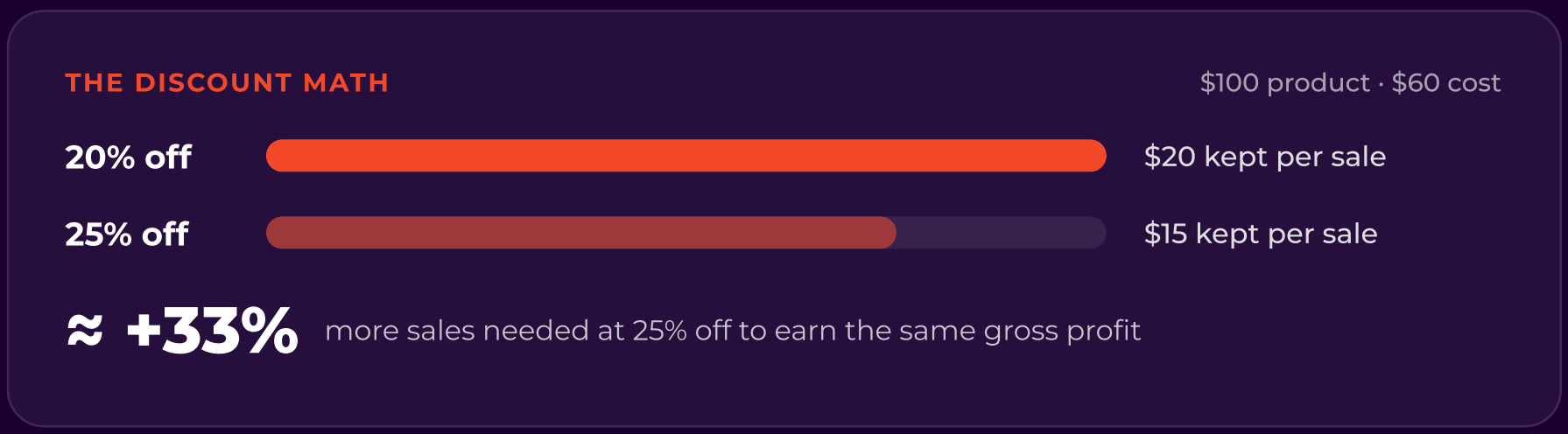
PLAYBOOK

2026 BLACK FRIDAY PLAYBOOK

5 Black Friday tactics to sell more without bigger discounts

Five popup tactics for BFCM, with setup details and what happens after someone clicks or signs up.



WHY NOT A BIGGER DISCOUNT?

Take a $100 product that costs you $60. Your planned Black Friday discount is 20%, so each sale brings in $80 and leaves $20 before other expenses. At 25% off, you keep $15. To earn the same total gross profit, you now need to sell roughly a third more products. That's the sales target behind those extra five percentage points.

Before committing to it, spend some time with your checkout data and support messages.

What do people ask before buying? **Where do they leave?**

READY TO BUY

A shopper asking about delivery may already want the product. They need to know when it will arrive and what shipping adds to the bill. Put those details close to the buying decision.

BROWSING EARLY

Visitors browsing ahead of Black Friday need a different next step: somewhere to leave their email so you can contact them when the sale opens.

Neither change requires a bigger discount.

You'll find five tactics on the following pages, with setup details and instructions for what happens after someone clicks or signs up.

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01 Early access waitlist

ACQUIRE

Build an audience before BFCM and invite subscribers to shop before the public sale opens, at your planned discount.

AUDIENCE

New visitors browsing product or category pages who have not yet subscribed.

TRIGGERS

Show after clear product interest:

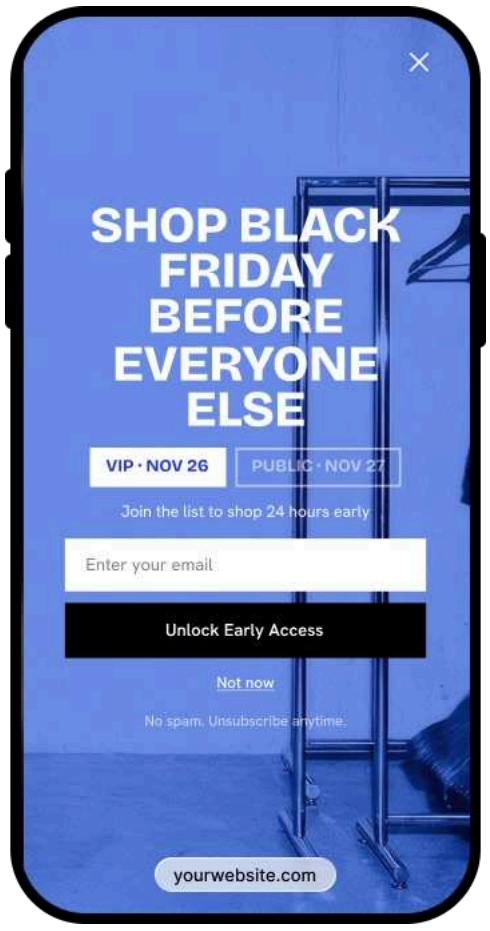
- A product-page visit
- 2–3 page views
- A short browsing delay

LAYOUT

Use a popup as the default. Test fullscreen when early access is a major campaign message.

COMPONENTS

- Early-access promise
- Email or SMS field
- Optional countdown to early access
- Consent text
- Confirmation step
- Teaser for visitors who close the form



PATH TO PURCHASE

Product interest → Waitlist signup → Early-access notification → Return visit → Purchase

WHY IT CAN LEAD TO A SALE

Early access gives interested shoppers a reason to return and buy before the public sale. The incentive is shopping first at your planned discount.

WHAT MAKES IT WORK

Send a timely email or SMS linking directly to available sale products.

METRICS TO WATCH

- Signup conversion rate
- Early-access email click-through rate
- Waitlist purchase rate
- Revenue per waitlist subscriber

02 Preference-led signup

ACQUIRE

Collect an email and a product preference to tailor BFCM offers to each subscriber's interests, at your planned discount.

AUDIENCE

New visitors who have not yet subscribed, especially those browsing multiple pages.

TRIGGERS

Show after:

- A category-page visit
- Several page views

LAYOUT

Use a multi-step popup with Choice on the first screen and an email field on the next.

COMPONENTS

- Choice buttons
- Email field
- Clear signup benefit
- Consent text
- Confirmation step
- Optional teaser



PATH TO PURCHASE

Preference selection → Signup → Relevant BFCM email → Product visit → Purchase

WHY IT CAN LEAD TO A SALE

Offers that match shoppers' stated interests can help them find products they want to buy. Relevance gives them a reason to explore the sale without a larger discount.

WHAT MAKES IT WORK

Use the collected preferences to segment subscribers. Send each segment offers linking directly to matching products or categories.

METRICS TO WATCH

- Signup conversion rate
- Subscriber distribution by preference
- Purchase rate by preference segment
- Revenue per subscriber

03 Cart-based offer

CONVERT

Help shoppers complete their purchase with a benefit matched to their cart, such as free shipping or a gift, without increasing the discount.

AUDIENCE

Visitors with products in their cart who meet a specific cart condition.

TRIGGERS

Show when the cart matches a defined condition, such as order value, item count, product type, tag, vendor, or SKU.

LAYOUT

Use a floating bar or box to keep the benefit visible while visitors shop. Choose a popup when the offer needs more attention.

COMPONENTS

- Free-shipping threshold, gift, or relevant benefit
- Cart-specific message
- Optional promo code
- Deadline or countdown
- Cart CTA



PATH TO PURCHASE

Eligible cart → Relevant benefit → Checkout → Purchase

WHY IT CAN LEAD TO A SALE

A benefit tied to the shopper's cart can remove a final purchase barrier. For example, confirming free-shipping eligibility can make it easier to proceed to checkout.

WHAT MAKES IT WORK

Match the message to the cart's actual eligibility. Set conditions that keep orders profitable after shipping or gift costs.

METRICS TO WATCH

- Promo code redemption rate, if applicable
- Average order value
- Purchase conversion rate
- Profit per order after incentive costs

04 Exit intent offer

CONVERT

Give shoppers who are about to leave a reason to complete their purchase at your planned BFCM discount.

AUDIENCE

High-intent visitors who viewed products or added items to their cart and are about to leave.

TRIGGERS

Use exit intent. Add cart or page URL conditions to target visitors closer to purchase.

LAYOUT

Use a popup for a focused last-chance message.

COMPONENTS

- Urgency, reassurance, or an existing benefit
- Cart or product reminder via Merge Tag
- Optional promo code
- Return-to-cart or shop CTA



PATH TO PURCHASE

Exit intent → Relevant reminder or reassurance → Return to shopping or cart → Purchase

WHY IT CAN LEAD TO A SALE

A reminder about the current offer or clear delivery and return terms can address a final hesitation and help shoppers complete their purchase.

WHAT MAKES IT WORK

Give visitors a specific reason to continue, with a direct route back to shopping or their cart.

METRICS TO WATCH

- Purchase conversion rate
- Revenue per exposed visitor

05 Final-hours reminder

CONVERT

Help undecided shoppers complete their purchase before the sale ends, without increasing the discount.

AUDIENCE

All visitors browsing during the campaign's closing window.

TRIGGERS

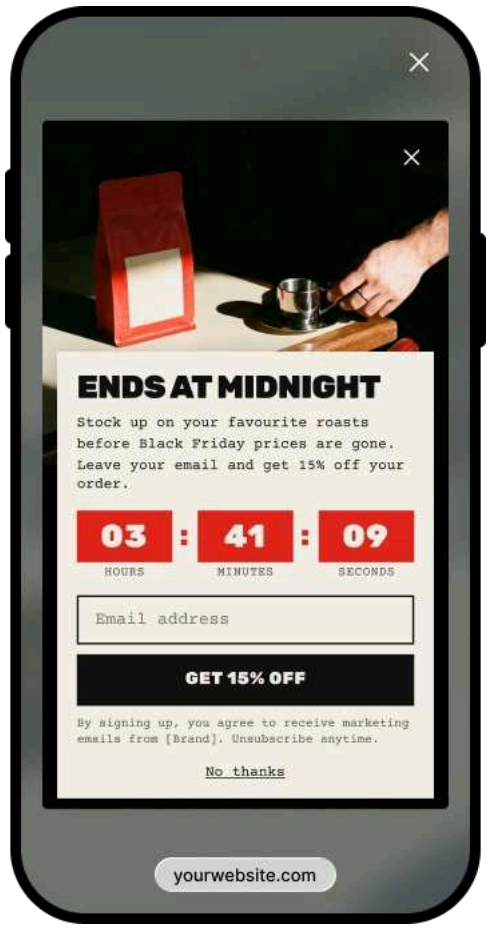
Run during the final hours and show immediately on high-traffic and product pages.

LAYOUT

Use a floating bar to keep the deadline visible while visitors browse. Choose a popup for a stronger last-call message.

COMPONENTS

- Countdown timer
- Clear deadline
- Current offer
- Optional promo code
- Shop-now CTA



PATH TO PURCHASE

Sale browsing → Deadline reminder → Product visit → Purchase before the offer ends

WHY IT CAN LEAD TO A SALE

A clear deadline gives shoppers a reason to act on an offer they are already considering. The current deal becomes time-sensitive without a larger discount.

WHAT MAKES IT WORK

Use the actual sale deadline and end the offer as promised. Link the CTA directly to the sale collection or cart.

METRICS TO WATCH

- CTA click-through rate
- Purchase conversion rate
- Revenue per exposed visitor

BEFORE YOU LAUNCH

Choose one tactic and give it a clear job

Use these checks to prepare your campaign.

01 Write down your hypothesis

Name the audience, the message, and the expected action.

For example: “Showing eligible shoppers that their order qualifies for free shipping will help more of them complete checkout”.

02 Coordinate your messages

Exclude existing subscribers from signup campaigns. Match cart messages to actual eligibility, and review how often each visitor can see your popups.

Use Claspo’s display frequency settings and Annoyance Safeguard to manage repeat and overlapping messages.

03 Follow the path to purchase

Test the journey on mobile, from the widget to the destination page and through checkout. Check that links, promo codes, and benefits work as promised.

For signup tactics, also check that contacts and preferences reach your email platform and the relevant follow-up is ready.

2026 BLACK FRIDAY OFFER

Black Friday campaign for your store

Get a ready-to-launch Black Friday campaign built by our AI agents. They analyze your traffic, investigate your shoppers, build the popup most likely to convert, then test. You just approve what goes live.

Get free campaign