

BFCM 2025 & AI Playbook



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Introduction

As Black Friday and Cyber Monday (BFCM) 2025 rapidly approach, Shopify brands must move swiftly to capitalize on the biggest shopping event of the year. Economic shifts, rising consumer expectations, and fierce competition make the final weeks before BFCM critical for last-minute optimizations and rapid improvements.

A **July 2025 report** found that 82% of consumers plan to cut back on essentials to cover holiday expenses and 55% of consumers say discounts, coupons or promotions influence their purchasing decisions. However, you don't want a race to the bottom, so you'll need to plan ahead. Getting creative and strategic can help you win amidst the current economic constraints your customers face.

Leveraging advanced AI solutions can quickly enhance your customer experiences, streamline operations, and drive conversions precisely when it counts most. This playbook delivers concise and immediately actionable strategies designed specifically for Shopify merchants aiming to optimize their performance before November is here.

With urgency in mind, we've focused exclusively on rapid implementation, ensuring your Shopify store is ready to win the season.

“Q4 is when merchants are obviously dealing with a higher volume of orders and customer requests, so I recommend taking the months prior to review the manual tasks your ecommerce and customer service team are doing, and finding opportunities to automate with Shopify Flow. And experiment with Sidekick to create custom reports for you! Want to track sales performance for specific holiday themed products? Tell Sidekick to create you a custom report based on a specific product tag or list of product IDs.”

Emma Dawson, Global Accounts



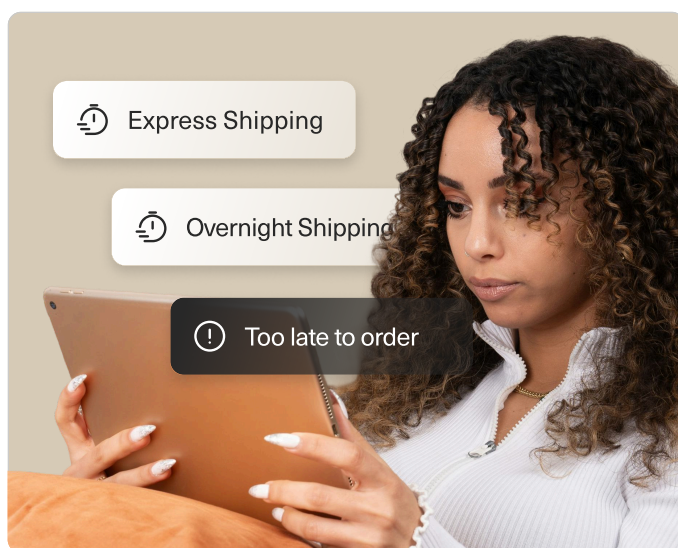
2025 Consumer Expectations & Shopper Trends

Each holiday season is unique based on the year's macroeconomic conditions, the length of the holiday shopping season, the day of the week the Christmas holiday falls, and technological innovation in the shopping process. Let's dig into what we saw in the 2024 shopping season to prepare for BFCM 2025.

The [National Retail Federation](#) reports that in the US:

157m shoppers shopped on the Saturday before Christmas (2024)	44% shopped both online and in-store (41% in 2023)	24% shopped exclusively online (22% in 2023)
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In the UK, last-minute Christmas shoppers were set to [spend £3bn](#) over the last weekend before the holiday, with experts noting more people left their holiday shopping later.



[Experts note](#) that when there are fewer days between Thanksgiving and Christmas, shoppers are more likely to go online because of less time to browse in-store. In the 2024 holiday season, online spending grew by 6.7% over 2023 while in-store sales increased just 2.9%. Online shopping surged in popularity due to lower prices and convenient free shipping or buy online, but store pick-up.

Your BFCM playbook can't just focus on the shoppers browsing at the end of November. Last-minute shoppers are a huge opportunity for Shopify brands as they are increasingly likely to browse multiple channels to secure their gifts within their budgets.

“One of the biggest pitfalls leading into BFCM is treating it like a marketing-led moment rather than a company-wide initiative. When CX, logistics, and finance aren't looped in early, misalignment leads to missed revenue or poor customer experiences. Merchants should proactively brief their 3PLs on promotions, bundles, and contingencies, and ensure CX teams are trained on expectations and offers. Finance should have a seat at the table when shaping discount strategies. Cross-functional planning is the difference between a smooth, scalable BFCM and a chaotic one.”

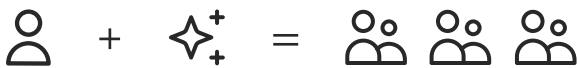
Maya Juchtman, Senior Director of Marketing



Enhancing the Holiday Customer Experience

Shoppers don't just buy products during BFCM, they buy experiences. With tighter budgets and higher expectations, each touchpoint in the journey can determine whether a sale is won or lost. This is where AI transforms from a nice-to-have into an essential component of your brand.

In Q4, Shopify merchants face overwhelming spikes in traffic, conversations, and order complexity. Manual support workflows can't scale fast enough without compromising response times or customer satisfaction. AI helps brands meet customers where they are, instantly.



However, remember that AI doesn't replace the human experience; it enhances it. By taking on repetitive inquiries (like WISMO: "Where is my order?"), AI frees human agents to focus on the more complex, high-value interactions that build true brand loyalty, especially in a chaotic shopping period.

The result? Customers feel heard faster, agents are less burned out, and your brand maintains consistency even under peak-season strain.

Track the handful of numbers that matter: chat-assisted conversion, WISMO deflection, first response and resolution times, CSAT, exchange-over-refund rate, and recovered revenue. Deliver confidence quickly, and your discounts work harder without eroding margin.

Immediate Action Checklist

- ✓ Integrate AI solutions with your Shopify store to consolidate customer data into a single, actionable view.
- ✓ Automate proactive customer communications using AI-driven segmentation based on shopping behaviors.
- ✓ Ensure you're taking advantage of [Intelligent Search & Order Tools](#) that allows agents to access real-time order data, eliminating unnecessary back-and-forth and reducing friction during the post-purchase experience.
- ✓ [Scale your Shopify Checkout Chat](#) by implementing AI-enhanced live chat to boost your conversion rates by resolving objections before the cart is abandoned.

"In today's e-commerce landscape, rising ticket volumes, tighter margins, and evolving customer expectations demand smarter, scalable support. We help brands implement AI that reflects their unique voice and enhances, not replaces, the human experience. AI takes on repetitive tasks, freeing up agents to become architects of the customer journey. This shift empowers teams to focus on higher-impact moments, delivering faster, more personalized service while keeping empathy at the core. The future of support isn't human or AI, it's both, working better together."

David Noller, AI Implementation Success Manager

talentpop



Optimizing the Post-Purchase Experience



Mia Healy
Director of Tech Partnerships

 Triple Whale

With BFCM 2025 on the horizon, brands can't afford to leave post-purchase optimization to chance. As customer acquisition costs rose +11.7% in H1 2025 and revenue from new customers dropped by 9.39%, retention and post-purchase engagement have become essential to profitability.

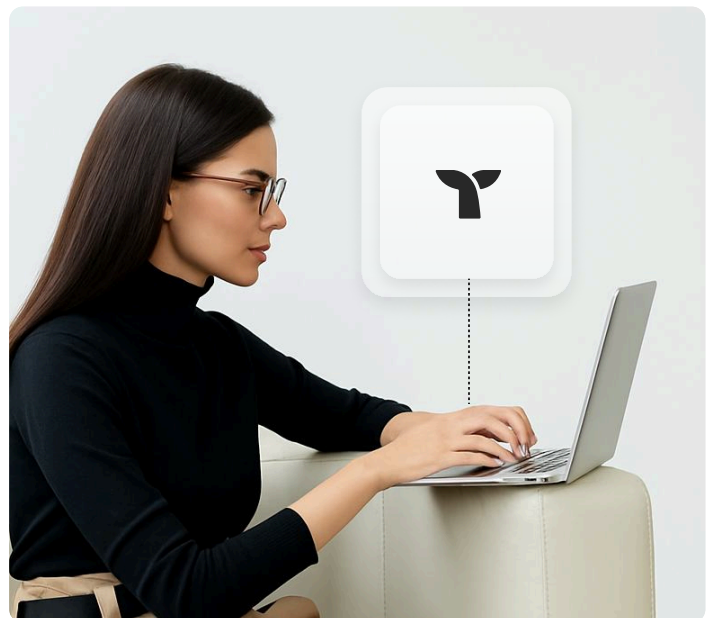
Take Origin, for example. In 2024, they implemented Triple Whale's Sonar Send to identify more website visitors and trigger improved email flows. Within a year, Sonar Send generated over \$420K in incremental revenue. Origin also leverages Moby Agents for automated analysis across their funnel from ad scaling recommendations to email performance optimization. This allows their team to focus on strategic decisions rather than manual data processing.

Justin Parker, the director of Ecommerce at Origin, shares how his team is using Moby to prep for BFCM this year:

"Moby's been a game-changer for how we're approaching BFCM this year. Every team—from marketing and finance to creative and ecommerce—is using it to plan ad spend, forecast sales, and dial in our discounting strategy. It's helping us stay aligned, move fast, and make decisions that drive both performance and profitability."

Immediate Action Checklist

- ✓ **Activate AI-Powered Upsells:** Use customer purchase behavior to recommend complementary products immediately post-checkout.
- ✓ **Deploy Retention Flows:** Use predictive LTV models to trigger timely SMS/email touchpoints personalized to customer segments.
- ✓ **Launch Loyalty/VIP Campaigns:** Segment high-frequency or high-value customers and offer early access or exclusive offers.
- ✓ **Monitor with Anomaly Detection:** Set up real-time alerts to catch and fix performance dips before they impact results.



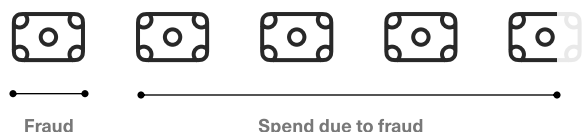
Protecting Holiday Revenue from Returns Fraud



Dan Anand
Strategic Partnerships Manager



[CNBC reported](#) that friendly fraud costs U.S. businesses over \$100 billion dollars each year, with around 80% going to merchant losses through chargebacks, promotions, and returns abuse. But fraud also has further associated operational costs: The [LexisNexis True Cost of Fraud](#) study also found that the average merchant spends \$4.60 for each dollar lost to fraud.



Think about how much fraud costs your business during your busiest (and most profitable) season.

But here's what's broken: most fraud detection tools learn from your data alone. It's like trying to spot a burglar with only your security camera, but the criminal has already hit dozens of stores across town.

What if you could tap into the intelligence of every return, every fraud attempt, and every successful recovery across thousands of merchants?

Network-powered fraud detection flips the script entirely. Instead of learning from your transactions alone, Loop Intelligence taps into a collective network powered across thousands of merchants and millions of orders. It's the largest repository of returns intelligence in commerce. When fraudsters hit one merchant in our network, every merchant gets smarter.

During peak season, this network effect becomes crucial. As fraud attempts spike, your detection system gets stronger by the hour rather than playing catch-up after the damage is done.

The result? Fewer false positives blocking legitimate customers, better detection of actual fraud, and revenue protection that scales with the sophistication of modern fraud networks.

Immediate Action Checklist

- ✓ Understand how much your business lost due to fraud last year.
- ✓ Evaluate your fraud detection tools.
- ✓ Implement new AI-powered fraud detection tools to catch more fraud.
- ✓ Automate workflows to control risk without affecting your customer experience.



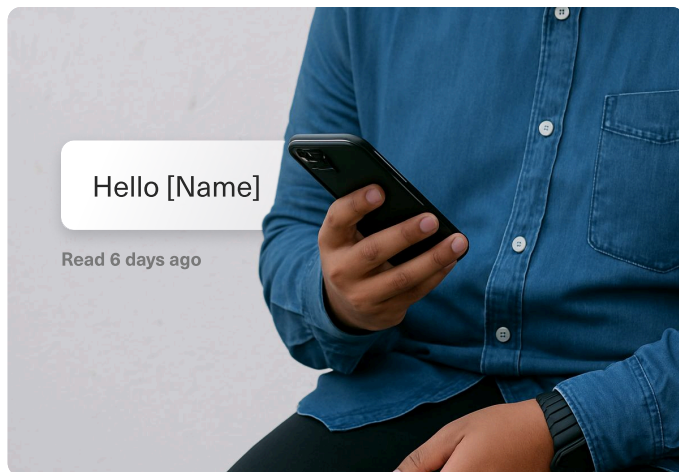
Maximizing Email & SMS Engagement



Keri McGhee
Chief Marketing Officer

attentive

With economic uncertainty driving consumers to prioritize value, personalized shopping experiences will make all the difference this year. According to [Attentive's 2025 consumer survey](#), 81% of consumers ignore generic messages, highlighting the need for truly 1:1 experiences.



Immediate Action Checklist

- ✓ **Optimize Mobile-First Channels:** Make sure that your SMS, email, and push notifications are optimized for mobile. With 75% of this season's e-commerce growth coming from mobile, you can't afford to miss out.
- ✓ **Use Waitlists and Notify-Me Buttons:** Encourage customers to join waitlists for popular items. It builds excitement and keeps them engaged until products are back.
- ✓ **Message Low Inventory and Back-in-Stock Alerts:** Send mobile alerts for low inventory and back-in-stock items. Your customers will appreciate the heads-up, and you'll see faster (if not immediate) sales.
- ✓ **Grow Your List Early:** Focus on growing your mobile subscriber list before BFCM. Connecting with high-intent audiences early gives you a solid foundation when promotions launch.

Cecil & Lou, a children's apparel company, leveraged Attentive's Send Time AI to optimize their message sending strategies, resulting in

↑ 54%

Revenue

↑ 22%

Click Through Rates

Their success demonstrates how AI helps strengthen meaningful customer interactions.



Building Trust Through Customer Reviews



Emily West
Partner Marketing Manager



The closer we get to the holiday season, the more important it is to focus on optimizations that build trust, boost buyer confidence, and remove friction from the path to purchase. And one of the most effective ways to do that is through customer reviews.

Today's shoppers are savvier than ever, with 95% reading reviews before making a purchase. Having customer feedback on your site isn't just a nice-to-have, it's a key part of winning shoppers' trust and loyalty. But making those reviews easy to find and navigate is just as important.

AI-generated review summaries help by surfacing the most helpful insights quickly, saving shoppers time and boosting confidence at checkout. For brands, this reduces friction, increases engagement, and ultimately drives more sales.

[REFY added AI summaries to their reviews experience](#), and the results speak for themselves.

↑ 7%

Add-to-Cart Rate

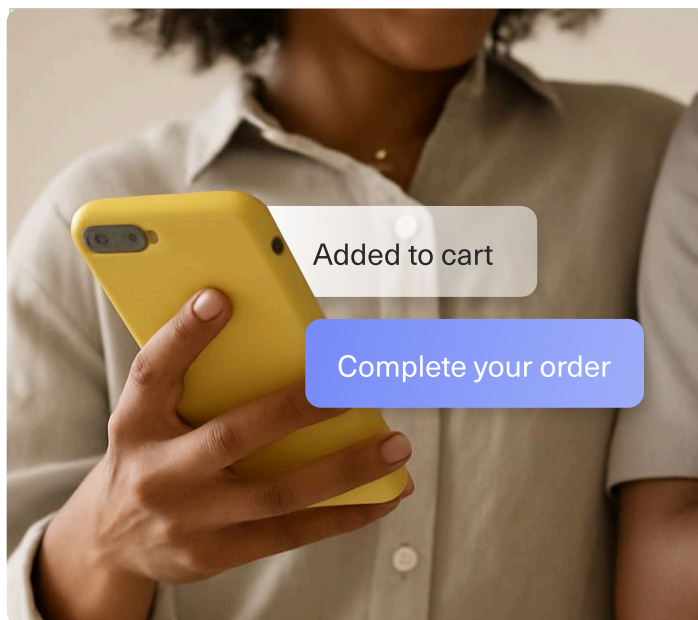
↑ 9%

Conversion Rate

REFY is helping shoppers make faster, smarter purchase decisions—a key part of maximizing BFCM success.

Immediate Action Checklist

- ✓ Accelerate review collection now by sending targeted post-purchase review requests to capture fresh feedback ahead of the holiday rush.
- ✓ Leverage AI-generated review summaries to automatically surface the most relevant and helpful feedback for shoppers.
- ✓ Feature high-impact reviews and UGC across your PDPs, paid ads, and marketing campaigns to reinforce trust at every touchpoint.
- ✓ Use review insights to update product pages and FAQs, addressing common questions or pain points before customers ask.





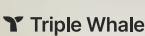

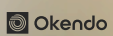
Conclusion

BFCM 2025 won't be defined by who has the deepest discounts - it will be defined by who delivers the smoothest, smartest, and most trustworthy customer experiences. With economic pressures shaping consumer behavior, brands that rely solely on price cuts risk margin erosion. Brands that embrace AI, however, gain an advantage: the ability to personalize at scale, protect revenue, and deliver confidence at every step of the journey.

Across this playbook, we've shown how AI elevates every stage of the holiday lifecycle:

- ✓ **Pre-Purchase**
Anticipate last-minute shoppers with real-time engagement and AI-driven support
- ✓ **Customer Experience**
Automate intelligently to handle volume without sacrificing empathy
- ✓ **Post-Purchase**
Deploy AI to retain customers, optimize loyalty flows, and maximize LTV
- ✓ **Operations & Fraud Prevention**
Protect revenue with network-powered detection and logistics visibility
- ✓ **Engagement & Trust**
Use AI to create personalized campaigns and highlight customer voices through reviews

This BFCM, the most successful Shopify brands won't simply react to traffic surges. Prepare now with AI as your co-pilot to scale by building trust, and you'll convert short-term spikes into long-term growth.

kustomer  shopify  ROSWELL NYC talentpop  Triple Whale  loop attentive  Okendo

