BFCM 2026 for *subscription brands*

Win the sale, keep the subscriber.
A playbook by Loop Subscriptions.

What this playbook covers

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BFCM overview
What the 2025 season told us Pg 03-04

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BFCM for subscription brands
Why the math is different Pg 05

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BFCM is the *biggest buying moment* of the year

$14.6B

SHOPIFY MERCHANTS

In sales over BFCM 2025, up 27% from 2024, from 81M+ shoppers.

94,900+

MERCHANTS ON THEIR BEST DAY EVER

Shopify merchants had their highest-selling day ever.

$44.2B

US ONLINE · CYBER WEEK

Over the five days from Thanksgiving to Cyber Monday, up 7.7%.

Subscription categories are in it

Cosmetics, activewear, and fitness and nutrition were among Shopify's hottest BFCM categories

Sources: Shopify BFCM 2025 press release; Adobe Digital Insights, Cyber Week 2025

Plan for weeks, not just the *BFCM weekend*

BLACK FRIDAY

+9.1%

Black Friday is catching Cyber Monday. It grew faster ($11.8B) for the second year running, as shoppers took early deals

A LONGER PEAK

25 days

topped $4B+ in US online spend, up from 18 in 2024

MOBILE FIRST

56.4%

of holiday online transactions happened on a phone

Source: Adobe Digital Insights, 2025 holiday season recap

For subscription brands, BFCM is *an investment*

The first order is discounted

The sale order rarely pays back acquisition cost on its own.

Payback comes later

Margin is earned on orders 2 and 3, mostly at full price, so judge BFCM by how many subscribers get there.

Offer design matters

Longer, higher-value offers were linked with less churn; short, sharp discounts with fast churn at full price.

Source: Ampere Analysis, US streaming sign-ups, Dec 2025

SALE COHORTS RETAIN WORSE

6x

BFCM acquired customers are less likely to return than other new customers.

What Loop has seen working

WHEN	BEHAVIOUR	THE PROOF	THE LEARNING
BEFORE THE SALE	18→25% Subscribers buy more when they shop first	**Good Protein:** upsells rose from 18% to 25% of subscription revenue in its BFCM month	Give subscribers early access to BFCM add-ons
AT SIGN-UP	60% Commitment converts	**Good Protein:** 60% subscribe with 10%, 15% or 20% off for 1, 3 or 6 months	Make the longer plan the better deal
AT ORDER 2	62% Retention holds at order 2 with Streaks	**Streaks:** 62% second-order retention and 2× 90-day subscriber LTV, across 305K+ subscriptions	Reward order 2 before it ships
RENEWAL PAYMENTS	60% Insufficient funds need patience	60% recover in the first 3 retries; a 5% discount on later retries lifts recovery ~16%	Retry silently first, discount last

Six themes for BFCM 2026

01

Don’t lose existing subscribers

Give subscribers an earlier, better version of the sale

02

Discount bigger baskets and longer commitment

Put the deal on bundles that raise AOV, and on rewards that grow the longer they subscribe

03

Engage the BFCM subscriber

Get the new cohort to see results and stay past order 2

04

BFCM-specific cancellation flows

Match the save offer to why this cohort is cancelling

05

Dunning for the holiday season

Make the first full-price renewal expected, and recover failed payments

06

Measure how you performed

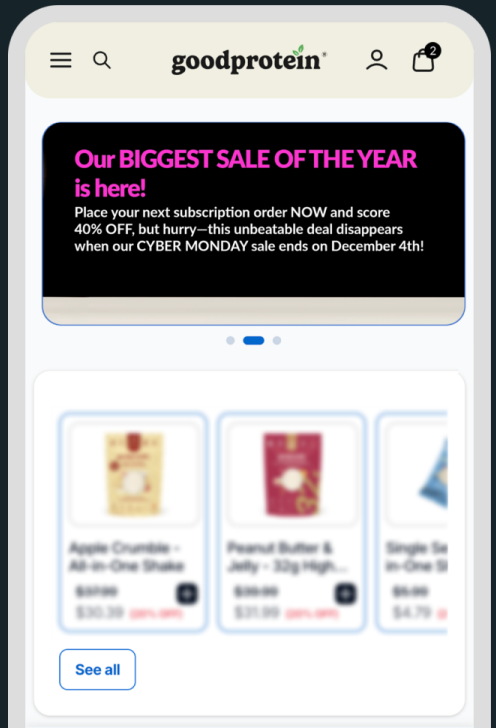
Judge BFCM by orders 2 and 3, against a normal month

Don’t lose existing subscribers

01 Your best subscribers see the public sale too. Some pause or cancel to buy once at the sale price, or to get a better offer.

02 **Give them an earlier, better version of the sale:** subscriber-only early access, one-click add-ons to the next order, and no sitewide discount code that beats their price.

03 **Also:** match cancellation offers to BFCM offers during the sale, run a backup-card campaign, and reserve stock for renewals.

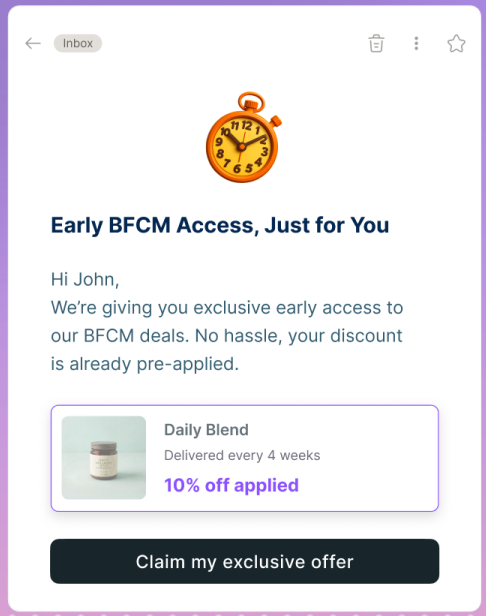


SUBSCRIBER EARLY ACCESS

Upsell Quick Action links

USE IT TO

Send pre-logged-in links by email or SMS (Klaviyo, Attentive) that add a discounted item to the next order in one tap.

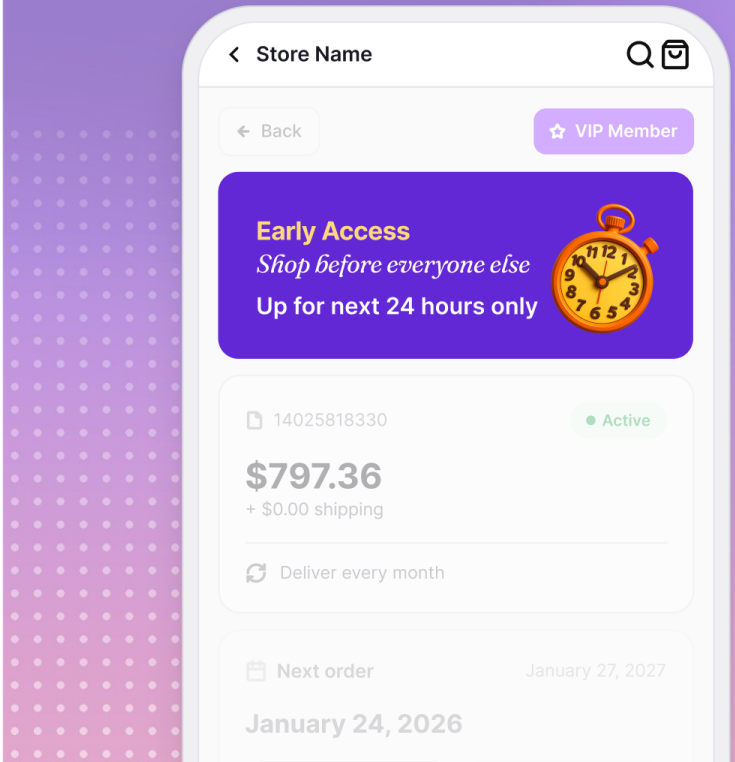


SUBSCRIBER EARLY ACCESS

Customer portal banner

USE IT TO

Announce “early access opens Nov 16” in early November, switch to the live offer on Nov 16, and take it down after Dec 1.

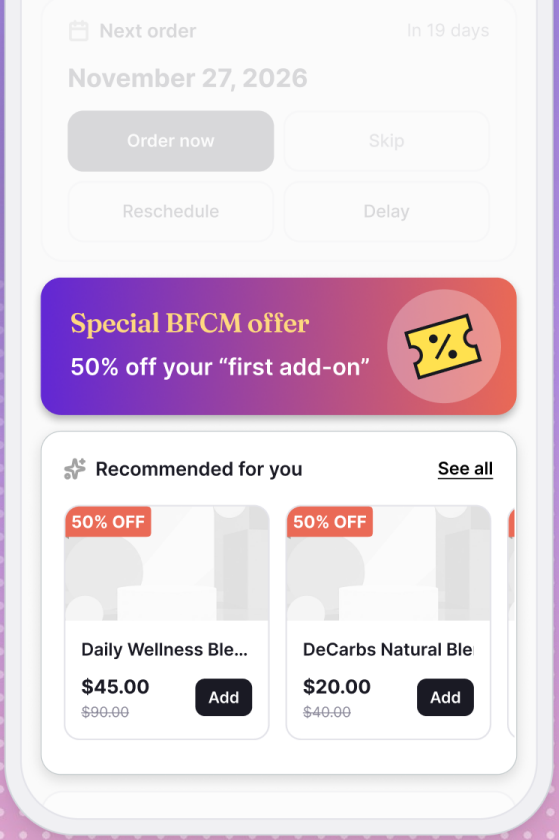


SUBSCRIBER EARLY ACCESS

Personalized upsell profiles

USE IT TO

Show long-time subscribers a VIP offer and newer ones a tiered offer (e.g. 50% off the first add-on, then 20%).



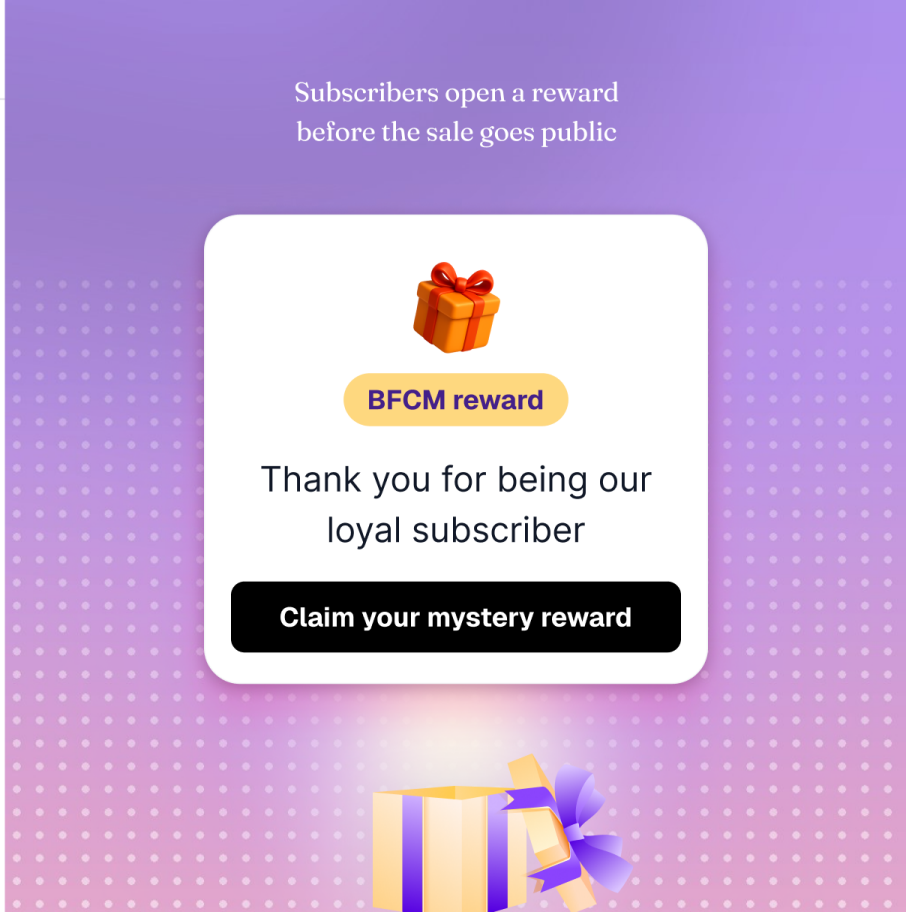
SUBSCRIBER EARLY ACCESS

Mystery rewards

LOOP FLOWS PRO

USE IT TO

Protect margins: instead of a deeper discount, let subscribers pick a reward when they log in to the portal, like a free gift on the next order.

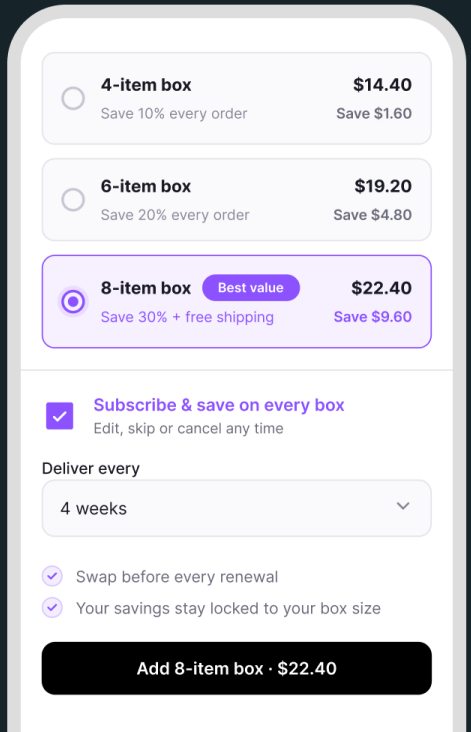


Discount bigger baskets and longer commitment

01 Deep first-order discounts bring deal seekers who never renew. Others order far more than they need to reach a bigger discount.

02 **Discount the basket:** give the deal on bundles and volume. The order is bigger, the discount feels bigger, and AOV goes up.

03 **Discount the commitment:** turn one-time buyers into subscribers, and show the rewards they unlock the longer they stay, such as a better price from order 3 or a free gift along the way.



Loop storefront suite for BFCM:

discount for higher AOV

BFCM-only bundles

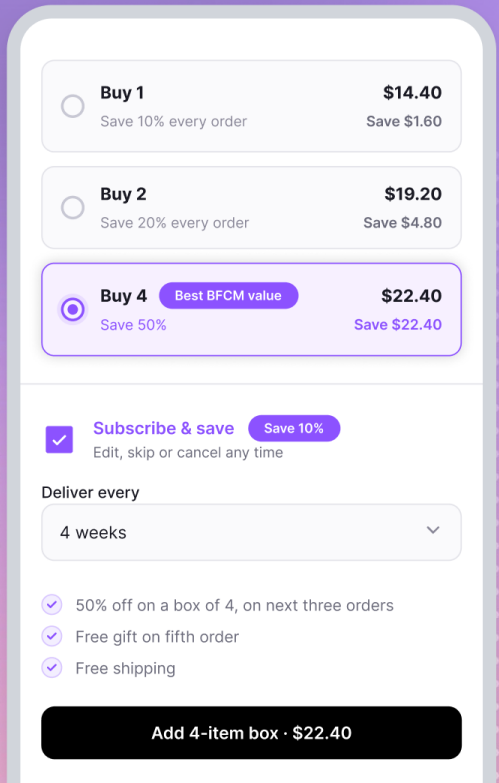
Sell preset or build-your-own bundles at a higher discount than single items.

Volume discounts

Raise the discount as quantity rises, with storefront widgets and the next tier shown in the portal.

Upgrade offers by tenure

Offer bigger plans and extra products to subscribers who have stayed longest.

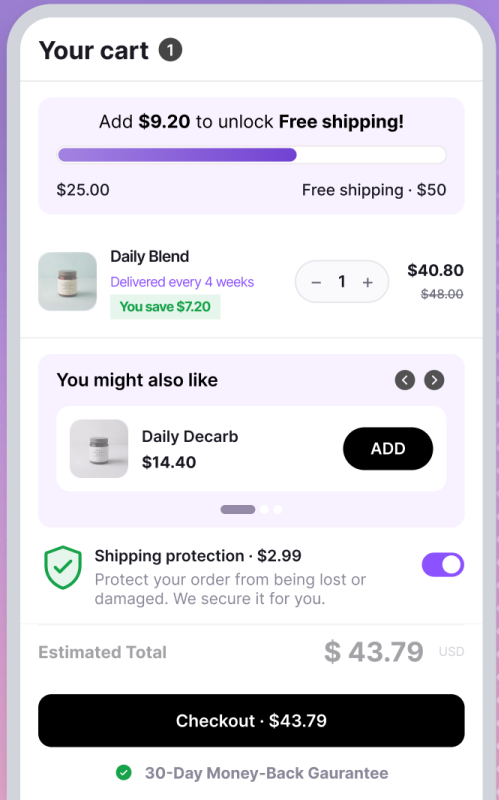


CONVERT ONE-TIME BUYERS

Cart upgrade

USE IT TO

Convert one-time items to subscriptions in the cart, before checkout.



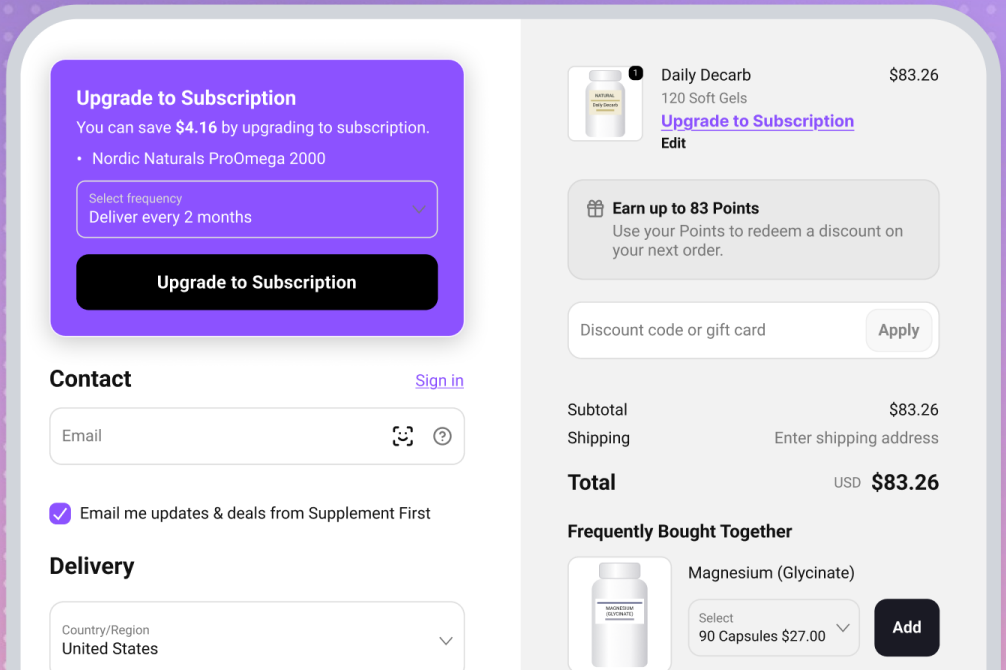
CONVERT ONE-TIME BUYERS

Checkout upgrade

SHOPIFY PLUS

USE IT TO

Let one-time buyers switch to a subscription at checkout, with a choice of frequency.

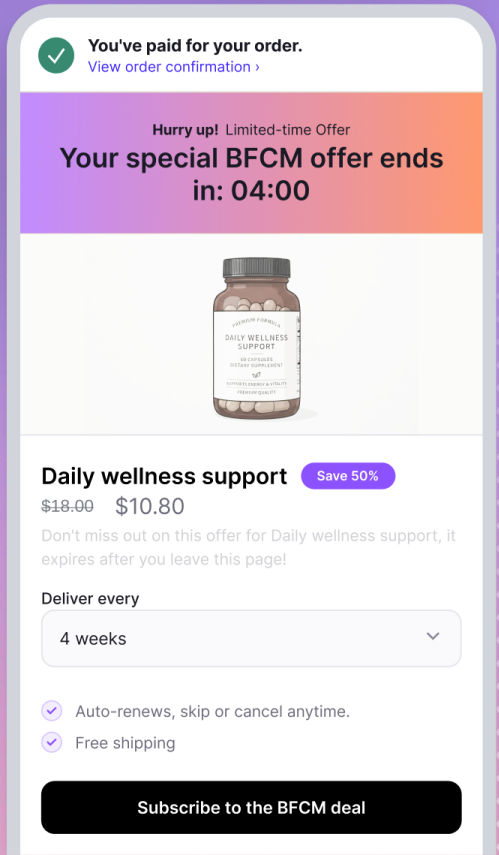


CONVERT ONE-TIME BUYERS

Post-purchase offer

USE IT TO

Convert one-time buyers after payment, with no risk to checkout conversion.

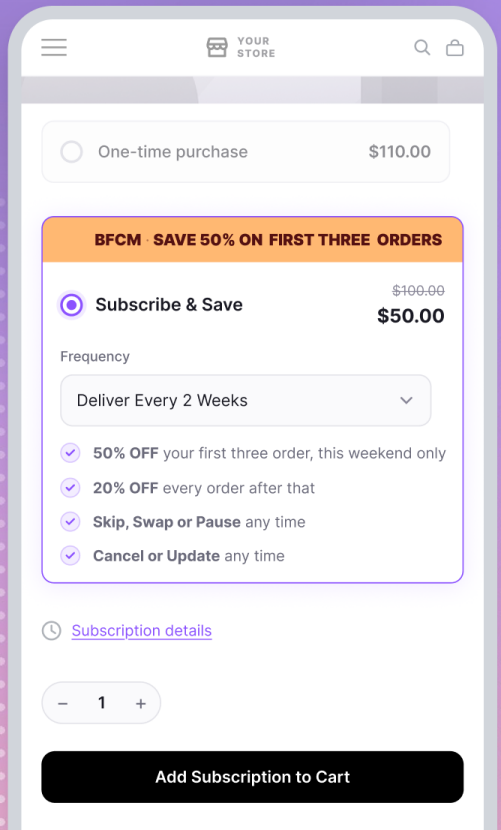


CONVERT ONE-TIME BUYERS

Tiered discounts on selling plan

USE IT TO

Acquire at the BFCM offer (e.g. 50% off order 1), then roll back to your standard subscriber discount (e.g. 20%) from order 2.



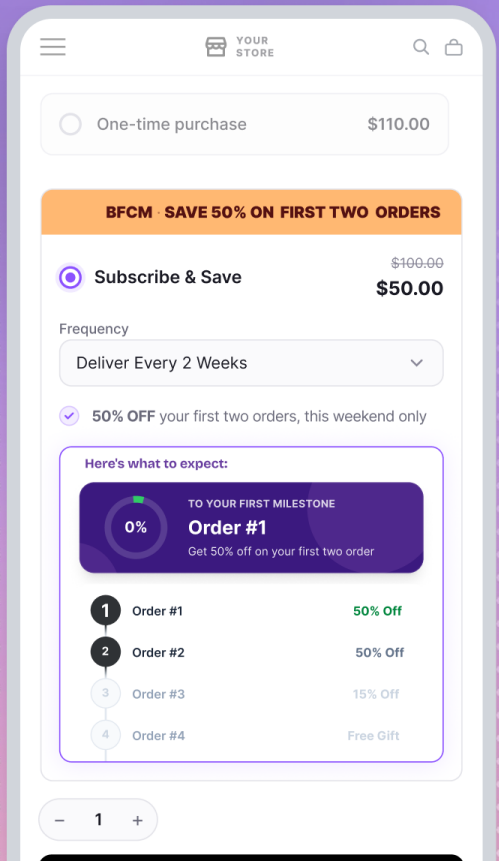
CONVERT ONE-TIME BUYERS

Tiered discounts and rewards

REWARD JOURNEY

USE IT TO

Show what's ahead: e.g. 50% on orders 1–2, 15% from order 3, and a free gift on a later order.



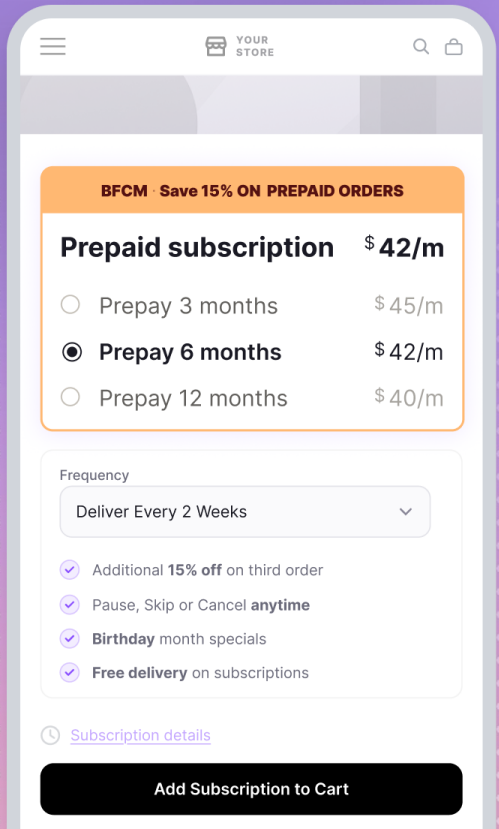
Nov 16 - Dec 1. BFCM Week

CONVERT ONE-TIME BUYERS

Prepaid plans

USE IT TO

Take several orders upfront at a better price than monthly.



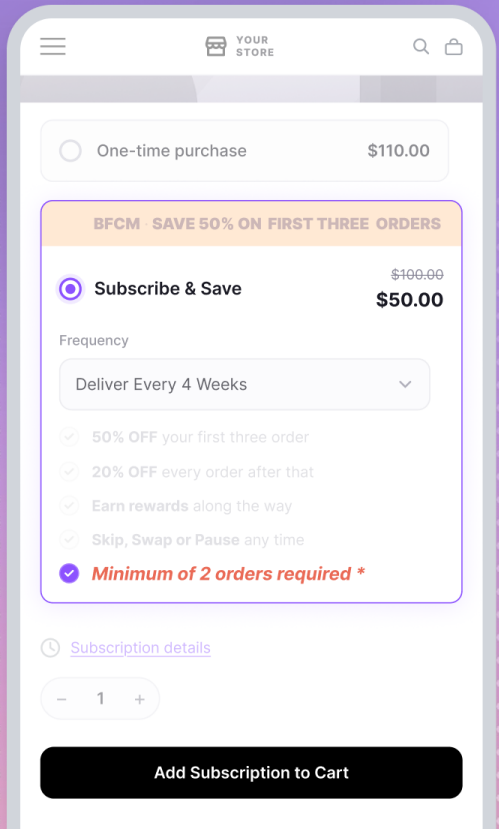
CONVERT ONE-TIME BUYERS

Minimum billing cycles

USE IT TO

Ask for a minimum number of orders on BFCM bundles.

In US states with auto-renewal laws, minimums can’t block cancelling.



Engage the *BFCM subscriber*

BFCM subscribers churn faster than a normal month's. The goal is to get this cohort past order 2.

AT SIGN-UP

Deal seekers take the deepest discount and cancel straight away (zero-day churn)

FIRST 30 DAYS

Results take time; "I don't use the product enough" is a top cancel reason

FIRST FULL-PRICE RENEWAL

"I didn't know it would renew" or "the price went up"

PAYMENT

Promo subscribers show 8–12% involuntary churn by month 4, vs 3–5% for others

JANUARY

Shoppers review spending; New Year goals shift what they buy

Source: FlyCode failed-payment analysis

Tag the cohort, then *onboard it*

One tag, set up before the sale, powers every post-BFCM stage.

STEP 01

Tag the cohort

If the order date is Nov 16 – Dec 1 and a discount code is used, add the customer tag `bfcm26`

LOOP FLOWS

STEP 02

Tag it everywhere

In Klaviyo segments, cancellation profiles, reward journeys and reporting

STEP 03

Onboard

Trigger emails or SMS from Loop's subscription-created and order-shipped events for `bfcm26` customers

KLAVIYO ATTENTIVE ZAYMO

STEP 04

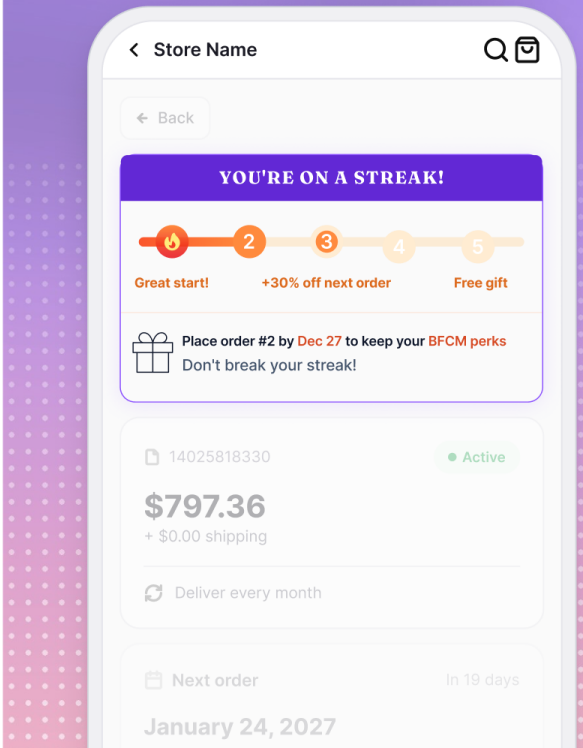
Before order 2

Send Quick Action links to skip, delay or swap, so they don't cancel instead

Give them a reason to stay
past order 2

Reward order 2 in advance, so the next order feels like a win, not a charge.

LOOP FEATURE	USE IT TO
Planned product sequence	Ship a starter kit on order 1 and swap to refills from order 2
Reward journey	Add a gift or mystery reward on order 2; A/B test a gift against a discount
Portal banner	Show a “how to get the best results” message or video for the first 30 days
Streaks	Reward on-time orders and show progress so subscribers see what they’d lose

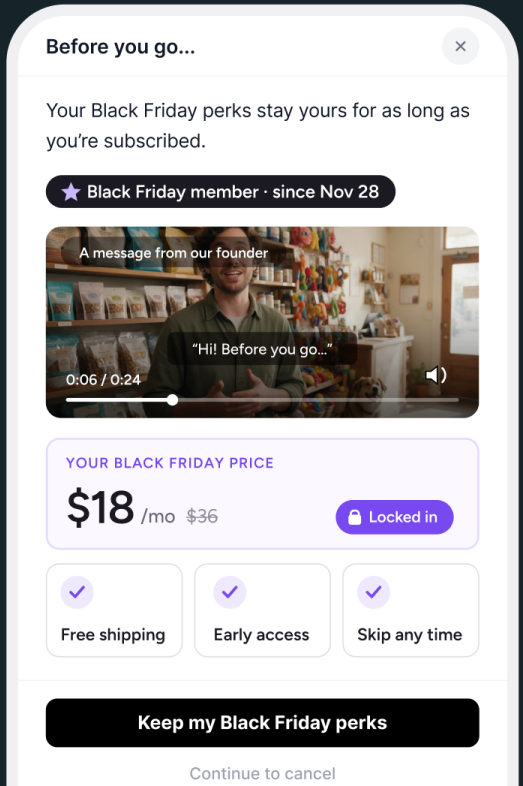


BFCM-specific cancellation flows

01 One cancel offer doesn't fit the BFCM cohort. People cancel because they bought too much at the sale, a payment failed, or they only want to drop one item

02 Build a cancellation profile per segment, each with its own order of offers

03 **For the BFCM cohort, no extra discount:** they already paid the sale price. Lead with delay, frequency and skip



One cancellation profile *per segment*

Six profiles cover almost every BFCM cancel reason. Build the BFCM cohort one first.

SEGMENT	OFFERS, IN ORDER
BFCM cohort before order 2	**Delay subscription** → Update delivery frequency → Skip next payment — *No discount*
Loyal subscribers	**Redeem loyalty points** → Swap or downgrade → Open support chat — *Set the points threshold first*
Payment failed	**Update card, with an offer** → Skip next payment — *Skip gives them time*
Multi-item or multi-subscription	**Swap or downgrade one item** → Update delivery frequency
Repeat attempt in 30 days	Skip or Pause — *One offer only, with a short custom video*
Everyone else	Skip · Update frequency · Pause · Learn more button on product benefits

If they still cancel: *win them back fast*

In December, win-back emails get buried under sale emails, so make the first offer on the cancel screen itself.

ON THE CANCEL SCREEN

Instant win-back offer

Show a time-limited offer with a countdown in the portal right after the cancel

DAYS 14 · 45 · 90

PRO

Win-back campaigns

Email cancelled subscribers on days 14, 45 and 90, split by cancel reason, with a product swap option

PAUSED & ENDED PLANS

Resume and revive campaigns

Bring back paused subscribers and gift or prepaid plans that ended

IN THE EMAIL

Quick Action links

Reactivate the subscription in one click from the email

Dunning for the holiday season

01 **The first full-price renewal is the riskiest charge.** Expect cancels, chargebacks and “I didn’t know it would renew” tickets

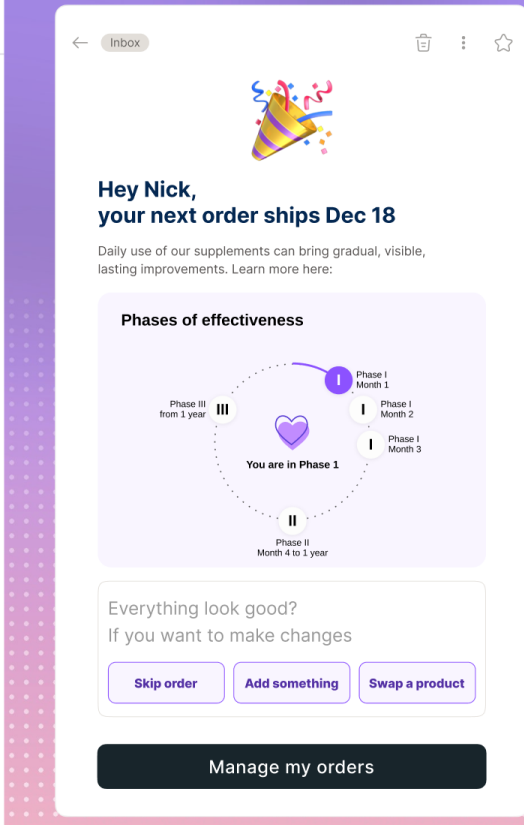
02 **Holiday payments fail more:** holiday spending adds insufficient-funds failures

03 **No subscriber should be surprised by that charge:** remind before it, add value to order 2, and retry smarter into January

Before the charge:
make renewal expected

A reminder with easy options turns a surprise charge into a choice.

LOOP FEATURE	USE IT TO
Billing reminder with Quick Actions	Add one-tap skip, delay, swap and add-on buttons to the pre-renewal email, with price and date stated clearly
Gift on order 2	Add a small gift to the first full-price order; a digital product or free consultation works too
Mystery reward in the portal	Show a reward when they open the portal, with “gift this order” instead of skip



When a payment fails: *recover, don't cancel*

Treat a failed holiday payment as a timing problem, not a lost subscriber.

SETTING	HOW TO USE IT
Retry schedule	Spread up to 25 retries across the billing month, and keep retrying into January when funds recover
Hard declines	Skip retries and send a card-update link right away
Timing	Send payment failure notification during a certain time range when the customer will most likely take an action
Backup card campaign	Ask for a backup card in early December
When retries run out	Skip or pause instead of cancelling; use the payment-failed cancellation profile

Measure *how you performed*

The weekend's revenue is only the start. Judge BFCM on what the cohort does by orders 2 and 3, next to a normal month's cohort.

WHAT TO MEASURE	WHAT IT TELLS YOU	CHECK AT	BFCM COHORT	OCTOBER COHORT
Zero-day churn	Did the offer bring deal seekers?	Day 30		
Cancel save rate	Are BFCM cancel profiles working?	Day 30		
Drop before order 2	Did onboarding and rewards land?	Day 60		
First-renewal payment recovery	Did holiday dunning recover failed charges?	Day 60		
Reactivated subscribers	Did win-back bring cancels back?	Day 90		
Day-90 revenue per customer	Did BFCM pay back?	Day 90		

Fill in the cohort columns with your own numbers

Your BFCM 2026 *calendar*

BUILD & PREP · LIVE TO CUSTOMERS · POST-BFCM

PHASE	MID-LATE OCT	NOV 1–15	NOV 16–25 EARLY ACCESS	NOV 26 – DEC 1 BFCM WEEK	DECEMBER	LATE DEC – JAN	JAN – FEB
01 **Pre-BFCM**	PREP **Build** Cancellation profiles and dunning live by Nov 1; BFCM26 tagging flow; pre-renewal reminders	PREP **Set up offers** Bundles, prepaid, tiered and volume discounts, checkout upgrade built by Nov 13; "early access soon" banner					
02 **During**			LIVE **Subscribers first** Early access, Quick Action add-ons, VIP and tiered upsell profiles	LIVE **BFCM week** Thanksgiving Nov 26 · Black Friday Nov 27 · Cyber Monday Nov 30. Storefront and checkout offers live			
03 **Post**					POST **First 30 days** Onboarding, starter kit → refill, order-2 rewards, BFCM cancel profile, backup card ask	POST **First renewal** Reminders with Quick Actions, gift on order 2, retries into January	POST **Win back and measure** Win-back at days 14, 45, 90; compare the cohort with October at orders 2 and 3

Talk to Loop for a BFCM audit

Get your Loop setup BFCM-ready before Nov 16.

Loop