GET READY BEFORE NOVEMBER

The Pre-Black Friday Pricing *Checklist*

Twelve checks across planning, launch, optimization and analysis — built from what 180 European e-commerce companies got wrong last year.

12

checks across the full campaign lifecycle

4

phases: plan, launch, optimize, analyze

180

companies' mistakes, turned into a to-do list

THE CHECKLIST

Work through these before Black Week. Each check maps to a gap found in the **Black Friday Freeze** research — the mistakes most teams make, turned into a list you can actually tick off. Print it, share it, or run it with your team.

01 Plan

3+ MONTHS OUT

- [ ] **Segment the assortment before you plan**
  Split products into compete-on-price vs. protect-margin. A single discount list treats both the same and races everything to the bottom.

- [ ] **Set margin floors, not just discount depths**
  Every campaign price needs a floor it can't cross — including when a competitor forces a mid-week reaction.

- [ ] **Keep prices decidable, not locked in October**
  57% lock discounts a month+ ahead — deciding when the information is oldest. Keep prices adjustable until they matter.

02 Launch

THE WEEK BEFORE

- [ ] **Verify every deal against the 30-day rule**
  Check each campaign product against its own 30-day price history before launch. **80%** admit at least one practice a regulator would question.

- [ ] **Make sure "up to X% off" is honest**
  The most common violation: advertising a headline discount only a few products actually hit. Confirm the claim matches the catalogue.

- [ ] **Protect campaign products from daily rules**
  Stop everyday repricing from overwriting a promotional price mid-campaign. Lock campaign products, or they'll drift.

03 Optimize

DURING THE WEEK

- [ ] **Keep the whole range priced, not just the campaign**
  30% change zero prices during the week. Competitors don't stop at your campaign list — everyday pricing has to keep running.

- [ ] **Define reaction rules in advance**
  Which products get defended, how far you'll follow a competitor down, who approves. If it needs a meeting on Black Friday, it's too late.

- [ ] **Remove the export–import loop**
  If changing a price takes a spreadsheet, an approval and a file upload, it won't happen on the Friday. **74%** face a barrier to reacting mid-week.

04 Analyze

AFTER IT ENDS

- [ ] **Measure margin per product, not revenue per week**
  50% can't say precisely if their last Black Friday was profitable. Decide before launch how you'll measure margin after discounts, ad spend, shipping and returns.

- [ ] **Name your best and worst products**
  You should be able to point to your most and least profitable campaign product. If you can't, the measurement wasn't set up.

- [ ] **Turn the result into next year's plan**
  Feed what worked and what didn't straight into next year's segmentation and floors — so the plan improves instead of repeating.

Want the full data behind the checklist?

The Black Friday Freeze — 180 European e-commerce companies, free report.

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