

litextension × litCommerce × litos

BFCM 2025 Playbook

Trends, Insights & Your Ready 30-Day Action Plan



Foreword

Black Friday and Cyber Monday have become much more than seasonal shopping days. They're now global retail moments where millions of shoppers interact with thousands of brands in a very short timeframe. In 2024, sales hit new highs, but so did the competition. For 2025, the pace is expected to be even faster, making preparation and the right tools more important than ever.

This ebook is designed to be practical, not theoretical. It draws from hands-on experience in three key areas — store migration, storefront development, and multi-channel expansion — to give you a clear roadmap. Inside, you'll find the latest insights, common challenges to avoid, and a structured 30-day plan you can follow to get your store BFCM-ready.

Meet the authors behind this playbook



Alex Nguyen, the leading eCommerce migration expert at LitExtension, has overseen more than 300,000 successful store transfers across 140+ platforms, ensuring merchants scale on the right foundation without losing SEO or data integrity.



Andrew Tran, Shopify development lead at LitOS, has built hundreds of high-converting, headless storefronts designed for mobile-first performance, lightning speed, and seamless user experiences.



Kevin Nguyen, Product Owner at LitCommerce, has spearheaded the growth of a multichannel selling platform trusted by 50,000+ merchants across 60+ countries. With over 4 years in the industry, the platform is backed by a stellar 4.9-star merchant rating.

Together, we've helped thousands of merchants turn the chaos of BFCM into a moment of growth. And now, with this guide in your hands, you'll have the insights and a step-by-step 30-day action plan to do the same. Here's to making BFCM 2025 your biggest win yet.



Table of Contents

 The BFCM 2025 Landscape — What to Expect and Why You Need to Act Now	5
 How Shopping Behavior Is Changing in 2025	15
I. Shoppers are changing how they buy	16
II. Merchant action points for each trend	39
III. Predicted top product categories for BFCM 2025	47
 Your 30-Day BFCM Readiness Checklist — 3 Steps to Maximize Results	54
I. Phase 1: Store optimization — migrate, build & optimize for peak performance	55
II. Phase 2: Operations — perfect your product listings before the rush	69
III. Phase 3: Sales — expand to multiple channels for maximum reach	74
 The Final 7-Day Countdown to BFCM 2025	83
 Conclusion — Your End-to-End BFCM Growth Stack	84

The BFCM 2025 Landscape

— What to Expect and Why You Need to Act Now

Black Friday and Cyber Monday have become the most critical shopping periods for online businesses, setting the tone for the entire holiday season. In 2024, Cyber Week generated \$314.9 billion in global online sales, fueled by mobile-first shopping, AI-powered recommendations, and the growing popularity of flexible payment options.

From earlier buying habits to multi-channel shopping and rapid AI adoption, the trends are clear: brands that understand and act on these shifts now will be well-positioned to capture more sales in 2025. This section breaks down the essential 2024 data and reveals what to expect in the year ahead.

BFCM remained the biggest online sales event of the year

Global online spending during Cyber Week 2024

\$314.9 billion

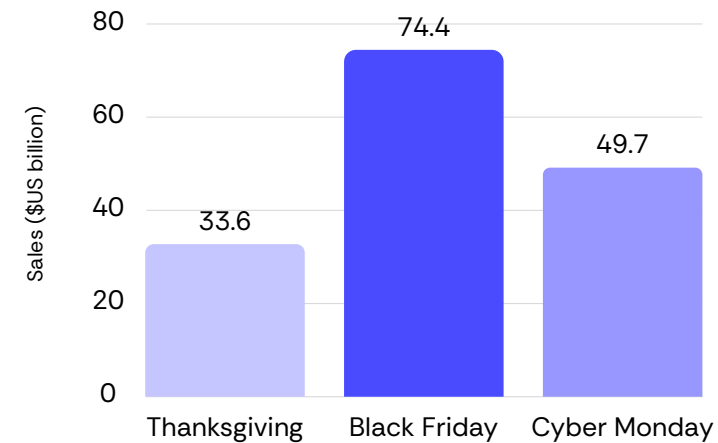
↗ 6% year-over-year



Black Friday drove the highest global sales at

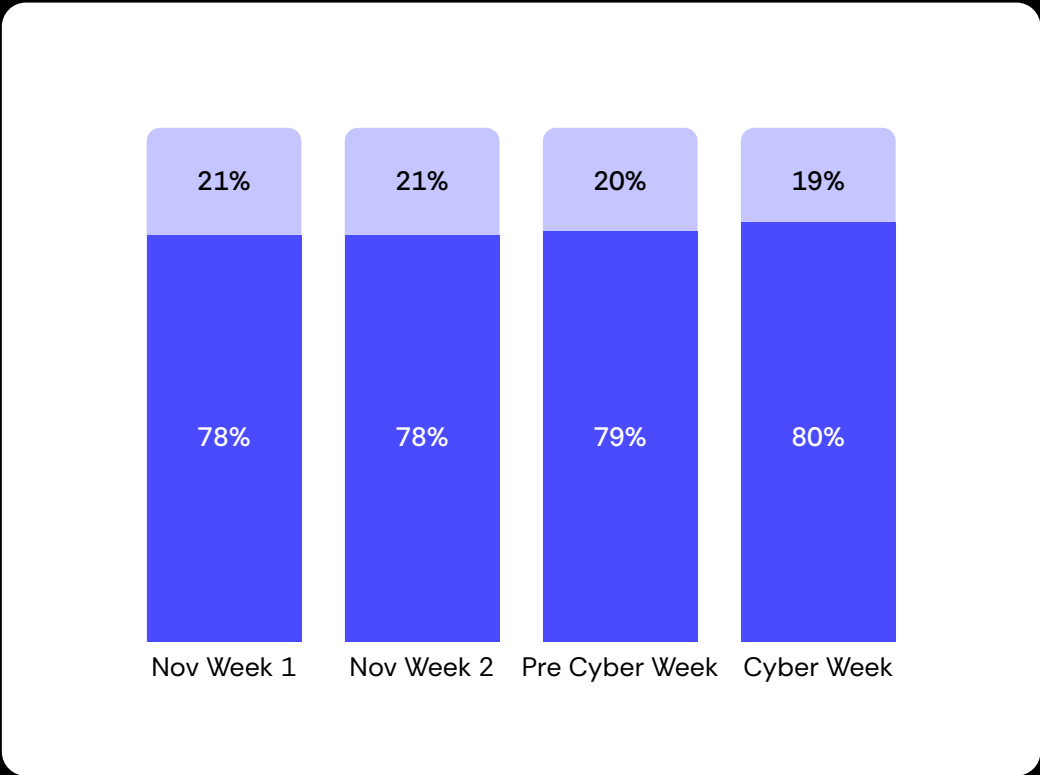
\$74.4 billion

nearly 1.5× Cyber Monday (\$49.7B) and more than double Thanksgiving (\$33.6B).

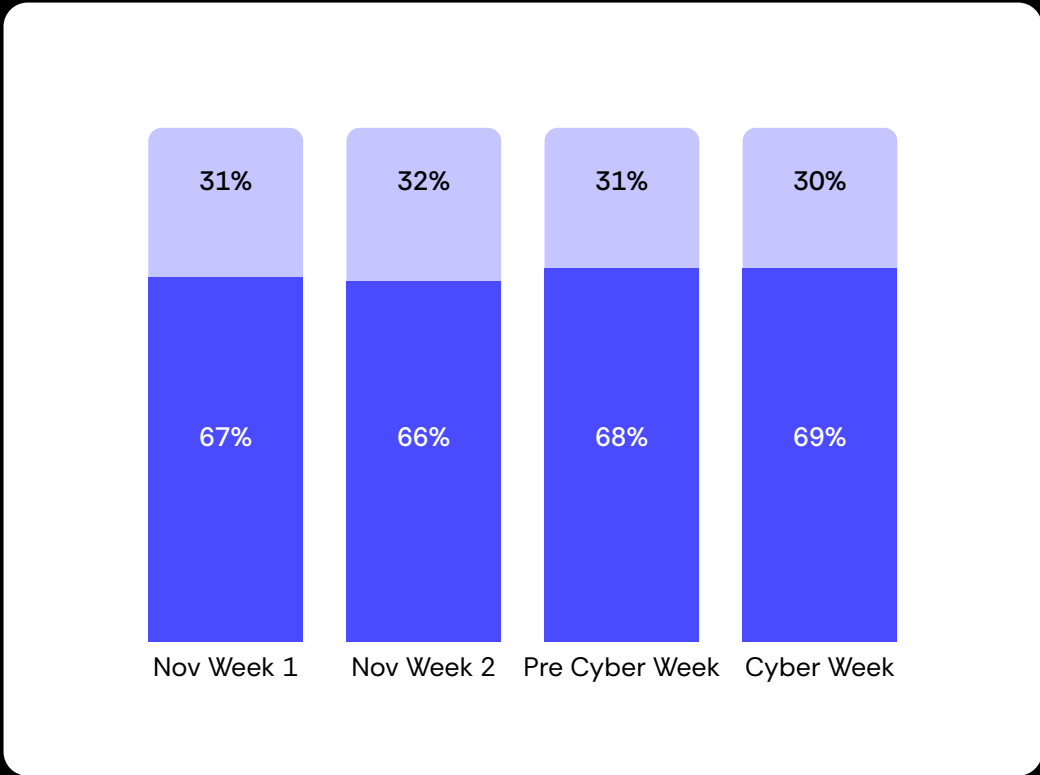


Mobile devices dominates the Cyber Week

Accounting for
80% of the total traffic



70% of the total sales made



Shoppers are embracing AI for faster, more personalized experiences

62%

of consumers would rather shop with AI that remembers their preferences than repeatedly explain them to a sales associate.

54%

of shoppers plan to use AI tools for smarter shopping.

Shoppers used AI- and agent-powered chat for customer service

38% more than they did in the previous week.

Several patterns in shopper behavior continue to shape consumer trends

58%

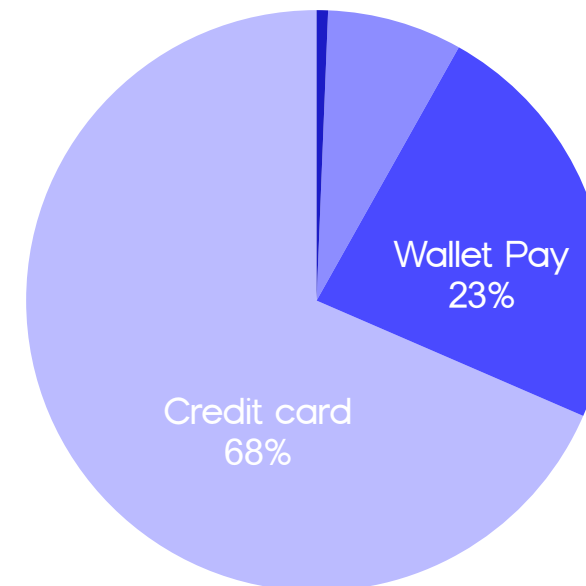
of shoppers started holiday shopping by early November.

Multi-channel shopping

77%

of omnichannel consumers purchase their non-essential goods on 3-4 channels.

Credit card remains to be the go-to payment method during Cyber Weekend



National Retail Federation. (2024). Record Number of Shoppers Expected Over Thanksgiving Holiday Weekend. <https://nrf.com/media-center/press-releases/record-number-shoppers-expected-over-thanksgiving-holiday-weekend>

Klaviyo. (2025, August). 2025 BFCM forecast. <https://www.klaviyo.com/bfcm/holiday-shopping-trends>

Salesforce. (2024). Powered shopping holiday insights. | Salesforce US. <https://www.salesforce.com/retail/peak-holiday/>

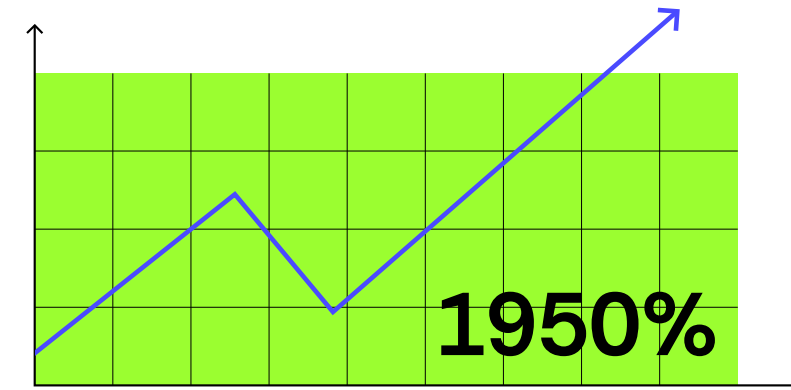
AI is influencing tens of billions in purchases



\$60 billion
AI-driven sales
on Black Friday 2024

(*) Salesforce – based on global online sales influenced by AI and agents for product recommendations, targeted offers, and conversational customer service support.

Credit card remains to be the go-to payment method during Cyber Weekend



Traffic to retail sites from chatbots surged 1,950% YoY as shoppers clicked through AI-powered recommendations and offers.

Peak BFCM shopping hit with precision timing, especially during late mornings and prime-time evening

Black Friday (US)

Peak sales occurred between **10 a.m. and 2 p.m. ET**, reaching \$11.3 million per minute.

Black Friday (UK)

Peak shopping activity occurred between **9 a.m. and 10 a.m. UK time**.

Weekend Peak

Saturday, 30 November, was the weekend's busiest shopping day, with the global peak minute at **3:10 a.m. EST on Friday, 29 November**.

Cyber Monday (US)

Peak sales occurred from **8 p.m. to 10 p.m. ET**, reaching \$15.8 million per minute.

Erdly, C. (2024, December 9). Black Friday 2024: Insights, Trends, And Record-Breaking Figures. <https://www.forbes.com/sites/catherineerdly/2024/12/09/black-friday-2024-insights-trends-and-record-breaking-figures/>
Block. (2024). Black Friday, Cyber Monday in Numbers. <https://block.xyz/bfcm/2024>

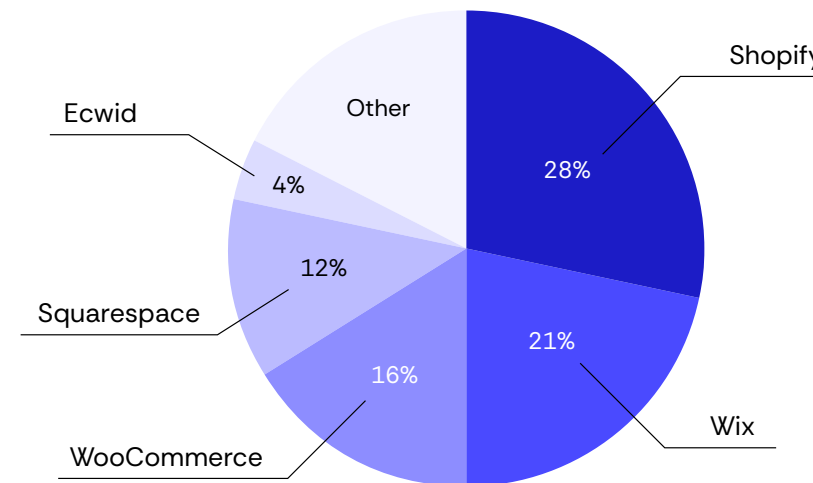
Cyber Monday hits record \$13.3 billion in online spending with majority of sales driven by mobile. (2024, December 3). Adobe. <https://news.adobe.com/news/2024/12/120324-adi-cyber-monday-recap>

Shopify remains the top choice for eCommerce migration and usage

In 2024, **Shopify, WooCommerce, Magento, BigCommerce, and PrestaShop** remained the top 5 eCommerce platforms to which businesses migrated, mirroring the same rankings from 2023.

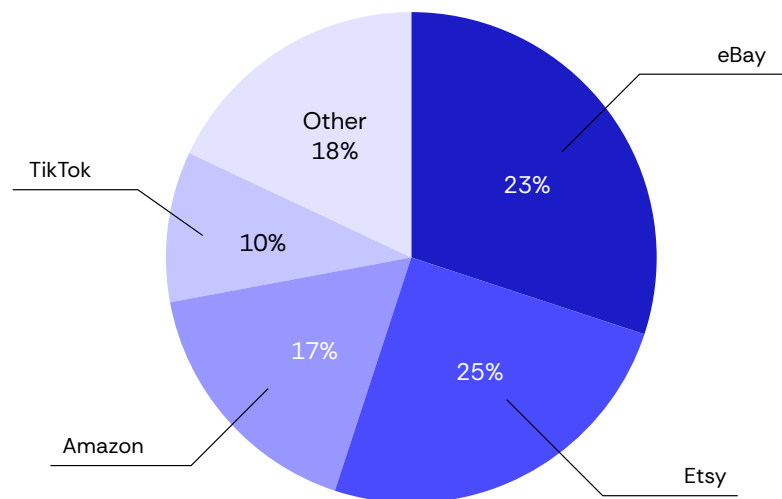


Shopify accounts for 28% of the eCommerce usage distribution on the entire Internet, making it the most-used eCommerce platform.

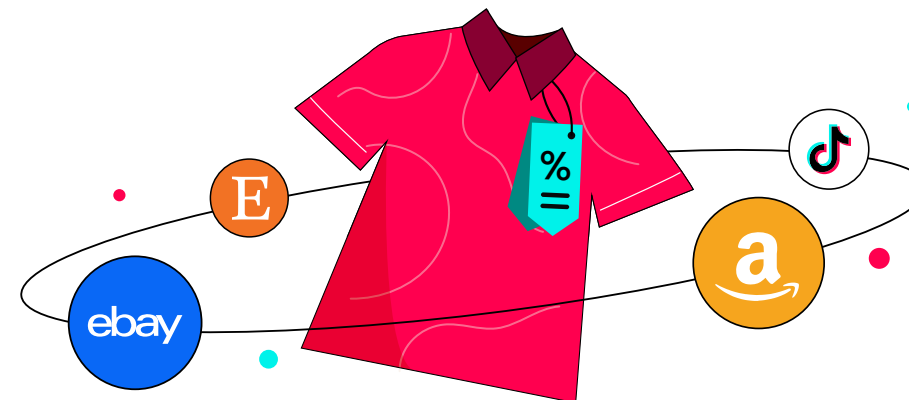


eBay and TikTok Shop lead marketplace expansion across major eCommerce platforms

eBay is the **top marketplace** chosen by **Shopify store owners** for business expansion, capturing nearly **30%** of integrations, followed by:



In contrast, **TikTok Shop** is the dominant marketplace for store owners using **Wix**, **WooCommerce**, and **Squarespace**.



What these numbers tell us?

Taken together, these numbers reveal a BFCM landscape that's bigger, faster, and more complex than ever before. Global spending continues to rise, with Cyber Week 2024 hitting **\$314.9B** – but the way shoppers spend is changing. Mobile now drives the majority of traffic and sales, AI is influencing tens of billions in purchases, and nearly **80% of omnichannel consumers spread their spending across 3–4 platforms**. The old strategy of relying on one storefront or one marketplace is no longer enough.

Timing also matters more than ever. From **\$11.3 million per minute at peak Black Friday hours** in the U.S. to overnight shopping surges driven by global buyers, the window for conversions is shrinking – and shoppers won't wait through slow checkouts or out-of-sync inventory. Meanwhile, payment preferences are evolving, with wallet pay quickly rising as a contender alongside credit cards, and Buy-Now-Pay-Later fueling impulse-driven baskets.

The implication is clear: **BFCM 2025 will reward merchants who prepare early, go omnichannel, and lean on automation**. Winning brands won't just have optimized storefronts; they'll have inventory synced in real time, product data standardized across platforms, and AI-ready experiences that meet shoppers where they are – whether that's on Amazon, TikTok Shop, eBay, or Google Shopping. The stakes are higher, but so are the opportunities for those who build the right growth stack.

How Shopping Behavior Is Changing in 2025

Shopper expectations don't stand still — and neither should your strategy. The way people discover, evaluate, and purchase products is shifting fast. In 2024, mobile dominated sales, AI shaped buying decisions, and shoppers spread their spending across more channels than ever before.

By 2025, these patterns are expected to accelerate further. Convenience, personalization, and trust are becoming the real differentiators. For merchants, that means the question isn't if behaviors are changing — it's how fast you can adapt your store, operations, and sales channels to meet them.

I. Shoppers Are Changing How They Buy

By 2025 the global online retail market is expected to reach roughly **\$4.8 trillion**. Consumer behavior is shifting in response to new technologies, payment options, and values. Below we break down seven major trends shaping eCommerce shopping in 2025, with a look at global patterns and regional nuances, plus actionable insights for brands.

Mobile-First Shopping

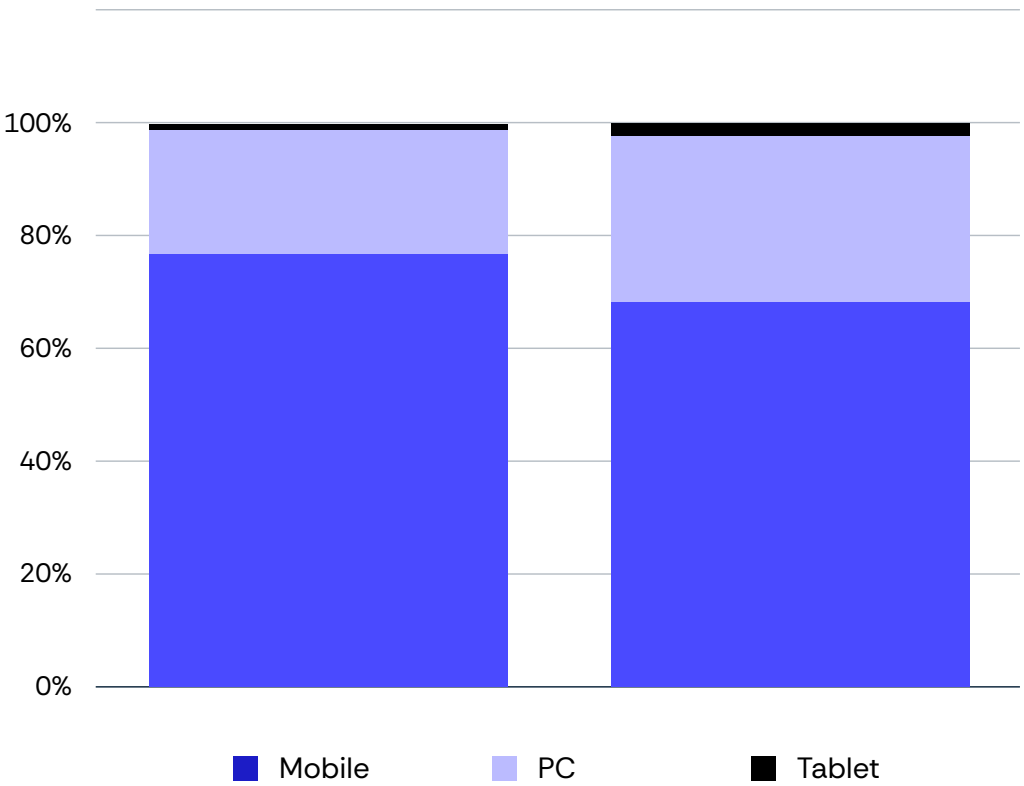
Mobile commerce (m-commerce) is expected to account for **59% of all retail eCommerce sales by 2025**, totaling around **\$4.01 trillion globally**. This marks a major shift in shopping behavior, where browsing, comparing, and buying now happen in the palm of your hand.

Today, **nearly 60% of the global population owns a smartphone**, creating the infrastructure for a mobile-first economy. Mobile devices have become the primary gateway to eCommerce, with an estimated 1.65 billion people shopping via mobile — roughly 30% of all internet users. In the U.S. alone, 76% of adults (about 200 million) have made a purchase on a smartphone.

The shift is even more pronounced in emerging markets. Southeast Asia, for instance, is one of the fastest-growing m-commerce regions — Indonesia’s mobile shopping market grew over 50% year-over-year.

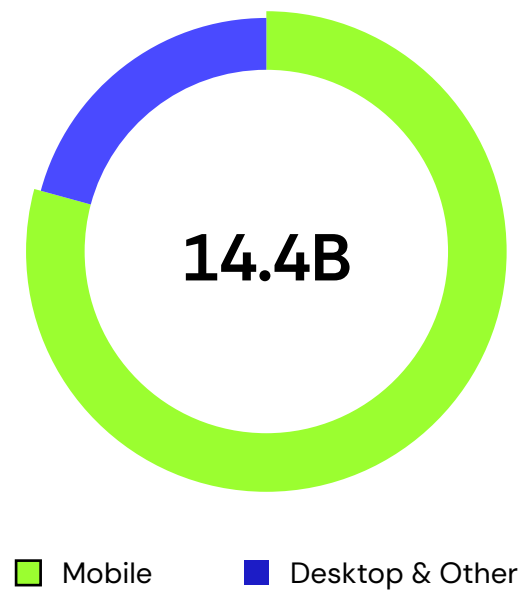
Consumers are also moving from mobile browsers to dedicated shopping apps. Over 60% of mobile users say they prefer apps for faster load times, easier navigation, and more personalized features. In short: mobile is no longer a backup option — it’s the first stop.

Share of eCommerce orders

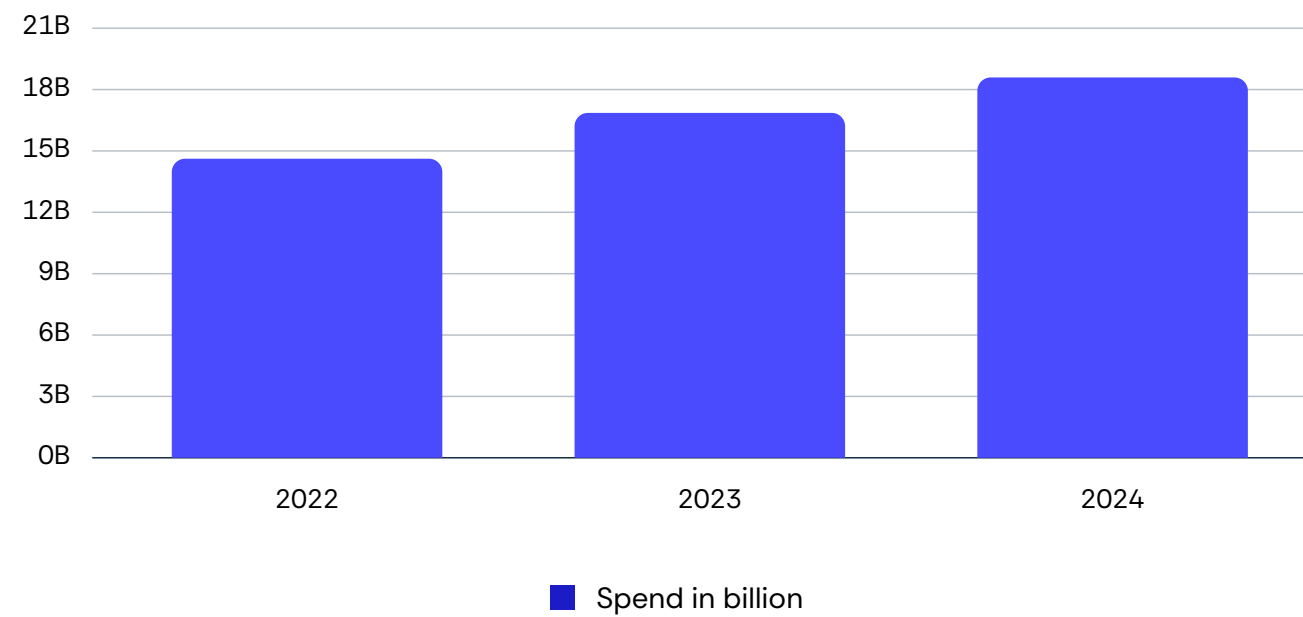


Buy Now, Pay Later (BNPL)

BNPL spend by device type



BNBL spend during the holiday season



Flexible payment plans like Buy Now, Pay Later have transformed online shopping behavior, especially among younger consumers. **BNPL usage has surged** – the global BNPL market reached about \$340 billion in transaction value in 2024 and continues climbing. In 2025, U.S. spending via BNPL is projected to hit **\$97 billion** (up ~20% year-over-year), and BNPL now accounts for roughly **5%** of worldwide eCommerce payments (6% in the U.S.). By 2027, the U.S. BNPL market is expected to exceed \$120 billion, while globally, BNPL could top **\$1 trillion** in GMV before the decade's end.

Who is using BNPL? Primarily Millennials and Gen Z. These groups value flexibility and are less tied to traditional credit cards. For many, BNPL feels more transparent than revolving debt, with clear installment plans and no hidden fees.

To be more specific, about **33.6% of the U.S. Millennials** and **26.4% of Gen Z** have used BNPL services, often to afford higher-ticket items. Adoption is highest in regions like **Asia-Pacific**, where over 1 in 5 people used BNPL in a given week, and Indonesia leads globally with 38% weekly usage. It's also expanding beyond retail into travel bookings and even digital services (Europe saw a 16% jump in BNPL travel bookings).

Adobe. (2024). Consumer spend during the holiday season (2024). Adobe. <https://business.adobe.com/resources/holiday-shopping-report.html>

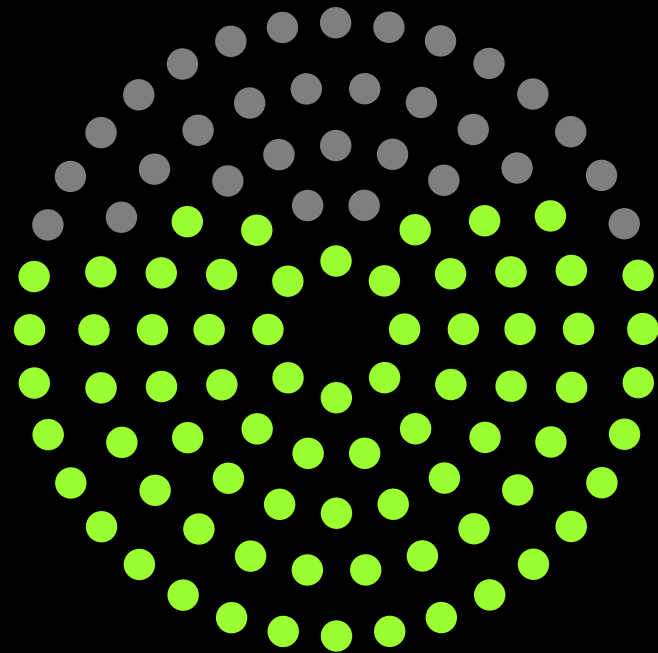
Burnett, S. (2025, June 16). Buy now, pay later statistics 2025: Key trends and insights shaping consumer finance. CoinLaw. <https://coinlaw.io/buy-now-pay-later-statistics/>

Deloitte. (2025, July 2). Reinventing consumer finance: Buy Now, Pay Later encourages banks to transform. Deloitte. <https://www.deloitte.com/lu/en/Industries/banking-capital-markets/perspectives/buy-now-pay-later-encourages-banks-transformation.html>

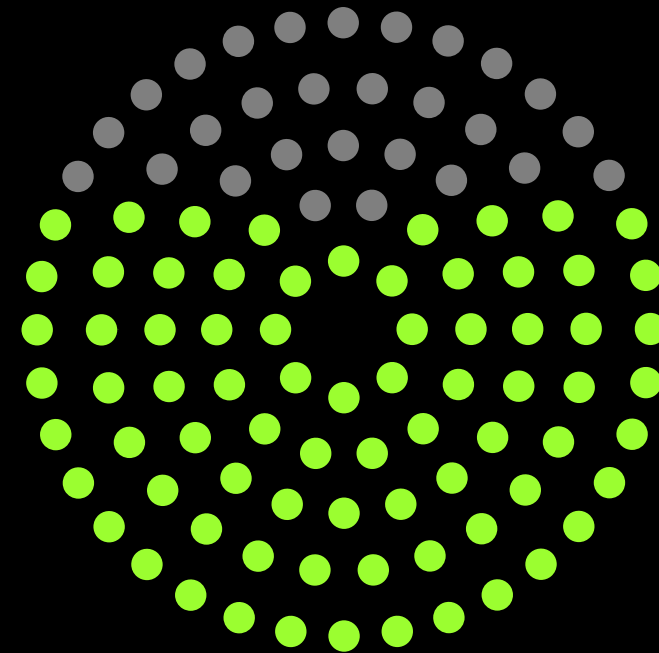
PartnerCentric. (2025, May 12). Buy now, pay later (BNPL) industry consumer trends by PartnerCentric. PartnerCentric. <https://partnercentric.com/blog/bnpl-industry-consumer-trends/>

Research and Markets Ltd. (2025). Buy now pay later market size, share & forecast to 2030. Research and Markets Ltd. <https://www.researchandmarkets.com/report/global-b2c-buy-now-pay-later-market>

Personalization and Dynamic Pricing



71%
of consumers expect
personalization



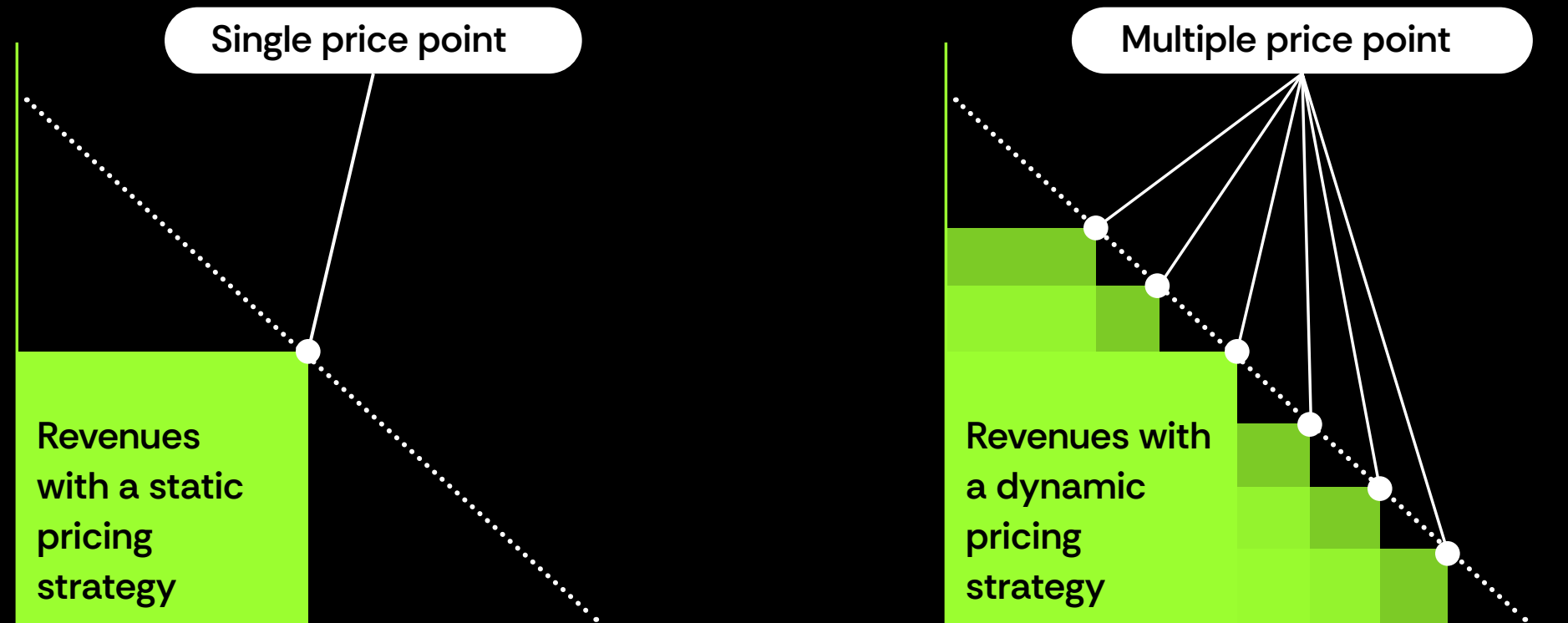
76%
of consumers get frustrated
when they don't find it

In 2025, personalization goes beyond recommendations — it extends to pricing itself. Shoppers don't just want relevant products; they also want offers that feel timely and tailored. That's where dynamic pricing complements personalization, turning customer data into both customized content and customized value.

Consumers now expect brands to remember their preferences and anticipate their needs. **71% of shoppers expect personalized experiences**, and **76% feel frustrated** when they don't get them. Retailers are meeting this demand with AI-driven tools that recommend products, adjust homepage layouts, and even curate promotions based on browsing or purchase history. By 2025, **9 in 10 companies** are expected to use AI for some form of personalization.

Dynamic pricing brings another layer to this experience. Instead of static discounts, retailers are increasingly using algorithms to adjust prices in real time — based on demand, stock levels, or even customer segments. This isn't just about squeezing margins; it's about showing the right deal to the right shopper at the right time. For example, a loyal customer may see an exclusive discount, while a trending product in limited supply holds its full value. Amazon's millions of daily price changes illustrate the impact: **up to a 25% profit** increase from pricing optimization.

Together, personalization and dynamic pricing create a powerful loop. One shapes what shoppers see, the other adjusts how much they pay. Done well, this alignment makes customers feel understood and valued, while giving merchants a smarter way to maximize conversions and margins.



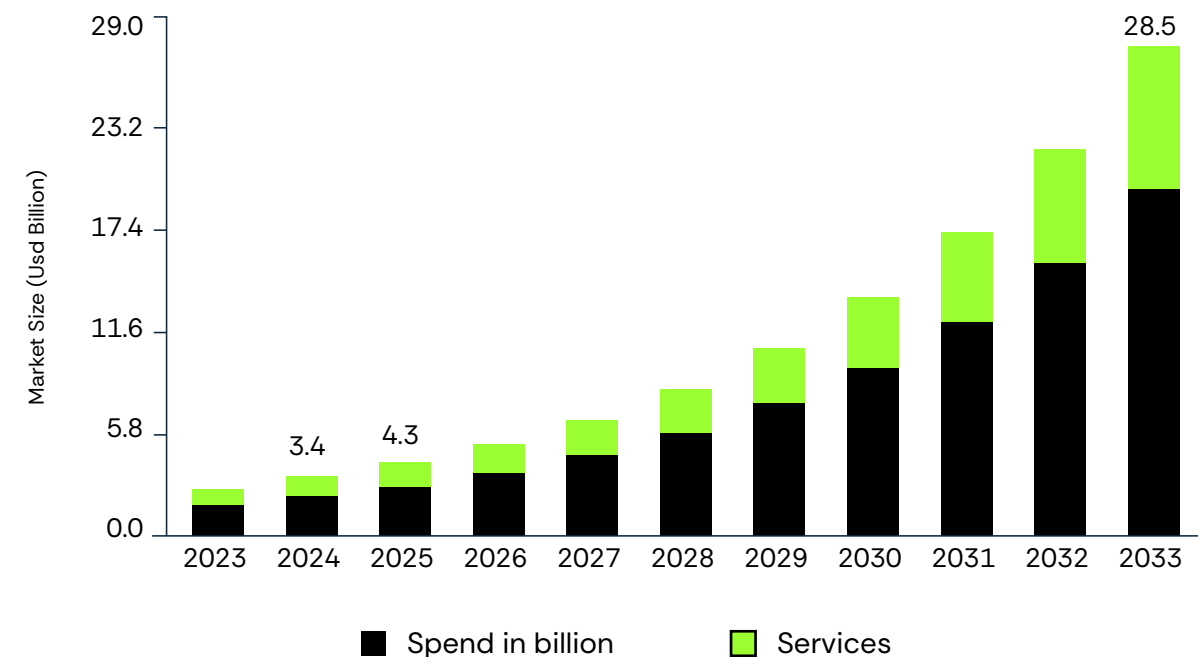
AI-Assisted Shopping

1. Chatbots as digital shopping assistants

AI-powered chatbots are now standard across online stores. They answer questions, recommend products, and even help during checkout — all without needing human input. On Cyber Monday 2024, site visits driven by chatbot links increased **1,950% year-over-year**, showing their growing role in helping shoppers discover deals faster.

Modern bots handle up to **80% of common support tasks**, from tracking orders to answering FAQs. Gen Z is leading the shift, with **71% saying they've made purchases through chat interfaces**. That said, seamless human handoff is still important — especially when bots hit their limits.

AI shopping assistant market



2. AI-powered personalization and search

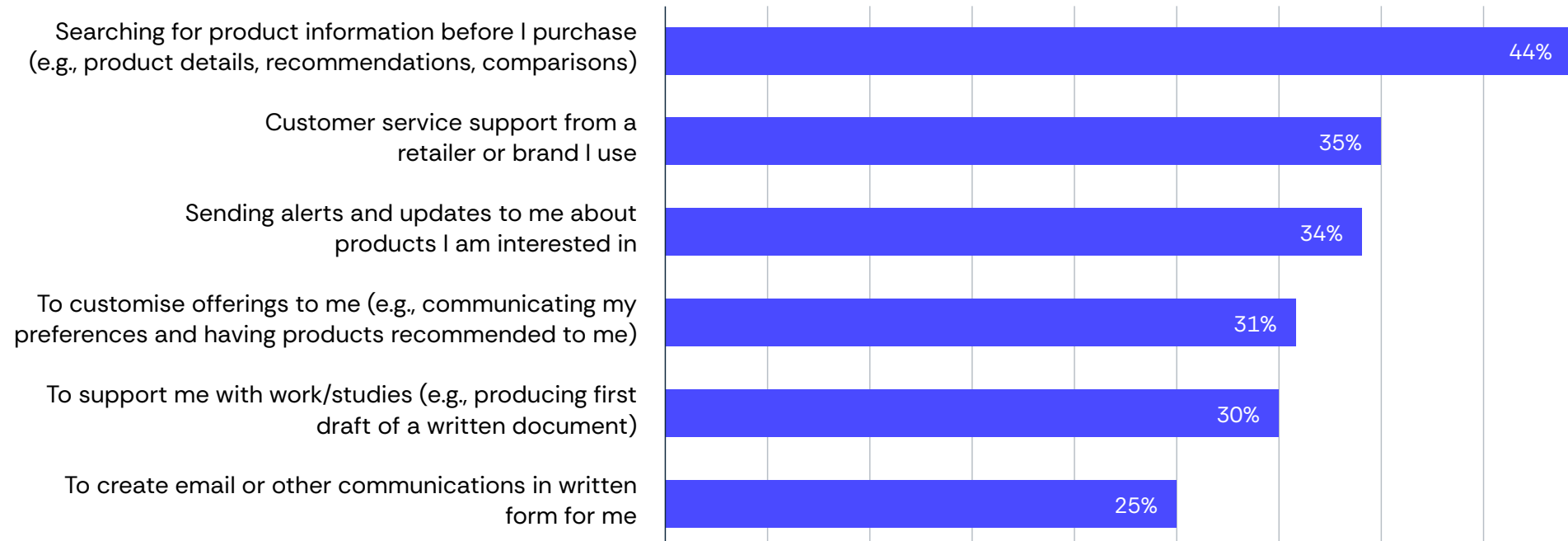
As highlighted earlier in the personalization trend, shoppers now expect AI to tailor their experience. In 2025, that means more natural discovery methods — like typing prompts (“gift for a cat lover under \$30”) or uploading an image to find similar items. These smarter tools increase relevance, speed, and engagement.

Retailers are already using AI visual search to suggest lookalike products based on uploaded photos. Others offer “shop by AI prompt” tools that create personalized product lists from a single query. This is personalization at scale — and it’s becoming the norm.

Not only that, **generative AI and smarter algorithms are transforming how shoppers search for products**. Instead of relying on exact keywords, customers can now use natural language — or even upload images — to describe what they’re looking for. AI can interpret context, understand synonyms, and analyze visuals to surface more accurate, relevant results. The experience feels less like searching a database and more like having a conversation with a smart assistant.

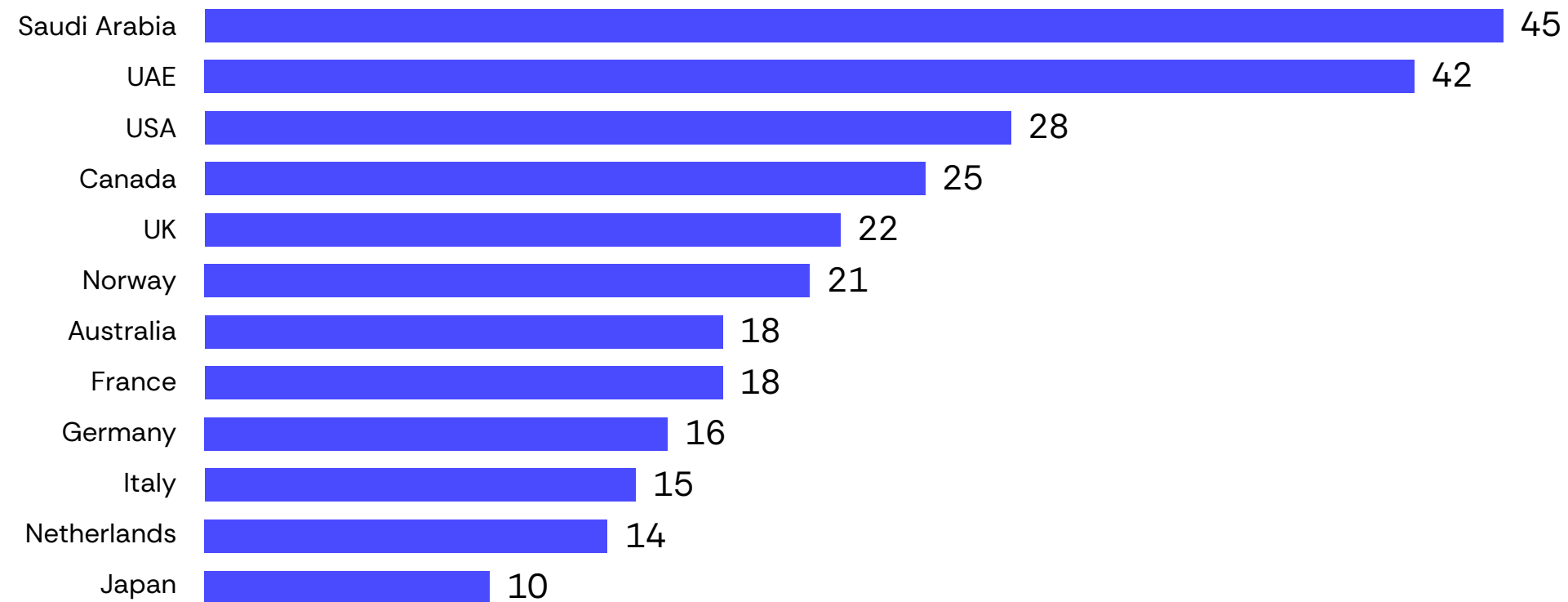
Shoppers are willing to engage chatbots as digital assistants

Question: Recently there have been major increases in the capabilities of what chatbots can do. Which, if any, of the following functions of a chatbot would you be interested in using?



3. Augmented reality for better buying confidence

Forecast share of consumers who will have used AR when buying products online worldwide by 2025, by country



To bridge the gap between online and physical shopping, brands are **using AR to let customers visualize products**. By 2025, over **100 million consumers in the US** (about 32% of the population) are using AR features for shopping. Through smartphone cameras, shoppers can virtually **“try on” products** – whether that’s seeing how a couch looks in their living room, or testing makeup on their face. This addresses the top drawback of eCommerce (not being able to see or try the product) – indeed, **51% of consumers say** inability to touch/try is the biggest online shopping pain point, and AR directly tackles this.

4. AI for content creation and listing optimization

AI isn't just for shoppers — it's also helping sellers. In 2025, more merchants are using AI to write and improve product content across platforms. That includes titles, descriptions, ad copy, even image generation and translation.

Instead of manually rewriting content for every channel, sellers now rely on AI-powered tools to generate optimized versions tailored to each platform's style and SEO rules. This speeds up time-to-market and keeps listings consistent.

Beyond listings, AI can also support newsletter creation, social captions, and seasonal promotions — all faster and more scalable than manual workflows. The result: more time saved, and fewer content bottlenecks during peak seasons like BFCM.

Adobe. (2024, December 12). Cyber Monday hits record \$13.3 billion in online spending with majority of sales driven by mobile. <https://news.adobe.com/news/2024/12/120324-adi-cyber-monday-recap>

Grand View Research. (n.d.). AI shopping assistant market size | Industry report, 2033. <https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-ai-shopping-assistant-market-report>

PricewaterhouseCoopers. (n.d.). Global consumer insights pulse survey June 2023. PwC. <https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey.html>

Laukaitis, A. (2025, April 21). Top ecommerce trends to watch in 2025. BigCommerce. <https://www.bigcommerce.com/articles/ecommerce/ecommerce-trends>

MacKinnon, B. (2025, May 28). 13 consumer trends that are reshaping ecommerce in 2025. WooCommerce. <https://woocommerce.com/posts/consumer-trends>

Mordor Intelligence. (2024, October 23). Underground utility mapping market size & share analysis – Industry research report – Growth trends. <https://www.mordorintelligence.com/industry-reports/underground-utility-mapping-market>

Ethical and Sustainable Buying

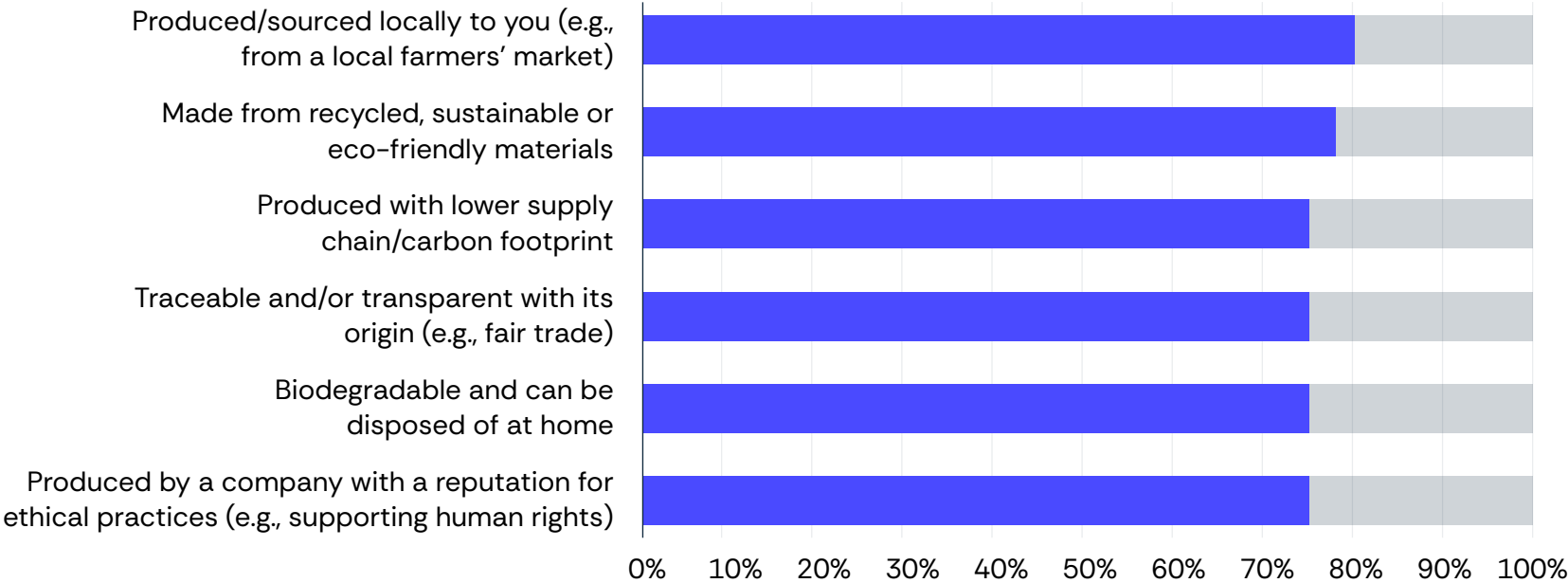
In 2025, shoppers are increasingly value-driven, scrutinizing a brand's social and environmental impact closely. **Sustainability isn't a niche concern anymore; it's mainstream.** Over **70% of consumers say** they are willing to **pay a premium for sustainably produced goods.**

Younger generations lead this trend: in fashion retail, **57% of Gen Z and Millennials** report that sustainability is important when choosing clothes or shoes, up from 47% just a couple of years prior. This indicates a growing expectation for brands to be eco-friendly and transparent about it.

Consumers will pay a sustainability premium of 5% or more

Question: How much above an average price would you be willing to pay for a product that is...

How much extra are you willing to pay: ☒ Up to 5% ☐ 6-10% ☐ Over 10%



Key aspects of ethical shopping behavior include: **eco-friendly products and packaging**, fair labor practices, and brand activism on social issues. Shoppers are scrutinizing the materials used, the manufacturing process, and the delivery method. For example, consumers prefer recyclable or minimal packaging, and many will opt for slower shipping if it's carbon-neutral.

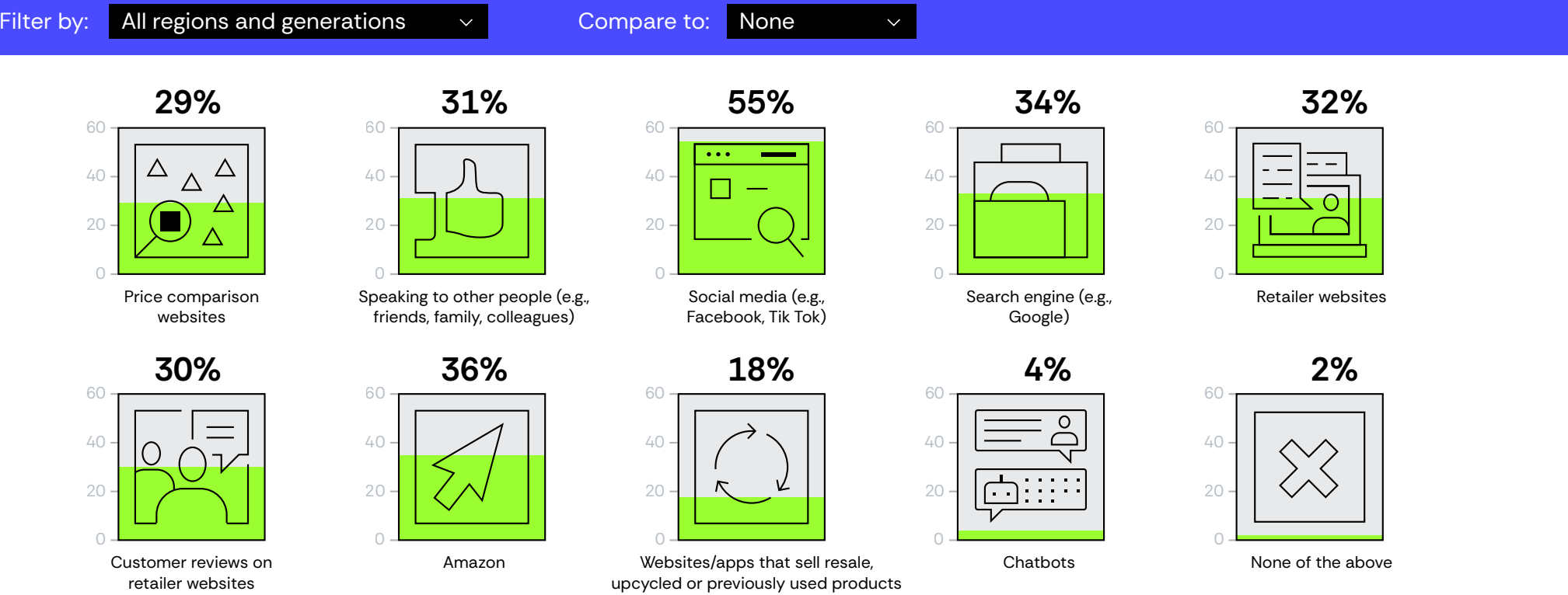
Transparency is crucial – buyers want to know the origins of products (e.g., sourcing of materials, factory conditions) and the carbon footprint of their purchase.

Regionally, **European shoppers** have been particularly vocal about sustainability, with stricter regulations pushing companies toward greener practices. In the US, a sizable segment of consumers expects brands to take stands on social/environmental issues. In **Southeast Asia**, concerns like plastic pollution have spurred more awareness. Also, brands in these markets are highlighting community trade and eco-friendly materials.

Shopping as a Social Experience

Shopping has become a **social activity**, with consumers increasingly discovering and buying products through social media and live interactive experiences. In 2025, **social commerce** – sales made through social platforms – is booming worldwide. Global social commerce sales are forecast to nearly **triple from \$492 billion in 2021 to about \$1.2 trillion by 2025**, which would be roughly **17% of all eCommerce** spending. This surge is driven largely by Gen Z and Millennials, who are deeply engaged on platforms like Instagram, TikTok, Facebook, and Pinterest for shopping inspiration. In fact, an Accenture study found these younger groups will account for 62% of global social commerce spend by 2025.

Question: In general, where do you typically research the items/products that you intend to buy?



Over 2 billion people (64% of social media users) made a purchase directly via a social app in the past year. They might click shoppable posts, buy from in-app stores, or follow links from influencer content.

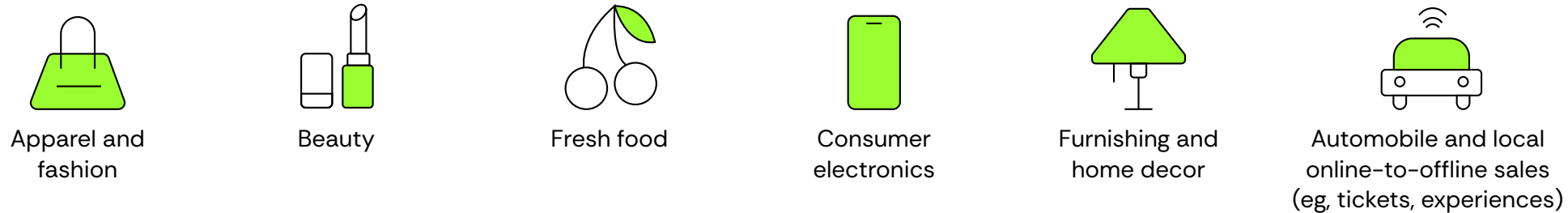
Instagram and Facebook have native shops and one-click checkout integration, making it easy to go from browsing a post to buying the product.

TikTok is a rising star in social commerce – viral TikTok videos can drive massive product demand (hence the hashtag #TikTokMadeMeBuyIt). Moreover, TikTok's own shopping features now allow in-app purchases during videos or livestreams.

Also, limited drops and exclusives announced on livestreams spur viewers to buy immediately. Social proof (comments, likes) and influencer credibility play a big role – a recommendation by a popular creator can drive a flood of traffic to a product page.

Apparel and fashion is by far the leading category in livestream events.

% of livestreamers



In **Asia (China, Southeast Asia)**, social commerce is deeply integrated into everyday platforms and has very high adoption. In the **West (US, Europe)**, it's growing steadily but not yet as dominant – some consumers are still warming up to buying within social apps, and platforms are refining the experience. That said, younger shoppers in the West are rapidly embracing it, and even older demographics are starting to purchase through Facebook or Pinterest for convenience.

Everbright Securities, iResearch, & McKinsey. (n.d.). It's showtime: How live commerce is transforming the shopping experience. McKinsey & Company. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/its-showtime-how-live-commerce-is-transforming-the-shopping-experience>

PricewaterhouseCoopers. (n.d.-c). Global consumer insights pulse survey June 2023. PwC. <https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey.html>

Shopify. (2025, March 30). What is social commerce? Trends and key insights for 2025. Shopify. <https://www.shopify.com/enterprise/blog/social-commerce-trends>

Salminen, M. (2025, July 29). Social commerce 2025: Definition, key trends, and statistics. Hostinger Tutorials. <https://www.hostinger.com/tutorials/social-commerce>

Cross-Border Shopping

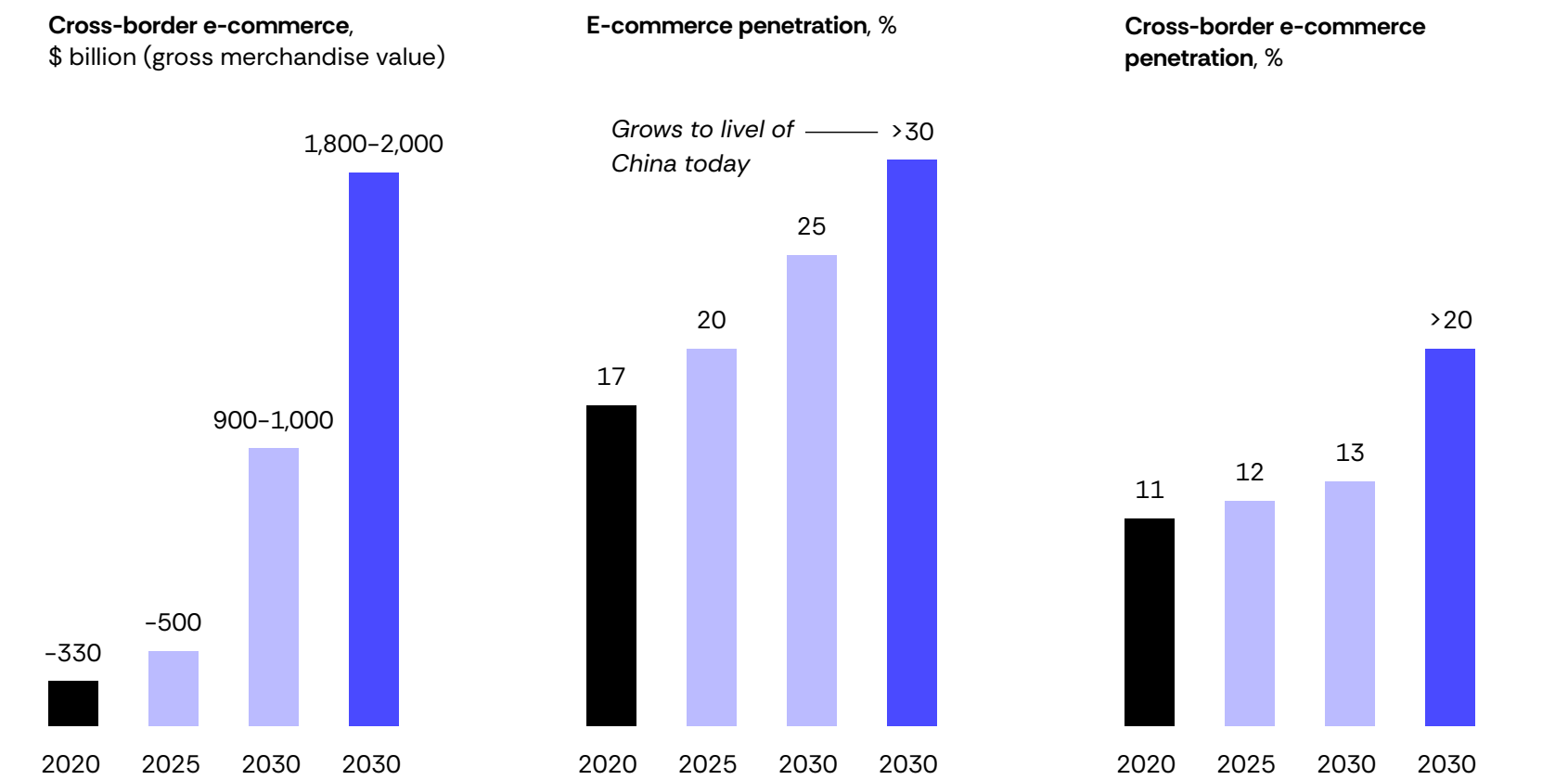
Shoppers are no longer limited to retailers in their home country; with a few clicks, they can buy products from overseas if the offer is attractive.

Cross-border online shopping has become commonplace, driven by consumers seeking better prices, unique products, or brands not available locally. According to DHL, about **59% of global online shoppers have purchased from an international retailer**, and **35% do so at least once per month** – a remarkably high frequency.

Cross-border e-commerce will grow to a \$1 trillion-2 trillion market by 2030, depending on scenario.

Cross-border e-commerce growth, by scenario

Spend in billion Bold scenario



Some regions see especially high cross-border activity. In **Europe**, intra-EU shopping is strong – for example, **34% of European shoppers buy clothing from other countries**, taking advantage of the EU single market, where shipping is fast and duties are minimal. **Asia-Pacific** has intense cross-border flows too: consumers in smaller markets like Southeast Asia frequently order from China, the US, or Europe.

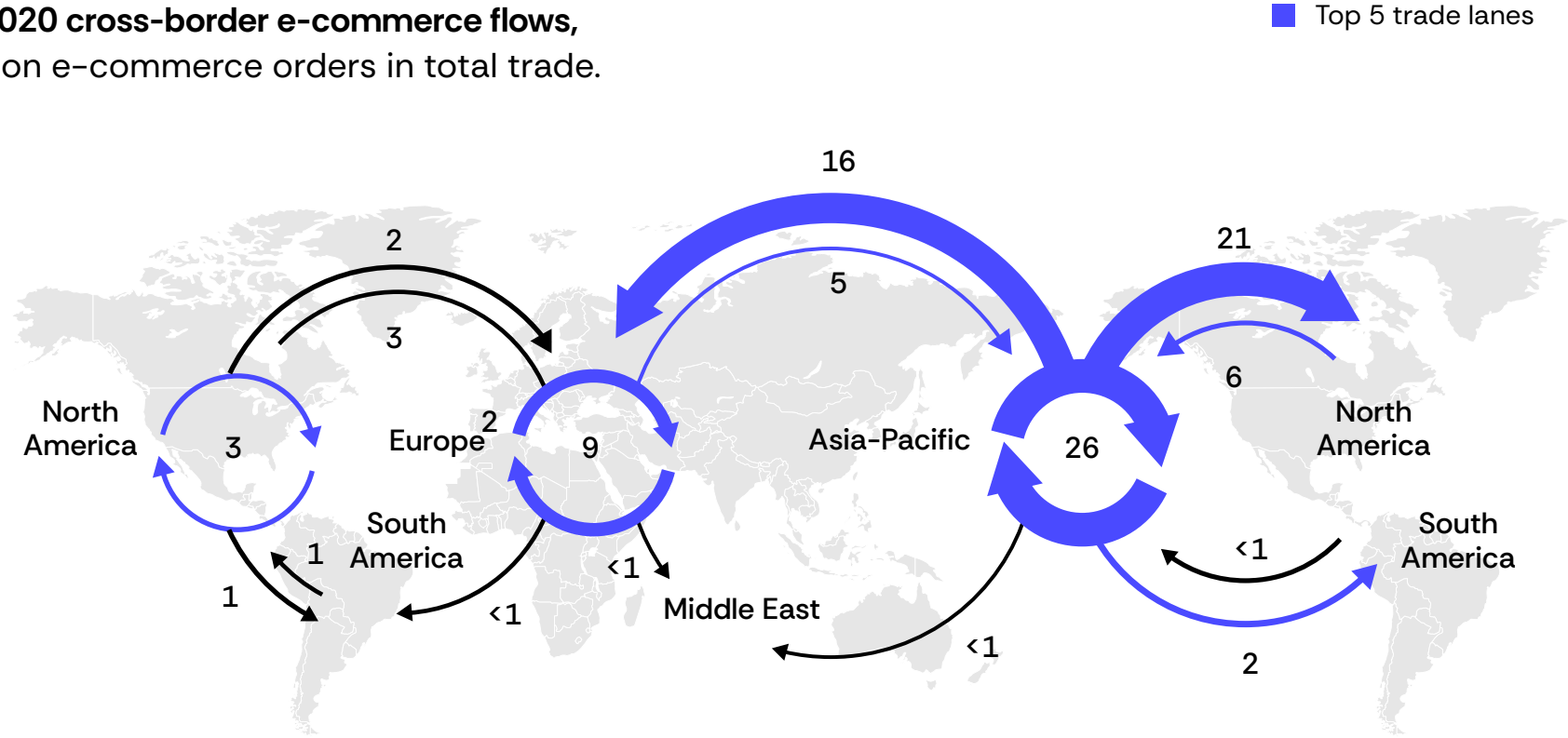
India and China are interesting cases – India has **58% of shoppers buying internationally** (often from US/China websites) with over **50% shopping abroad monthly**, while China's affluent shoppers buy foreign luxury goods though many Chinese also purchase locally.

In regions like **Africa and the Middle East**, cross-border trade is sometimes the only way to access certain products. For example, Nigeria and Morocco show that over 70% of online shoppers have bought from overseas retailers. Notably, **South African shoppers** are among the most active cross-border buyers globally.

In **North America**, cross-border is a bit lower but growing – many U.S. consumers mainly buy domestic due to the vast local selection, but they will import specialty items (Korean beauty products, European fashion, etc.), and Canadians commonly buy from U.S. sites.

Intercontinental orders comprise 60 percent of cross-border e-commerce flows, mostly focused on Asia-Pacific countries.

Estimated 2020 cross-border e-commerce flows, % of 9.3 billion e-commerce orders in total trade.



¹Volumes that cannot be accounted for by trade lane are not included. Cross-border shopping inflow often does not match with physical parcel flows due to commercial and supply chain drivers.

²Includes Russia and Turkey.

³Includes India.

II. Merchant Action Points for Each Trend

Trends are only useful if you know how to act on them. It's not enough to recognize that mobile shopping or BNPL is growing — the real advantage comes from turning those insights into concrete steps for your store. That's why we've outlined clear action points for each trend.



Mobile-First Shopping

Make a mobile-optimized experience your top priority. In 2025, most shoppers will arrive through their smartphones — and they expect fast, smooth, and intuitive browsing.

Start by auditing your site's speed and layout on various mobile devices. Tools like **Google PageSpeed** Insights or **Lighthouse** can help identify performance issues that need fixing. Simplify the checkout process by reducing the number of steps and enabling guest checkout. Adding one-tap payment options like **Apple Pay** or **Google Pay** can also significantly boost conversion.

Navigation matters just as much. Use clean, collapsible menus and large, touch-friendly buttons to make browsing effortless. If possible, consider implementing a Progressive Web App (PWA) for an app-like mobile experience that loads faster and works offline. Stick to mobile-first design principles: prioritize vertical scrolling, use compressed images for quicker load times, and make sure your CTAs are easy to find and tap.

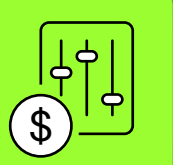
Lastly, run regular usability tests to ensure everything—from homepage to checkout—is working as expected on mobile. These small adjustments can make a big difference in your BFCM performance.



Buy Now, Pay Later (BNPL)

Integrate BNPL services (e.g. Klarna, Afterpay, Affirm) into your payment workflow so customers can split purchases into installments without hassle. Prominently display “buy now, pay later” availability on product pages and during checkout, as a reminder, can nudge indecisive shoppers to complete the sale. In practice, offering BNPL not only appeals to budget-conscious customers but also boosts average order values while reducing cart abandonment.

Make sure your eCommerce platform supports popular BNPL providers (or use plugins). Finally, coordinate with your operations team on handling BNPL orders – from inventory reservation to managing returns – so that the post-purchase experience remains smooth for installment buyers.



Personalization and Dynamic Pricing

Use customer data and AI tools to tailor content, product recommendations, and offers to each shopper. eCommerce personalization – from segment-based homepages to AI-driven product picks – can significantly lift sales and loyalty.

Audit your store for opportunities to add personal touches: show browsing-history-based recommendations (“You might also like...”), use dynamic homepage banners for returning vs. new visitors, and personalize email campaigns by customer segment. These efforts, supported by modern eCommerce platforms or apps, drive engagement and repeat purchases by making customers feel understood.

Consider adopting dynamic pricing strategies to stay competitive and maximize revenue. This approach is fast becoming a staple of modern eCommerce; in fact, **about one in five companies in North America** and Europe was already using dynamic pricing by 2021 (with more joining every year).

Start by identifying products that would benefit from this approach. For example, you can mark down high-stock items to boost sales volume, or apply a premium to limited-stock products that are in high demand. Once you know your candidates, use pricing tools or rules in your platform to automate these adjustments within clear guardrails. This way, you’re not reacting manually but proactively shaping demand.

When executed carefully, dynamic pricing paired with personalization does more than drive conversions. It also builds trust by making your offers feel timely, relevant, and transparent.



AI-Assisted Shopping (Chatbots, AR, Voice Search, etc.)

To implement this, identify products that benefit most from visualization (furniture, fashion, cosmetics, etc.) and explore plugins or platform features that support 3D models or AR previews (Shopify's built-in AR capability is one example).

Invest in creating quality 3D models of your products and add an AR "View in Your Space" or "Virtual Try-On" button on relevant product pages. This operational upgrade can also reduce returns (since shoppers know better what to expect) – a win for both sales and your bottom line.

Likewise, keep an eye on emerging AI-assisted tech like visual search (letting customers search by uploading an image) and even **voice commerce** for purchasing. This will ensure your site's architecture is flexible (headless commerce or API-driven platforms) and make integrating these innovations easier as they become standard.



Ethical and Sustainable Buying

Audit your supply chain and product catalog for sustainability and make those efforts visible to shoppers. If you use eco-friendly materials, carbon-neutral shipping, or ethical labor practices, highlight it on your site. For instance, add badges or icons for **“Organic”**, **“Fair Trade”**, **“Recycled Packaging”**, etc., on product listings.

You can also implement green initiatives, such as offering carbon offset options at checkout or using minimal, recyclable packaging – gestures that resonate with ethically minded buyers. When planning marketing campaigns (especially around the holiday season or BFCM), weave in your sustainability story: for example, run a **“Green Friday”** promotion or donate a portion of sales to environmental causes to engage shoppers who care.

Beyond that, create a dedicated page or section that explains your brand’s commitment to sustainability and ethical sourcing. Shoppers increasingly visit these pages to inform their buying decisions, and the more transparent you are, the more trust you’ll build. The key is authenticity—modern consumers can quickly spot greenwashing. Back up your claims with real actions: certifications, third-party audits, or partnerships with known environmental organizations.

When you align your store’s content, product experience, and marketing with your values—such as running “Green Friday” promotions or offering carbon offset options at checkout—you not only attract a growing segment of eco-conscious buyers but also reinforce long-term brand credibility and loyalty.



Social Commerce and Livestream Shopping

Meet your customers where they scroll. Shoppers no longer wait to find you on your website — they expect to buy directly where they spend their time. Platforms like Instagram, Facebook, TikTok, and Pinterest now let you sell straight from posts and videos, turning casual browsing into instant purchases.

For merchants, this means expanding beyond your storefront. Your product catalog must be synced to each social shop and updated in real-time, including pricing, stock levels, and descriptions. Consistency across platforms builds trust and reduces abandoned carts.

Just remember: **tailor your content to the platform.** Use lifestyle photography and UGC on Instagram, short-form video on TikTok, and communities on Facebook to spark conversation. Each format builds social proof and deepens trust in your products.

The outcome is a unified shopping journey across every channel your customers use — exactly what they expect in 2025.



Cross-Border Shopping

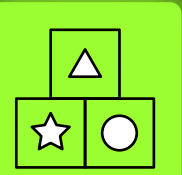
To get the most out of cross-border demand, **make your eCommerce store welcoming to international customers**. Start with the basics: offer multiple currency display or auto-currency conversion so shoppers can view prices in USD, EUR, GBP, etc.

Implement **popular global payment options** (credit cards, PayPal, and region-specific methods like Alipay or Klarna, depending on your target markets) – lack of a familiar payment method is a common cause of drop-off. Be upfront about shipping costs, times, and any import duties – surprise fees on delivery are a quick way to lose trust.

If possible, consider a **duty-prepaid shipping option** or use services that show all-inclusive pricing to the customer at checkout. Providing **reasonable (or free) international shipping thresholds** can entice foreign shoppers to hit that free shipping cart value. For customer service, have clear information on international returns and consider providing support in English plus any other key languages for your audience.

III. Predicted Top Product Categories for BFCM 2025

Backed by current market data and shifting consumer habits, the following product categories are projected to dominate BFCM 2025. From seasonal demand to emerging trends, these segments reflect where shoppers are most likely to spend their time.



Kid's Toys

As the holiday season approaches, demand for children's toys consistently rises. And in this BFCM 2025, STEM and sensory toys are two specific subcategories expected to grow sharply.

STEM toys (Science, Technology, Engineering, and Mathematics) are gaining traction with parents seeking educational and engaging gifts. The global STEM toys market was valued at USD 1.20 billion in 2024 and is projected to reach USD 1.83 billion by 2030, growing at a 7.2% CAGR (Grand View Research, 2024).

Alongside this, sensory toys are also in high demand. Driven by increased awareness of sensory processing needs and neurodiversity, these toys offer both therapeutic value and broad market appeal.

High-potential toy categories for BFCM 2025 include:

- Sensory fidget toys and tactile tools
- Building sets (LEGO, magnetic tiles, engineering blocks)
- Pretend play sets (kitchens, doctor kits, tool benches)
- Remote-controlled cars, drones, and robots
- Educational board games and puzzles
- Arts & crafts kits (painting, DIY slime, jewelry making)



Christmas Items

Seasonal items tied to Christmas continue to generate strong sales during BFCM. In 2024, shoppers in the U.S. anticipated spending over \$1,000 on average during the holiday season, with more than one-third planning to begin shopping in November (Statista, 2024).

High-potential toy categories for BFCM 2025:

- Christmas stockings
- Holiday ornaments
- Greeting cards
- Gift wrapping paper

Products with personalized, sustainable, or themed variations are likely to attract higher interest.



Fashion

Fashion remains a core driver of BFCM sales, but the market is becoming increasingly values-driven. This opens great opportunities for sellers offering products made from organic cotton, recycled fabrics, or those packaged with minimal waste.

Seasonal products like matching family pajamas and holiday-themed sweaters are also expected to perform well. These items are both giftable and timely, aligning closely with the spirit of the season.

BFCM 2025 is expected to see strong demand for fashion items such as:

- Matching family pajamas
- Holiday sweaters and novelty jumpers
- Eco-friendly loungewear
- Minimalist capsule wardrobe sets
- Thermal leggings and base layers
- Personalized T-shirts



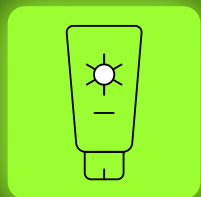
Electronics

Among U.S. consumers planning to shop online during Black Friday and Cyber Monday, electronics ranked as the top product category. A similar trend was observed in European markets, such as Italy and France, where shoppers also prioritized electronics purchases (Statista, 2024).

Shoppers are highly motivated to find tech deals, with Cyber Monday emerging as the prime day for online electronics promotions. Deep discounts were especially notable in categories like wearables, gaming gear, and mobile devices SKUs on major platforms like Amazon, Walmart, Target, and Best Buy (DataWeave, 2024).

What's more, while these core products remain top choices, several niche segments have seen a notable increase in revenue, including:

- Audio accessories (e.g., wireless earbuds, headphones)
- Smart home devices
- Gaming equipment and accessories



Beauty and Personal Care

The beauty industry continues to benefit from growing consumer interest in clean, natural, and plant-based products; with 63% of U.S. consumers now seeking beauty and personal care items made with natural ingredients (CleanHub, 2023).

High-potential products for this BFCM include:

- Organic face masks and skincare
- Sulfate-free shampoos
- Vegan or plant-based cosmetics

Also, the male grooming sector is seeing rapid growth, as more men adopt personal care routines. Items such as facial cleansers, hair styling products, and skincare sets tailored for men are gaining momentum.

Your 30-Day BFCM Readiness Checklist

— 3 Steps to Maximize Results

BFCM 2024 wasn't just big – it was faster and more competitive than ever. Shoppers moved from browsing to buying in minutes, with mobile dominating sales and AI influencing purchase decisions. In 2025, expect the pressure to build even earlier, as more brands fight for the same attention in a shorter window.

Time is limited before BFCM, and preparation windows vary – some brands start months in advance, others only weeks. What matters is having a structured approach. This checklist gives you the exact steps to optimize your store, streamline operations, and expand your reach, so you're not scrambling when the rush hits.

Phase 1: Store Optimization — Migrate, Build & Optimize for Peak Performance

Phase 1 of your BFCM preparation focuses on **store optimization** – the foundation for maximizing performance during the busiest shopping season of the year. Before you can drive sales, your store must be fast, reliable, and user-friendly, capable of handling traffic spikes without losing customers or revenue. Make sure your platform is scalable, your data is intact, and your website design and checkout process are optimized for both speed and conversion.

In this phase, we'll guide you through every essential step to make your store's infrastructure and design **BFCM-ready**. Keep scrolling for:

- Ensure your platform can handle BFCM traffic surges (migrate if needed)
- Migrate product, customer, and order data without SEO loss
- Upgrade store design for mobile-first conversions
- Optimize checkout for speed and simplicity
- Install conversion boosters: urgency timers, product bundles, trust badges



Ensure Your Platform Can Handle BFCM Traffic Surges

Black Friday and Cyber Monday bring more than just a short-term boost in traffic; they create a full-scale stress test for your store's infrastructure. The total traffic received during this season has grown significantly, reaching a total of 156 million clicks on 62 million page views.

26M

SESSIONS

62M

PAGE VIEWS

1.2M

CONVERSIONS

156

EVENTS (CLICKS)

As a result, if your platform isn't ready to handle that surge, the rest of your planning could fall apart. A slow or unresponsive site will drive potential customers away in seconds. In fact, users are 32% more likely to leave your site as the page load time increases from 1 to 3 seconds. Especially during a sale period like BFCM, when urgency and competition are both at their peak, even a brief delay can cost you thousands in lost revenue, abandoned carts, and missed opportunities.

The good news is, improving speed and stability doesn't require a complete overhaul. In many cases, simple optimizations, such as upgrading hosting and enabling caching, are often enough to handle a moderate increase in traffic, and they can be implemented quickly.

Here's what you can do to improve speed and stability:

- Upgrade your hosting plan to one that offers better resources.
- Enable caching and compression (e.g., GZIP, browser caching) to reduce server load.
- Add a CDN (Content Delivery Network) to speed up content delivery across regions.
- Audit and remove unused plugins or apps that slow down your store.

However, if your platform is outdated, limited in scalability, or frequently unstable, then these improvements may not be sufficient. In that case, migrating to a more reliable, high-performing platform becomes the most strategic move you can make.

In the next section of our ebook, we'll cover everything you need to know about migrating your essential data to a new destination.

Migrate Product, Customer, and Order Data Without SEO Loss

When migrating to a new eCommerce platform, one of the most critical steps is ensuring that your product, customer, and order data transfer smoothly without compromising your SEO efforts. A poorly executed migration can lead to broken links, lost metadata, or missing product details. These issues can harm your site's visibility and result in lost organic traffic. This loss can directly impact your sales, especially during peak periods like BFCM, since customers cannot find your website on search engines.

To avoid this, consider following these steps to safeguard your SEO:

- Make a complete backup of your store, including all product data, customer information, orders, and SEO settings.
- After migration, test key pages for broken links, missing metadata, and page speed performance.
- Ensure that all URLs from the old store are redirected to the corresponding pages on the new store to maintain link equity.
- Verify that your tracking codes (e.g., Google Tag Manager) are intact after migration.

With that being said, SEO-safe migration may involve technical aspects that are outside of your expertise, and one misstep could result in lost visibility on the SERP. Instead of juggling with complex manual import procedures, let LitExtension, the #1 eCommerce Migration Expert, handle it for you with our Automated migration and All-in-One migration service. Each package is packed with unique features to help you switch platforms with no technical skill required.

First, our Automated Migration package is designed for businesses that want a fast and straightforward migration with minimal effort. By opting for this package, you'll get access to our state-of-the-art data migration tool to automatically transfer all your essential data stress-free. With our 3-step wizard, you can navigate through the whole migration project confidently and securely. The best part? If your store has fewer than 100 entities per type (products, customers, and orders), you can make the platform switch completely for FREE.

Additionally, if your store has specific requirements that our standard package can't accommodate or you want a hands-off approach to data migration, we also offer the All-in-One migration service that can be tailored to your specific business needs. Our experts will work alongside you to craft a personalized migration plan that aligns with your business goals and assist you throughout the entire migration project, from start to finish. With our help, you can rest assured that your data will be transferred seamlessly with no downtime and minimal risk.

Take the stress out of migration with LitExtension.

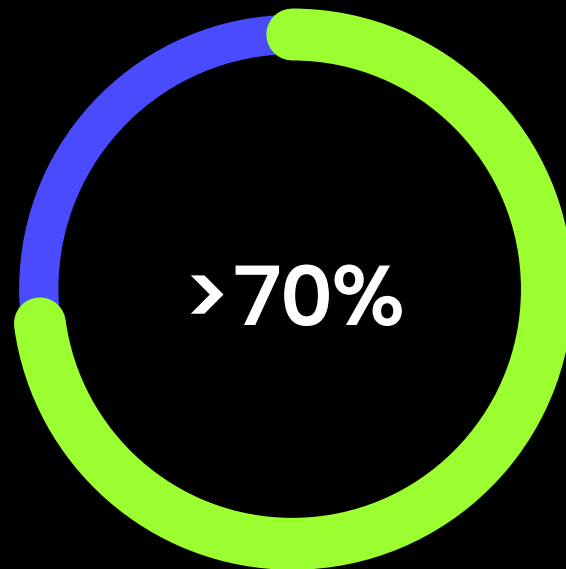
We guarantee to deliver a secure and stress-free migration project for you. Plus, for a limited time, you can enjoy 5% off our All-in-One Migration service using our code below.



Claim your discount now: **LITEBFCM5**

Upgrade Store Design for Mobile-First Conversions

Now that your migration is complete and your site's infrastructure is prepared for the surge, the next challenge is ensuring shoppers actually convert once they land on your store.



- ▶ According to Salesforce data, during BFCM 2024, more than 70 percent of orders were placed on mobile devices. Yet, many stores still lost potential buyers before they even reached a product page. The biggest issue was not only speed but also designs that did not fit the way people shop on smaller screens.

As eCommerce store development experts, we at **LitOS - Top-tier Shopify Agency Partner** have observed that the mobile designs that convert best during BFCM consistently share three key essentials:



Hook shoppers on the first screen

Shoppers decide almost instantly whether to stay or leave. A clean hero banner with one standout offer, tap-friendly buttons, and quick access to bestsellers keeps them engaged. Crowded layouts or competing messages slow that first impression and make the back button more tempting.



Simplify product cards for quick decisions

Menus and filters should also be easy to tap and simple to use on mobile. That's why you should design them for one-handed use, with key categories and filters placed where thumbs naturally rest. Expandable top-of-page menus reduce the need for endless scrolling, keeping the focus on discovering products rather than navigating the interface.



Simplify product cards for quick decisions

When screen space is limited, every element on a product card must earn its place. Price, main benefit, and an add-to-cart button should be visible without extra clicks. Swipeable images directly from the listing view allow shoppers to compare colors, styles, or variations in seconds, which is crucial for keeping their attention before they bounce.

During peak BFCM traffic, shoppers are not browsing for long. They want to **find, evaluate, and buy in as few taps as possible**. Even a small obstacle, like a hidden call-to-action or an oversized pop-up, can lead to lost sales. At LitOS, we recommend our clients design mobile-first storefronts that remove these roadblocks, so every visit has the best chance to convert.

Get BFCM-ready on Shopify – Now 10% off with LitOS!



If you're selling on Shopify, LitOS helps you optimize your storefront for peak conversions with urgency timers, bundles, and trust signals.

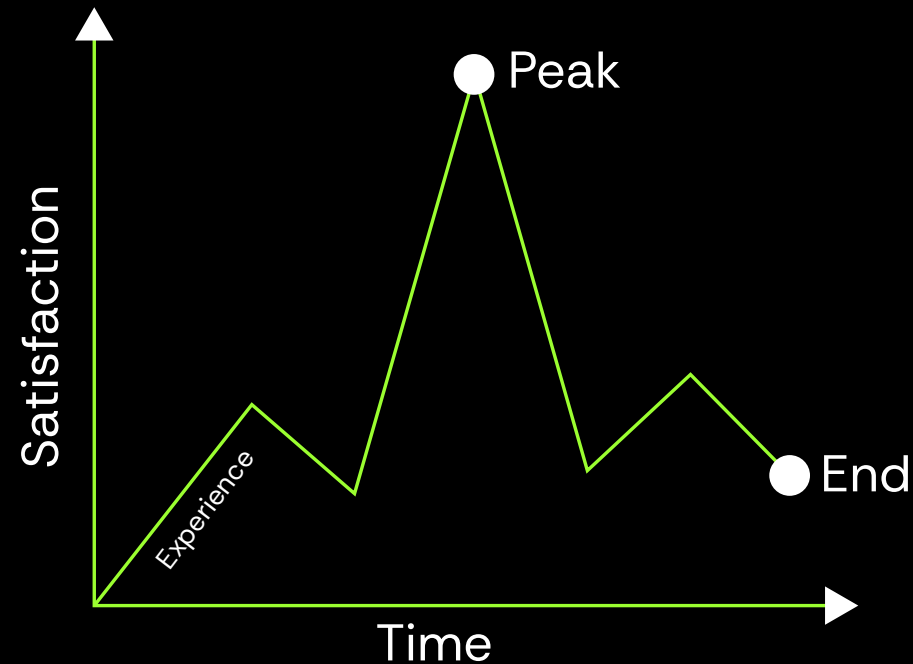
Claim your Shopify offer now: **LITOSBFCM10**

Optimize Checkout for Speed and Simplicity

We have seen during BFCM that a **slow or complicated checkout is one of the fastest ways to lose a customer**. High-intent shoppers are ready to buy, but every extra step increases their likelihood of dropping off, especially on mobile.

In 2024, BFCM coincided with payday for many shoppers, creating a more intense and condensed sales window. This resulted in sharper peaks in activity, with Checkout.com reporting the busiest sales hour between 9:00 and 10:00 a.m. local time on Black Friday in the UK. Saturday, November 30th, was the busiest shopping day of the weekend, with the global peak minute occurring at 3:10 a.m. EST on Friday, November 29th (Block/Square & Clearpay). During these concentrated surges, hundreds or even thousands of customers can be in checkout at the same time, and any slowdown risks losing them.

When preparing stores for BFCM, we recommend focusing on making the checkout process as quick and effortless as possible. This means:



- Reducing steps so orders can be completed in one or two screens.
- Enabling express payment options like Apple Pay, Google Pay, or Shop Pay to skip form-filling entirely.
- Removing unnecessary fields and only asking for the information needed to process the order.
- Testing across devices to make sure the process is smooth for both mobile and desktop users.
- Prioritizing speed so pages load instantly, even during peak traffic surges.

In past BFCM projects, we've helped merchants boost conversions simply by removing friction at checkout. When buyers can move from cart to confirmation in seconds, they are far less likely to abandon the purchase, even during the busiest moments of the sale.

Install Conversion Boosters: Urgency Timers, Product Bundles, Trust Badges

BFCM 2024 proved that speed is not the only factor in success. **The right signal at the right moment can trigger instant action.** That might be a countdown timer pushing a limited-time discount, a strategically placed bundle that clearly adds value, or a trust badge that gives a first-time buyer the confidence to click “Buy.”

That is why, when LitOS helps merchants plan store development or integrate features for peak seasons like BFCM, we make sure urgency timers, product bundles, and trust badges are built into the experience from day one. These are not just nice-to-have add-ons. They are psychological triggers that turn high traffic into high conversions when decision-making is at its fastest.

From our BFCM work across industries, we’ve found that the most effective conversion boosters fall into three core ideas:



Use urgency timers to trigger faster decisions

BFCM always has peak times when buyers are in “fast decision” mode, so we add clear countdowns to show when deals expire or stock is almost gone. Placing them above the fold on product and cart pages creates a sense of urgency without overwhelming the shopper. During peak BFCM hours, every second matters when thousands of buyers are on-site at once.



Offer smart bundles to lift order value

Given the dominance of mobile orders during Cyber Week 2024, bundles needed to be easy to spot and add from a small screen. To achieve this, we combine products that naturally complement each other and offer them at a visible discount, strategically placing them at key decision points, such as product pages, the cart, and checkout. As a result, bundles increase average order value by making it easier for shoppers to say yes to more.



Show trust badges to reassure first-time buyers

During BFCM 2024, over 76 million consumers purchased from Shopify-powered brands. More than 16,500 entrepreneurs made their first sale, showing that many shoppers were buying from a brand for the first time. For our clients, we display familiar security icons and guarantees near the “Add to Cart” button and throughout the checkout process. Recognizable symbols build confidence, especially for these first-time buyers navigating a high-speed shopping event.

When built in from the start, urgency timers, bundles, and trust badges not only boost BFCM sales but also create habits that keep customers coming back year-round.

Peak seasons don't wait – and neither should you.



If you're on Shopify, LitOS's QuickLaunch Essentials package can get your mobile-optimized store live in just five working days. You'll have a mobile-optimized storefront, a smooth checkout process, and all the essentials to start selling from day one. No waiting months, no piecing things together – just a ready-to-sell store starting at \$599.

[Launch fast and sell smarter with LitOS →](#)

Phase 2: Operations — Perfect Your Product Listings Before the Rush

You've optimized your storefront. Now, it's time to make sure your products are **discoverable, consistent, and error-free** wherever shoppers find them. Operations is where things often fall apart during BFCM: inaccurate listings, mismatched prices, or oversold stock can undo weeks of preparation. With shoppers moving quickly and algorithms deciding which listings to surface, **well-structured product data becomes your competitive advantage**.



Audit Product Titles, Descriptions, and Images for Clarity & SEO

During BFCM, every second counts. Shoppers don't read — they scan. A vague title or grainy image makes them bounce before they even consider your offer. In 2024, more than two-thirds of abandoned searches on marketplaces were linked to incomplete or unclear listings. That's revenue slipping through your fingers.

If your titles are stuffed with keywords, or your product photos look like an afterthought, you're handing customers to your competitors. Remember, in the chaos of BFCM, buyers aren't comparing slowly — they're deciding in seconds.

Action plans:

- Keep titles sharp with clear brand, product type, and key features. No fluff.
- Use descriptions that focus on benefits first, followed by specifications second.
- Clean backgrounds plus at least one lifestyle photo.
- Make sure the same keywords appear in titles, bullets, and metadata.
- Follow each platform's listing guidelines (e.g., image sizes, word count, banned terms) to avoid search suppression or visibility issues.

Standardize Pricing, Categories, and Attributes

BFCM shoppers are ruthless. If they see your product at one price on your website and another on Amazon, they'll hesitate — and hesitation is fatal during Cyber Week. Even small mismatches in categories or attributes can cause your listing to be excluded from the relevant search results. The end result? Lost visibility, lost trust, lost sales.

It's easy to see how this happens. You tweak a price on Shopify, forget to update it on eBay, or use the wrong category on Google Shopping. Multiply that across dozens or hundreds of SKUs, and the cracks show fast. Marketplaces will flag inconsistencies, and shoppers will simply click away.

Action plans:

- Keep a single source of truth for pricing and product data.
- Map categories carefully to each marketplace's structure.
- Standardize attributes such as size, color, and material to ensure filters function correctly.
- Apply channel-specific price rules — for example, automatically raising prices on marketplaces with higher fees, while keeping your website slightly cheaper to encourage direct sales.

Sell smarter across every channel



Managing listings across multiple marketplaces manually is slow and error-prone, especially during BFCM. LitCommerce simplifies everything.

- Free advanced editor for titles, descriptions, and images — synced to 20+ top marketplaces.
- Bulk edit pricing, categories, or attributes with platform-specific rules (e.g. discount on TikTok, custom titles on Etsy).
- Built-in guideline checks ensure your listings meet marketplace standards and stay searchable.
- Update once — and your changes reflect instantly across all channels. No manual rework.
- Fewer mistakes, faster workflows, and listings that stay BFCM-ready at scale.

This BFCM, save even more:

[Get 20% off our yearly Multichannel Listing plan.](#)

[Free Plan Available →](#)

Schedule Seasonal BFCM Listings in Advance

BFCM is chaos in motion. Deals flip live at midnight, traffic spikes instantly, and shoppers expect everything to just work. If you're still uploading listings or updating prices manually when the rush hits, you're already too late. In 2024, sellers who pre-scheduled their campaigns launched nearly **40% faster** than those scrambling in real time — and they avoided the mistakes that come with late-night, last-minute edits.

Think about the cost of a missed update. If your Amazon sale price goes live an hour late while your competitor is already running a flash deal, you've lost the window. Worse, if you change pricing in one place but forget to update it elsewhere, you risk angry shoppers and channel penalties.

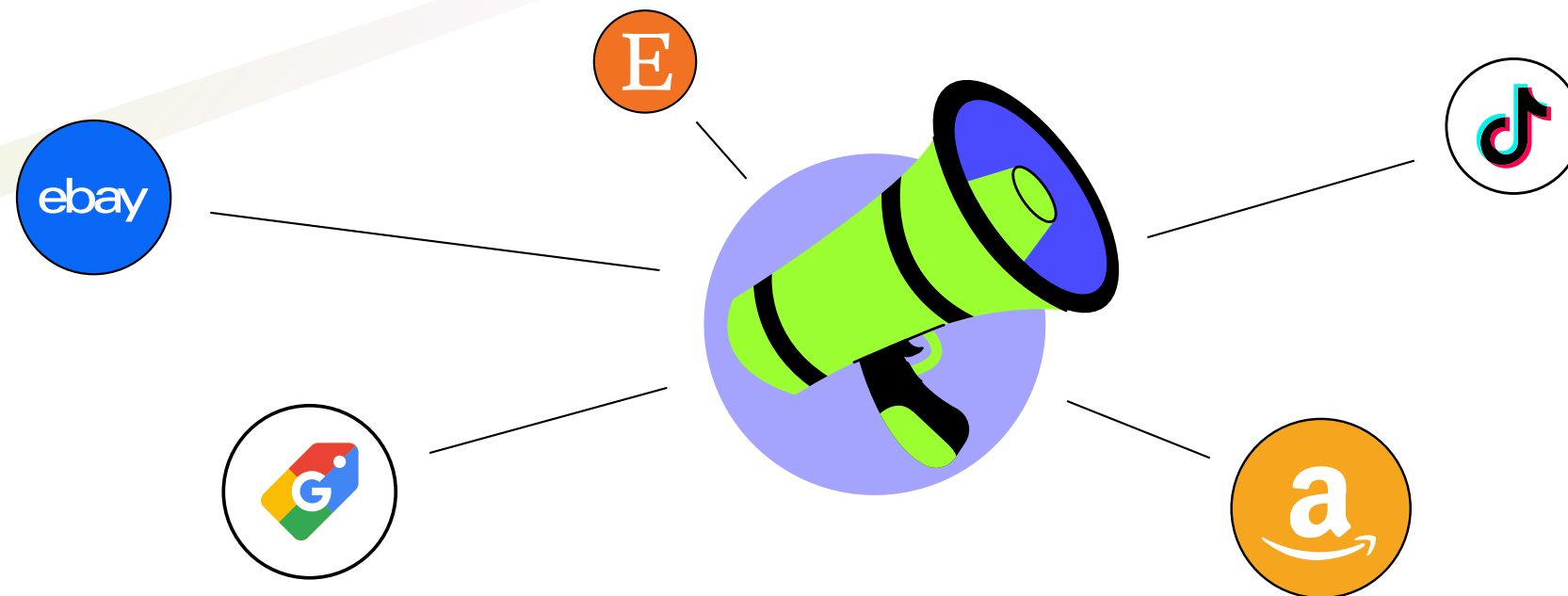
Action plans:

- Prepare your seasonal SKUs, bundles, and discounts weeks before BFCM.
- Pre-schedule listing updates so every platform flips into sale mode at the exact same time.
- Test your setup in advance by running a small promotion to confirm that scheduled changes are triggered correctly.

Phase 3: Sales — Expand to Multiple Channels for Maximum Reach

Now that your store is optimized and your operations are streamlined. As multi-channel shopping (Klaviyo, 2025) becomes a habit for today's consumers, limiting your presence to a single platform means leaving sales on the table. If you're already selling across multiple marketplaces, that's great. If not, there's no time like the present to expand and gain that crucial advantage heading into BFCM.

In this phase, we'll show you how to list faster, sync smarter, and promote better, so you can maximize visibility, drive conversions, and stay ahead of the competition across every channel that matters.



Identify High-Potential Sales Channels

“Which ones are worth my time and investment?”. This question undoubtedly arises as you begin expanding to more channels.

Among top-performing options, **Amazon, TikTok Shop, eBay, and Etsy** consistently lead as high-opportunity channels for Shopify, Wix, WooCommerce, and Squarespace store owners (LitCommerce multichannel selling tool, 2025).

But channel performance is closely tied to product fit, audience behavior, and vertical-specific trends.

The key is knowing which marketplaces align with your niche, so you can prioritize where to expand, without wasting resources.

Below is a quick comparison table for these 4 platforms, based on current market data, to help you make informed decisions.

Marketplace	Overview	Strength	Cost structure	Best-selling product niches
Amazon	The world's largest online marketplace with massive reach across nearly every product category. Ideal for scaling fast.	Unmatched traffic, strong buyer intent, access to Prime shoppers.	<ul style="list-style-type: none"> ■ Selling fees: 8–15% per item. ■ Monthly Pro plan: \$39.99. ■ FBA fees apply if fulfilled by Amazon. 	<ul style="list-style-type: none"> ■ Echo and Fire TV devices ■ Beats headphones and earbuds ■ Samsung TVs ■ Barbie toys ■ Beauty and skincare devices
TikTok Shop	An integrated social commerce platform where users can discover and buy products without leaving the app.	High engagement through short-form video, influencer-driven discovery, growing Gen Z audience.	<ul style="list-style-type: none"> ■ Commission: 2–5% depending on category. ■ No monthly fees. 	<ul style="list-style-type: none"> ■ Beauty & personal care ■ Fashion (womenswear & underwear) ■ Fashion accessories ■ Home supplies (small décor and home essentials) ■ Phones & electronics
eBay	A well-established global marketplace known for auctions and fixed-price listings. Popular for electronics, collectibles, and refurbished items.	Strong in used, vintage, and hard-to-find goods. Great for flexible pricing strategies.	<ul style="list-style-type: none"> ■ Final value fees: 10–15% ■ Insertion fees after free monthly listing limit. ■ No mandatory monthly fee. 	<ul style="list-style-type: none"> ■ Health & beauty products ■ Pet supplies ■ Home organization and décor ■ LED strip lights ■ Bedsheets and linens
Etsy	A niche marketplace focused on handmade, vintage, and craft-based goods. Excellent for personalized or artistic products.	Loyal customer base, niche targeting, strong community support.	<ul style="list-style-type: none"> ■ Listing fee: \$0.20 per item. ■ Transaction fee: 6.5%. ■ Optional ads and offsite ad fees (12–15%). 	<ul style="list-style-type: none"> ■ Home décor ■ Jewelry & custom accessories ■ Greeting cards, craft supplies, and stationery ■ Vintage & nostalgic gifts ■ Nature-inspired & eco-friendly items

Once you've identified which marketplaces align with your niche and products, register and optimize your seller accounts per each platform's guidelines.

Publish Product Listings to New Channels

Now let's start listing your products across these marketplaces

Action plans:

- **Prepare product data** (titles, descriptions, images, pricing, inventory) in a spreadsheet or folder for faster upload.
- **Manually list each product** following the platform's listing format and optimization best practices.
- **Double-check consistency** in pricing, titles, and inventory across all channels.

If you're only dealing with 10 – 20 SKUs, listing manually on a couple of platforms might be manageable. It may take a few days, but it's doable.

However, once your catalog grows to hundreds or even thousands of products, manual listing is no longer just time-consuming, it becomes a serious operational bottleneck.

Here are some thought-provoking problems you might encounter:

- Wasted time duplicating product information across platforms
- Higher risk of human error, such as pricing or inventory mismatches
- Inconsistent branding and formatting across marketplaces
- No centralized update system, changes need to be repeated for every channel
- Lack of scalability as you grow into more platforms

To simplify this process, we recommend using a dedicated tool like LitCommerce multichannel listing tool, designed to help sellers like you expand faster and smarter.

Action steps (automatically with LitCommerce):

- **Connect your eCommerce platform** as the primary store, and your product data will be automatically imported into LitCommerce.
- **Link your preferred sales channels.**
- **List products** quickly and easily using LitCommerce's free advanced listing features.
- **Enable real-time syncing** for price, inventory, and order details, allowing updates to occur instantly across all connected marketplaces.

Automate Inventory & Order Syncing to Save Time

During high-traffic events like BFCM, inventory and order management is critical. With sales volumes spiking in a short window, even a slight delay or mistake can lead to overselling, stockouts, or missed fulfillment deadlines.

And when you're selling across multiple channels, the challenge only multiplies. Manually tracking orders from each platform is not scalable or sustainable.

Here's what you need to ensure:

- Inventory is updated in real time to avoid overselling.
- Fulfillment stays on schedule regardless of sales volume.
- Your team isn't tied up manually copying and pasting order details.

Use Product Feeds for Ad Campaigns and Retargeting

Once your order syncing is running smoothly, the next step is to drive more traffic to those listings, and that starts with smart advertising.

BFCM may bring more buyers, but it also brings more competition. The brands that win are the ones that show up early and everywhere, across search engines, social media, comparison sites, and marketplaces.

To do this effectively, you need more than a good product page. You need a product feed.

A product feed (also called a shopping feed or data feed) is a structured file, typically in **CSV, TXT, or XML** format, that contains all essential product information like title, description, price, availability, image link, and more.

It's the foundation for running high-performing ad campaigns across platforms like Google Shopping, Meta Ads, Pinterest, and more. Each of these platforms has different formatting requirements, which is why managing feeds manually can become overwhelming quickly.

The more SKUs you manage, the more this becomes a manual headache, unless you automate it.

To create an effective product feed:

- Export accurate, up-to-date product data from your main store.
- Format the data to meet each platform's specific ad requirements.
- Ensure titles and descriptions are optimized for search.
- Keep inventory and pricing in sync to avoid disapproved listings.
- Update the feed frequently to reflect real-time changes.

Get in front of more shoppers this BFCM - for FREE, FOREVER!



In addition to the multichannel selling tool, **LitCommerce also offers a product feed management tool** that helps you create, optimize, and sync your feeds:

- **2,500+ templates for 300+ channels** from top-global search engines, comparison sites, to social channels.
- Export feed in multiple formats: **CSV, RSS, TXT, XML, or JSON**.
- Customize product data, set rules for pricing, titles, and stock, etc.
- Auto detect errors to meet platform's requirements.
- Schedule feed updates, no duplicate work.


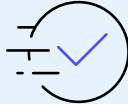
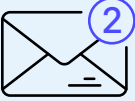



Now available with a FREE FOREVER PLAN, includes up to 50,000 SKUs, 10 active feeds, daily sync, and no credit card needed.

As an all-in-one tool to list, manage, and advertise products from a single dashboard, you can streamline your entire multichannel selling process with LitCommerce.

Claim FEED FREE FOREVER plan today!

The Final 7-Day Countdown to BFCM 2025

The last week before BFCM is where preparation turns into execution. This is the most critical stretch, when small details can make a big impact, and last-minute issues can either be resolved or become missed opportunities.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
17	18	19	20	21	22	23
	BFCM preparation			<ul style="list-style-type: none">Double-check inventory levels across channelsConfirm fulfillment timelines	 <ul style="list-style-type: none">Finalize & test all discount codes and promotions	 <ul style="list-style-type: none">Review your website for speed and performance
24	25	26	27	28	29	30
 <ul style="list-style-type: none">Send teaser emailsPost countdown on social channels	 <ul style="list-style-type: none">Review ad creatives and campaign budgets	 <ul style="list-style-type: none">Reconfirm payment gateways and backup options	 <ul style="list-style-type: none">Final check on listings, feeds, and store UX	Black Friday		
1						
Cyber Monday	Post BFCM: wrap-up & retarget					

Conclusion

Your End-to-End BFCM Growth Stack

Black Friday and Cyber Monday 2025 will be faster, more competitive, and more rewarding for the merchants who prepare the right way. Success isn't about chasing one-off tactics — it's about building a growth stack that keeps your store optimized, your operations smooth, and your sales channels firing on all cylinders.

That's exactly what this playbook has guided you through:

- Store Optimization (LitExtension + LitOS) – build a reliable, mobile-first store that's fast, scalable, and BFCM-ready.
- Operations (LitCommerce) – perfect your product listings, sync inventory, and manage feeds with confidence.
- Sales (LitCommerce) – expand into multiple channels, tailor promotions, and maximize reach without multiplying the workload.

Together, these three solutions give you an end-to-end system to win BFCM — not just this year, but every year.

 litextension ×  litCommerce ×  litos

Thanks
for reading!