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BLACK FRIDAY CYBER MONDAY 2026

Sold out by 9am? *Keep selling.* Here's the playbook.

Set up pre-orders, out-of-stock recommendations and Notify me before 27 November, so sold-out pages keep selling.

BLACK FRIDAY	CYBER MONDAY	ONLINE
Friday 27 November 2026	Monday 30 November 2026	getbloom.today/bfcm-2026

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THE PLAYBOOK

Three things to set up.

Each one takes a few minutes. Start at the top, or jump to the one you need.

01 Set up pre-orders

Keep taking orders on the products that sell out first.

1.1 Turn on pre-order.
1.2 Cap it at what you can ship.
1.3 Show when it ships.

02 Add out-of-stock recommendations

Show something in stock when a product can’t be restocked.

2.1 Choose picks for each product.
2.2 Match them to your store.

03 Set up Notify me

Collect sign-ups where you can’t promise a date.

3.1 Add Notify me.
3.2 Build your back-in-stock flow.
3.3 Check results on Monday.

Last step: tick off the five-point checklist on page 06 the week before the sale.

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PART 01 · PRE-ORDERS

01 Set up pre-orders.

Turn on pre-order for the products you can restock. When they sell out, the page keeps taking orders.

1.1 Turn on pre-order.

Pick the variants you can restock and turn on pre-order. When stock hits zero, the button switches to Pre-order on its own.

- Uses your theme's own add to cart button.
- Set a whole range at once by CSV.
- Schedule a start date for a new drop.

1.2 Cap it at what you can ship.

Set an oversell limit for each variant from your next delivery. At the limit, the button goes back to Sold out.

When stock arrives, pre-orders release oldest first, by hand or automatically.

1.3 Show when it ships.

Add a ship message to each pre-order variant, like Ships mid-December. It shows on the product page, in the cart and on the order status page.

- Charged in full at checkout.
- Customers can cancel from the order status page.
- Pre-order events go to Klaviyo.

PART 02 · RECOMMENDATIONS

02 Add out-of-stock recommendations.

Some products won't restock in time. Show shoppers something similar that's in stock, so they don't leave empty-handed.

2.1

Choose picks for each product.

Pick in-stock products to show when a product sells out. They appear under the buy button and link to each product page.

- Override the picks for any variant.
- Set them in a table or import a CSV.

2.2

Match them to your store.

Style the picks in the Design tab so they look like the rest of your product page.

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PART 03 · NOTIFY ME

03 Set up Notify me.

For products you can’t restock in time, let shoppers sign up to hear when they’re back.

3.1 Add Notify me.

Shoppers leave an email or phone number under the button. Each sign-up goes into your Klaviyo list with the exact variant.

- Email or SMS.
- On the product page, in quick view and quick buy.

3.2 Build your back-in-stock flow.

Bloom adds sign-ups to Klaviyo, and your back-in-stock flow messages them when it’s back. Send yourself a test before Friday.

3.3 Check results on Monday.

See sign-ups, the potential revenue behind them and which variants shoppers are waiting on. Use it to plan your next order.

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CHECKLIST

Five things live before 27 November.

Tick these off the week before the sale.

- [ ] Pre-order on for the best sellers you can restock.
- [ ] An oversell limit on each one, from your next delivery.
- [ ] A ship message on every pre-order variant.
- [ ] Notify me live, with your Klaviyo back-in-stock flow ready.
- [ ] In-stock picks for every best seller you can't restock.

OWNER

DONE BY

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FAQS

Before you start.

When should I set this up?

The week before Black Friday is plenty. Bloom is ready in under 15 minutes, and every product you set up switches at zero on its own.

Does Bloom email my customers?

No. Notify me sign-ups go into your Klaviyo list with the exact variant, and your Klaviyo back-in-stock flow messages them.

How are pre-orders charged?

In full, through your normal checkout. Customers can cancel their own pre-order from the order status page.

Do I need a developer?

No. Bloom installs as a theme app extension with no code edits, and pre-orders use your theme's own add to cart button.

What happens at the oversell limit?

That variant goes back to Sold out, so you only sell what you can ship. When you receive stock, the limit shrinks with it.

You've paid to get them here. *Now keep them when it sells out.*

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