservative strategy: instead of replacing your evergreen scaling winners. You can continue to scale these winners through BFCM without changing everything.

Tips:

• Pull existing top-performing creative as a base template

• Upgrade the CTA/Offer parts with your BFCM offers

• Reuse across Discovery, Gmail, and bumper formats - same offer, adapted to formats

10 / COMPETITOR TRAFFIC

Competitor Traffic

METHOD 01

Keyword competitor campaign

Make it a separate campaign. Use “phrase” or [exact] match on your competitors’ names. Review search terms and exclude irrelevant queries.

Keep competitor targeting in your Search keywords and custom segments. Keep Shopping product titles accurate to the products you sell.

METHOD 02

Custom audiences using competitor websites

Inside Demand Gen, create a custom segment using your competitors’ websites. In PMax, use it as an audience signal.

Create Segment → Custom Segment → “People who browse websites similar to…”

This is not directly remarketing to their visitors. It gives Google a signal to find people browsing websites like that one.

Use your offer and creative to convince that segment your product is better.

11 / CAMPAIGN SETUP FOR VIRAL ADS

Proper Campaign Set-up for Viral Ads

When your BFCM social campaign blows up, Google floods with searches for your brand and products. If you're not ready for that volume, it can hurt more than it helps.

Branded:	Non-Branded:
Nike	running shoes
Air Max	shoes
Air Force Ones	athletic shoes
Dunk Low Retro	mens shoes

Examples of branded and non-branded search terms.

When setting up your campaigns…

Separate your branded and non-branded search terms into distinct campaigns. This gives you better control over budgets, bids and targeting for each type of query.

Branded search

Capture searches for your brand and products as your social ads scale.

Non-branded search

Keep your prospecting campaigns protected when branded terms blow up.

Even if branded searches spike from your viral social ads, your prospecting budget stays separate.

THE LAUNCH CHECKLIST

BFCM Launch Checklist

THE OFFER

- ☐ Promotional Search copy is prepared and scheduled.
- ☐ Shopping titles and dedicated pages reflect the offer.
- ☐ Original prices, sale prices and price history are reviewed.
- ☐ Promotion dates and audience eligibility are set.
- ☐ Promotion, sitelink and price assets point to useful pages.

THE CAMPAIGNS

- ☐ Sale and non-sale products are labelled and segmented.
- ☐ BFCM PMax assets or feed updates are ready.
- ☐ Last year’s competitors, channel profits and trends inform budgets.
- ☐ The non-purchaser audience and follow-up offer are planned.
- ☐ Demand Gen and YouTube creative lead with the offer.
- ☐ Competitor, branded and non-branded campaigns are separated.