● 25 PRACTICAL CHECKS

Get your store Black Friday-ready: The Merchant's Checklist

25 checks you can action the same week, from five eCommerce specialists. One shopper journey, from the first page load to the return.

01–05	Email and marketing automation	themarketer
06–10	Site speed, UX friction and conversion	uxify
11–15	On-site search and product recommendations	aqurate
16–20	Marketplace selling and order automation	easySales
21–25	Delivery, couriers and returns	alsendo innoship

Exclusive partner discounts and special offers
Claim up to 33% off and extended free trials on the last page.

PAGE 7 →

CHECKS 01–05

Email and marketing automation



Marius Hăhăianu · Sales Manager, theMarketer

01 Set your objective and check your data

- [ ] Decide what you want to optimize, then confirm that website events, orders, prices, stock levels, and product details are correctly synced with theMarketer.

02 Prepare your audiences and messages

- [ ] Create segments for VIP customers, active subscribers, inactive customers, and people interested in specific products. Choose a relevant offer and message for each group.

03 Build dedicated Black Friday automations

- [ ] Set up flows for abandoned carts, viewed products, and post-purchase messages. Add filters, exclusions, frequency limits, and clear start and end dates.

04 Plan your communication calendar and schedule your campaigns

- [ ] Set the date, time, audience, channel, and message for each communication, from teasers and early access to launch and last-chance reminders.

05 Monitor, adjust, and follow up after Black Friday

- [ ] Test the full customer journey, track results and stock levels during the campaign, then follow up with post-purchase messages, review requests, and relevant product recommendations.

CHECKS 06–10

Site speed, UX friction and conversion



Viktoria Philbrick · Head of Community, Uxify

06

Test your store on a real phone, not your laptop.

- [ ] Check how fast your product and collection pages load on a mid-range phone on mobile data, since that's where campaign traffic lands. Aim for the main content to appear in under 2.5 seconds, ideally closer to 1.5.

07

Clean up your apps and scripts before the peak.

- [ ] Countdown timers, popups and extra tracking pixels add weight to every page and can make buttons slow to respond. Keep only the apps that earn their place, remove the rest, and delay anything not needed in the first few seconds.

08

Stop your pages from jumping while they load.

- [ ] Banners, timers and "only 3 left" badges can push content down just as a shopper (or an AI shopping agent) goes to tap. Reserve space for them in your theme, or set app elements to show as overlays, and test every promotion on a phone before it goes live.

09

Remove friction between cart and checkout.

- [ ] Show shipping costs early, allow guest checkout and offer express payment options like Apple Pay and Google Pay. For shoppers who still leave, a browser-level leave prompt catches them before the tab closes.

10

Measure what real shoppers experience, starting in October.

- [ ] Speed tests check one page from a fast server. Real-user data shows what happens by device, traffic source and campaign. Start now so you know what normal looks like and can spot problems within minutes on the day.

CHECKS 11–15

On-site search and product recommendations



Tudor Goicea · Co-founder, Aqurate

11 Search your top 20 queries, with typos

- [ ] Type your 20 most searched terms into your own search bar, then do it again misspelled. Anything that returns zero results is revenue walking out. Black Friday multiplies that traffic, so a broken query costs more in November than it does today.

12 Set your merchandising rules before the campaign, not during it

- [ ] Decide now what your search and recommendations should push when the traffic arrives: the campaign products, the higher-margin items, the stock you actually want to move. Rules set in advance run by themselves on the day. Rules you try to set at 10 a.m. on Black Friday do not.

13 Handle out of stock in both places

- [ ] Push sold-out products down in search results and on category pages. Nothing out of stock above the fold. Then make sure every product page shows similar items, so a shopper who lands on a sold-out product has somewhere to go instead of leaving.

14 Add cross-sell to the cart, and to your emails

- [ ] AOV is your margin buffer on Black Friday. The cart is where cross-sell works hardest, because the shopper has already decided to buy. The same recommendations can go into your campaigns: Aqurate and theMarketer are pre-integrated, so the products in your Black Friday emails come from the same model that runs on your site.

15 Measure revenue per session, not traffic

- [ ] Revenue per session captures conversion rate and AOV in one number. Traffic goes up for everyone in November, so it tells you nothing about whether your campaign worked.

CHECKS 16–20

Marketplace selling and order automation



Attila Szép · Onboarding Specialist, easySales

16

Time 10 real orders before you change anything.

- [ ]

Take a stopwatch and follow 10 normal orders from the moment they arrive until the AWB is printed. If one order takes 4 minutes and you get 200 orders on Black Friday, that is 13 hours of work. That means two extra people you don't have.

17

See all your orders in one list.

- [ ]

Orders from your website, eMAG, phone and everywhere else should show up in one list, automatically, within minutes. If someone opens five different sites every morning to see what came in, orders will get lost in November.

18

Make sure you never sell the same product twice.

- [ ]

When a product sells on your website, its stock should drop on every other channel automatically. For the products in your Black Friday promo, keep 2–3 pieces aside as a safety stock, so the last unit can't be sold twice.

19

Let the invoices go out by themselves.

- [ ]

The invoice should be created automatically when the order is paid or shipped, sent to the customer and uploaded to e-Factura without anyone clicking. If Friday's invoices are only done on Monday, you will be late with ANAF in your busiest month.

20

Give every product a shelf and scan before you pack.

- [ ]

Every product should have a fixed place in your warehouse, and the picking list should follow that order. Scan each product before it goes in the box, so the wrong item gets caught at the desk, not by an angry customer.

CHECKS 21–25

Delivery, couriers and returns



Daniel Nicolae · Co-founder & Managing Partner, Alsendo Innoship

21 ☐ **Diversify your delivery options**

Offer customers multiple delivery options and carriers to reduce friction at checkout and protect conversion during peak periods. Consider lockers, pickup points and alternative couriers, especially for high-volume destinations.

22 ☐ **Adapt your carrier allocation strategy for peak**

Review and adapt your order allocation rules for Black Friday based on factors such as shipping cost, delivery performance, transit time and return-to-sender rates. What works on a normal day may not be the best allocation strategy during peak periods.

23 ☐ **Turn tracking into a branded experience**

Use a branded tracking page to keep customers engaged after checkout and create opportunities for additional sales. Promote relevant products, campaigns or incentives through personalized marketing banners while customers track their orders.

24 ☐ **Personalize post-purchase communication**

Create seamless customer journeys across email, SMS or WhatsApp — from order confirmation to delivery and beyond. Use branded notifications and targeted campaigns to strengthen brand awareness, encourage repeat purchases and build loyalty.

25 ☐ **Prepare for the returns wave**

Make your returns process simple and digital, from self-service registration and return tracking to fast processing and inventory reintegration. A seamless returns experience keeps customers happy, while faster return processing gets products back into sellable inventory sooner.

FOR WORKSHOP ATTENDEES

Partner offers

33% off any subscription for the first 3 months

theMarketer

All theMarketer subscription plans, with no restrictions.

Redeem: sign up at app.themarketer.com/register-account and enter the code in your account

Valid until: 31 October 2026

CODE

THEM-DISC-BF33

Uxify Scale plan free for 30 days

uxify

Full access to the RUM platform and agents for up to 50,000 sessions, for new users.

Redeem: register at uxify.com/partners/aqurate-webinar

Valid until: 31 October 2026

CODE

No code needed

30% off for 2 months, after a 30-day free trial

aqurate

Aqurate Personalize, Aqurate Search, or both.

Redeem: start a trial at app.aqurate.ai/signup

Valid until: 15 October 2026

CODE

Applied automatically

20% off any subscription for the first 3 months

easySales

All easySales subscription plans, with no restrictions.

Redeem: create a free account at easy-sales.com and enter the code when you register

Valid until: 21 October 2026

CODE

EASY20

15% off when you sign a 24-month contract

alsendo innoship

All Innoship services.

Redeem: email daniel.nicolae@innoship.com

Valid until: 31 December 2026

CODE

INNOAQU15%