

bfc playbook

marketing plan:

MAXIMIZE YOUR HOLIDAY MARKETING

in partnership with:

Loop | tie

Black Friday and Cyber Monday bring some of the highest levels of shopping activity of the year, but they also bring some of the most competition for customers' attention.



Maximize your holiday marketing efforts with the right strategic partners:



Helps turn purchasers into long-term subscribers



Identify more anonymous website visitors



Reach customers through direct mail

In 2025, US consumers spent \$44.2 billion online during Cyber Week, up 7.7% year over year. Cyber Monday alone accounted for a record \$14.25 billion in online spending. The surge in spending comes with an increasingly crowded marketing environment. Inboxes fill up, paid channels become more competitive, and shoppers are comparing products, promotions, and brand across more touchpoints than ever.

For marketers, the opportunity is huge, but simply sending another email or increasing ad spend is not enough to stand out. Brands need to think about how they reach customers throughout the entire BFCM journey.

That means building and warming audiences before Black Friday, making the most of the surge in traffic and intent during BFCM, and continuing to engage new customers and high intent shoppers after Cyber Monday.



In this playbook, we will break that strategy into three stages:

01: PRE-BFCM
BUILD AUDIENCE

02: DURING BFCM
CONVERT DEMAND

03: POST-BFCM
RETAIN CUSTOMERS

PRE-BFCM 1

BUILD & WARM YOUR AUDIENCE

The strongest BFCM strategies start well before Black Friday. The weeks leading up to the weekend give brands an opportunity to understand who is already showing interest, build the right audiences, and start engaging them before competition reaches its peak.

Site behavior can help identify who to prioritize, from recent visitors and high intent browsers to cart abandoners, lapsed customers, and existing VIPs. Building and segmenting these audiences ahead of time means brands enter BFCM ready to reach the right customers.

Together, these strategies help brands enter BFCM with a stronger foundation already in place. Tie helps identify and build audiences from the interest happening ahead of the weekend, Loop helps brands think about how their offers can support longer-term customer relationships, and SLM gives brands a physical touchpoint to reach those audiences before digital competition reaches its peak. The goal is to enter Black Friday with audiences already identified, engaged, and primed for both the immediate sale and what comes next.



Get in Front of Customers Before the Rush

Direct mail should not wait until Black Friday. Many brands plan campaigns to land in homes in the weeks leading up to BFCM, giving them an opportunity to reach customers before inboxes and paid channels become even more crowded.

This pre-BFCM window can be used to introduce an offer, highlight key products, or simply put the brand in front of customers before they enter peak shopping mode. Brands can also be intentional about who receives mail, prioritizing audiences already demonstrating interest or customers they want to re-engage.

Direct mail also gives brands a physical touchpoint that can work alongside the rest of their BFCM marketing. Mail that is already in the home can reinforce the offers and messaging customers see through email, SMS, paid media, and other channels as Black Friday approaches.

Start With Retention in Mind

BFCM offers should be designed with retention in mind, not just initial sign-ups. Looking at past subscription performance can help brands understand which offers brought in customers who continued purchasing beyond the promotional period and use those insights to use those insights to build this year's strategy.

Loop can help brands carry those learnings into BFCM by thinking beyond the initial offer and focusing on the longer-term subscriber relationship. Existing subscribers are also an important audience to engage early, whether through early access or a limited-time incentive that rewards loyalty ahead of the broader BFCM push.

Turn Anonymous Traffic Into an Audience

Roughly 90% of ecommerce site traffic is anonymous, and most ESPs recognize less than 10% of it, across both new and returning shoppers.

That means most of the interest you generate in the lead-up to Black Friday never becomes an audience you can reach. Tie recognizes those visitors and resolves them into enriched profiles inside your ESP, so repeat visits, browsing, and cart activity become a segment you can engage with and nurture instead of traffic you can only count. Tie increases the number of shoppers you identify from 10% to upwards of 70%.

DURING BFCM 2

CAPTURE THE SURGE

Once BFCM begins, the challenge shifts from building an audience to making the most of the surge in traffic and buying intent. Customers are moving quickly between brands, comparing offers, and seeing a constant stream of emails, ads, texts, and promotions. Standing out becomes increasingly difficult at the exact moment when purchase intent is at its highest.



Turn Mail Into Action

Direct mail that is already in customers' homes can continue working throughout the weekend. Rather than treating the piece as a single moment of exposure, brands can use QR codes, offer codes, or dedicated landing pages to connect the mailer back to the digital shopping experience and give customers a clear path to purchase.

These response mechanisms can also help brands understand how customers are engaging with the campaign and connect activity from the mailbox back to online behavior. For SLM campaigns, this makes direct mail an active part of the BFCM customer journey rather than a standalone send.

Capture the Traffic That Does Not Convert

Most shoppers browsing your site over BFCM leave without buying. Without identity resolution, most of them leave anonymous. Tie recognizes those anonymous shoppers, then scores each one on likelihood to purchase, providing a strong signal of who to re-engage first, especially where it sits behind an abandoned checkout, an abandoned cart, or repeat visits to the same product.

Turn One-Time Buyers Into Subscribers

BFCM brings a surge of new customers, but not every purchase has to stay one time. For example, brands with a subscription value prop can make subscription value clearer at the point of purchase by showing savings in dollars, not just percentages. For example, "Save \$14 on this order, \$168 over the year" makes the longer term value easy to understand.

Brands should also address potential hesitation where the subscription decision is actually happening, rather than leaving that information in a FAQ. Clearly showing that customers can skip an order, move a delivery date, swap a product, pause, or cancel at any time can make the commitment feel more flexible, and prepaid three or six month plans can add additional value beyond a site-wide discount.

Once BFCM begins, the focus shifts to making the most of the surge in traffic and intent. SLM keeps the brand present, Tie helps identify high-intent shoppers, and Loop creates opportunities to convert new customers into subscribers. Together, these strategies help brands make more of the momentum BFCM creates.

CART RECOVERY

DON'T LOSE THE ALMOST-CUSTOMER

BFCM brings a lot of shopping activity, but not every visit or cart turns into a purchase right away. Customers are comparing brands, products, prices, and promotions, so leaving the site does not necessarily mean they have lost interest. The opportunity is to understand who showed intent and give them a relevant reason to come back.



Take Cart Recovery Online

Triggered direct mail gives brands another way to follow up with high intent shoppers who leave without purchasing. Instead of relying only on another email or digital ad, brands can use behaviors like cart abandonment to trigger personalized mail that brings the product, offer, or brand back in front of customers at home.

This gives brands another opportunity to stay in front of shoppers after they leave the site and extend cart recovery beyond digital channels. This mail can also reflect the broader BFCM campaign, keeping the offer and messaging consistent with what the customer has already seen online.

Identify the Shoppers Who Leave

When shoppers are recognized, their profiles outlast the session. Your follow-up no longer depends on whether they were logged in, cookie'd, or otherwise identified themselves: both browse and cart abandonment flows fire for new and returning shoppers your stack didn't recognize, or they can be reengaged via paid retargeting audiences, direct mail, or customized popups.

Give Customers a Reason to Come Back

Not every abandoned cart needs another discount code. For products that customers purchase regularly, the strongest reason to come back could be the subscribe-and-save price. It offers the same savings, but across months of orders instead of a single purchase, making it more cost effective per order than a one time sitewide discount.

Loop's one-click checkout links let you drop a pre-built subscription cart straight into the follow-up email, SMS, or piece of mail, so the shopper lands on a filled checkout instead of starting over.

Cart Recovery should not happen in separate channels. Identity, direct mail, and retention can work together to keep the conversation going after someone leaves the site, and give high intent shoppers more opportunities to come back and convert.



TURN THE SALE INTO THE NEXT SALE

BFCM may be over, but the opportunity is not. Brands have just spent significant time and budget bringing customers through the door, while also building a much larger audience of shoppers who showed interest but never purchased. The focus now shifts to keeping those audiences engaged and giving them a reason to come back.

Not everyone should receive the same follow-up. New BFCM customers, repeat customers, lapsed customers who returned, high-value buyers, and high-intent shoppers who never converted all represent different opportunities. What brands learned during BFCM can help determine what happens next.

Get Back in Front of Customers

Once the BFCM digital noise dies down, direct mail gives brands another way to reconnect with the customers and prospects they reached during the weekend. The signals gathered during BFCM can help determine who should receive a second-purchase offer, personalized product recommendation, reminder, or win-back campaign.

Instead of sending the same message to everyone, brands can use what they learned about each audience to make post-BFCM direct mail more relevant and give customers a reason to return.

Keep Building on Your BFCM Audience

The shoppers you identified over BFCM don't disappear after peak week. They represent a whole new audience with the potential to become high-LTV customers. Tie's purchase, click, and open scores offer strong signals of who to engage and how, refreshing daily so you know when to nurture and when they're ready to buy again. Build your December and January segments off that movement rather than off a snapshot of one weekend.

Turn New Customers Into Repeat Customers

BFCM is the biggest acquisition event of the year and one of the hardest cohorts to keep. Customers often come for an offer, and their second order can land during a difficult post-holiday period. Start by getting that renewal through: prompt new subscribers to add a backup payment method before the renewal date arrives.

Then give them a reason to still be there at order six. Streaks reward subscribers for taking their orders on time without punishing them for skipping, pausing, or rescheduling. Milestones at a set number of orders or a spend threshold give subscribers something to work toward, while mystery rewards can make an ordinary renewal more engaging. These experiences live in the customer portal, so subscribers can see their progress and see what is coming next.

When someone does open the cancellation flow, show them what they are walking away from, whether that is a streak in process or an upcoming milestone, before offering alternatives like a pause or swap.

Then watch it in your cohorts from January, not next October. Loop shows what your BFCM cohort is worth at order two and order three, so you can see whether that offer brought in long-term subscribers or discount hunters while there is still time to do something about it.

The value of BFCM does not end on Cyber Monday. The audiences and signals built during peak week give brands new opportunities to reengage customers and drive repeat purchases in the weeks that follow.

RESULTS

How brands are driving results across direct mail, identity, and retention.



- PROBLEM:** Outer wanted to drive high ROI by reengaging customers acquired during key holiday periods.
- SOLUTION:** They used direct mail through Share Local Media's platform, Poplar, targeting segmented VIP and other high-value customer audiences.
- RESULTS:** Direct mail campaigns drove 1,400%+ incremental ROAS.

1,400%
INCREMENTAL ROAS

- PROBLEM:** Aviator Nation wanted to capture more revenue from high-intent shoppers during BFCM, including anonymous visitors who browsed but did not purchase.
- SOLUTION:** Tie identified anonymous shoppers, allowing Aviator Nation to bring more high-intent visitors into its existing abandonment flows and continue engaging them across channels.
- RESULTS:** Tie drove 11% of Aviator Nation's 2025 BFCM revenue, generating thousands of incremental purchases.

11%
OF 2025 BFCM REVENUE

- PROBLEM:** OSEA Malibu wanted to reduce subscription churn and retain more customers who were considering canceling.
- SOLUTION:** With Loop, OSEA showed subscribers their rewards progress and upcoming milestones, while routing customers who attempted to cancel through personalized retention flows based on order history and LTV.
- RESULTS:** Subscription churn dropped from 10% to 5% within six months, a 50% reduction.

-50%
SUBSCRIPTION CHURN

BFCM ACTION PLAN

From Signal to Send

The strongest BFCM strategies start before Black Friday and continue after Cyber Monday. Use this checklist to plan your audiences, channels, and follow-up across each stage of BFCM.

BEFORE BFCM

- ☐ Identify anonymous visitors and turn early site traffic into addressable audiences
- ☐ Segment high-intent shoppers based on browsing behavior, repeat visits, and cart activity
- ☐ Plan direct mail early enough to land in homes before Black Friday
- ☐ Coordinate offers and messaging across direct mail, email, SMS, and paid media
- ☐ Identify existing customers who may be strong candidates for subscriptions or other retention campaigns

DURING BFCM

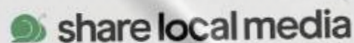
- ☐ Capture and identify the new wave of traffic coming to your site
- ☐ Prioritize shoppers showing strong purchase intent, including repeat browsers and cart abandoners
- ☐ Keep your brand identity consistent
- ☐ Re-engage high-intent shoppers who leave without purchasing
- ☐ Give new customers opportunities to continue their relationship with your brand beyond their first purchase

AFTER BFCM

- ☐ Segment new customers, repeat buyers, lapsed customers, and high-intent non-converters
- ☐ Use purchase and engagement signals to determine who to nurture and who may be ready to buy again
- ☐ Follow up with relevant direct mail, including second-purchase offers, product recommendations, or win-back campaigns
- ☐ Use subscriptions and retention strategies to turn first-time BFCM shoppers into repeat customers
- ☐ Measure results and use what you learned to shape December and January campaigns



Looking to partner on your BFCM strategy?



share local media

BOOK TIME TO
CHAT THROUGH
YOUR DIRECT MAIL
PLANS FOR BFCM
AND BEYOND.

BOOK A DEMO



Loop

PLAN BFCM WITH
LOOP THAT TURNS
ONE-TIME BUYERS
INTO SUBSCRIBERS
WHO STAY.

BOOK A DEMO



tie

BLACK FRIDAY
TRAFFIC LEAVES
ANONYMOUS. GET
TIE LIVE BEFORE
THE WEEKEND.

BOOK A DEMO