

**Wunderkind**

# The Message Map: Winning BFCM Texts in the Wild

*A Treasure Trove of High-Performing  
Campaigns Spotted Across the Seven Seas*



# Why Set Sail with Text This BFCM?

Hoist the sails and ready your spyglass, matey—Black Friday and Cyber Monday’s digital seas are teeming with treasure for brands bold enough to chart a clever course!

This lookbook is your treasure map, packed with the latest marvels from the SMS and MMS horizon. Whether you’re a seasoned captain or a fresh-faced deckhand in the vast world of text marketing, you’ll find proof within that text is the fastest ship in any marketing fleet—delivering offers to your customers’ shores faster than a cannonball.

But keep a weather eye open: true gold isn’t claimed by following the crowd. It belongs to those who outmaneuver the armada with urgency, surprise, and a touch of swashbuckling storytelling. Within these pages, you’ll find inspiration fit for a pirate king—tactics to build suspense, earn loyalty, and set your brand charging toward the X that marks the spot (though the secret coordinates remain closely guarded—for now).

So sharpen your cutlass, rally the crew, and prepare to set sail. Untold BFCM treasure awaits—and only the bold who chart the next pages will be ready to claim it!

- **95% of texts are opened within 3 minutes** — your message is the first thing shoppers see on the digital horizon.
- Brands sending **50%+ MMS** saw a **106% higher revenue** share from text compared to SMS-only sailors.
- Shoppers begin their hunt for deals as early as **November 1** — don’t miss the tide.



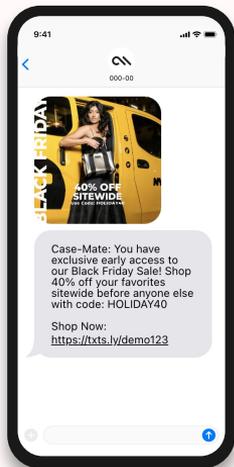
# Client Campaigns That Found Gold

## *Secret Sale for Loyal Crew / Early Access*

Early access texts reward your most loyal customers with first dibs on deals, creating a sense of exclusivity that drives engagement. These messages work especially well when paired with MMS—letting brands showcase products visually while making VIPs feel seen. Whether it's a flash sale or full collection drop, early access gives subscribers a reason to stay opted in. The result? Higher conversions and stronger brand loyalty.

### Treasure Tip:

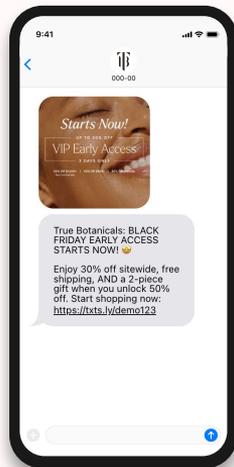
Use MMS to reward your VIPs with early access and make them feel like true insiders.



### CASE • MATE

#### Early Access Sale

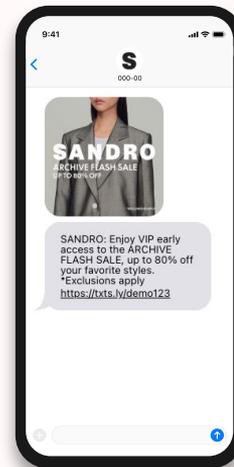
Offered a head start on major discounts to text subscribers. Early access builds loyalty and drives conversions by rewarding customers who opt in.



### TRUE BOTANICALS

#### Exclusive BFCM Offer

Gave VIPs early access to sitewide deals and a free gift set. Early access plus a gift encourages immediate action and makes subscribers feel special.



### SANDRO

#### Early Access + Flash Sale

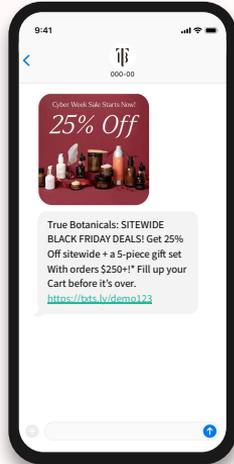
Combined urgency and exclusivity by giving subscribers early entry to a limited-time flash sale. This mix boosts excitement and speeds up purchases.

# Cannon-Fire Sale Announcements

Cannon-fire sale announcements are bold, eye-catching messages that launch your biggest deals with impact. Using MMS lets you showcase products with strong visuals, grabbing attention instantly in crowded inboxes. These blasts work best when timing and creativity collide—delivering urgency and excitement in a single scroll. When done right, they spark immediate clicks and drive serious revenue fast.

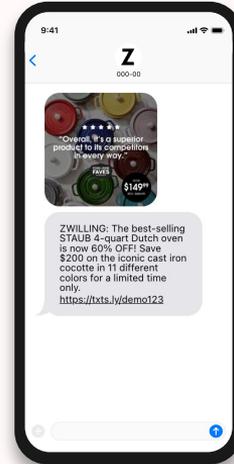
## Treasure Tip:

Launch your best deals with bold, visual MMS to make the biggest splash.



## TRUE BOTANICALS 25% Off + Gift Set via MMS

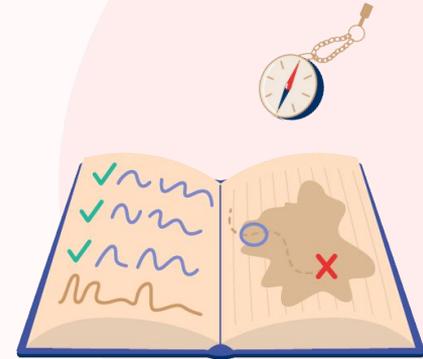
Used a bold, visual message to launch its biggest BFCM deal. Pairing imagery with strong value grabs attention and increases clicks.



## ZWILLING

### “While Supplies Last” Sale

Created urgency by warning that popular items might sell out. This scarcity mindset encourages fast action from shoppers.

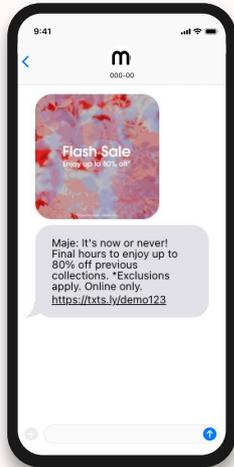


# Final Call from the Crow's Nest

Final call texts are your last chance to reel in hesitant shoppers before a sale ends. These messages use urgency—like “ends at midnight!”—to push customers off the fence and into action. Pairing them with clear, simple CTAs helps drive quick clicks from those who’ve been watching but haven’t yet bought. They’re a proven way to boost conversions in the final stretch of any campaign.

## Treasure Tip:

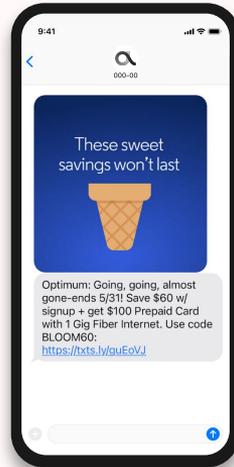
Final-hour urgency with clear CTAs reels in conversions from last-minute lurkers.



**moje**

### 25% Off Ends at Midnight

Last-chance alert right before the sale ended. Countdown messaging is proven to prompt action from procrastinators.



**altice optimum**

### Low Stock Alert

Notified shoppers that items were nearly gone. Low-stock messages convert well because they play on FOMO (fear of missing out).



**Shinesty**

### Last Chance Offer

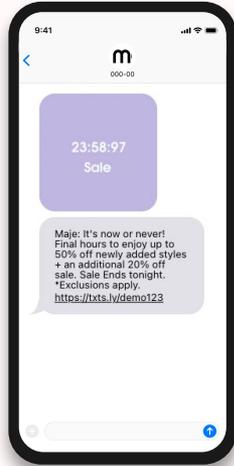
A bold reminder to shop before the deal disappears. Final reminders like this help scoop up lingering buyers.

# X Sunsets Until The Sails Unfurl

Countdown texts build anticipation by letting customers know exactly when a deal starts or ends. Whether it's "3 days to go" or "last call tonight," this tactic keeps your brand top-of-mind and fuels excitement. Deadlines create urgency, helping turn passive interest into fast action. When paired with MMS, countdowns stand out visually and drive higher engagement.

## Treasure Tip:

By adding a countdown clock or deadline, you can create urgency on a promotion.



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### ***Deal with Deadline***

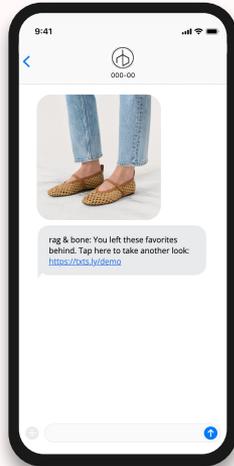
Text included a time-based countdown to drive urgency. When shoppers know there's a clock ticking, they're more likely to act quickly.



# Abandon Ship - Abandonment

## (Cart, Category and Product)

Abandonment texts are designed to bring shoppers back after they've sailed away without making a purchase. Whether they left an item in their cart, browsed a category, or clicked on a product, these reminders use personalized messaging to reignite interest and close the loop. MMS makes these nudges even more effective by showing the exact product left behind. They're a low-lift, high-reward way to recover lost revenue.



rag & bone

### **Cart Abandonment Reminder**

Followed up with customers who didn't complete checkout. These messages recover lost revenue by nudging people to finish what they started.



aquasana

### **Product Abandonment Follow-Up**

Targeted shoppers who viewed but didn't purchase a product. These nudges are effective because they're specific and relevant.

#### **Treasure Tip:**

If a customer has abandoned ship, send a reminder with a shiny image of the treasure they're missing. A well-timed nudge might just bring 'em back aboard!



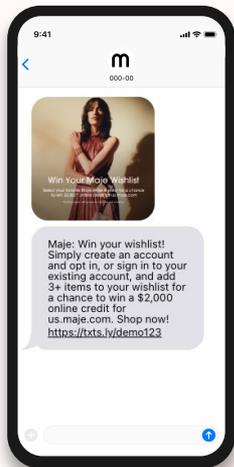
# Lifecycle

## *Beyond the purchase*

Lifecycle texts go beyond the initial sale to keep customers engaged over time—whether it's a thank-you message, a newsletter promotion, or an exclusive VIP offer. These campaigns help build long-term loyalty by showing up with value even when there's no active sale. When tailored to the customer's journey, they deepen relationships and drive repeat purchases. Think of them as the compass that keeps your brand on course all year long.

### Treasure Tip:

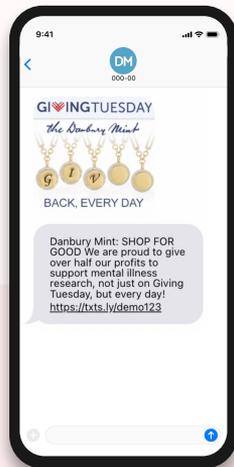
Don't drop anchor after the first sale—keep customers coming back with messages that surprise, delight, and make 'em feel part of the crew!



### maje

#### Ongoing Engagement

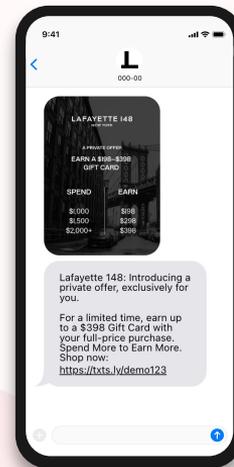
Shared ongoing content, not just sales. Regular messaging helps keep customers engaged between big events like BFCM.



### Danbury Mint

#### Giving Tuesday Message

Tied a promotion to a cause. Campaigns tied to social good can build deeper connections and increase brand trust.



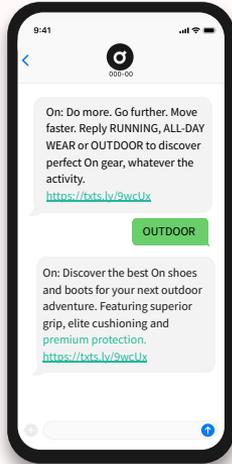
### LAFAYETTE 148 NEW YORK

#### VIP Sale Access

Reserved special offers for top-tier customers. This makes your best customers feel appreciated and more likely to return.

# Interactive

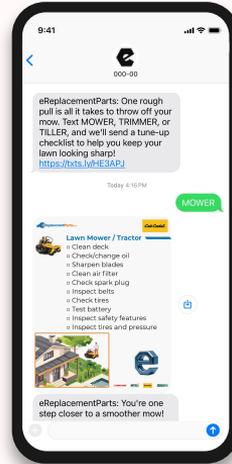
Interactive texts invite customers to engage in real-time—whether it's replying to prompts, choosing their preferences, or exploring on-demand content. These two-way messages make the shopping experience feel more personal and fun, boosting both engagement and conversion. They're especially powerful during BFCM, when standing out from the crowd is key. The more involved the customer feels, the more likely they are to stick around and buy.



no

## Interactive Call & Response

Used auto-replies and on-demand messaging to engage shoppers. Interactive texts feel personalized and fun, boosting loyalty.



eReplacementParts  
Fixing Things Makes Sense™

## Conversational Text Experience

Allowed customers to reply and get help directly. This improves the shopping experience and drives higher satisfaction.

### Treasure Tip:

Give your customers a say in the voyage! Let 'em reply, vote, or chart their own course—aye, the more they steer the ship, the more likely they'll spend their gold aboard it.



# Campaigns to Add to Your Treasure Chest

Pirate Move	Real-World Example	Why It's Solid Gold
Countdown to the Loot	"Only 3 days until the treasure chest opens..."	Builds suspense
Treasure Map (Weekly Shopping Guide)	Top items on sale each week	Keeps shoppers engaged
Flash Sales	"24 hours only! Tap for 30% off!"	Short-term urgency fuels clicks
Winback Parrot Squawk	Reach lapsed subs with a strong hook	Rekindles old flames
Lost Treasure Alerts (Abandonment)	"That cozy sweater you eyed? 10% off now."	Personalization = conversion

## Crafting MMS Gold:

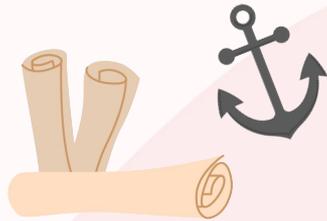
- Keep files under **250KB**
- Use motion (GIFs), beauty (branded design), and brevity (value upfront)
- Send just past the hour (e.g. :15 or :45) to steer around heavy traffic seas



# Set Yer Sails Before The Tide Rises

Looking to strike at just the right moment with your text messages this BFCM? Keep in mind—shoppers start their serious holiday hunting as early as November 1st, with many browsing even before that. To stay ahead of the tide, make the most of MMS early in November to key your brand top-of-mind.

**Download a calendar for the whole holiday season. [See the Calendar](#)**



November						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Oct 26 Trending On Sale	Oct 27	Oct 28	Oct 29 Winback	Oct 30	31 Halloween Sale	1 List Growth Recurring Email
2	3 New For You	4	5	6 Text Batch & Blast Recurring Email	7 BFCM Teaser 1	8
9 Top Trending Picks	10	11 Veterans Day Sale	12 Winback	13	14 BFCM Teaser 2	15
16 Trending On Sale	17	18	19 Limited Time Sale	20 Mop Up	21	22
23	24	25 BFCM Early Access	26	27 BFCM Countdown	28 BFCM Sale Announcement	29 1. Sale Reminder Engaged Users 2. Concierge Sales Disengaged Users
30 Cyber Monday Early Access	Dec 1 Cyber Monday Announcement	Dec 2 Final Hours All Shoppers Engaged Users	Dec 3 1. VIP Extension All Shoppers 2. Mop Up Engaged Users	Dec 4	Dec 5	Dec 6
<span style="color: green;">●</span> ALL USERS	<span style="color: pink;">●</span> ENGAGED USERS	<span style="color: yellow;">●</span> CHURNED USERS	<span style="color: red;">●</span> PROSPECT NURTURING	<span style="color: blue;">●</span> OPT-IN TACTIC		

# The Treasure Route

## *BFCM Map to Revenue*

### Phase 1 Scout the Shores

**Nov 1-20**

- Grow your list with on-site opt-in treasure chests
- Re-engage inactive pirates with Winback MMS
- Tease your upcoming bounty

### Phase 2 Fire the Cannons

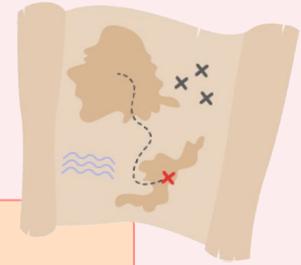
**Nov 25-29**

- MMS-led sale launches
- Early access invites
- Follow-up SMS nudges

### Phase 3 Final Gold Rush

**Nov 30-Dec 2**

- Final call alerts with urgency
- Personalized “last chance” messages
- VIP-only extensions

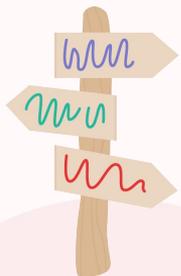


# Chart Your Course with Wunderkind

Text is your compass. MMS is your expert navigator . With the right message map, your brand can unlock serious BFCM bounty. These client examples aren't old sailor's tales — they're proof that a smart, segmented, and beautifully built message strategy leads to buried treasure (aka conversions).

Ready to find yours?

Let Wunderkind help you plot the course.



# Wunderkind

Wunderkind is pioneering a new category of agentic marketing decisioning — where identity meets AI to drive personalized performance across every channel.

As an agentic AI decisioning platform, Wunderkind helps brands expand reach and drive revenue by identifying more of their traffic and optimizing message delivery across email, text, onsite, and ads. At its core is the Autonomous Marketing Platform (AMP), powered by a proprietary identity graph that tracks over 9 billion devices and observes 2 trillion+ digital events annually — turning anonymous traffic into known customers. Importantly, this identity solution is cookie-free and privacy-conscious, enabling stronger match rates while maintaining compliance.

Wunderkind dynamically selects and triggers the right message at the right time using real-time behavioral signals, outperforming traditional rules-based automation. AMP integrates easily via SDKs, APIs, or natively with ESPs — so brands can plug into the power of Wunderkind without replatforming or overhauling their stack.

Today, Wunderkind powers over \$5 billion in attributable revenue annually for leading brands in retail, ecommerce, and travel — including Harley-Davidson, Perry Ellis, and Kendra Scott — often ranking as a top-three revenue-driving channel. Whether used as a fully managed service or integrated into a brand's own stack, Wunderkind delivers measurable results through intelligent, autonomous experiences.

TRUE BOTANICALS



PERRY ELLIS

KENDRA SCOTT