

Black Frida Cyber Monda Moves You Can Cop

BFCM gets pricier. Our clients got richer.



Kiyoko Beauty

3.4×

BFCM owned-revenue

43.31%

of store revenue from email

2.4×

total store rev YoY

Winning moves:

- Built a VIP early-access list and opened the sale to high-intent shoppers first, mirrored by SMS
- Segmented by intent & AOV, then ran an announce → early access → live → last-chance cadence across November



Jan Leslie

3×

store revenue during BFCM

60%

of revenue attributed to email

48%

from campaigns

- Social-led hype to grow a VIP list
- VIP early access from Nov 4, no in-season testing
- Pre-season A/B learnings applied in-season
- Retargeting emails where revenue landed
 50–67% of the first send



Olivia Jewelry 10×

SMS revenue

2x

combined Email+SMS revenue in a year

46.85%

owned-revenue YoY

- Captured zero-party data to tag skin tones/ styles and send interest-based bundles
- Automation-first stack (welcome, PPC, browse/ cart)
- Exclusive BFCM offers for highest-value segments. Kept high deliverability at ~95% list coverage in Nov-Dec



Organifi

46.27%

of revenue from owned-channels

+234%

email revenue in 6 months

- Deliverability triage (list-clean, domain warm-up, sunsetting) to restore inboxing
- Rebuilt high-signal flows and a multi-send
 BFCM sequence once reputation recovered





Pupnaps

+102%

conversion rates

+76%

store revenue

+62%

revenue per recipient

- Segmented to isolate damaged cohorts; A/B
 email formats (plain-text vs HTML, shorter
 copy) by purpose
- Added reminders + recommendations to capture lagging buyers



SkinnyMe Tea

40%

email-attributed revenue during BFCM

+333%

in open rates

Winning Moves

 Re-warm a cold list, fix spam placement, then run a paced BFCM ladder (announce / early access / live / last chance) with tight retargeting flows.



Winning BFCM Moves #1

Collect emails/SMS before prices jump

#2

VIPs first

#3

A few well-timed sends beat one big email

#4

If you don't hit the inbox, you don't make money — track it

#5

Automations sell most of the revenue, so tailor offers to the buyer, not the crowd





Want to make even more profit this BFCM?

Bring in buyers, not browsers. Point paid traffic at people ready to spend.

Stop money leaking out. Fix checkout snags and nudge bigger baskets.

Win the second order. Timed reminders and useful add-ons bring buyers back without deeper discounts





Catch the full step-by-step walkthrough live

Copy Our BFCM 2025 Email, Ads & CRO Plan

August 14, 11:00AM EST







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