

BFCM Checklist: The Data-Driven CMO's Guide

BFCM isn't just about discounts—it's about **data**. Use this milestone checklist to win the weekend and keep customers coming back.

Black Friday and Cyber Monday (BFCM) are more than high-volume shopping days—they're the ultimate stress test for marketers. Winning requires more than big discounts; it demands **clean data**, **precise execution**, and **a plan to convert one-time buyers into long-term loyalists**. This checklist gives savvy marketing leaders a milestone-driven roadmap—what to do 90 days out, 30 days out, day-of, and beyond—to protect margins, acquire valuable customers, and set the foundation for future growth.

☐ 90+ Days Until BFCM: Unify First-Party & Zero-Party Data

Your owned data is your most valuable asset. Conduct a comprehensive audit to centralize customer records across CRM, eCommerce, and loyalty platforms, while collecting declared data via surveys and preference centers to fuel hyper-personalization.

☐ 75 Days Until BFCM: Implement Robust Attribution & Tracking

Flying blind during peak ad spend is a recipe for waste. Ensure cross-channel attribution is in place to measure true ROAS, while prioritizing CLV over one-off purchases to guide smarter investment.

☐ 60 Days Until BFCM: Refine Segmentation & Personalization

A blanket discount erodes margins. Segment customers by RFM and behaviors, then create tailored offers—exclusive bundles or early access for loyalists, and compelling discounts for lapsed or first-time buyers.

☐ 45 Days Until BFCM: Optimize Channels & Messaging

Consistency is key to cutting through noise. Build an omnichannel messaging calendar across email, SMS, push, and paid media while adapting to trends like short-form video and BNPL to engage value-conscious shoppers.

☐ 15 Days Until BFCM: Stress-Test Campaigns & Systems

Before the rush, test deliverability, load times, and integrations across your Martech stack. Confirm your creative, offers, and segmentation logic all function flawlessly under pressure.

☐ 0 Days: Execute With Precision

The big day is here. Stick to your centralized plan, monitor campaigns in real-time, and be ready to pivot budgets or messaging quickly based on performance signals.

☐ +7 Days After BFCM: Build Post-BFCM Loyalty Bridges

Retention starts immediately after purchase. Transition to relationship-building messages that use BFCM purchase data to deliver tailored incentives like loyalty enrollment, cash-back rewards, or product recommendations.

☐ +30 Days After BFCM: Leverage AI for Predictive Insights

Turn campaign learnings into future growth. Use AI models to forecast demand, refine recommendation engines, and audit for bias so your personalization remains accurate, scalable, and inclusive.