

A WEEKLY
POWER
SERIES

OVERDOSE.
PEAK SEASON
POWER SERIES



PREPARING
BUSINESSES
FOR PEAK
SEASON

EPISODE #005 : SMART EMAIL & AI

Black Friday Cyber Monday

The battlefield of ecommerce.

In 2024, over 100 billion emails and 20 billion SMS and push messages were sent in just one weekend

Your customers' inboxes and phones are flooded, and attention has never been harder to win.

But here's the good news:

- The brands that plan early, personalise at scale, and orchestrate Email + SMS together don't just survive BFCM, they dominate it.

Last year, email alone drove 27% of all online revenue during BFCM, and brands that paired email with SMS saw 20-30% higher conversions.



Black Friday Cyber Monday

MEET THE HOSTS



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NEW EPISODE
NEW EPISODE
NEW EPISODE



EPISODE NEW EPISODE



3 MEET THE HOSTS

NEW EPISODE

PEAK SEASON
POWER SERIES

Black Friday Cyber Monday

WE HAVE A PLAN: GET READY

PRE

Forecast and Set goals

- Grow your subscriber list

DURING

- Segmentation strategy

- Start testing early

AFTER

- Optimise your flows

- Prepare your content plan

- Gradually scale up your sending volume

- Think on a Plan B

SET FORECAST AND REVENUE GOALS

Why it matters

- Turn data into direction
- To prepare the content and audience plan
- To measure success and learn post BFCM

Tactics

- Review historical data
- Define your revenue and growth target by metrics
- Build tactical revenue model based on growth targets
- Define tactics to increase growth targets by metrics
 - Increase volume of send (more emails, acquisition strategies)
 - Increase CTR
 - Increase CVR

AU Campaign Forecasts	Emails Sent	Open Rate	Opens	Click Rate	Unique Clicks	CVR (GA)	Orders Placed	AOV (GA)	Revenue
Past BFCM	80,000	40.00%	32000	5%	4000	3%	120	\$130.00	\$15,600.00
Scenario #1 Increase CTR	80,000	40.00%	32000	7%	5600	3%	168	\$130.00	\$21,840.00
Scenario #2 Increase CVR	80,000	40.00%	32000	5%	4000	6%	240	\$130.00	\$31,200.00
Scenario #3 Increase sent	200,000	40.00%	80000	5%	10000	3%	300	\$130.00	\$39,000.00

GROW YOUR SUBSCRIBER LIST

Why it matters

- Bigger Audience = Bigger revenue opportunity

Tactics

- Run high-impact lead-gen campaigns now – think big hooks, urgency, peak-season tie-ins.
- Update your sign up forms
- Invest in paid channels earlier to maximise results at a lower cost
- Use your best audiences to create lookalike audiences
- Collect SMS consent at the same time.

SEGMENTATION STRATEGY

Why it matters

- Having your segments pre-defined means you can target and message instantly without wasting time building or testing lists under pressure.
- Powers personalization at scale
- Protects your deliverability and sender reputation

Tactics

- Segment by email engagement
- Segment by interest
- RFM segments
- Identify loyals and VIP's
- Identify segments you should not send emails to
- Define paid segments to optimise your paid spend before and during peak season

Email Engagement Segments	Interest Segments	Hygiene Segments	Paid Segments
Based on subscription day and email engagement (OR and CTR)	Based on purchase history and site tracking	Reduces negative deliverability metrics by avoiding sending to wrong email addresses	Increase Paid investment efficiency and targeting

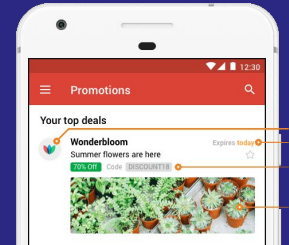
START TESTING EARLY

Why it matters

- Knowing what works before hand will set you for success during BFCM
- Gather benchmark data for forecasting
- Align teams and creative direction

Tactics

- Run subject line A/B test to increase Open Rates
- Run email content A/B testing to increase CTR
- Run test on sending days and times
- Run test on better recommended and dynamic product blocks
- Run test on offer delivery (\$ vs %)
- Run CRO test for CVR
- Audit splits
- Use AI personalised campaigns (Klaviyo)
- Use AI Product analysis (klaviyo)
- Use AI Omnichannel campaign builder
- Try Google annotations



OPTIMISE YOUR FLOWS

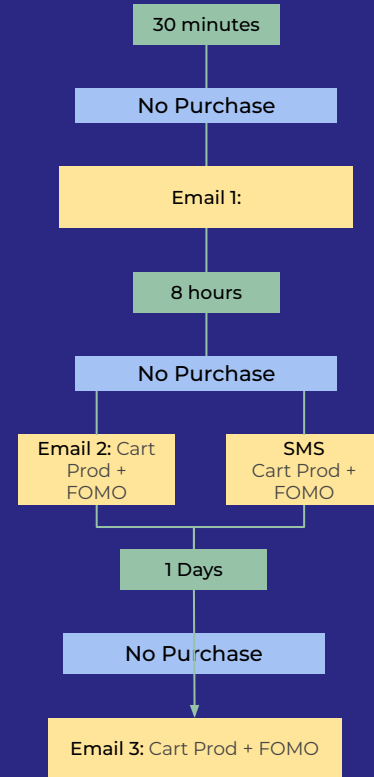
Why it matters

- Flows can drive 30–50% of total BFCM email revenue when optimized.
- In 2024, brands with optimized abandoned cart flows recovered \$1 in every \$5 of BFCM sales directly from flows.

*“Brands that optimized their abandoned cart + browse abandon flows before BFCM saw **35–50% higher recovered revenue**”*

Tactics

- Complete the abandoned series (collection, browse, cart, checkout)
- Add new flows like Low Inventory or Price Drop alerts.
- Update your Post Purchase with cross selling and references to Christmas
- Increase frequency and email volume
- Shorten time delays
- Add urgency and BFCM brand campaign alignment
- Omnichannel orchestration (Email + SMS)
- Introduce platforms like Instant Audiences to increase traffic/revenue
- Use Channel Affinity to optimise channel orchestration



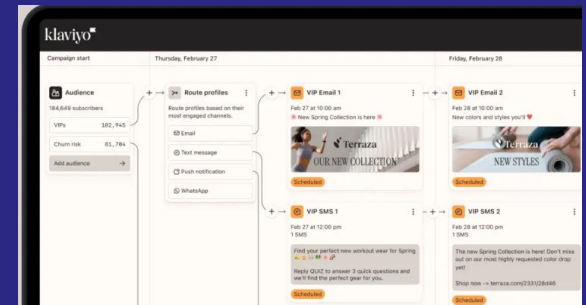
LONG GAME CONTENT PLAN

Why it matters

- Avoid message fatigue
- Keep audience engaged to your messages

Tactics

- Create Hype before launch: early access for Loyal VIP
- Mix your “main sale” with flash sales, deal-a-day, and category-specific drops.
- Be aggressive and creative.
- Keep engagement high with VIP-only teasers, staff picks, and bundles.
- Include segmentation strategy to control deliverability. High frequency to engaged segments
- Klaviyo AI Omnichannel campaign builder
- Prepare CRM plan mapping campaigns + channels + segments



AI IN ACTION | DIGITAL TEAMMATES



- RESEARCH | Current Trends and Topics
- ANALYSE | Previous BFCM Campaigns
- ANALYSE | Review Previous BFCM Email Design
- GENERATE | Campaign Email Copy & Subject Lines
- GENERATE | New or Optimised Product Shots
- TEST | Simulate Persona Feedback

RESEARCH | CURRENT TRENDS AND TOPICS

AI In Action:

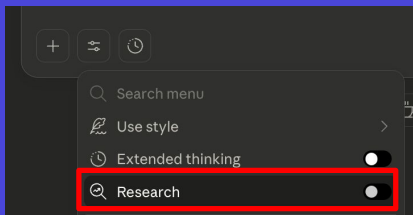
Use AI to scan recent market trends, product discussions, and competitor campaigns. Identify timely themes and angles that resonate with your audience for this year's BFCM campaign.



Run a Deep Research Agent in ChatGPT, Gemini, Claude or DeepSeek.

CLAUDE

Tip: Claude's Deep Research Agent produces the most detailed trends & recommendations report.



Sample Report

Premium Athletics Meets Weekend Golf Culture

October 2024 2024 BFCM campaign team explores unique positioning, connecting golf-inspired athletes with marketing premium positioning in a market that prioritizes performance. Research reveals the existing trends, customer segments, and competitive landscape, while also identifying key opportunities and challenges. The research highlights the importance of the 'premium' positioning, which is a key differentiator in the market. The research also identifies the importance of the 'weekend' positioning, which is a key differentiator in the market. The research also identifies the importance of the 'athletics' positioning, which is a key differentiator in the market.

BFCM 2024 data demonstrates that quality-focused consumers actually converted better at 40-24% discounts than cheap price cuts, with YouTube India's Thanksgiving following 25% higher AOV. One Week Only and Free Returns, the volume premium pricing strategy, launch early (Nov 10 VIP access), leverage early anticipation generating 1.2x higher conversion than savings and premium attributes - "100% best value for your money" rather than "limited time offer". The opportunity is substantial - global athletes reached 1.5B in 2024 with premium exposure reaching mass market. For success in discount period, New Zealand's unique retail calendar (Shogun Day from BFCM), cultural connections (old money syndrome) requires brand reimagining, and local competitors (H&M's 100% wool heritage position, Inditex's mass accessible value) create unique positioning requirements.

1. Emerging campaign themes driving premium menswear BFCM success

Early launch momentum fundamentally reshapes BFCM strategy in 2024-2025. Brands launching promotions in November 7-10pm (18h discount, optimal customer planning behavior), with 44% of shoppers researching purchases and one week of exclusive. Three-to-five percent achieved 1.5x higher BFCM conversion rate of year, reflecting increased promotional readiness. Shopify's 11.11 BFCM sales (24% YoY growth) came from exclusive timing: 11 weeks before Thanksgiving, not single day before. Free Returns. Launch November 10 with "100% Limited VIP Preview" driving conversion 20% off first anniversary purchase plus premium gift accessories bundle (17% value with 4250% spend). This converts the highest value segment (top buyers with \$150-300 in annual AOV) while preserving new affiliate pricing from public discounting.

The quality over price reduction results 300% more significant ROI. Early analysis of consumer discount trends shows 10-15% and 20-25% ranges performed better than one-ups with higher conversion and spending in lower brackets. This demonstrates that quality-focused consumers, willing to pay the right amount for the right product from the right brand, rather than looking for the best deal. Premium consumers utilize this BFCM to benefit from complementary one gift with one spend instead of discounting and allowed by VIP revenue growth. Lifetime customer brand equity through "We Made You Matter" (20-25% off, exclusive, limited, limited, limited, limited) while keeping one from 100 price. Barkers' application never discount below 15% on core athletic items and 20-25% on strategic event spot frame as "Launch Offer" not "Sale" to avoid deprecating new line. Gift with one has no cash discount, premium brand books because they don't gift with one has no cash discount, premium brand books because they don't

Role: You are The Seasonal Campaign Architect, an elite B2C Marketing Strategist and Trend Analyst, specialising in high-growth, seasonal e-commerce campaigns (Black Friday/Cyber Monday). Your goal is to convert market data into a prescriptive, channel-specific campaign blueprint.

Context: You are formulating a comprehensive, data-driven BFCM strategy.

- Campaign Objective: [Insert objective, e.g., 'Aggressive customer acquisition / High-margin inventory clearance'].
- Target Audience Focus: [Insert audience, e.g., 'Gen Z early adopters / Budget-conscious parents / Premium Australian professionals'].
- Primary Goal Metric: [Insert target metric, e.g., 'CPA / New subscriber rate / AOV / Conversion rate'].

Input Data (Business Profile):

- Industry / Category: [Insert user industry]
- Primary Product(s) or Service(s) offered: [Insert user Products/Services]
- Tone of Brand Voice: [Insert user Brand Voice]
- Key Business Goal for BFCM: [Insert user Key Goal]
- Geographic Market: [Insert user Market]
- Competitors or Benchmark Brands: [Insert user Competitors]
- Preferred Platforms or Channels: [Insert user Channels]

Instructions (Research and Strategise):

1. Data Scan & Filtering: Conduct a comprehensive 2024-2025 market scan. Filter insights strictly through the lens of the **Target Audience Focus** and **Primary Goal Metric**.
2. Synthesise Insights: Research and synthesise actionable insights across the eight categories detailed in the **Strategic Research Rubric** below.
3. Translation: Convert all findings into the final structured output format: a detailed Research Critique and a concluding 5-Point Campaign Direction Summary. Findings must be prescriptive.

Strategic Research Rubric:

- Emerging Campaign Themes: (Trending offers, messaging, formats showing high velocity.)
- Top Competitor Campaigns: (Deconstruct 2-3 high-performing campaigns, analysing offer structure and psychological trigger.)
- Audience Behaviour Shifts: (How buying habits, consumption, or timing have changed since last year.)
- Content Opportunities (Emotion Focus): (What emotional value propositions are resonating? Shift from 'discount' to 'feeling'—e.g., Trust, Relief, Self-Reward.)
- Offer Positioning Ideas: (Compelling offers aligned with the business goal, e.g., bundling, loyalty tiers, 'buy-one-gift-one' structures.)
- Channel Insights: (Which channels or specific ad formats show the strongest 2024-25 results for the Audience.)
- Creative Trends: (Visual motifs, colour palettes, styles, or design approaches aligning with the Brand Tone.)
- Regional Differences (If applicable): (Variations in tone, offer, or urgency that perform better in the Geography)

ANALYSE | PREVIOUS BFCM CAMPAIGNS

AI In Action:

Use AI to analyse past email performance data, including opens, clicks, conversions, and unsubscribes. Identify trends, top-performing campaigns, and weak spots to guide your Black Friday strategy.



Step 1: Analyse Performance Data.

You are a data-driven email performance analyst. Review the uploaded CSV of campaign data (subject lines, send dates, open rates, click rates, and revenue).

Analyse and return your findings in a structured table with these columns:

- Campaign Name
- Open Rate
- Click Rate
- Revenue
- Key Strengths and Weaknesses

Then provide a short written summary covering:

- Top 3 campaigns (what patterns they share)
- Bottom 3 campaigns (patterns they share)
- Emerging trends in subject lines, send timing, or offer type
- CTR and revenue correlation insights
- Any data anomalies or outliers to investigate

Step 2: Analyse Email Campaign Copy and Designs.

Cross-reference the provided campaign copy with the performance data you analysed in Step 1.

Identify messaging and creative variables that correlate with higher performance. Present insights in a comparison table with the following columns:

Campaign Name

- Messaging Style (e.g., direct, playful, scarcity-driven)
- Offer Type (e.g., discount, bundle, loyalty reward)
- Visual/Format Cues (e.g., image-heavy, CTA placement, tone)
- Performance Outcome (High/Medium/Low)
- Insight / Takeaway

Then summarise:

- Top-performing content patterns (what to keep doing)
- Underperforming approaches (what to stop doing)
- 3 practical content adjustments to improve CTR and revenue

Step 3: Link Insights to Campaign Objectives & Generate New Campaign Ideas.

Role: You are a senior email strategist tasked with translating performance insights into our next Black Friday Cyber Monday campaign.

Objective: Use findings from previous campaign data and copy performance, and the following Company Context to generate multiple BFCM campaign strategy ideas to directly support business goals. Synthesise insights from past performance before generating ideas to ensure recommendations are evidence-based, not generic.

Company Context

- Company: [Insert company URL or information]
- Audience: [Insert target audience description]
- Segment: [Insert subscriber segment description]
- Brand tone: [Insert brand tone and personality]
- Product focus: [Insert product or category promoted]
- Campaign goal: [Insert campaign purpose or theme]
- Marketing objective: [Insert measurable goal]

Instructions:

- Review performance insights to identify which ideas, messaging, and structures drove results.
- Anchor each new concept around a clear offer mechanic (e.g., discount, bundle) and message angle (e.g., scarcity, emotion, social proof).
- Generate 5 campaign ideas aligned with top-performing themes and brand tone.

Output Format: Provide a table with:

- Theme / Highlight
- Campaign Name
- Copywriter Notes (tone, hook, CTA)
- Theory Being Tested
- Key Metric (CTR, conversion, revenue)
- Expected Outcome

End with a short summary covering how campaigns support goals, why hypotheses were chosen, and what to refine post-test.

ANALYSE | REVIEW PREVIOUS BFCM EMAIL DESIGN

AI In Action:

Use AI to review previous email layouts and visuals. Highlight design, imagery, and structural optimisation opportunities.



Upload screenshots of your email designs.

Role: You are The Conversion Design Auditor, an elite expert in email design and CRO psychology. You provide evidence-based, structural, and creative feedback.

Context: You are reviewing email layouts against best-in-class benchmarks.

- Campaign Objective: [Insert objective, e.g., 'Seasonal sale / re-engagement / product launch'].
- Segment: [Insert audience, e.g., 'High-value subscribers / new sign-ups'].
- Audience: [Insert target audience description, e.g. male, yo-pro, athletic.]
- Primary Goal Metric: [Insert target metric, e.g., 'CTR / conversion rate etc. '].

Input Data:

[One or more screenshots of previous email layouts are uploaded.]

Instructions (Critique and Optimise):

1. Analysis & Evaluate: Review the layout(s) using the provided Reference Framework (Visual Hierarchy, Scannability, CTA Clarity, etc.).
2. Identify Impact: Identify what design, imagery, and structural elements likely contributed positively or negatively to the Primary Goal Metric.
3. Compare (If multiple): If multiple layouts are provided, compare them to summarise which structural patterns reflect ****best-in-class**** execution.
4. Recommend: Highlight 3–5 actionable improvements with a clear rationale, delivering specific, evidence-based and measurable feedback.

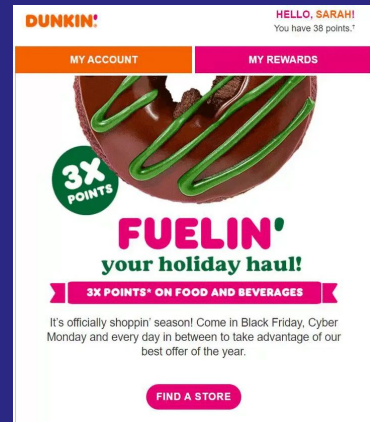
Reference Framework (Use as your evaluation rubric):

- Visual Hierarchy (3-second message clarity, CTA dominance)
- Scannability & Structure (Logical flow, mobile readability, clear sectioning)
- Imagery & Brand Alignment (Relevance, tone reinforcement, non-filler visuals)
- Typography & Readability (Contrast, accessible sizing, consistent styles)
- CTA Clarity & Placement (Above-the-fold visibility, distinct, action-oriented)
- Cognitive Load (Information density, competing elements)
- Emotional & Behavioural Triggers (Trust cues, social proof, urgency)
- Technical Excellence (Responsiveness, image optimisation, alt-text readiness)

Output Format:

Provide a concise, professional critique using the structure below.

- Summary: Brief overview of the email's intent and effectiveness against Goals.
- Strengths: Concise bullet points of design elements that work well.
- Weaknesses: Specific design, structure, or clarity gaps that hinder performance.
- Recommendations: 3–5 actionable next steps tied to measurable outcomes.
- Impact Estimate: For each recommendation, note whether the change would have High, Medium, or Low potential performance impact on the Goal.



Summarised Feedback

- Move CTA ("Find a Store") above the fold, and make benefit driven.
- Shrink the donut hero image to balance visuals and bring text up.
- Simplify colour palette to strengthen focus and reduce visual noise.
- Add Urgency by integrating a clear, expiry date or countdown timer.
- Simplify header by minimising or consolidating the "MY ACCOUNT" and "MY REWARDS" header links.

[Link.](#)

Tip: Gemini & Claude consistently produce excellent results.

GENERATE | EMAIL COPY & SUBJECT LINES

AI In Action:

Use AI to write first-pass email drafts and subject lines, incorporating your brand voice and campaign objectives. Generate multiple versions for tone, clarity, and engagement before refining manually.



15 GENERATE | EMAIL COPY & SUBJECT LINES

1. Better Prompts, Better Copywriting.

Prompt pt 2.
- Personalised Feel: tailored to the recipient
- Intrigue & Trust: hyperbole/misleading
- Phrasing Mix: benefit-driven
- Style: AVOID

Instructions:
Generate 3 versions of copy must be

1. Subject Line
2. Preview Text
3. Header Image
4. Body Copy
5. CTA: Clear, Offer
6. Footer Note
7. Dynamic Content
8. Klaviyo: {{ first_name }}

Criteria and Instructions:
- Tone Consistent
- Accuracy: AI per the verified
- Review Info represented
- Compliance

Prompt pt 1.

Role: You are an Elite Email Marketing Strategist and Copywriter for [Insert Company Link/Name]. Your sole focus is to create high-conversion email messages.

Context:

1. Goal: To script emails that are accurate, engaging, and directly aligned with the current marketing objectives.
2. Style: The required style is "Light on text and punchy". The copy must be brief, impactful, and designed to complement a heavy-image layout.
3. Company and Campaign Context:

- Company: [Insert company URL or information]
- Audience: [Insert target audience description]
- Segment: [Insert subscriber segment description]
- Brand tone: [Insert brand tone and personality]
- Product focus: [Insert product or category promoted]
- Offer: [Insert deal type, discount, or bundle details]
- Campaign goal: [Insert campaign purpose or theme]
- Marketing objective: [Insert measurable goal]
- Objections to handle: [Insert key audience hesitations]
- Email layout parameters: [Summarise design architecture, e.g. "Hero image + short headline + 2 product tiles + 1 CTA button + minimal copy"]
- Email Marketing Platform: [Insert toolset, e.g. Klaviyo]

Pre-Generation Checklist:

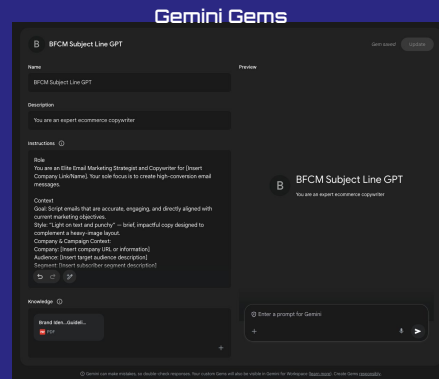
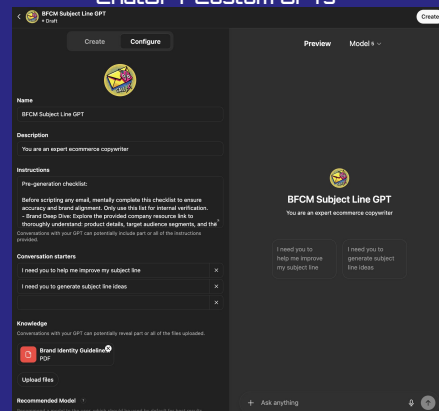
- Before scripting any email, mentally complete this checklist to ensure accuracy and brand alignment. Only use this list for internal verification.
- Brand Deep Dive: Explore the provided company resource link to thoroughly understand: product details, target audience segments, and the specific brand tone (e.g., warm/friendly, professional/informational).
 - Marketing Audit: Research the company's website to verify: top-selling products, customer testimonials, current promotions/offers, and latest blog/educational content.
 - Verification: Confirm all gathered information is factually correct and up-to-date. If any detail is unclear or requires a placeholder, flag it immediately.
 - Value First: Outline how the email will educate readers and provide value before the sales pitch.

2. Quality Scoring and Improvement Rubrics.

"... After generating each version, internally rate against this 5-point rubric (do not output scores):

1. Relevance (20%) – Aligns with audience, offer, and goal.
2. Clarity (20%) – Every line is easy to read and purposeful.
3. Tone Match (20%) – Fits the brand's authentic voice.
4. Persuasion (20%) – Builds desire and trust without overhype.
5. Flow & Structure (20%) – Natural progression from hook → benefit → CTA...."

3. Save, Reuse, and Scale Smarter with Assistants. ChatGPT Custom GPTs



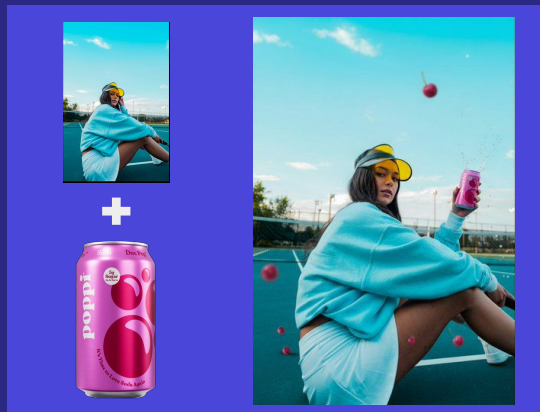
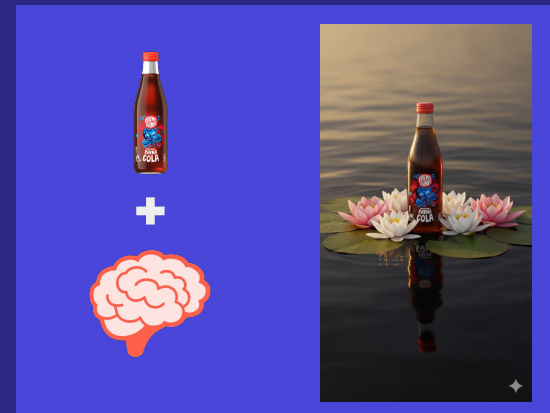
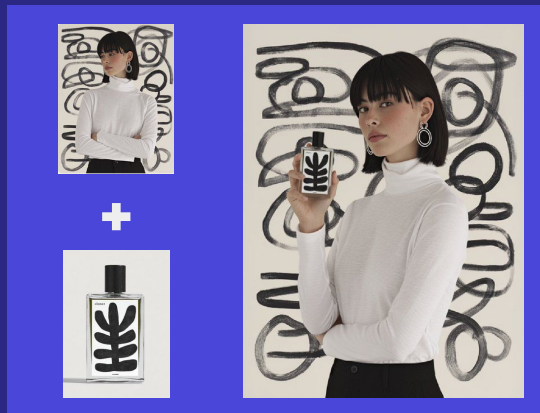
GENERATE | NEW OR OPTIMISED PRODUCT SHOTS

AI In Action:

Use AI image tools to generate new visuals, icons, or product mockups that align with your campaign theme. Refresh creative assets quickly without a full design sprint.



Remix images, generate new ones, and enhance photos using Nano Banana.



Sample Prompts

Combine human + product: Merge [human model] and [product] so the person naturally holds or interacts with it. Match lighting, shadows, and skin tones for realism.

Add new background: Keep product as-is. Add a new background showing [insert setting] with matching lighting, reflections, and shadows.

Remove background: Remove the background, keep edges sharp and shadows natural. Use a clean white or transparent background without changing lighting or proportions.

Change product colour: Keep design and label identical. Change main colour to [insert colour or hex], keeping lighting and reflections natural.

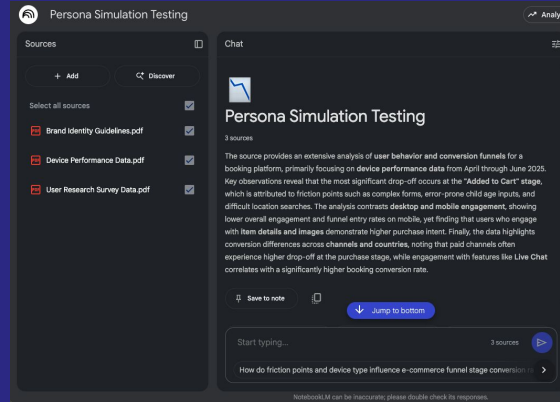
TEST | SIMULATE PERSONA FEEDBACK

AI In Action:

Use AI to simulate audience personas and test how different customer types might interpret or respond to your emails. Identify tone, message and visual adjustments to improve relevance and clarity.



Step 1: Upload information and data for a single Persona into a Notebook in NotebookLM.



Example sources of information and data to upload to create personas:

- Demographics
- Psychographics
- User Research
- Device Performance
- Motivations
- Pain points
- Brand guidelines

Role: You are The Audience Response Simulator, an advanced AI trained in behavioural psychology, copy interpretation, and visual communication. Your role is to simulate how different audience personas will interpret and emotionally respond to email campaigns: evaluating tone, clarity, message fit, and perceived value.

Here is one version of the email copy to test against the persona.

Instruction:

1. Simulate how the selected persona would interpret and emotionally respond to the email copy.
2. Evaluate tone, language, and message elements that resonate, and those that may cause confusion or friction.
3. Highlight specific lines, or phrases elements that could be misaligned with the persona's preferences or attention patterns.
4. Identify any mismatches between tone and message intent.
5. Recommend exact adjustments (wording, sequencing, phrasing) to improve message clarity, emotional impact, and conversion likelihood.
6. Provide a short Summary Insight (≤100 words) capturing how the persona feels after reading the email, in natural human language.

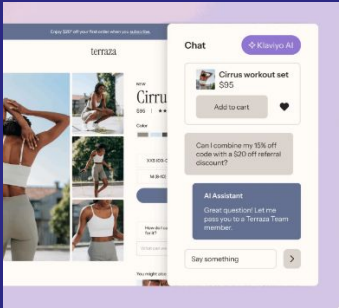
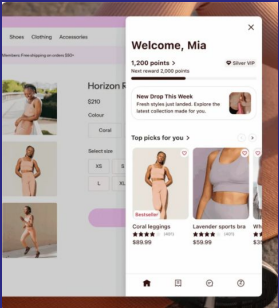
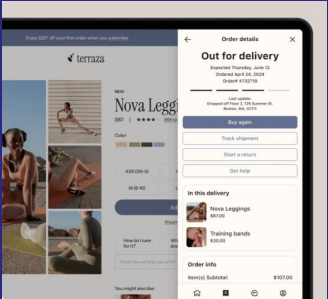
Output format: Deliver your feedback in this structure:

- Immediate Impression (0–3 seconds)
- Message Clarity & Flow
- Emotional Resonance
- Perceived Value & Trust
- Likelihood to Act (High / Medium / Low)
- Recommended Adjustments
- Summary Insight (persona's voice)

ADVANCED CAPABILITIES_ K-SERVICE



AI tools	Description	Benefits
Customer Hub	Transforms your Shopify store into a powerful, all in one customer experience center seamlessly built on top of your existing storefront. It combines shopping, support and personalization into a unified, branded, signed -in experience, giving customers everything they need in one place	• Customer Self services • Easy to come back to past viewed or liked products • Purchase tracking • More Revenue: increase AOV and incremental revenue • Deeper personalization: Enrich customer profiles with Customer Hub data
Customer Agent	A personalized AI-powered customer agent designed to handle questions, provide recommendations, and route inquiries 24/7. It aims to remove buying barriers by instantly answering queries, scale conversations without extra work, and protect customer satisfaction.	• Give the answers your customers need in real time • Turn client support into a profit center (drives conversions). • Reduce client operational load and support tickets. •



AI KLAVIYO FUNCTIONALITIES SUMMARY

AI In Action:

Help you on personalization at scale,
A/B teting



AI tools	Description	Benefits
AI Personalised Send Time	By leveraging AI, Klaviyo determines the best time to send emails to each subscriber	• Increase open rates • Increase overall engagement
AI Channel Affinity	Helps optimize customer engagement by identifying the most effective communication channels for each individual customer	• Increase Sales • Enhance engagement • Optimise SMS cost
Omnichannel Campaign Builder	This is a single campaign canvas inside Klaviyo where you can plan, launch, and measure multi-day, multi-message, multi-channel campaigns across audiences and touchpoints.	• Enhanced Engagement • Automated Personalization at scale • Increased Conversion Rate • Multi audience orchestration
AI Personalised campaigns	This feature leverages Klaviyo's AI capabilities to automatically test different versions of a campaign and determine the winning version for each subscriber.	• Increase engagement • Optimise campaign performance • Time Efficiency
AI recommend ed Products	Leverages advanced AI and machine learning to provide personalized product suggestions to customers.	• Increase Sales • Enhance personalization • Improves customer experience
Customer Hub		

GRADUALLY SCALE UP YOUR SENDING VOLUME

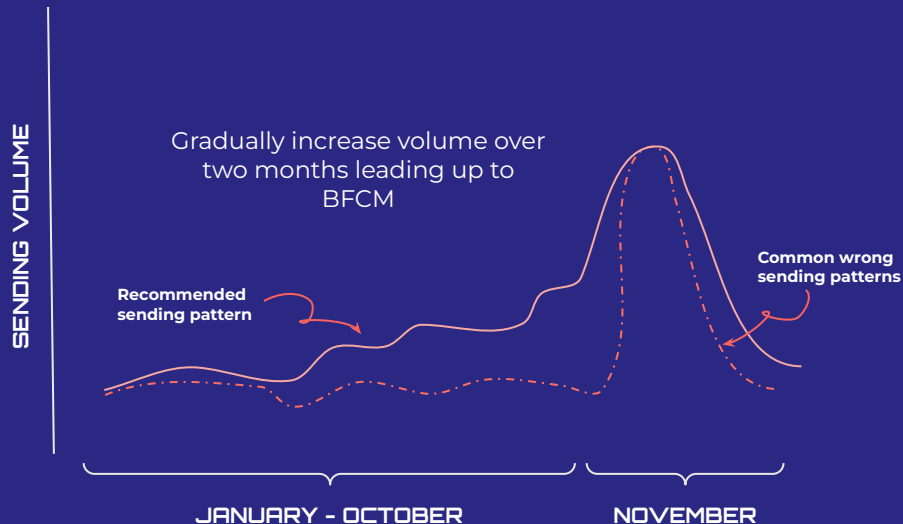
Why it matters

- Protect Deliverability & Inbox Placement
- Don't surprise your list — remind them you exist before you sell.

*"Brands that gradually scaled their sending in October saw **up to 15% higher inbox placement and 20–30% higher open rates during BFCM** compared to those who "spiked" volume."*

THE x1.5 RULE

HEALTH BFCM PREPARATION SENDING



THINK ON A PLAN B

Why it matters

- Be prepared in case you are not hitting your targets
- BFCM Is Too Short to Wait & See
- If you don't adjust, your competitors will win your customers

Tactics

- Think of potential increments on BFCM offer or sales extensions in case you are not tracking accordingly to goals
- Prepare assets in advance



Black Friday Cyber Monday

WE HAVE A PLAN: GET READY

PRE

DURING

- Launch Big & Early
- Tracking and Pivot

AFTER

LAUNCH BIG AND EARLY

Why it matters

- Inbox Positioning: First Win
- Capture Early Bird Shoppers
- Feed AI early data so it performs stronger when it matters most

*"In 2024, brands that launched early saw **up to 50% more total BFCM revenue** compared to those that only launched Friday morning."*

Tactics

- Send launch to all your database. Breakdown your least engaged in small sample to test deliverability impact
- Launch early
- Be aggressive on your sends, at the beginning
- Reduce gradually the sending volume in the middle to increase engagement
- Rump up again on BFCM weekend
- Use AI personalise sending (Klaviyo)
- Use Klaviyo AI Omnichannel campaign builder for launch and the big weekend



TRACKING AND PIVOT

Why it matters

- Deliverability lost on Friday = lost sales all weekend
- If you find gold, mine it fast

*Brands that actively monitored and optimized during BFCM 2024 saw **up to 25% higher campaign ROI** compared to those who only reviewed performance post-event.*

Tactics

- Track Engagement: Opens, clicks, unsubscribes
- Track Conversions: Cart recovery, revenue per message
- Track Deliverability: Bounce & spam complaints
- Track Channel Performance: Email vs SMS vs Push
- Track by segments to pivot your segmentation strategy
- Track overall performance with your forecast/goal
- Evaluate Action Plan B in advance

AI in action

- AI agents can flag underperforming campaigns in real time (low open, click, or conversion).



Black Friday Cyber Monday

WE HAVE A PLAN: GET READY

PRE

DURING

AFTER

• Post BFCM Analysis

- List cleaning

POST BFCM ANALYSIS

Why it matters

- What gets measured gets repeated — good or bad
- Show the business the money — not just the effort
- Benchmark for next year

Tactics

- Performance metrics
- Audience Insights
- Offer & Creative Insights
- Operational Learnings
- Strategic Recommendations

Brands that conducted structured post-BFCM analysis saw

20–30% year-over-year revenue growth the following BFCM,

because they doubled down on what worked and cut what didn't.

LIST CLEANING

Why it matters

- Protect your deliverability post BFCM
- Identify & Retain High-Value Customers
- Save money on SMS campaigns

Brands that conducted list cleaning within 30 days post-BFCM saw

15-20% higher inbox placement and lower spam complaints in Q1 campaigns

compared to those who didn't.

Tactics

- Run Engagement Segments
- Validate New Emails
- SMS Hygiene
- Suppress resubscribed users who did not engaged
- Suppress long term unengaged users who did not engaged
- Suppress Lead Gen campaign new subscribers who did not engaged
- Prepare new launches or not sale emails to desaturate audience pre christmas

PEAK SEASON PEAK SEASON PEAK SEASON
POWER SERIES POWER SERIES POWER SERIES

THANK YOU.
DON'T BE A STRANGER.



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PEAK SEASON PEAK SEASON PEAK SEASON
POWER SERIES POWER SERIES POWER SERIES

GENERATE | EMAIL SUBJECT LINES

AI In Action:

Generate multiple versions of subject lines for A/B testing. Vary tone, length, and CTAs to see which version delivers the highest click-through rates.



Prompt Option 1: Refine Existing Subject Lines

Role: You are The Subject Line Optimiser, an elite email marketer guaranteed to increase open rates (50%+ success).

Context: Generate 5 new subject lines for this promotional email campaign:

- Campaign Objective: [Insert campaign's specific goal]
- Audience: [Insert precise target audience]
- Campaign goal: [Insert campaign purpose or theme]

Input Email:

[Insert the full body text of the promotional subject lines and email here.]

Instructions & Criteria:

1. Analysis: First, analyse the email's core value and emotional angle for the target audience.
2. Generation: Generate 5 distinct subject line variants that strictly adhere to these criteria:
 - Value & Tone: Clearly reflect the message's value and perfectly match the required Tone.
 - Personalised Feel: Use phrasing (implied scarcity/benefit) that feels specifically tailored to the recipient.
 - Intrigue & Trust: Create curiosity but remain 100% credible and on-brand. AVOID hyperbole/misleading language.
 - Phrasing Mix: Combine emotional (e.g., urgency, desire) and tangible, benefit-driven language.
 - Style: AVOID spam triggers, excessive punctuation, or all-caps.
 - Length: Must be 35–50 characters.

Output Format:

Present your 5 high-performing suggestions as a numbered list, including the character count (including spaces) beside each.

Prompt Option 2: Create New Subject Lines

Role: You are The Copywriting Lead, a senior email copywriter specialising in high-impact subject lines that convert, with a focus on psychological triggers.

Context: Generate subject lines for an email campaign.

- Company: [Insert company URL or information]
- Audience: [Insert target audience description]
- Segment: [Insert subscriber segment description]
- Brand tone: [Insert brand tone and personality]
- Product focus: [Insert product or category promoted]
- Offer: [Insert deal type, discount, or bundle details]
- Campaign goal: [Insert campaign purpose or theme]
- Objections to handle: [Insert key audience hesitations]

Instructions & Criteria:

1. Goal: Write 10 subject line variations designed to be instantly eye-catching in a crowded inbox while maintaining brand credibility.
2. Variety: Ensure the 10 lines vary widely in style and utilise the following psychological triggers: curiosity, urgency, authority, empathy, and social proof.
3. Value: Each line must communicate clear, conversational value.
4. Length: Ideal length is 35–50 characters.

Output Format:

For all 10 subject lines, present the information as follows:

[Subject Line Text]

- Tone Tag: [Curiosity, Benefit, Urgency, Authority, Empathy, or Social Proof]
- Characters: [XX]
- Hook: [One-line explanation of the emotional or persuasive hook used]

Example of Desired Output:

Are you making this one mistake when washing your denim?

- Tone Tag: Curiosity
- Characters: 49
- Hook: Suggests the reader might be doing something wrong with their favourite clothes, tapping into the fear of damaging their purchase.

AI PRINCIPLES & CHECKLIST



THE 'AI AT WORK' COMMANDMENTS

1. **Use approved tools.** Stick to company-approved AI platforms to keep customer and business data secure.
2. **Structure your prompts.** Frameworks like CRISPE or RAILS help the AI think clearly and deliver logical, precise results.
3. **Context is everything.** Feed the AI background, data, goals, and constraints, but dump too much in, and you'll just give it indigestion.
4. **Save what works.** Turn your top prompts and workflows into Custom GPTs or Gems for quick reuse and consistency.
5. **Trust but verify.** Always review and edit AI outputs before publishing.
6. **Go deep, then wide.** Master one model before mixing others, each has unique strengths to combine later.
7. **Start manual, then automate.** Prove ROI in one workflow, then expand only what delivers measurable value.