

2025

BLACK FRIDAY PLAYBOOK

Faster, easier, and more profitably with AI.

The logo for zipify, featuring a stylized blue graphic of three horizontal lines to the left of the word "zipify" in a white, lowercase, sans-serif font.



WELCOME TO ZIPIFY'S 2025 BFCM BOOTCAMP PLAYBOOK.

This is your playbook for turning the busiest shopping season of the year into your most profitable one.

Inside, you'll find high-level insights from industry experts on how to harness AI, sharpen your offers, and create lasting customer relationships.

EACH SECTION IS STRUCTURED FOR CLARITY:

- A bold idea
- The key lessons
- Exact actions you can take.

Think of it as your BFCM cheat sheet — built to cut through the noise and keep you focused on what moves the needle.

Eera Firestone

LET'S DO IT!



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LINEUP



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01

zipify

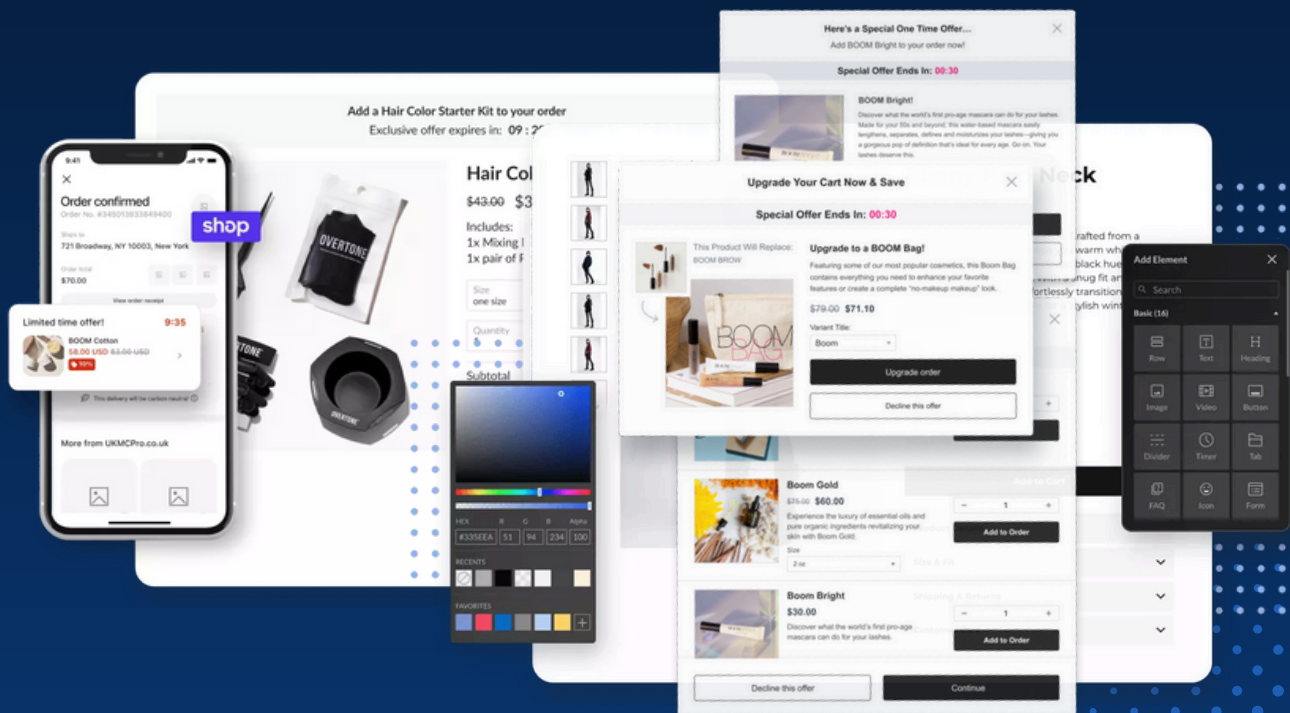
EZRA FIRESTONE



MEET: zipify

Zipify creates powerful apps designed to help Shopify merchants increase revenue through upsells, post-purchase offers, and high-converting landing pages. Their flagship products — OneClickUpsell (OCU) and Zipify Pages — make it easy to maximize average order value and build funnels that convert.

With a focus on simplicity and proven marketing strategies, Zipify tools integrate seamlessly with Shopify stores. Whether you're building optimized sales pages or adding personalized upsell flows, Zipify helps brands unlock more revenue without complicating their tech stack.





THE BIG IDEA

Q4 makes or breaks the year. For most ecommerce brands, 30–50% of annual revenue comes in this final stretch.

Sloppy discounts and rushed campaigns won't cut it. Ezra shows why disciplined prep, smart offers, and airtight systems are the only way to win BFCM.

THE FIX?

Run Q4 like a machine.

Ezra shares his checklist for campaign execution, backed by proven Zipify tools (OCU, Zipify Pages) that lift AOV, streamline landing pages, and maximize post-purchase monetization. With airtight systems, layered offers, and operational readiness, you can turn BFCM into the profit center that carries the year.

[Download the BFCM Checklist](#)

Plan every holiday campaign from BFCM to NYE in minutes with Ezra's tactical, step-by-step checklist.



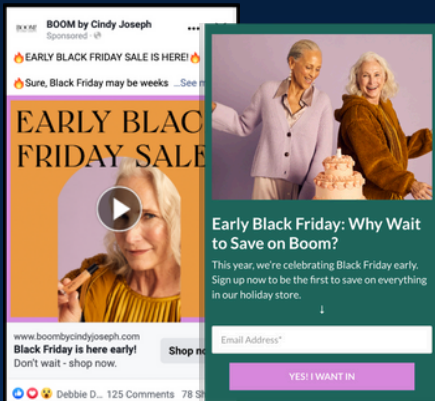
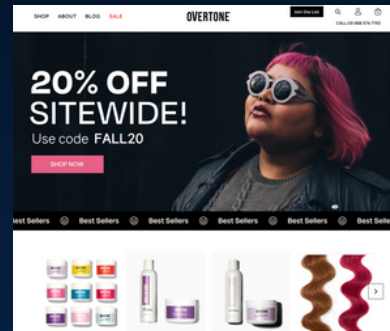
KEY TAKEAWAYS

- **Q4 = 30–50% of annual revenue**

Start early and hit **peak sale days beyond BFCM** like Prime Day in October, Thanksgiving and Green Monday.

PRIME/FALL SALE (OCT 9-12):

20% off sitewide, early bird sale to build momentum.



EARLY BFCM (NOV 1-27):

Get email leads with early access to BFCM discounts.

BFCM (NOV 28- DEC 1):

Launch high-profit offers and high-AOV bundles.



KEY TAKEAWAYS

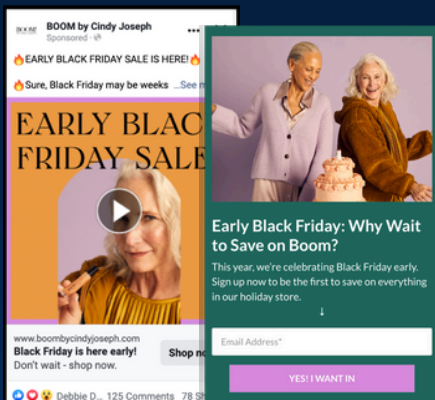
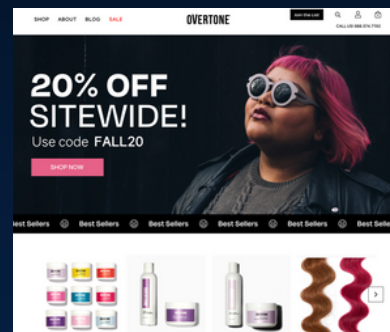
CONT.

- **Make ads for every campaign phase**

From early-bird to New Year, Ezra emphasizes matching ad sets, copy, and urgency to each stage of the Q4 calendar.

PRIME/FALL SALE (OCT 9-12):

20% off sitewide, early bird sale to build momentum.



EARLY BFCM (NOV 1-27):

Get email leads with early access to BFCM discounts.

BFCM (NOV 28- DEC 1):

Launch high-profit offers and high-AOV bundles.



KEY TAKEAWAYS

CONT.

- **Only 3 ways to grow:**

More new customers, higher AOV, and increased purchase frequency (retention). Small wins multiply for outsized results.

NEW CUSTOMERS

HIGHER AOV

CUSTOMER RETENTION

- **Bundles are your biggest profit driver:**

Curated kits, order bumps, and cart thresholds push AOV while increasing perceived value.



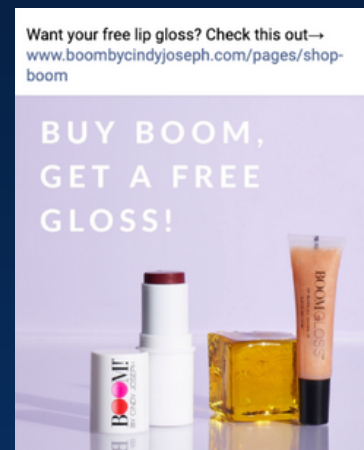
BUNDLES:

Combine products for a higher perceived value.



KIT/NEW ITEMS:

Introduce exclusive products during BFCM.



FREE GIFTS:

Encourage higher AOV without big discounts.

KEY TAKEAWAYS

CONT.

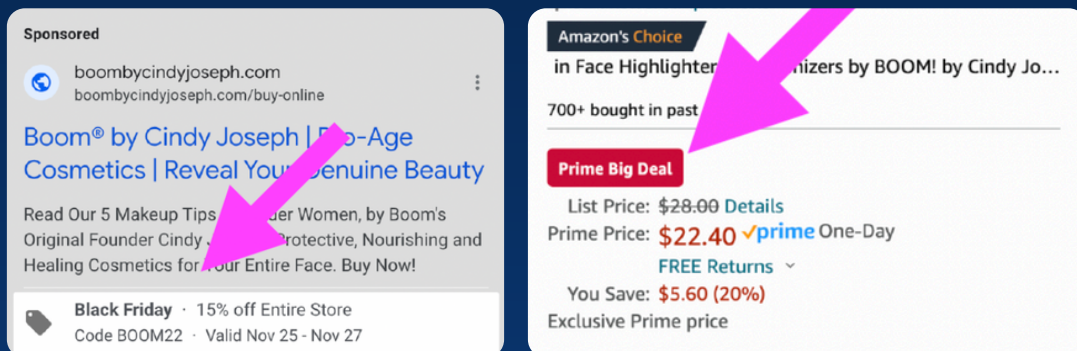
- **US vs. Them marketing works:**

Contrast your product against the competition to clarify value and win trust.



- **Mimic campaigns across channels:**

Amplify results by repurposing the same offer and hooks on Amazon, FB Shop, SMS, Google, and organic social.





ACTION STEPS

- **Create ads + landing pages for every campaign stage**

Design funnel flows (ads → offer page → cart → upsell → checkout) test and align copy/offers with urgency at each step.

- **Deploy bundles and basket builders**

Feature bundles prominently at the top of offer pages, add order bumps, and stack one-click post-purchase upsells.

- **Use US vs. Them creative**

Test ad variations that clearly compare your product against alternatives to cut through noise.

- **Mimic across channels**

Take your winning campaigns and extend them into Amazon, SMS, Facebook Shop, Google, and organic to maximize reach.

- **Run iterative ad testing**

Script 20–30 hooks, monitor MER/ROAS daily, and quickly scale winners or kill under performers.

KEEP GOING WITH ZIPIFY

Zipify gives Shopify brands the power to grow average order value and streamline funnels with proven upsell and landing page tools. Explore how OneClickUpsell and Zipify Pages can help you maximize BFCM results at zipify.com.



02

Loop

SAKSHI JAIN

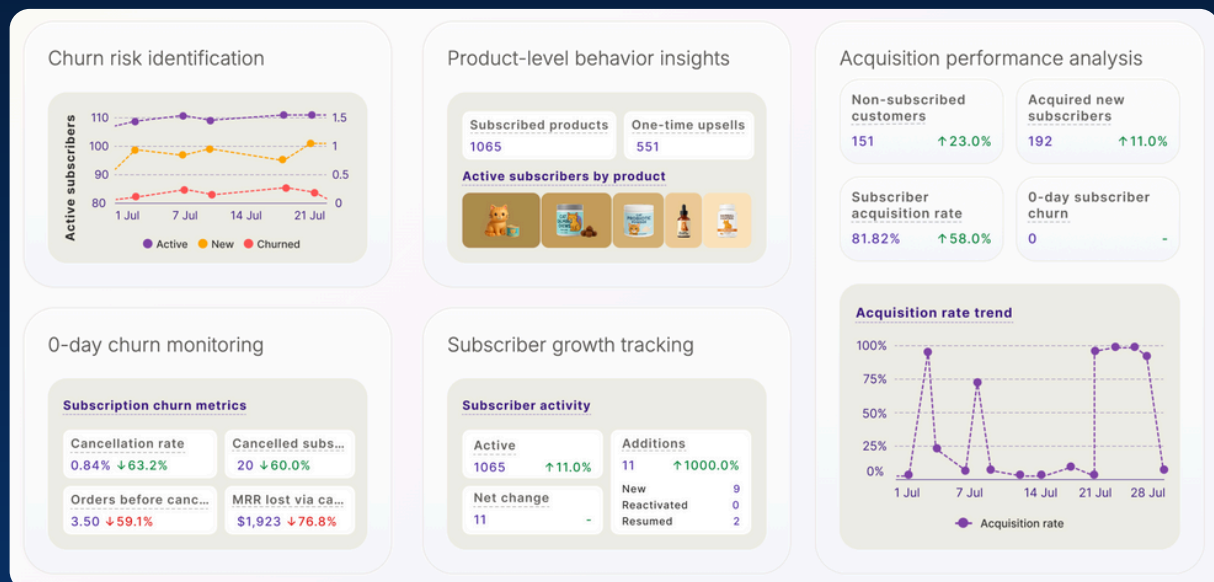


MEET:



Loop is a subscription platform that helps Shopify brands turn one-time buyers into loyal, repeat customers. By making subscriptions easy to launch and manage, Loop helps businesses increase retention and lifetime value.

Its tools go beyond billing — offering personalized experiences, churn prevention flows, and customer-first subscription management. With Loop, merchants can craft subscription offers that feel rewarding for shoppers while driving consistent revenue for the brand.





THE BIG IDEA

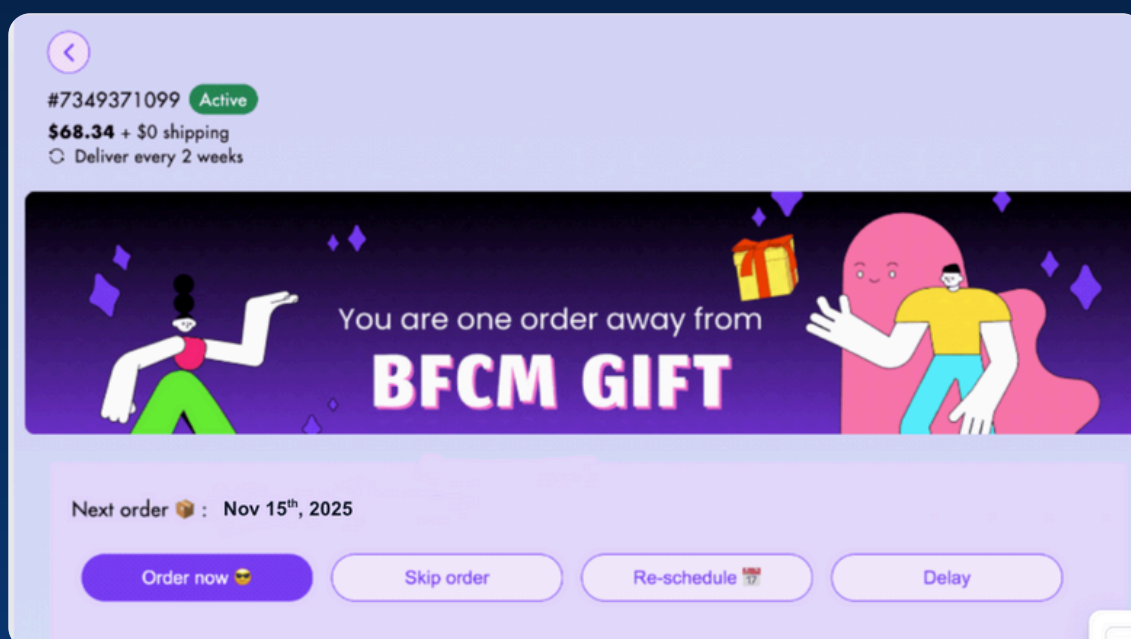
Subscriptions aren't just a safety net, they're your growth engine.

THE FIX?

Make them feel special during BFCM, and you'll win loyalty that lasts long past Cyber Monday.

KEY TAKEAWAYS

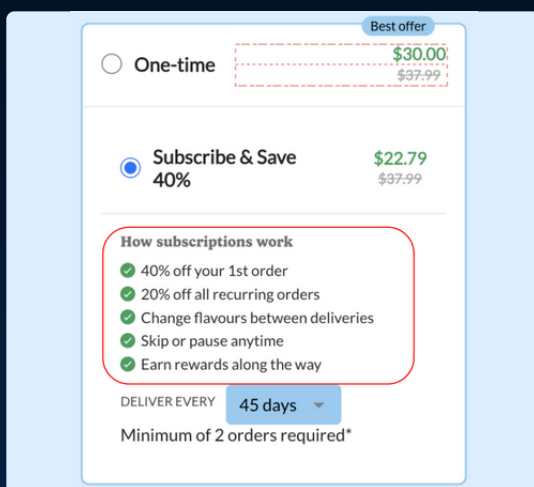
- **Prioritize subscribers over one-time buyers by positioning subscriptions as the centerpiece of your BFCM offer**



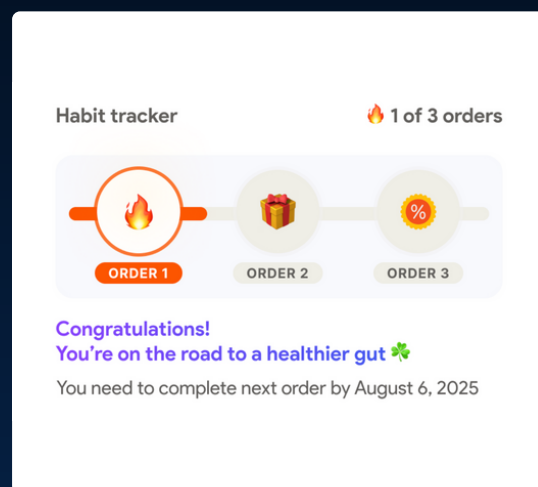
KEY TAKEAWAYS

CONT.

- Use different subscription models to drive acquisition while retaining new subscribers with perks



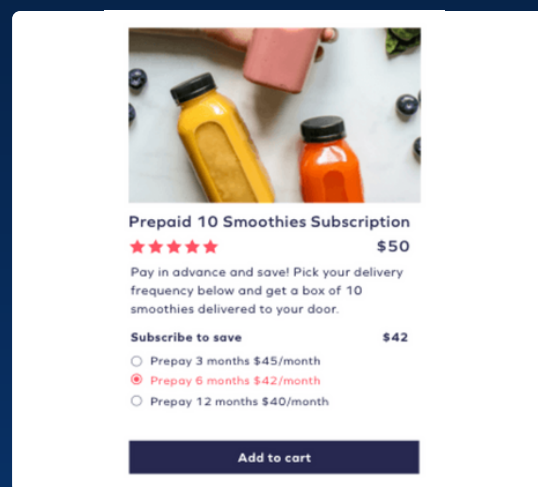
DYNAMIC DISCOUNTS FOR FIRST ORDERS



STREAKS FOR HABIT FORMATION



GLOBAL PRICING/LOCALIZED OFFERS USING LOOP AI

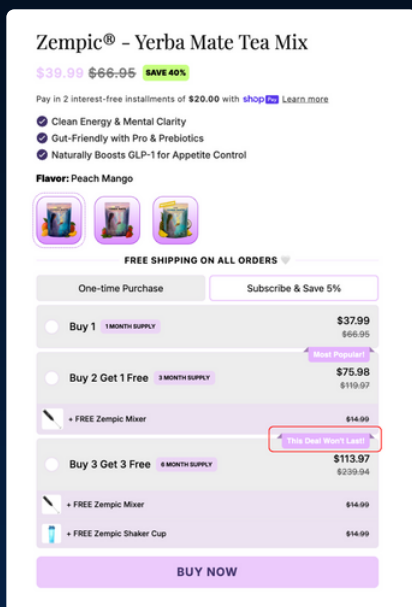


PRE-PAID SUBSCRIPTIONS FOR HIGHER LTV

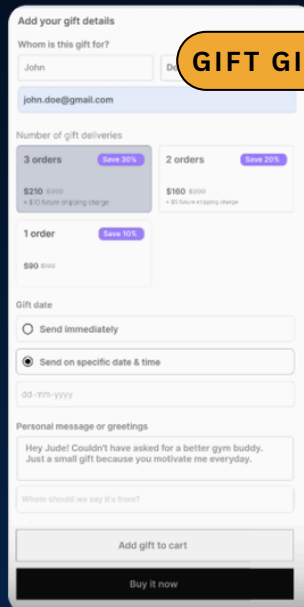
KEY TAKEAWAYS

CONT.

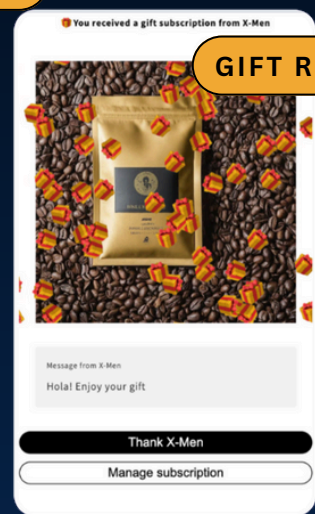
- Launch exclusive subscription bundles and early-access BFCM deals to reward loyalty



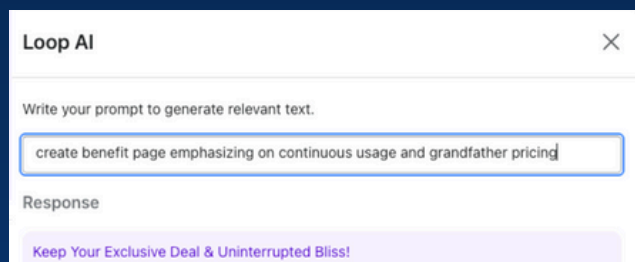
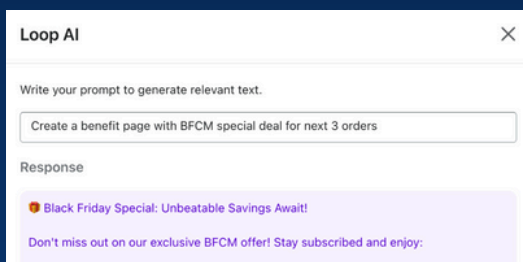
STRATEGIC BUNDLING AND BULK OFFERS



GIFT SUBSCRIPTIONS



- Prevent churn by revamping cancellation messaging and layering AI-personalized offers





ACTION STEPS

- **Audit your current subscription flows for AI personalization.**
- **Design exclusive BFCM subscription bundles with add-ons.**
- **Set up churn-prevention flows: cancellation intercepts, win-back offers, and rewards.**
- **Track subscriber engagement KPIs alongside BFCM revenue.**

KEEP GOING WITH LOOP

Loop helps brands turn one-time buyers into long-term subscribers with seamless subscription management and retention tools. Learn how Loop boosts LTV and loyalty at loopwork.co.

03



Triple Whale

TAMANNA BAWA

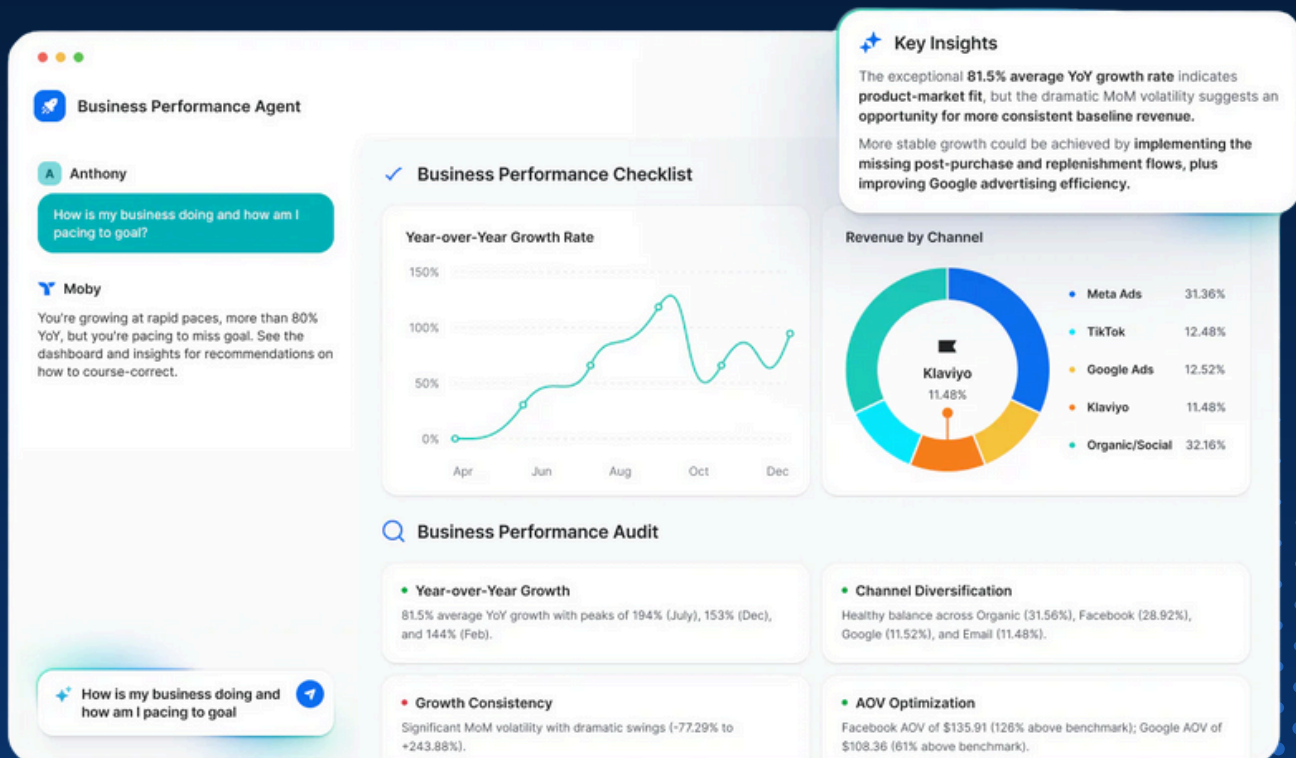


MEET:

Triple Whale

Triple Whale is an agent-powered intelligence platform built to help ecommerce brands make faster, more confident decisions. Designed to give businesses the intelligence they need to grow, it turns data into clarity.

By unifying data from multiple sources into a single dashboard, Triple Whale gives Shopify brands accurate attribution, AI-driven insights, and key metrics like LTV and product journeys. It simplifies complex data so merchants can track profitability and optimize marketing spend with confidence.



Triple Whale

THE BIG IDEA

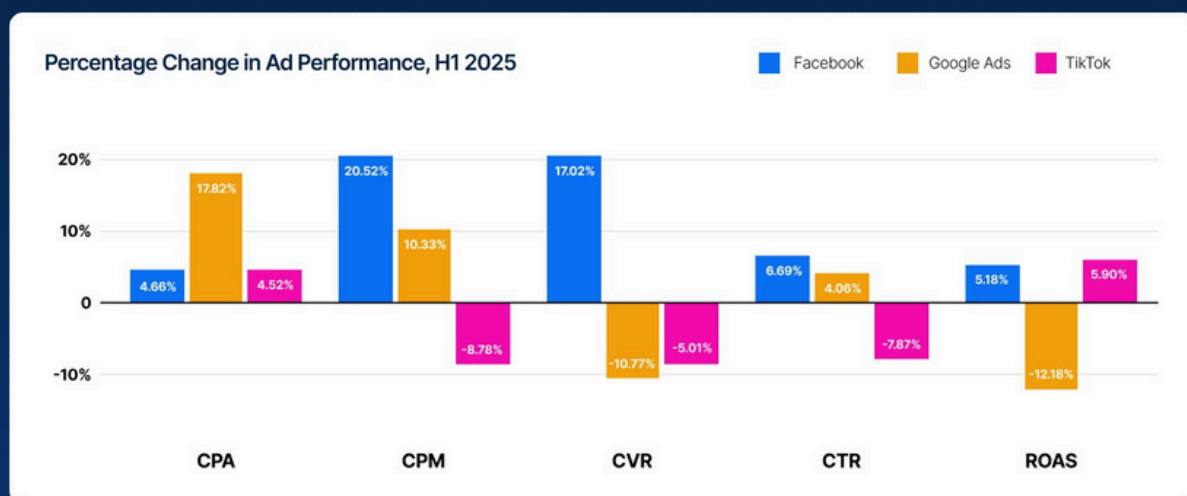
*The old BFCM playbook is toast.
Ads cost more, customers cost more, and
growth feels like squeezing water from a rock.*

THE FIX?

*Smarter AI, better retention,
and meeting shoppers where they scroll.*

KEY TAKEAWAYS

- Customer acquisition costs are rising while new-customer revenue share is dropping.



KEY TAKEAWAYS

CONT.

- Meta is still strong but costly; TikTok offers efficient growth opportunities.

Meta

Performance: H1 2025 YoY

Metric	% Change
Spend	+29.81%
Clicks	+20.23%
Impressions	+8.70%
Purchases	+27.05%
Conversion Value	+36.77%
Median CPA	+4.66%
Median CPM	+20.52%
Median CVR	+17.02%
Median CTR	+6.69%
Median MER	-1.83%
Median ROAS	+5.18%
Median AOV	+8.21%

TikTok

Performance: H1 2025 YoY

Metric	% Change
Spend	+9.35%
Clicks	+69.91%
Impressions	+24.03%
Purchases	-6.10%
Conversion Value	+2.99%
Median CPA	+4.52%
Median CPM	-8.78%
Median CVR	-5.01%
Median CTR	-7.87%
Median MER	-1.90%
Median ROAS	+5.90%
Median AOV	+9.66%

- Retention and LTV are more reliable levers than chasing net-new customers.

EXISTING CUSTOMERS DROVE NEARLY 50% OF REVENUE IN H1 2025 VS. ALMOST 43% IN 2024

WITH CPA RISING 11.70%, ONLY HIGH-LTV CUSTOMERS ARE PROFITABLE TO ACQUIRE

- Q3 is the new Q4 — planning early is critical.



Triple Whale **ACTION STEPS**

- **Audit your data to identify high-LTV customers and build retention-first campaigns.**
- **Test diversified ad channels**
(TikTok, Pinterest, YouTube Shorts).
- **Leverage predictive AI for segmentation and media optimization.**
- **Begin campaign preparation in Q3, not Q4.**

KEEP GOING WITH TRIPLE WHALE

Triple Whale delivers clarity through unified ecommerce analytics, accurate attribution, and AI-driven insights. See how their dashboards help you make faster, more confident decisions at triplewhale.com.

04

⑧ opensend

FRANCESCO GATTI



MEET:

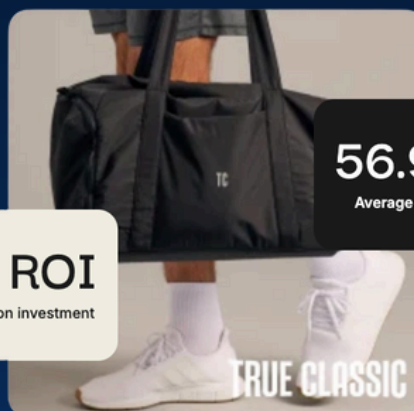


Opensend turns anonymous website traffic into identified customers. By resolving up to 97% of previously unknown visitors, it empowers brands to capture more opportunities and act on real buyer intent.

With lightweight AI-driven workflows, Opensend syncs behavioral intelligence directly into your ESP, CRM, or CDP. This lets merchants retarget high-intent visitors, personalize outreach, and increase conversions without bloating their tech stack.



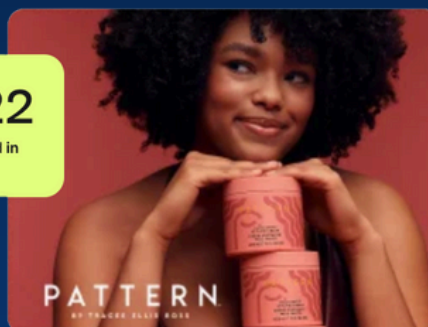
7.3X ROI
Overall return on investment



56.90%
Average open rate



10,822
Emails collected in 90 days





THE BIG IDEA

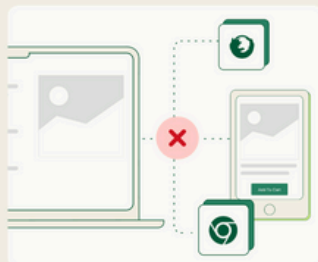
Most shoppers leave your site invisible.

THE FIX?

*Opensend turns them into people you can talk to — right when they're interested.
Less guesswork, more real conversations.*

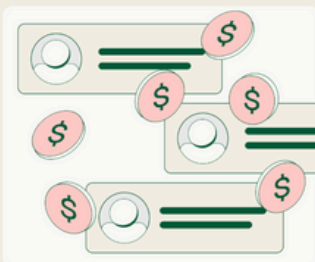
KEY TAKEAWAYS

- **97% of site visitors are anonymous; Opensend resolves these into actionable profiles**



Signal loss

American consumers shop across an average of four different devices, while most marketing tools cannot track sessions on mobile or other cookieless browsers, limiting your ability to deliver triggered flows at scale.



Unknown Visitors

97% of your shoppers are unknown, with traditional tools you are only capturing **3%** of your total traffic for re-engagement.

The rest are lost without a trace.



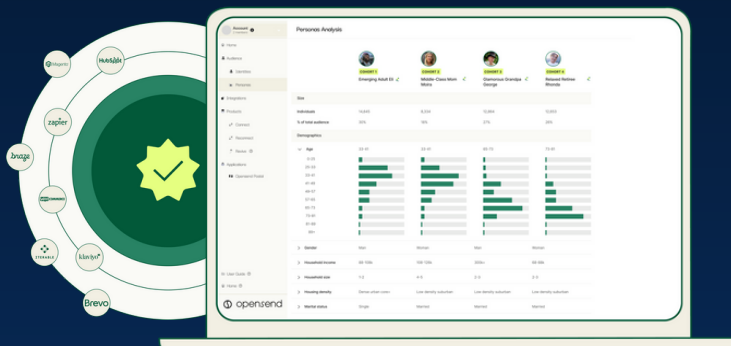
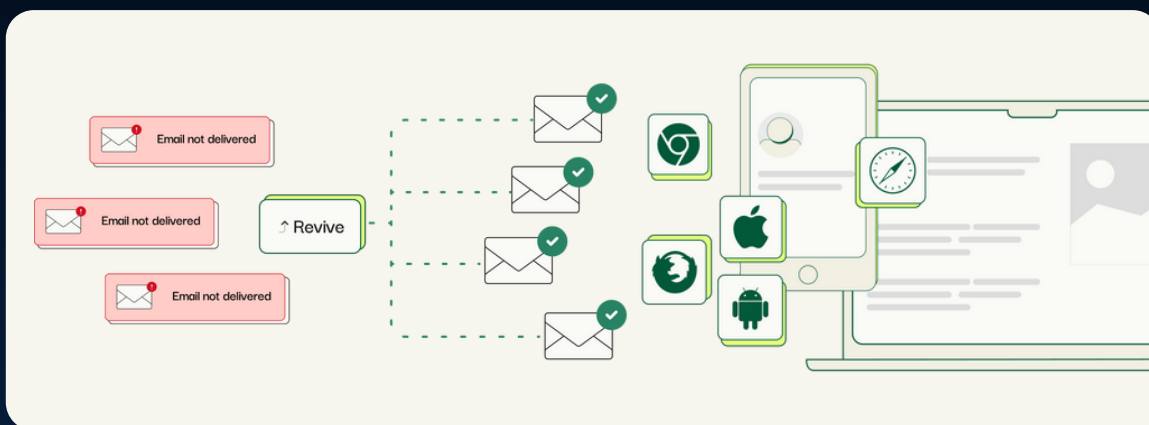
Emails Bouncing

Bounced emails from your most valuable customers abruptly end high-value customer relationships.

KEY TAKEAWAYS

CONT.

- **Real-time behavioral intelligence** (scroll depth, exit intent, device changes) **drives conversion**



- **Quality matters more than quantity** — right signals outperform vanity data

- **You don't need a bloated tech stack** — small, AI-enabled workflows are enough





opensend **ACTION STEPS**

- **Implement visitor ID resolution to capture net new users.**
- **Sync Opensend with your ESP/CRM/CDP to act on buyer intent in real time.**
- **Launch 3 plug-and-play automations pre-BFCM to convert hot traffic.**
- **Consider Opensend's Bootcamp offer: 50% off first month's subscription.**

KEEP GOING WITH OPENSEND

Opensend uncovers the 97% of anonymous shoppers and transforms them into customers you can act on. Discover how Opensend's real-time signals and automations convert hidden traffic at opensend.com.

05



omnisend

GREG ZAKOWICZ

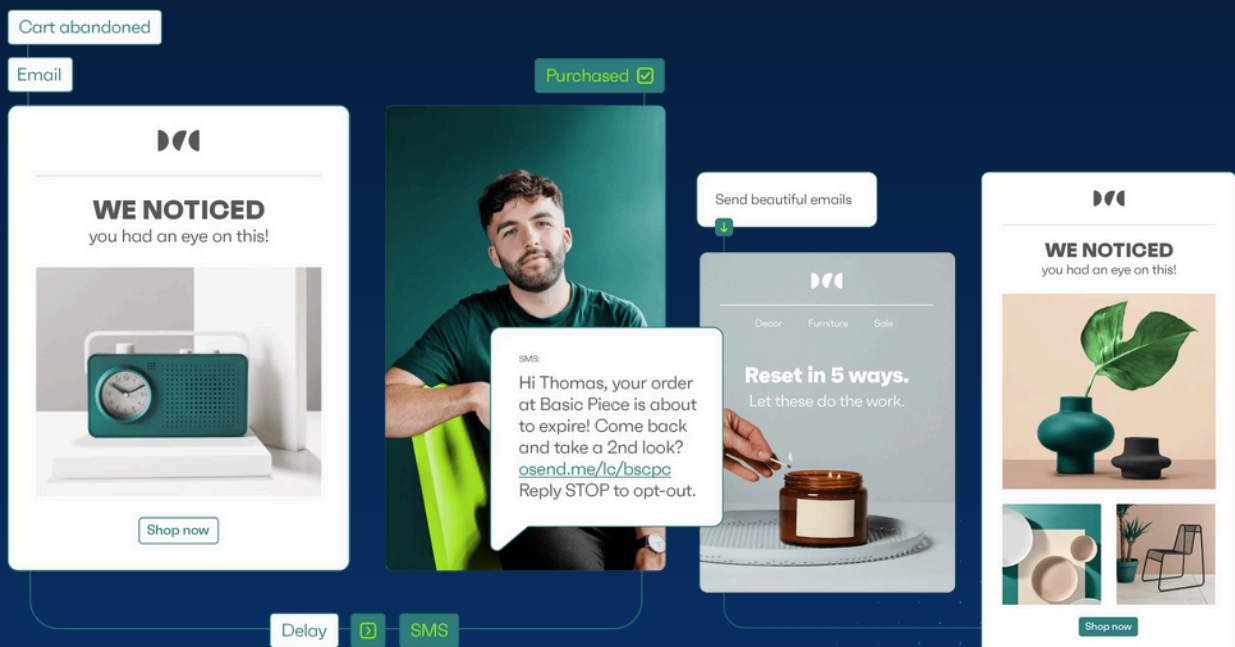


MEET:



Omnisend is an email and SMS marketing platform built for ecommerce brands. It helps businesses connect with customers through personalized, automated messages that drive revenue.

The platform makes it simple to set up signup forms, targeted campaigns, and powerful automations like cart abandonment and welcome flows. With AI-powered features for copywriting and segmentation, Omnisend gives merchants the tools to scale customer engagement during BFCM and beyond.





THE BIG IDEA

*Email and SMS aren't dead;
they're just smarter now.*

THE FIX?

*AI takes the heavy lifting off your plate so
you can focus on writing like a human*

KEY TAKEAWAYS

- **Early shopping starts in September/October;
BFCM is now a season**

Email:

- Early start: Began in early October
- Black Friday Week: +22% orders on the Sunday before Black Friday
- Buying changes: Orders down, AOV +55%

SMS:

- 2x YoY sends on the Sunday of Black Friday week
- Cyber 10 conversion rate:
 - Campaign: 0.13% (+18%)
 - Auto: 0.28% (+17%)

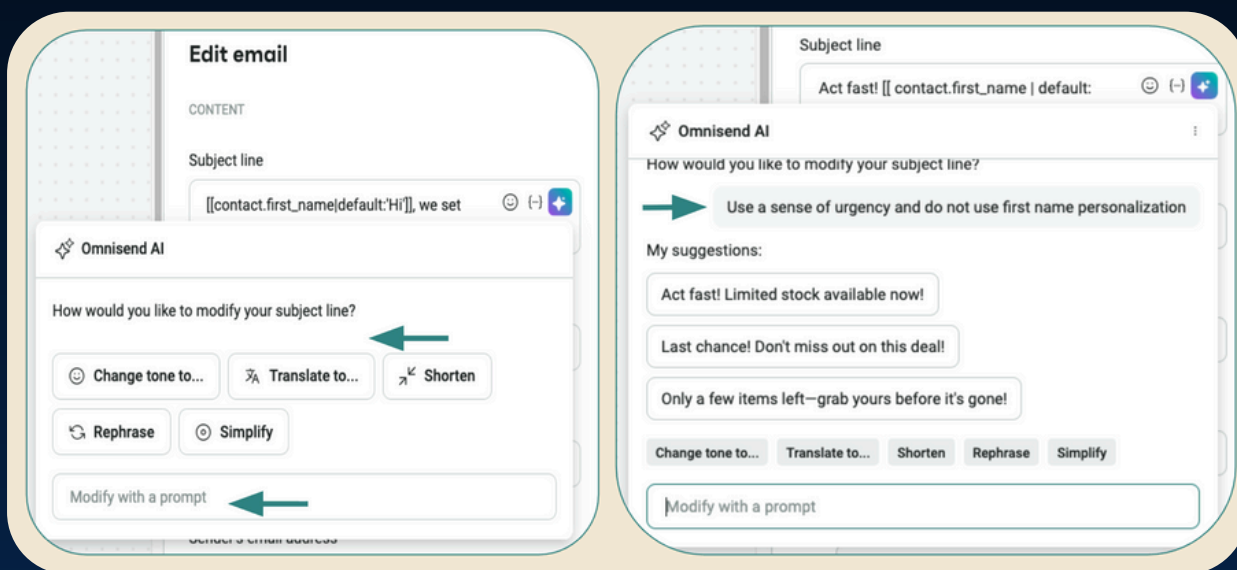
Day	AOV 2023	AOV 2024
Sun, Nov 24	\$134.66	\$230.28
Mon, Nov 25	\$156.12	\$234.80
Tues, Nov 26	\$151.13	\$261.89
Wed, Nov 27	\$160.26	\$228.49
Thur, Nov 28	\$145.40	\$221.31
Black Friday	\$152.27	\$224.63
Sat, Nov 30	\$141.47	\$285.25
Sun, Dec 1	\$143.97	\$218.35
Cyber Monday	\$146.75	\$236.25
Tues, Dec 3	\$217.39	\$269.14

* US brands

KEY TAKEAWAYS

CONT.

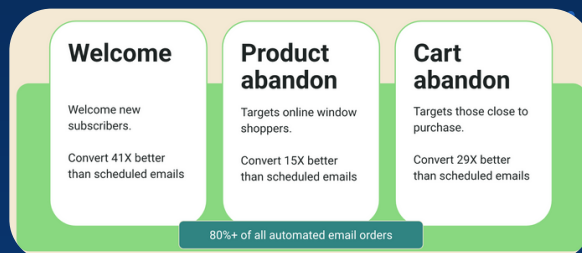
- **AI tools streamline subject lines, preheaders, and segmentation, saving time and boosting conversion rates**



- **Human elements still matter** (social proof & value-adds)



- **Essential automations** (welcome, cart abandon, product abandon) **drive 15–41x better results than scheduled sends**





ACTION STEPS

- **Set up AI-powered signup forms, subject lines, and automations.**
- **Build AI-driven segments now.**
- **Balance AI with human touches: social proof, guarantees, recommendations.**
- **Claim the Omnisend Bootcamp offer.**

KEEP GOING WITH OMNISEND

Omnisend empowers Shopify brands to scale email and SMS with AI-powered campaigns and automations. Explore how to drive more revenue with smarter messaging at omnisend.com.

06

envive

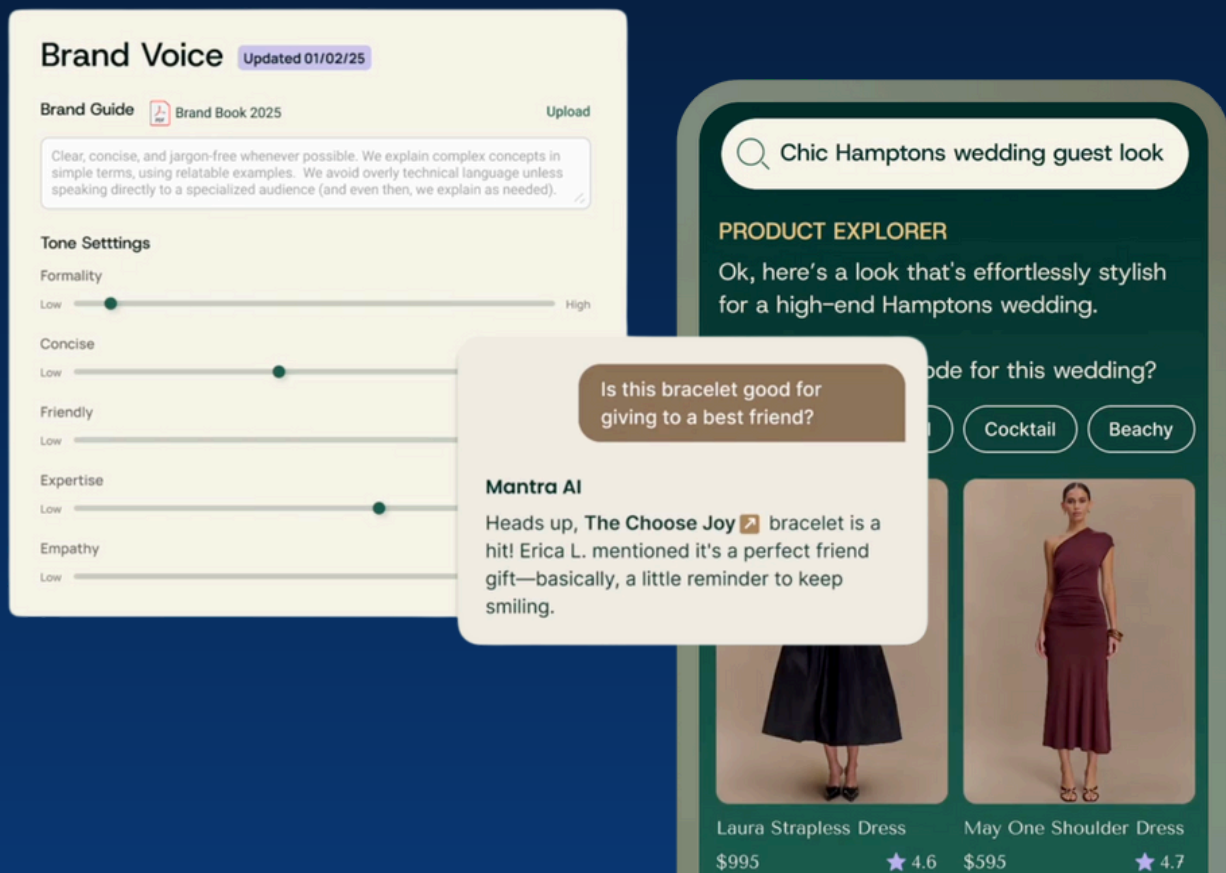
STAN ROSENBERG



MEET: envive

Envive is an AI platform designed for ecommerce brands that want brand-safe automation trained on their own catalog and voice. Instead of generic AI, Envive delivers tailored experiences that reflect each company's identity

Its specialized agents — including Sales, Search, and SEO/GEO — boost conversion rates and improve customer interactions. With Envive, merchants can combine intent data with AI-powered personalization to generate measurable outcomes and profitable growth.



envive

THE BIG IDEA

Generic AI can feel like a bad knockoff of your brand.

THE FIX?

Envive trains AI on your voice, your catalog, your rules. It's smart automation without the cringe.

KEY TAKEAWAYS

- **Envive AI integrates with product catalogs and brand guidelines for safe, conversion-focused automation**



SPANX

**Improve
Conversions**

Increase conversion rate as
their assortment grew



Supergoop!

**Increase
Basket Size**

Personalize the experience
and meet AOV goals



Coterie

**Drive Conversions
Safely**

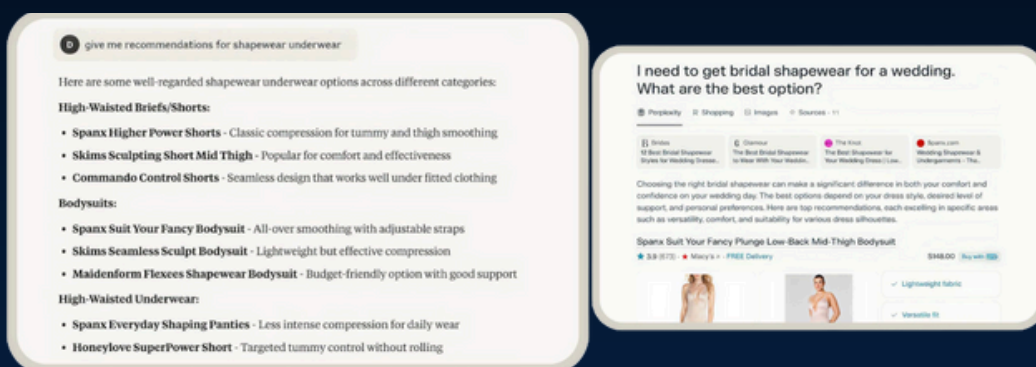
Boost engagement without
compromising compliance

envive

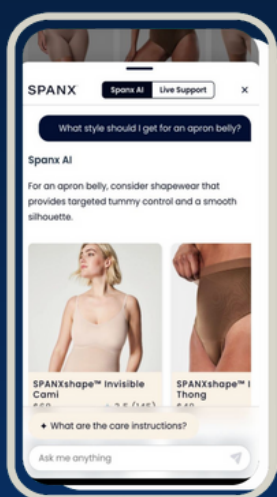
KEY TAKEAWAYS

CONT.

- **Specialized AI agents:** Sales Agent (+18% CVR lift), Search Agent (+42% CVR vs keyword search), SEO/GEO Agent (customer-driven content)



- **Retailers' biggest asset is intent data;** Envive combines this with AI for measurable outcomes



Product Catalog

Reviews

Brand Voice

Blog Posts

Brand Book

- **Treat brand safety as a strategy, not a feature.** Customers want authentic, consistent experiences. Generic AI risks mismatched tone or off-brand suggestions.



envive

ACTION STEPS

- **Audit your catalog and brand assets for AI training.**
- **Deploy Envive's Sales, Search, and SEO/GEO agents.**
- **Track brand-safe performance metrics.**
- **Consider early adoption for competitive advantage.**

KEEP GOING WITH ENVIVE

Envive delivers brand-safe AI that sells like you, not like everyone else. See how Sales, Search, and SEO/GEO agents can boost conversion rates while staying true to your brand at envive.ai.

07

 PostPilot

DREW SANOCKI



MEET:



PostPilot is a direct mail platform built to help ecommerce brands drive retention and LTV. Designed for modern merchants, it turns customer data into high-ROI postcards—automated, targeted, and delivered.

Its proprietary targeting engine segments customers by behavior, LTV, and purchase history to trigger timely, personalized postcard campaigns. With PostPilot, brands combine Shopify data with offline reach to boost retention, reactivate churned buyers, and drive measurable revenue.

Lookalike Audiences

Our AI uses proprietary audience data to target prospects who closely match your best customers.

A postcard for Kindred Bravely's 'The Sublime Hands-Free Pumping Bra'. The postcard features a pink bra with several callouts: 'Innovative EasyClip® design' pointing to the strap, 'Unique, patented double-layer system' pointing to the underwire area, 'Four-way stretch for changing breast size' pointing to the side panel, and 'Seamless, ultra-comfortable fabric & wireless support' pointing to the bottom band. The text on the postcard includes 'THE SUBLIME® HANDS-FREE PUMPING BRA', 'Not Your Average Pumping Bra', 'Our award-winning bra supports all your daily nursing & hands-free pumping needs. Order yours today & enjoy savings on your next purchase.', 'Take 15% off your order with code FEB-HNWQV2W', and 'KINDRED BRAVELY'. At the bottom, there is a 'Recipients' section showing six profile pictures and the number '+252,238'. To the right of the postcard is a 'Filters' sidebar with four green buttons: 'Age & Gender Range 25-39, Women', 'Life Event Recently Moved', 'Household Income \$175,000', and 'Lives in City'.

THE BIG IDEA

When everyone shouts online, a postcard whispers straight to the kitchen table.

THE FIX?

Direct mail feels real, and AI makes it razor-sharp.

KEY TAKEAWAYS

- **CPAs are especially inflated in Q4 due to elections + BFCM. Use direct mail to offset rising ad costs**

Nike: An Epic Saga of Value Destruction



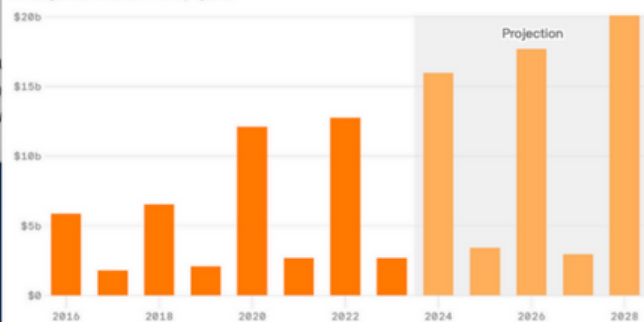
Massimo Giunco
CMO/Brand Strategist/Human Being

July 28, 2024

A month ago, June 28th, 2024, Nike Q2 24 financial results were lost in a day (70 in 9 months). 130 million shares exchanged (13 times the avg number of daily transactions). The low in 2018, - 32% since the beginning of 2024.

U.S. political advertising spend

Annually: 2016-2023, 2024-2028 projected



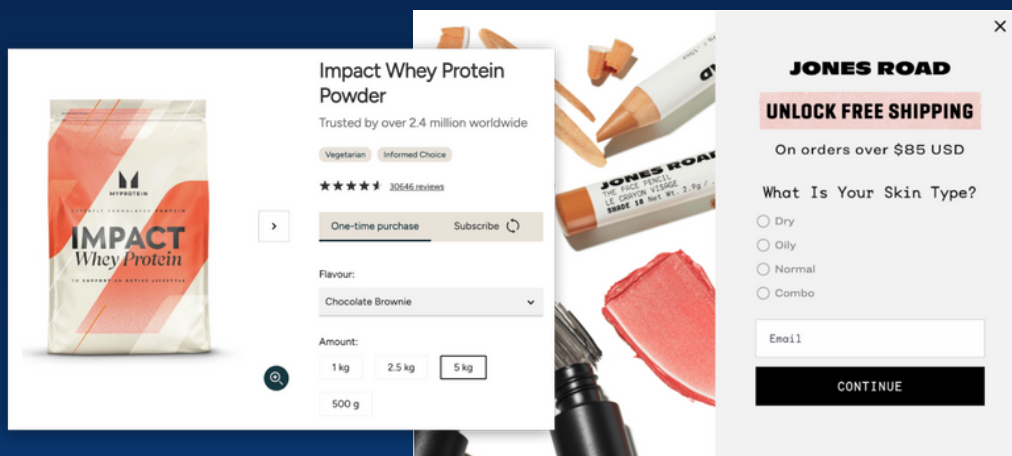
KEY TAKEAWAYS

CONT.

- Mail reaches the full funnel: acquisition, retargeting, retention



- Merchandising optimizations maximizes margins. (bundles, bulk refills, and upsells)



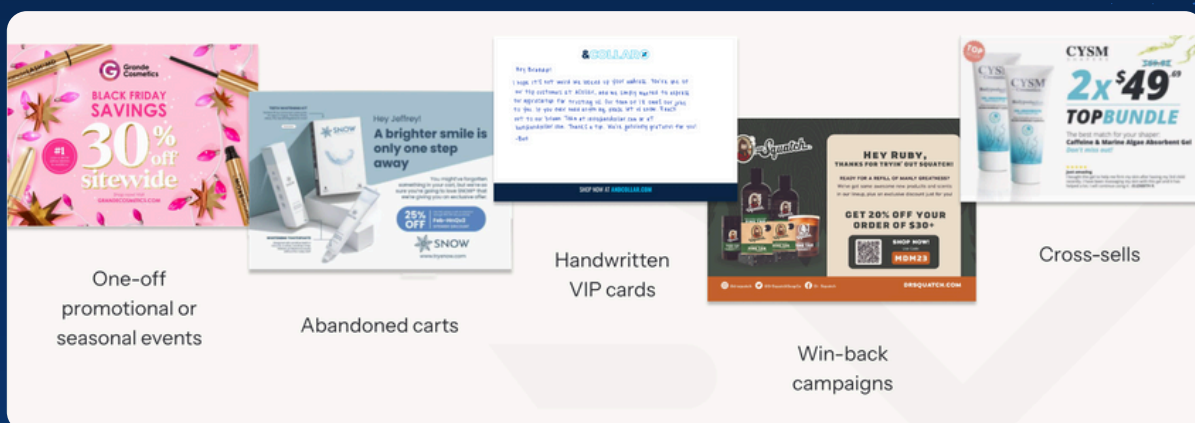
KEY TAKEAWAYS

CONT.

- **Discounting isn't the only strategy;** brands like Jones Road thrive by offering limited releases instead



- **Post-BFCM retention is critical — win back “zombie” customers with follow-ups**





ACTION STEPS

- **Layer direct mail into your BFCM mix.**
- **Run key reports: recency, LTV by product.**
- **Optimize offers: bundles, threshold-based free shipping, limited releases.**
- **Engineer second purchases with win-back campaigns.**

KEEP GOING WITH POST PILOT

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**Each brand has prepared an exclusive offer
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Book your free growth strategy session.

Redeem at: https://hubs.la/Q03J_LgJ0.



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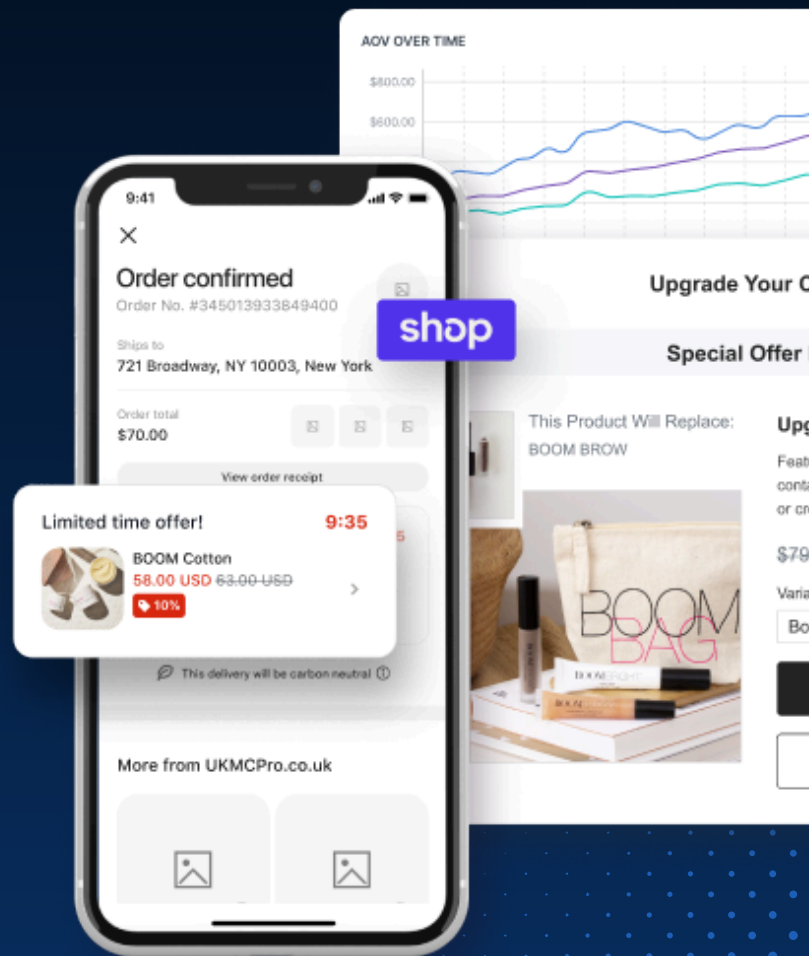


ADD UP TO 15% OR MORE TO YOUR BFCM REVENUE WITH ONE CLICK UPSELL.

Even an increase of \$5 or \$10 per order can mean the difference between scaling a successful business — or shutting down shop...

And on average, the thousands of Shopify merchants who install OCU increase their AOV by 10–15%. In other words, you can add 10–15% gross revenue to your BFCM sale just by adding these simple and effective upsell offers to your store with Zipify OneClickUpsell.

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Add upsells to your Shopify store today!





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Get more Customers with Smarter Sales Funnels, Landing Pages & Product Pages.

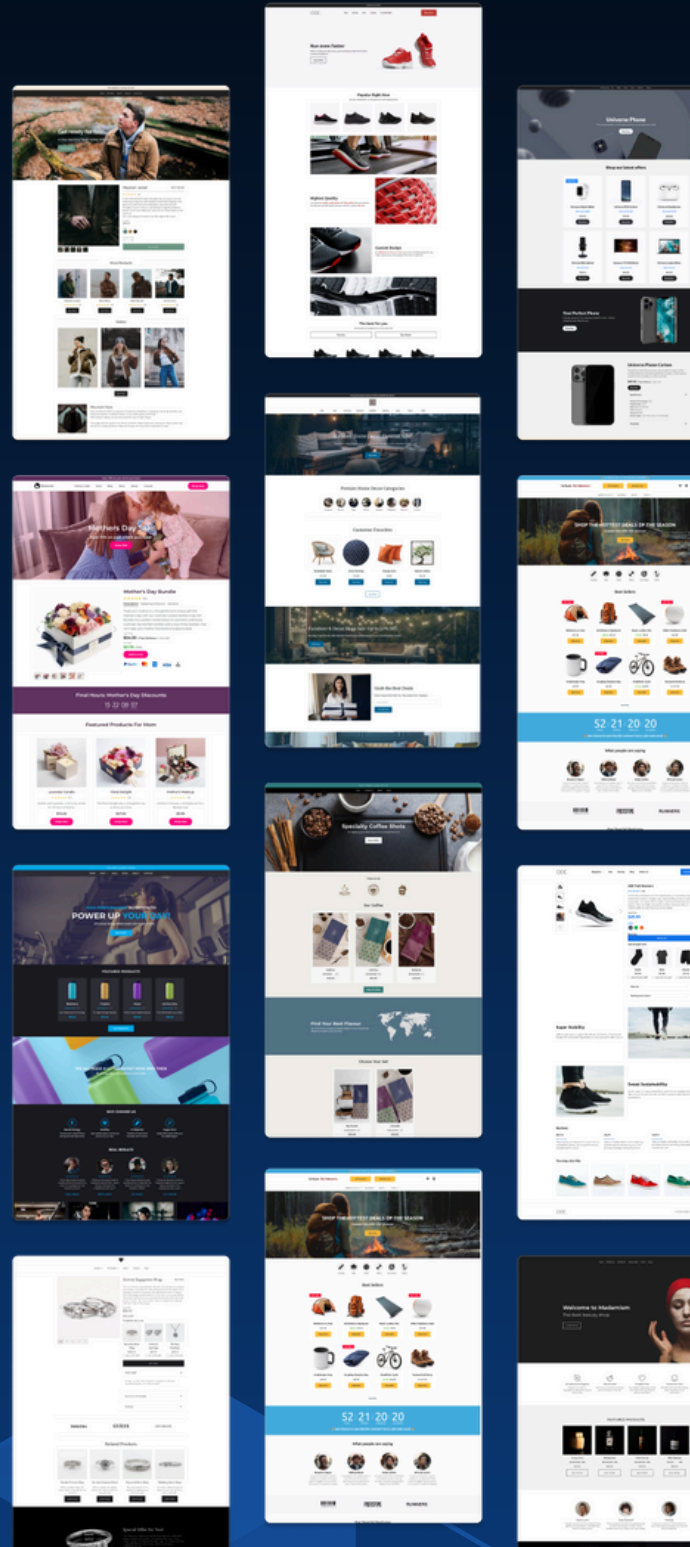
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Zipify Pages makes it easy to create high-converting pages for your store. Plus, the app's template library is loaded with the top-performing templates from my \$180 million brand...

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Shopify's easiest landing page builder.



2025 BLACK FRIDAY PLAYBOOK

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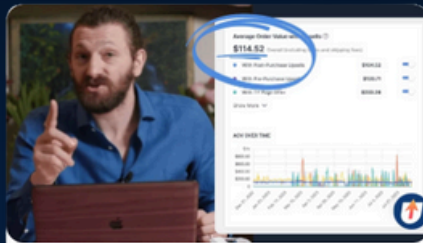


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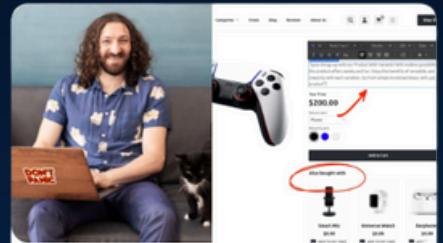


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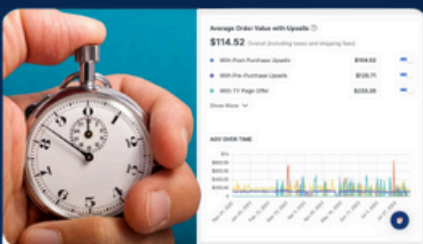


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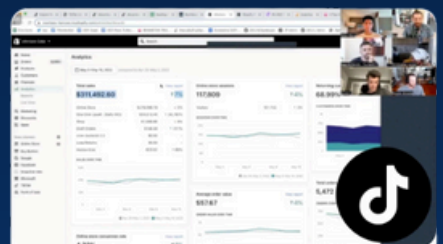


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