



Last-Minute BFCM Checklist

- ✓ Lead with your strongest offer
- ✓ Engage with Spin-to-Win
- ✓ Use urgency to drive action
- ✓ Keep copy sharp
- ✓ Segment your shoppers
- ✓ Personalize offers
- ✓ Support your big spenders
- ✓ Lock in loyalty after the sale

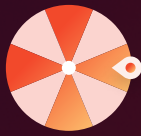


Last-Minute BFCM Checklist

✓ Lead with your strongest offer

Put your best Black Friday deal upfront. Shoppers compare fast — the clearest, boldest offer wins attention.

✓ Engage with Spin-to-Win



Nearly **9 out of 10** gamified widgets published by Claspo users are Spin the Wheel, and for good reason



73% of the top-converting gamified widgets use it. Use Spin the Wheel to capture emails at scale and give instant discounts that feel like rewards.

Bonus mini-guide — a high-performing Spin the Wheel widget has:



1

Visible pointer and clear segments

2

Almost visible' prizes (partial reveal keeps curiosity high)

3

Short, punchy copy (2-3 words per slice)

4

Instant prize delivery

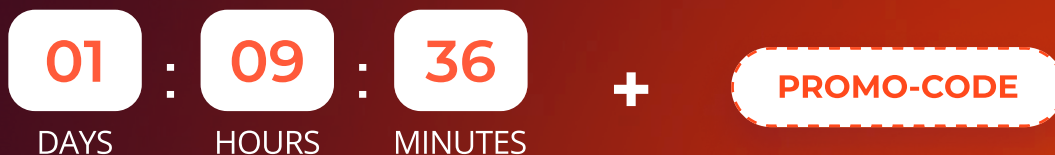
5

Clean, legible fonts, no decorative typography that's hard to read

6

Mobile-friendly responsiveness

✓ Use urgency to drive action



Countdown timers + promo codes can lift CR above **17%**. Pair the ticking clock with a visible discount to turn hesitation into purchases.

✓ Keep copy sharp

Shoppers don't read essays on BFCM. Short, clear lines with medium density won.

100%

Tof top forms
had crystal-clear value

71%

added
curiosity hook

FOMO and exclamation marks weren't optional — they drove clicks.

Bonus: design best practices



**Center-aligned layouts
convert better.**

In top-performing
signup forms, 71% were
centered, while weaker
ones leaned left.

Aa

**Bold, festive, or
minimalist themes
worked best.**

These stood out in the
BFCM clutter more
than generic modern
ones.



**Contrast colors (black,
red, green) dominated**

— a quick reminder to
avoid 'soft' designs that
faded into the
background.

✓ Segment your shoppers:



New visitors

highlight 'first BFCM deal' discounts.



Returning visitors

offer early access, free shipping upgrades, or Cyber Monday previews.



Mobile vs. desktop

adapt your pitch to behavior. On mobile, keep it fast and urgent (flash sales). On desktop, highlight bundles or richer offers for longer browsing.

✓ Personalize offers:

1

Show local shipping

or regional promos with geotargeting.

2

Match traffic source

greet UTM-tagged ad clicks with the same offer they saw in the ad.

3

URL-based targeting

match promos to product categories.

✓ Support your big spenders

Add a widget offering live chat or VIP assistance for high-value carts. During BFCM, fast support prevents drop-offs.

✓ Lock in loyalty after the sale

Don't stop at the checkout. Use widgets and follow-up emails to:

- **Ask for quick reviews** (reward photo reviews with loyalty points or a small gift).
- **Invite buyers** to join your mailing list for future exclusives.
- **Re-engage** with bestsellers once discounts end.

