

BFCM 2026 · PRINTABLE CHECKLIST

The Black Friday Email Deliverability Checklist

Everything to set up, test and watch so your Black Friday and Cyber Monday campaigns land in the inbox, not in spam. Tick it off step by step, from eight weeks out to the December cleanup.


THANKSGIVING
Thu, Nov 26

BLACK FRIDAY
Fri, Nov 27

**SMALL BUSINESS
SATURDAY**
Sat, Nov 28

CYBER SUNDAY
Sun, Nov 29

CYBER MONDAY
Mon, Nov 30

**CYBER WEEK
(BFCM)**
Nov 26-30

Quick start: the 5 things that matter most

- 1 Authenticate your sending domain with SPF, DKIM and DMARC, and enable one-click unsubscribe.
- 2 Warm up new domains and mailboxes, and raise campaign volume gradually, 4-6 weeks before Black Friday.
- 3 Send peak campaigns to your most engaged subscribers first.
- 4 Test every campaign with a seed list before sending it to the full list.
- 5 Keep spam complaints under 0.1% all season.

1 6-8 weeks before

Sept 28 - Oct 18

- ☐ **SPF, DKIM and DMARC** published and aligned for every sending service (ESP, store platform, support tool). [SPF generator](#) · [DMARC generator](#)
- ☐ **One-click unsubscribe** enabled (List-Unsubscribe header); unsubscribes processed within 2 days.
- ☐ **Promo and transactional emails** on separate subdomains, so a promo spike never delays an order confirmation.
- ☐ **Branded tracking domain** set up instead of your ESP's shared link domain.
- ☐ **Domain and sending IPs** checked against blocklists.
- ☐ **List cleaned:** hard bounces, role addresses and long-inactive contacts removed. No bought, rented or scraped lists.
- ☐ **Warm-up started** for every new domain, mailbox or IP. [Warmy Email Warm-Up](#)

2 2-5 weeks before

Oct 19 – Nov 15

- ☐ **Daily volume rising step by step** toward the planned peak. No sudden jumps; back off if bounces, deferrals or complaints climb.
- ☐ **Offer, KPIs and segments set:** VIP, engaged, warm, cold, bought. Segment by clicks, purchases and replies, not opens.
- ☐ **Campaign calendar, automations and frequency cap** set; buyers suppressed from promos after they order.
- ☐ **Templates built mobile-first**, HTML under 102 KB, alt text on every image, live text instead of one big image. [Template Checker](#)
- ☐ **Every template seed-tested** at Gmail, Outlook and Yahoo. [Warmy Seed List](#)

3 Cyber Week

Nov 26 – 30

- ☐ **Engaged segments** get each campaign first.
- ☐ **Buyers excluded** from further promo emails.
- ☐ **Bounces, deferrals and complaints** checked several times a day.
- ☐ **Complaint rate** under 0.1%.
- ☐ **No DNS, ESP or domain changes** until Cyber Monday is over.

4 After

Dec 1 – 14

- ☐ **Thank-you and post-purchase** emails sent.
- ☐ **Contacts who did not click or buy** suppressed; bounces and complaints removed.
- ☐ **Volume brought down gradually;** mailbox warm-up still running.
- ☐ **Season review** filled in for Black Friday 2027.

Before you press Send: every Cyber Week campaign

- ☐ Seed test: inbox or Promotions at Gmail, Outlook and Yahoo
- ☐ HTML under 102 KB; alt text on every image
- ☐ SPF, DKIM, DMARC pass; one-click unsubscribe works
- ☐ All links on your branded domain; no shorteners
- ☐ Right segment; buyers excluded from promo emails
- ☐ Send time not on the top of the hour
- ☐ Subject under 50 characters; preheader written
- ☐ Someone watches bounces for the first hour

Numbers to keep in mind

METRIC	KEEP IT
Spam complaints	Under 0.1%, never 0.3% or higher
Bounce rate	Under 2%
Bulk sender rules	Apply at 5,000+ emails a day to Gmail or Outlook
SPF	Max 10 DNS lookups
Email size	HTML under 102 KB (Gmail clips larger)
Subject line	45-50 characters, offer in the first 30
Promo emails	3-5 per subscriber across Cyber Week

If you see these errors

CODE	DO THIS
421 4.7.28 Gmail	Rate-limited: pause, then resend in smaller batches to engaged contacts
451 4.7.650 Outlook	Reputation throttling: slow down, send in smaller waves
550 5.7.515 Outlook	Authentication fails: fix SPF, DKIM, DMARC alignment
550 5.7.26 Gmail	Unauthenticated: check SPF and DKIM on the sending domain

After any fix, restart with your most engaged segment, then widen step by step.

Free tools for your Black Friday prep

Email Deliverability Test

See where your email lands

Template Checker

Spam triggers, links, length

Mailbox Calculator

Mailboxes for your peak volume

SPF Generator

Build a valid SPF record

DMARC Generator

Start with p=none and reports

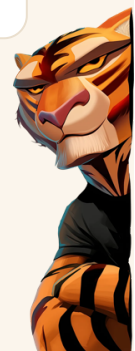
Full BFCM guide

Calendar, templates, subject lines

Season review: fill in after Cyber Monday

METRIC	2026 RESULT	GOAL FOR 2027
Inbox placement by provider (seed tests)		
Spam complaint rate, peak day		
Bounce rate		
Click rate by segment		
Revenue per email sent		
Best subject line and send window		

Fill this in on December 1. Your Black Friday 2027 plan starts here.



ABOUT WARMY

We make **email deliverability** simple for every business

Warmy solves the hard parts of inbox placement, so your emails land where they belong.

325+

years of combined email deliverability expertise

120

team members building Warmy

15

countries home to our team

95+

countries with daily active users

Around the world

Offices in five cities, plus a remote team across the globe.



 **Tel Aviv, Israel**



 **Vinnytsia, Ukraine**



 **Warsaw, Poland**



 **San Francisco, USA**



 **Worldwide, Remote**



 **Vilnius, Lithuania**

Explore Warmy on social media

Deliverability tips, product news and a look behind the scenes. Follow the team wherever you spend your time.



WhatsApp



Slack



LinkedIn



YouTube



Instagram



X



Facebook



TikTok



Podcast

Get your inbox ready before **November 27**

Warmy warms up your domains and mailboxes, tests where every campaign lands and monitors your reputation through Cyber Week. Start now and arrive at Black Friday with a reputation that can carry your biggest sends.

[Start warming up](#)

[Free deliverability test](#)

[Book a demo](#)

