bloomreach

Black Friday

CUSTOMER CHECKLIST

Platform Readiness

Please complete the peak planning form shared by your CSM.

How To Prepare: Planning in Advance

Grow your subscriber list ahead of time by deploying Black Friday-specific sign-up units highlighting each channel's exclusivity.

Review the quality of all data types to ensure that recommendations, vouchers, and personalizations are working as expected.

Sending strategy: Set clear goals, adopt an omnichannel strategy, and follow the unique strengths and best practices of each channel.

Adjust your automations such as your use cases, timings, frequency policy, suppressions, and any filters that might interfere with your Black Friday strategy.

Build segmentations and actionable insights to treat each group with a tailored and personalized approach according to their behavior.

Set up analytics notifications on the key metrics so you're quickly informed about potential risks.

Leverage Bloomreach's Loomi AI-driven personalization tools such as autosegments, contextual personalization and recommendations.
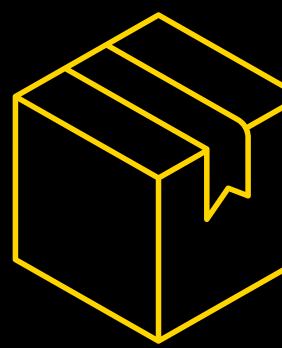
Emailing Checklist

Sign up to Google PostMaster, Yahoo Feedback, and SDNS (Microsoft) for good insights on your reputation with ISPs.

Monitor campaign performance rates by ISP, and track opens, clicks, bounce rate, and complaint rates. Be sure to know the thresholds for each.

Avoid buying, renting, or harvesting email addresses and don't send to people who don't want / can't receive them such as unsubscribers, spam complainers, or bounces.

Improve your reputation to maximize the inbox placement during the peak period:

> **Identify the causes of your impacted reputation,** such as spam trap hits, spam complaints, targeting a disengaged audience with too high a frequency, or a high sending speed.
>
> **Tips to improve your reputation:** Encouraging subscribers to add to address book in emails, setting up DMARC records, and mapping your sending plans to your segmentation model.

If required, Bloomreach can analyze your sending plans and add a temporary additional IP to give you additional bandwidth and throughput to your sending over this time.

SMS Checklist

Keep messages short and to the point, which will keep sending costs low and make it so your audience is more likely to receive and read the message.

Test your content to ensure that it is optimized across different mobile devices and check embedded links.

MMS messages should be avoided as they're likely to be delayed or may not get delivered at all during peak season.

Clean your number list. Remember you can have either a "+" or "00" format, and clean any invalid numbers!

Don't send during full hours (e.g., 10 a.m. or 10:15 a.m.), but a couple of minutes before or after (e.g., 10:27 a.m.) when there is less clutter.

Don't send during quiet hours. Instead, send messages during social hours (9 a.m. – 8 p.m. local time).

Schedule messages early to get out as fast as possible as queues with mobile carriers will get longer later in the day.

Avoid having a frequency of more than 1 message a day and use it for urgent and time-sensitive information.

Make sure that you're sending to the right country that you're registered to by adding a condition node checking for the country code (e.g., phone starting with +44), otherwise your message won't get delivered.

Optimize character length and leverage the max character count **feature.** Be mindful when using special characters, personalization, and emojis for their impact on character count.

Ensure you have the link shortener **feature enabled** to save on character count and to track clicks.

Ad Tech Checklist

Analyze each customer's channel affinity using campaign and session_start events.

Don't target purchasers with products they have just purchased. Instead, include them in upsell or cross-sell campaigns.

Segment users based on your goals and strategy:

To increase revenue, include these segment and target customers:

- Who're buying during sales periods
- Who are regular purchasers but haven't purchased recently — in particular, if they've been visiting your website recently without a purchase
- Who lapsed ie. have not made a purchase recently but made it in the past

To decrease budget, exclude these segment and target customers:

- Who engaged with marketing communication via other channels (e.g., active email openers)
- Who are returning products frequently

Ensure the segments are ready and sent to the ads platforms before the peak period.

Useful Links

WEBINARS

Peak Season Preparation Webinars
- Deliverability Best Practices for a Magical Peak Season
- Revenue-Driving Tips To Light Up Your Black Friday Campaigns

Access the slides and recordings here.

RESOURCES

Bloomreach Resources Available During Peak:
- Solution status page
- Documentation site
- Support site

Troubleshoot the Most Common Issues:
- Imports
- Emails
- Web Personalization

Get in Touch With Bloomreach Support:
- Check that your inquiry falls within the scope of Bloomreach Support
- How to communicate effectively with Support

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