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Black Friday and Cyber Monday Sales Event

2026 Xnurta BFCM Event Playbook

Event Dates: November 19-30 2026

Maximize your results with data-driven strategy and Xnurta AI

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Prime Big Deal Days 2026: the playbook for BFCM

The first 12 hours paid best: here's what to carry into Black Friday and Cyber Monday

2.5x
ad sales vs. a normal day

+20–50%
ROAS midnight to noon local time on day 1, the strongest stretch of the event

–14%
CPC vs. July's Prime Day, at the same ROAS

Be live from midnight
Midnight to noon local time drove 48% of day 1's ad sales. Start BFCM budgets at 12 a.m., and hold budget through noon.

Treat every day as a main event day
CPC still ran 14% below July Prime Day at the same ROAS. Budget BFCM like a full event from day one.

Start key markets a day early
Europe's ad sales went up +30% the day before the event. Start Germany, the UK and the Netherlands a day early, and expect ROAS to read low for two days after as attribution catches up.

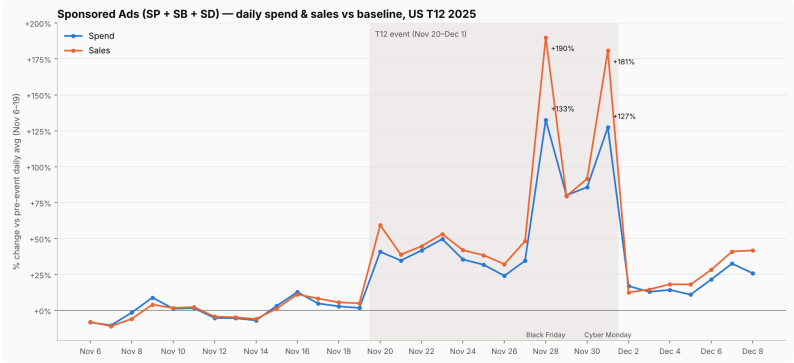
Give each placement and market its own job
Product pages returned +20% ROAS; top of search held ROAS at +21% CPC based on Xnurta clients. Set a bid plan per placement, and lean into Germany, the UK, the Netherlands and Canada, which scaled with the best efficiency.

Source: Xnurta Ads Index, Prime Big Deal Days 2026 benchmark (Oct 6–7)

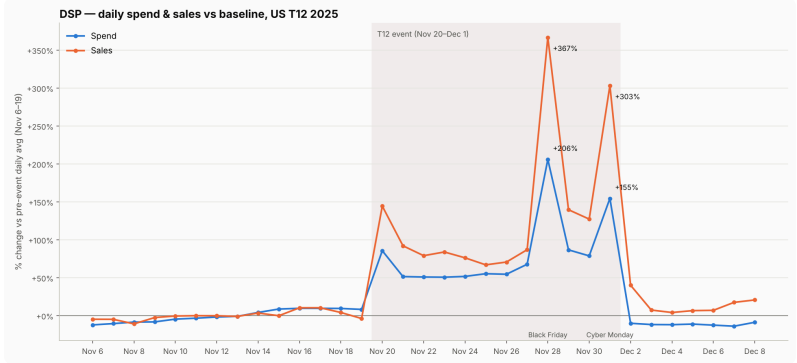
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Highlights from US 2025 Turkey 12 Event

Based on US Xnurta clients



Black Friday and Cyber Monday remain the strongest, but sales were significantly up starting from the first day of T-12



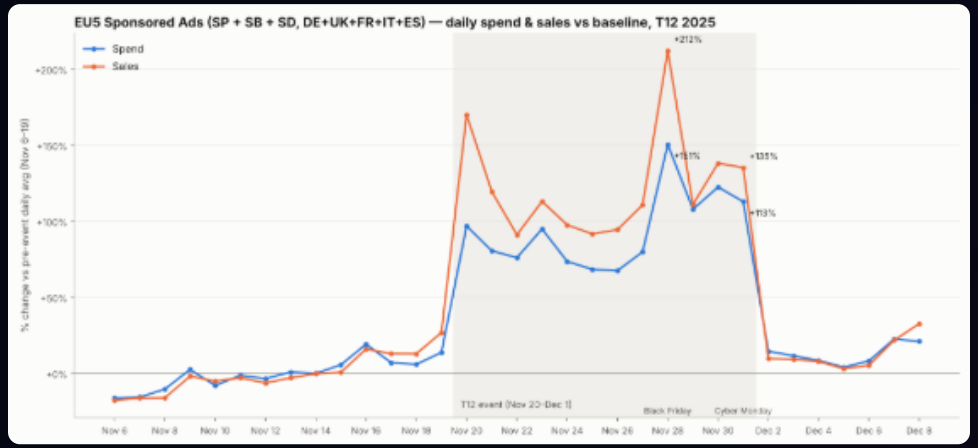
DSP showed an even bigger lift with spend slowly ramping up before the event

Note that sales remained up after the event and went up leading up to the Holidays as well

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And a few notes from Europe

Based on Xnurta clients



- Germany: had the biggest Black Friday sales jump, +266% (the total shows +212%).
- Nov 20: all five countries jumped on the first event day. Italy's sales peaked that day, not on Black Friday.
- France: spend peaked on Nov 30 rather than Black Friday. It also stayed highest after the event, with sales up 30% on average in the week after.
- Germany and Spain: fell back to their pre-event levels almost immediately after the event.

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Sponsored Ads

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2026 AI Strategy & Timing

Phase	Dates	Mode & Settings	Suggested Key Action Items	
Early Ramp-Up	Nov 2-18	Drive Growth AI Personality 3–4 (Aggressive)	● Begin gradual budget scaling ● Seed priority ASINs and build keyword history	● Set AI Personality to 3–4 for aggressive bid growth ● Set up Managed Group Schedules for Lead up, BFCM event & Lead Out
BFCM Event Open	Nov 19 - 26	Promotion Sales Boost — OR — Budget Priority (beta) – OR – Drive Growth AI Personality 4-5	● Switch to Promotion Sales Boost OR Budget Utilization priority OR Drive Growth AI Personality 4-5 ● Increase budgets 15–25% above baseline ● Keep objectives stable, avoid switching mid event	● Main Objective: Spend budget - select Budget Utilization. Sales no matter what - Promotion sales boost. Sales with efficiency - Drive Growth AI Personality 4-5 ● Test top-performing keywords
BFCM	**Nov 27 - 30**	Maintain chosen mode from Nov 19 (no objective switching)	● Black Friday: Allocate 20-30% of total BFCM event budget ● Increase AI Personality on high-margin ASINs ● Monitor ACoS hourly ● Tapering traffic - lean into retargeting audiences & deal ASINs	● Prioritize best-ROAS campaigns ● Cyber Monday: Allocate 30–40% of total BFCM event budget ● Manual bid boosts if AI feels conservative ● Keep ACoS targets elevated for volume
Lead Out	Dec 1+	Return to standard Objectives	● Scale back bids about 50-75% and re-adjust budgets to before BFCM event traffic ● If you have a holiday season product, small reduction in bids and budget.	● Reset AI personality and objectives to the previous configuration. ● Start creating retargeting audiences off of the high BFCM traffic

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DSP Best Practices for High-Traffic Events

Go after New-to-Brand and Loyal shoppers with separate DSP strategies during peak event traffic

✓ Do's

Pre-launch orders 3–5 days early
Gives Smart Creation time to calibrate bids early.

Split budget: NTB vs. Loyalty
Separate line items for cleaner guardrails & reporting.

Widen CPM/bid ranges
More inventory competition means don't throttle delivery.

Layer in AMC audiences
Split spend between growth (NTB) and retention (Loyalty).

✕ Don'ts

Don't launch new orders on Day 1
DSP needs ramp time — last-minute launches underdeliver.

Don't run one audience for everyone
Blending shoppers hides which strategy is working.

Don't set overly conservative caps
Budget optimization needs room to shift to top performers.

Don't ignore frequency capping
High traffic can quickly over-serve loyal shoppers.

Two Strategic Lanes

	NTB Shoppers	Loyal Shoppers
Objective	Prioritizing Traffic / Drive New Traffic	Prioritizing Orders / Drive Growth
Audience	Lookalike + “New to Brand” AMC audience	RFM High-Value + repeat purchaser audience
Best use	Expand reach during peak deal-day search volume	Convert warm shoppers with retargeting/urgency creative



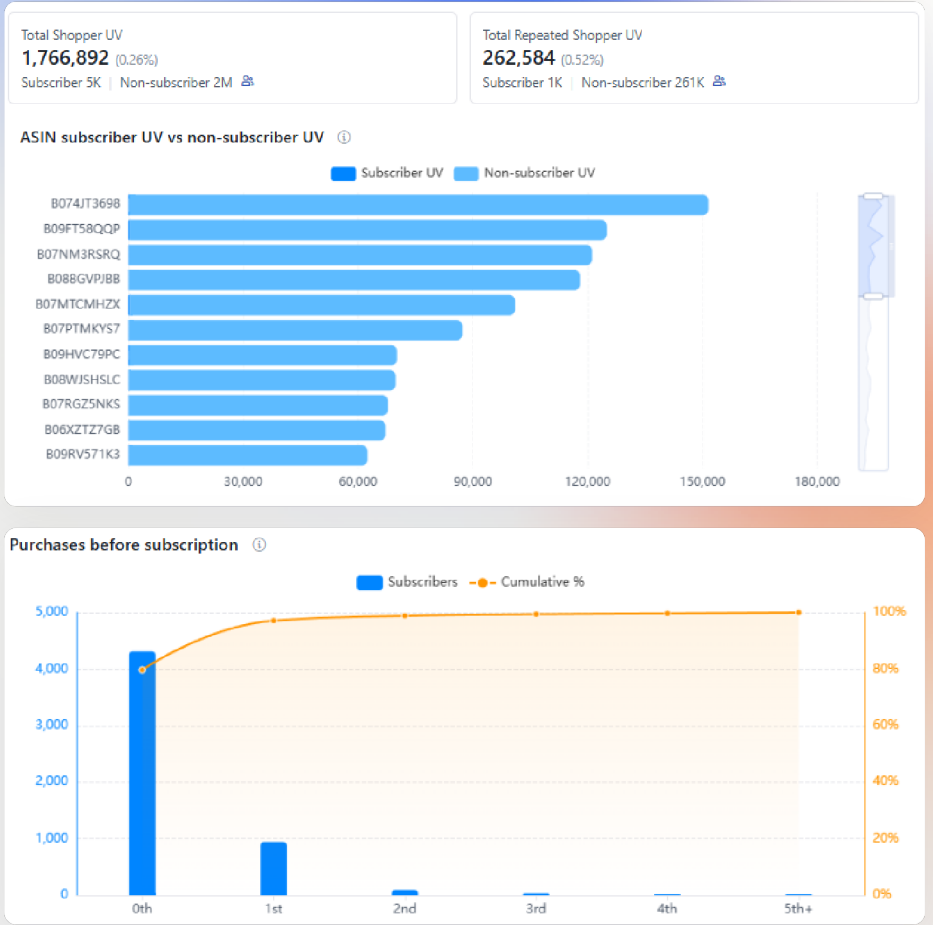
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24-month lookback window

You can now use AMC to analyze the past two events and to retarget deal shoppers from previous years

- ✓ Use Marketing Funnel and NTB Analysis to decide where Q4 budget goes.
- ✓ Run Time to Conversion on 2024 and 2025 T12/BFCM
- ✓ Pull Search Term Analysis for deal, gift and competitor terms



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Audiences to try

New-to-Brand Lookalike (lead-in prospecting, build this week)

Template: New to Brand Lookalike (Grow High-Intent Lookalikes)

Type: Lookalike, Proximity: Balanced

Update: Weekly

Lookback: 90 days (template default)

Rule: Audience with Conversion Event > New to Brand > Total Product Sales / Number / Total Number > 0. One group, no exclude.

Activate on: DSP prospecting now through Cyber Monday (Nov 30)

Holiday Deal Searchers (ramp-up into BFCM event)

Template: Seasonal Deal Shoppers (Acquire New Shoppers)

Type: Rule-based

Update: Daily

Lookback: 21 days, the top of the Help Center's 7 to 21 day range for deal windows

Rule: Audience with Conversion Event > Keyword Search (SA-only Data) > Search Term / Include. Replace the pre-filled "prime day" terms with holiday terms (black friday, cyber monday, gift for [category], holiday deals) and your category generics.

Optional: Add an Exclude group (Order > Purchased > 0) to keep the audience focused on acquisition.

Activate on: SB and DSP with deal creative, live only during the T12 window

Add to Cart Shoppers (peak conversion)

Template: Add to Cart Shoppers (Convert Ready Buyers)

Type: Rule-based

Update: Daily

Lookback: Change the 90-day default to 14 days for urgency. Widen to 30 days if the audience is too small.

Group 1: Conversion Event > Shopping Cart > Shopping Cart / Number / Total Number > 0

Group 2 (Exclude): Conversion Event > Order > Purchased / Number / Total Number > 0

Add ASINs: Your hero and promoted ASINs, so the creative matches the product

Activate on: SP/SB bid boost and DSP retargeting from Black Friday (Nov 27) through Cyber Monday

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Thank You

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