

Wunderkind

Texting FTW

*A Retailer's Guide to Holiday
Text Strategy for BFCM 2025*



The Secret Weapon in Your Q4 Arsenal

The fourth quarter is a pivotal time for retail brands, with Black Friday and Cyber Monday (BFCM) at the center of the storm. Amid high customer expectations, fierce competition, and sky-high paid media costs – especially in an election year – brands are looking for smarter, more efficient ways to connect with consumers. That's where text messaging shines. It offers immediacy, intimacy, and unmatched visibility in a crowded digital landscape.

This year, economic challenges like tariffs will challenge even the most seasoned marketers. Text messaging, however, offers a cost-effective, agile way to connect with shoppers throughout their journey. By focusing on owned channels and strengthening your text strategy, you can stand out without outspending.

Text messaging gives retailers a key advantage to hit aggressive Q4 goals by enabling:

- Direct, high-visibility communication
- 95%+ open rates
- Rapid conversions, especially via mobile



Spyglass on the Horizon: Mobile Be Rulin' the Seas

Holiday shopping is increasingly mobile-first. In Cyber Week 2024, 76% of website visits came from mobile devices and 66% of all conversions occurred on mobile. This trend shows no signs of slowing down. With shoppers constantly checking deals on their phones, text marketing becomes the most direct path to influence purchase behavior.

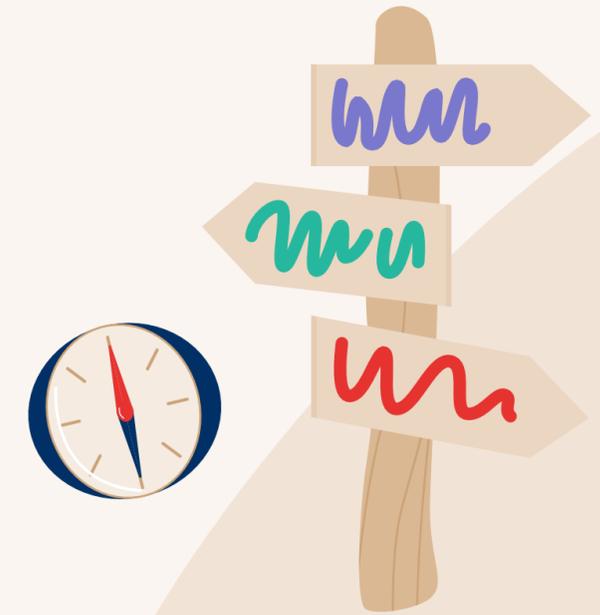
Text messaging isn't just a nice-to-have channel anymore; it's a must-have. Brands that lean into mobile and text see a 50% lift in abandonment revenue compared to average weeks. Consumers are browsing, abandoning carts, and checking back in throughout the day – all on their phones. If your brand isn't using text to re-engage and convert, you're leaving serious revenue on the table.

- **76%** of website **visits** during Cyber Week occurred on a mobile device
- **66%** of website **conversions** during Cyber Week occurred on a mobile device
- **Text abandonment revenue lifted 50%** vs. an average week



Sailin' the Seasons: A BFCM Voyage from Bow to Stern

A successful text strategy isn't just about Black Friday weekend. It's a multi-phase campaign that starts in September and continues into January. The key is planning ahead and deploying content tailored to the consumer journey at each phase.



Pre-BFCM

Sept–Mid Nov

- Build your text subscriber list via email banners, batch-and-blast opt-ins, and in-store prompts
- Begin “priming” sends weekl to set expectations
- Segment and target based on engagement level

BFCM Week

Nov-Dec

- Send high-urgency MMS offers (up to 50% off)
- Launch exclusive early-access sales for text subscribers
- Personalize messages based on user behavior: site activity, carting, etc.

Post-BFCM

Dec–Jan

- Extend sales with “mop-up” and win-back texts
- Shift messaging to gifting, last-minute shopping, and resolutions
- Emphasize urgency around shipping cutoffs and limited-time offers

Personalization & Segmentation — Getting the Right Message to the Right Person

With inboxes and text feeds bombarded during the holidays, relevance is everything. Segmentation allows brands to deliver the right message to the right user at the right time, improving engagement and conversion.

Start by identifying key cohorts such as VIP customers, high AOV shoppers, recent purchasers, cart abandoners, and disengaged users. Tailor messages to their behaviors and lifecycle stage. For instance, cart abandoners may receive a reminder with a discount, while recent visitors can get alerts for price drops or low inventory. Triggered texts — like category abandonment and back-in-stock alerts — are proven to lift revenue by 50%+ during BFCM.

Use Segmentation to:

- Identify **VIPs, lapsed users, high AOV shoppers, and cart abandoners**
- Send relevant, timed promotions (e.g., “Still thinking it over? Take 20% off now.”)
- Personalize based on action: browsing a product, abandoning a cart, clicking a previous message

Examples:

- **Abandonment Triggers:** Lift revenue by 50% during BFCM when paired with discounts
- **Catalog Triggers:** Back-in-stock or low-stock alerts drive urgency



Creative Best Practices — Design, Format & Frequency

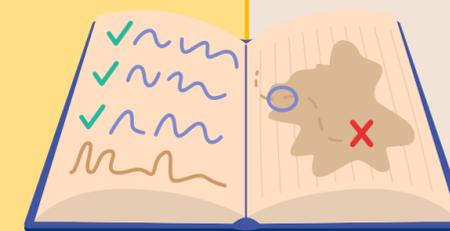
Design matters. Your creative strategy can determine whether a shopper clicks or ignores your text. MMS, with its ability to include images, gifs, and rich content, consistently outperforms plain text. Brands that sent more than half of their messages as MMS saw 106% higher text-driven revenue than those who relied mostly on text.

Use countdowns, product imagery, and brand-consistent styling to make your messages pop. Craft a smart cadence: start with early access alerts, then move into sale announcements, reminders, and last-call messages. Follow with post-sale win-backs or thank-you messages. And always test timing — 10am to 1pm EST is a proven sweet spot, but your data may reveal otherwise.

Text Messaging Creative Tips:

- **MMS > SMS:** Retailers who sent more than 50% of texts as MMS saw 106% higher revenue share
- **Visuals Break Through:** Gifs, product images, and countdown timers work
- **Send Cadence:** BFCM campaigns should include:
 - Early Access
 - Sale Launch + Reminder
 - Final Hours
 - Post-Sale Extension

Popular send times: 10am–1pm EST (align with shopping windows)



Hoist the Sails: 5 Steps to Set Yer SMS Ship Afloat

Getting started doesn't have to be complicated. Here are five actionable steps to launch and optimize your holiday text program:

1. Grow Your List

Use email prompts, on-site CTAs, and in-store signage to capture mobile numbers early. Offer first access or small incentives to boost opt-ins.

2. Warm Up Subscribers

Send priming texts weekly starting in September. Tease sales, new arrivals, and exclusive offers.

3. Segment & Automate

Use email prompts, on-site CTAs, and in-store signage to capture mobile numbers early. Offer first access or small incentives to boost opt-ins.

4. Craft Your Holiday Calendar

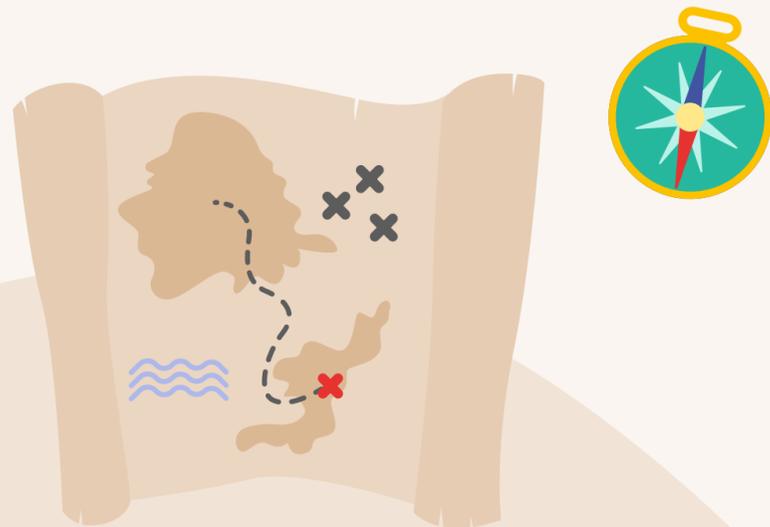
Plot out your send strategy for pre-, during, and post-BFCM. Align with key dates, shipping deadlines, and themes like gifting or New Year's resolutions.

5. Measure & Adapt

Track open and click rates, revenue attribution, and opt-outs. A/B test MMS vs. SMS and refine based on performance.



The Final Haul: Claim Your Holiday Treasure with Every Text



As brands face increased competition, ad fatigue, and ever-rising costs, owned channels like text offer a clear path to profitability. With its immediacy, personal feel, and massive open rates, text messaging enables you to reach customers when and where they shop – on their phones, in real time.

Whether it's re-engaging a cart abandoner with a last-minute offer or sending a visual-rich countdown to your biggest sale of the year, text helps you stay top-of-mind and drive conversions. Start building now. Grow your list. Plan your cadence. And most importantly, be there – on their screens – when it matters most.

As always, if you need help with your text strategy or execution, [reach out](#).

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



P E R R Y E L L I S



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