



A FREE CLICKMINT GUIDE

BFCM CRO tips that generated a 181% increase in conversion rate

Results from ClickMint demo clients during last year's Black Friday and Cyber Monday.

The tests we'd run on your store this Black Friday and Cyber Monday, and how we set each one up.

● AGENT-LED CRO, RUN BY OPERATORS

BEFORE YOU START

BFCM is the worst time to guess.

Traffic costs more and shoppers move fast, so small bits of friction cost more than they do the rest of the year.

These are the tips our team leans on for BFCM programs. Each one is a test, not a rule. A change that wins on one store can lose on another, so run each idea against a control on your own traffic and keep only what wins.

Every tip covers what to test and why it tends to work. Then it gives you the setup we use: the control, the variant, what to measure and when to call it.

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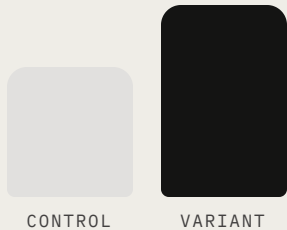
Match the page to the click

AFTER BFCM

Keep the customers you just won

How we run a clean BFCM test

A sale changes everything about your traffic. These habits keep the results honest.



Same offer and prices, at the same time. One change.

Start before the peak

Launch tests early in November so they reach a read before the biggest days arrive.

Always keep a live control

Both versions run at the same time, with the same offer and prices.

Set the sample size up front

Don't stop a test early because the first days look good. Early leads often fade.

Change one thing

One change per test, so you know what moved the result.

Pick the main metric first

Decide what counts as a win before launch, and don't switch metrics after you see the data.

Protect the biggest days

On peak days we keep proven winners live and hold new launches until the rush passes.

A SIMPLE BFCM TEST SEQUENCE

Now

Pick the pages that get the most sale traffic and choose your first tests.

Early November

Launch, and let each test reach its planned sample size.

Peak days

Keep proven winners live. Hold new launches.

After the sale

Take the sale down cleanly and start your retention tests.

PRODUCT PAGE

Put the offer right next to the buy button

WHAT TO TEST

Add a small offer panel just above Add to Cart that states the BFCM deal in plain words: what the deal is and when it ends.

WHY IT WORKS

During BFCM, shoppers land on product pages from ads and emails and look for the deal first. If they have to scroll back to a banner or guess whether the price is already discounted, plenty of them leave to check somewhere else. Stating the offer where the decision happens removes that doubt.

HOW TO SET IT UP

CONTROL	Your current product page, with the offer shown only in the site banner.
VARIANT	The same page with an offer panel placed directly above Add to Cart.
MEASURE	Add to cart rate on the page first, then conversion rate and revenue per visitor.
CALL IT	When both versions reach the sample size you set before launch, across full weekdays and weekends. Keep the offer itself identical in both.

HOMEPAGE

Let shoppers add best sellers from the homepage

WHAT TO TEST

A grid of your best sellers right below the homepage hero, each with a quick add button so shoppers can add to cart without opening the product page.

WHY IT WORKS

Lots of BFCM visitors already know roughly what they want, and gift buyers want a safe pick. A short path from homepage to cart helps both, and it puts your strongest products where the most traffic sees them.

HOW TO SET IT UP

CONTROL	Your current homepage.
VARIANT	A best sellers grid with quick add, placed right after the hero.
MEASURE	Add to cart rate from the homepage and conversion rate, while checking that average order value holds.
CALL IT	Launch before the peak days so you have a read when traffic spikes. Watch for fewer product page views that aren't matched by more orders.

Make the sale page work for a thumb, not a mouse

WHAT TO TEST

Rework your sale collection so it's easy to scan on a phone: a short shelf of top picks up top, then deals grouped by type. On mobile, try a single column grid that gives each product more room.

WHY IT WORKS

Sale pages tend to turn into a long, flat wall of discounted products. A curated shelf and clear groups help shoppers find something worth buying before they get tired of scrolling, and a lot of BFCM browsing happens on a phone.

HOW TO SET IT UP

CONTROL	Your current sale page.
VARIANT	Top picks shelf plus grouped deal blocks, with a single column grid on mobile.
MEASURE	Clicks into products and conversion rate, read separately for mobile and desktop.
CALL IT	Decide per device. A layout can win on mobile and lose on desktop, and you can ship it only where it wins.

NAVIGATION

Help new shoppers find their aisle

WHAT TO TEST

Add a shop by category or shop by type module near the top of the homepage and your biggest collections, plus a short intro line at the top of each collection page.

WHY IT WORKS

Gift shoppers and first time visitors don't know your catalog. Clear wayfinding lets them pick a lane fast, and a one line intro tells them they're in the right place.

HOW TO SET IT UP

CONTROL	Your current page with standard navigation only.
VARIANT	The same page with a category module near the top and a short collection intro.
MEASURE	Clicks on the module, plus conversion rate for sessions that see it.
CALL IT	Check that the module gets used before judging the end metric. If nobody clicks it, try a different placement before you drop the idea.

COLLECTION PAGE

Add quick filters and trust details to big listings

WHAT TO TEST

A row of quick filter chips at the top of busy collection pages, built around the ways your shoppers really sort, plus a small trust line on each product card, like ratings or shipping info.

WHY IT WORKS

Catalogs get bigger during BFCM as bundles and sale items go up. Filters cut the scrolling, and trust details on the card answer the first question before the click.

HOW TO SET IT UP

CONTROL	Your current collection page.
VARIANT	Quick filter chips above the grid and a trust line on every card.
MEASURE	Filter use and conversion rate from the collection page.
CALL IT	Run it until your planned sample size is in. Make sure every trust detail is true for every product it appears on, and update shipping lines as cutoffs change.

MOBILE PRODUCT PAGE

Move the deciding details up to Add to Cart

WHAT TO TEST

On mobile product pages, bring the facts that decide a purchase up to the buy area: a short key details block and a real customer review quote, placed just above or below Add to Cart.

WHY IT WORKS

On a phone, the description often sits several scrolls down. Shoppers who can't quickly see what they're getting, or what other buyers thought, tend to bounce or save it for later. BFCM traffic is less patient than usual.

HOW TO SET IT UP

CONTROL	Your current product page, with details in the long description.
VARIANT	Key details and a review quote by Add to Cart, with the full description still below.
MEASURE	Add to cart rate on mobile, then conversion rate.
CALL IT	Start with your highest traffic BFCM products, since that's where a win pays back soonest. Call it at the sample size you set up front.

Lead with the product they came for

WHAT TO TEST

Make the homepage hero shoppable: lead with your main BFCM product or deal and a direct shop button. On key collections, make sure the products you're promoting sit above the fold.

WHY IT WORKS

BFCM ad clicks are often about one product or one deal. A generic brand banner makes shoppers hunt for it. Showing the product right away keeps the momentum from the ad.

HOW TO SET IT UP

CONTROL	Your current hero.
VARIANT	A product led hero with a direct shop button.
MEASURE	Hero clicks and conversion rate for homepage sessions.
CALL IT	If your hero has reassurance lines like shipping or returns, don't drop them as part of this change. Test removing them as a separate variant so you can tell the effects apart.

URGENCY

Use real deadlines only

WHAT TO TEST

Show the deadlines that are true: when the sale actually ends and the real shipping cutoff for holiday delivery. Test where you show them, such as the buy area or the cart.

WHY IT WORKS

A real deadline helps shoppers decide now instead of later. Countdown timers that reset and stock warnings that aren't true damage trust, and shoppers have learned to spot them. We only test urgency that is real.

HOW TO SET IT UP

CONTROL	No deadline messaging, or a banner only.
VARIANT	The real sale end and shipping cutoff shown near Add to Cart and in the cart.
MEASURE	Conversion rate and cart abandonment.
CALL IT	Start this one early in the sale, because urgency is tied to the calendar. The moment a deadline passes, update or remove the message.

Clear the path from cart to paid

WHAT TO TEST

Look for friction between cart and payment: costs that show up late, a discount code box that sends people off to hunt for codes, missing express payment options, or forced account creation.

WHY IT WORKS

BFCM shoppers are comparing tabs. Anything that adds doubt or extra steps at the end gives them a reason to leave. Showing the full price early and applying the sale discount automatically are common fixes worth testing.

HOW TO SET IT UP

CONTROL	Your current cart and checkout.
VARIANT	One fix at a time, for example showing shipping cost in the cart or applying the discount automatically.
MEASURE	Checkout starts and completed orders.
CALL IT	Change one thing per test so you know what worked. Agree with whoever owns your checkout apps that nothing else changes while it runs.

ORDER VALUE

Make it easy to buy for the whole list

WHAT TO TEST

Test ready made bundles and gift sets on product pages, or a free shipping threshold with a progress message in the cart.

WHY IT WORKS

Plenty of BFCM buyers are shopping for several people at once. A good bundle saves them decisions, and a clear threshold gives them a reason to add one more item.

HOW TO SET IT UP

CONTROL	Your current product page and cart.
VARIANT	A bundle or gift set offer on the product page, or a threshold message in the cart.
MEASURE	Average order value and revenue per visitor, not conversion rate alone.
CALL IT	A bundle can lower conversion rate and still earn more per visitor. Pick the main metric before launch and stick with it when you read the result.

Match the page to the click

WHAT TO TEST

Send each paid channel to a page made for how those shoppers arrive. TikTok and Meta clicks often need more context on the product, search clicks want the exact item and price, affiliate visitors expect the deal they were promised, and AI referral visitors often come with a specific question.

WHY IT WORKS

BFCM ads promise specific things. When the page doesn't continue the story from the ad, shoppers have to start over. A matched page picks up where the ad left off.

HOW TO SET IT UP

CONTROL	Your current destination, usually the homepage or a general collection.
VARIANT	A landing page that repeats the ad's offer and product and leads straight to buying.
MEASURE	Conversion rate and revenue per visitor for that channel's traffic only.
CALL IT	Judge each channel on its own traffic. A page that wins for paid social may not win for search.

AFTER BFCM

Keep the customers you just won

WHAT TO TEST

Plan the post sale experience now: a thank you page that suggests a next step, and a store that comes off the sale cleanly instead of leaving expired offers up.

WHY IT WORKS

BFCM brings in a lot of first time buyers. The weeks after the sale decide whether they come back at full price. Expired banners and dead promo codes make a store feel neglected.

HOW TO SET IT UP

CONTROL	Your current order confirmation page.
VARIANT	A thank you page with a relevant next step, like a list sign up or a product that pairs with what they bought.
MEASURE	Sign ups from the thank you page, then repeat purchases from BFCM buyers in the following weeks.
CALL IT	Repeat purchases take time to show up. Pick your read date before launch and leave the test running until then.

Agent-led CRO, run by operators

Our AI agents find where each paid channel leaks revenue and draft the tests. Our operators launch each one, prove the lift against a control and scale only what wins.

Already pay for a testing app? Keep it. We run the program.

LIGHT SETUP

Your team adds one lightweight snippet. We don't need access to your store, and read access to your analytics is optional.

OPERATORS ON EVERY TEST

We work on performance-based pricing, and our senior operators guide the system and validate decisions.

YOU GET A TEAM, NOT A TICKET QUEUE

Funnel Strategist

Guides funnel architecture and checks that each page fits the channel.

CRO Analyst

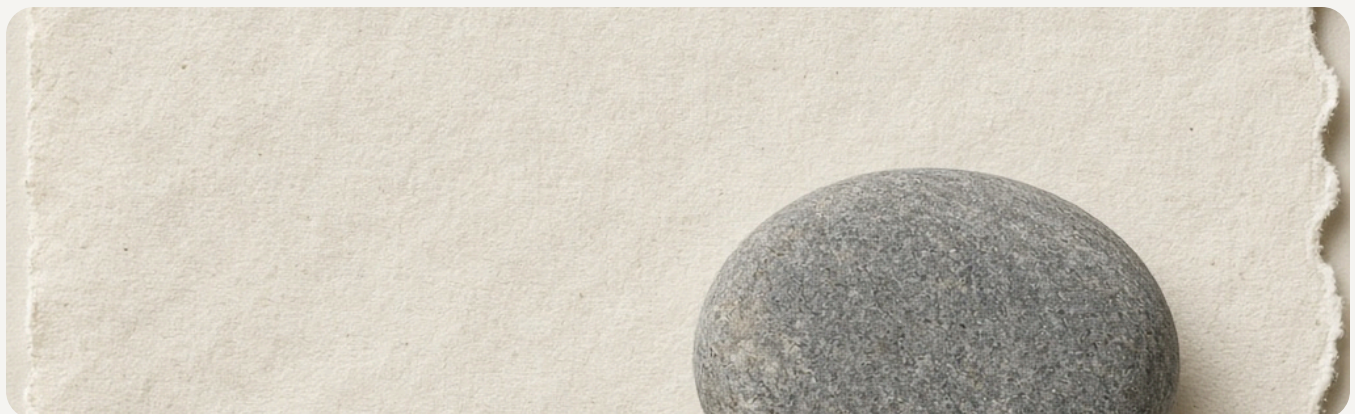
Reviews friction patterns, hypotheses and lift opportunities surfaced by the system.

Implementation Lead

Oversees launches across your existing stack and confirms each variant works as planned.

Revenue Analyst

Validates lift against the control and turns results into revenue insight.





FREE CRO AUDIT

Want to know where your store leaks revenue before BFCM?

We'll look at how your paid traffic moves through your store and show you where we'd test first.

GET YOUR FREE CRO AUDIT

clickmint.com/request-free-audit

● AGENT-LED CRO, RUN BY OPERATORS