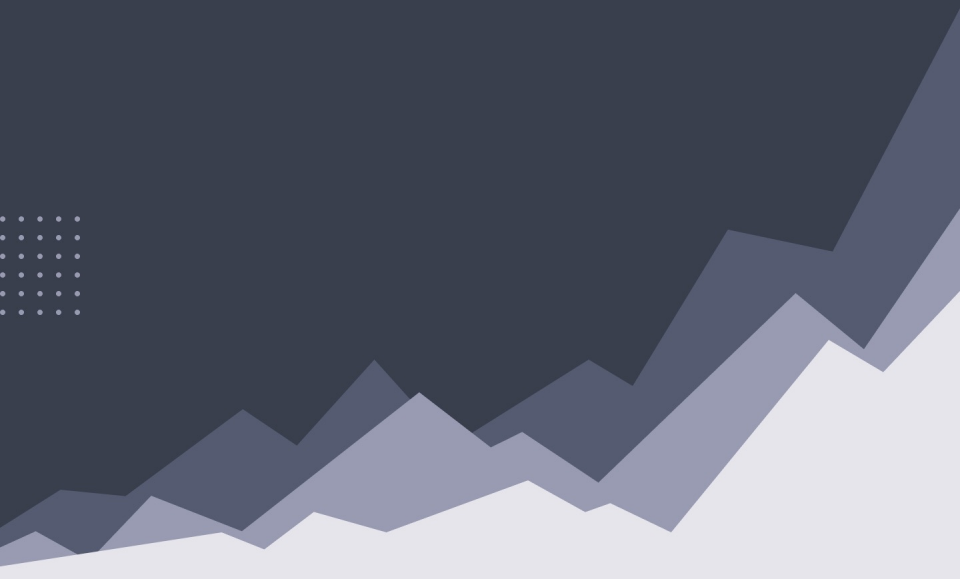




Black Friday Testing Checklist

Everything you need to do, by when,
to run a successful Black Friday promo



Are Your Systems Ready For The Black Friday Rush?

This guide is a step-by-step checklist of exactly what you need to do to make sure your tech stack is BFCM-ready.

No fluff. Just the tell-me-what-I-gotta-do essentials.

We created this checklist because setting up and testing your tech stack isn't something you want to race through a couple days before Black Friday. And you certainly don't want to skip it.

Plan ahead. Give yourself time. Work through the checklist in the time increments listed below and you'll be all set.

Keith Perhac

Founder and CEO, SegMetrics

✓ **PS! Even more stuff!**

Here are some additional resources which may help you make the most of your Black Friday promo:

- ✓ **Free Ad Attribution Audit** – Find out what is and isn't driving ROAS with your ad strategy
- ✓ **Ultimate Tagging Guide** – Learn how to track leads through your marketing funnel
- ✓ **How to improve your conversion rate** – The 80/20 tactical improvements to drive more results from any step in your marketing
- ✓ **Talk to a marketing analytics expert** – We're here to help!
- ✓ **Free custom Black Friday dashboard** – Sign up for SegMetrics and get our custom BFCM dashboard – free.

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4-6 Weeks Before BFCM: Foundation Systems Testing

WEBSITE AND HOSTING INFRASTRUCTURE



Load Testing for Traffic Spikes

Use tools like GTmetrix or Pingdom to simulate 5-10x your normal concurrent users. Test during peak hours to identify performance bottlenecks before they kill conversions during BFCM weekend.



Mobile Responsiveness Verification

Test your entire site on actual mobile devices (iPhone, Android) rather than browser responsive mode. BFCM brings mobile-heavy traffic that reveals mobile-specific problems desktop testing misses.



CDN And Caching Performance

Verify your content delivery network handles geographic traffic distribution effectively. BFCM often brings international traffic patterns that stress CDN differently than normal usage.



SSL Certificate And Security Validation

Confirm SSL certificates are current and properly configured. Security warnings during checkout destroy BFCM conversions instantly since customers are already cautious about unfamiliar sites.

PAYMENT PROCESSING SYSTEMS



Payment Gateway Load Testing

Contact your payment processor to verify they can handle your projected BFCM transaction volume. Many processors have limits that aren't obvious until you hit them during peak traffic.



Multiple Payment Method Testing

Test every payment option you'll offer: credit cards, PayPal, Apple Pay, Google Pay, and buy-now-pay-later services. Each method creates different processing loads and integration points.



International Payment Processing

If you serve global customers, test international credit cards, currency conversion, and cross-border transaction handling under load conditions.



Payment Failure And Retry Handling

Test what happens when payments fail or timeout. During BFCM, payment systems get stressed and failure rates increase, your system needs to handle retries gracefully without creating duplicate orders.



ANALYTICS AND TRACKING SYSTEMS



Cross-Platform Tracking Verification

Test that Google Analytics, Facebook Pixel, and other tracking systems capture data accurately across all devices and browsers. BFCM attribution analysis depends on clean tracking data.



Conversion Tracking Validation

Verify that purchase events trigger correctly in all advertising platforms. Broken conversion tracking destroys automated ad optimization during your most important traffic period.



UTM Parameter Testing

Test that campaign tracking parameters pass through your checkout flow correctly. BFCM involves multiple traffic sources that need accurate attribution.



Customer Journey Mapping

Use your analytics to trace complete customer paths from first click to purchase confirmation. Identify where data might be lost during high-traffic periods.

2 Weeks Before BFCM: Integration and Flow Testing

CHECKOUT FLOW COMPREHENSIVE TESTING



Multi-Device Checkout Completion

Complete full checkout flows on desktop, mobile, and tablet using different browsers. Test for form field issues, button responsiveness, and layout problems that appear under different conditions.



Guest Checkout Vs. Account Creation

Test both checkout paths to ensure neither has friction points that increase abandonment. BFCM customers are impatient and will abandon complicated checkout processes.



Form Field Validation And Error Handling

Intentionally enter incorrect information to test error messages and field validation. Ensure error messages are clear and don't frustrate mobile users with small screens.



Checkout Flow Timing Under Load

Use browser dev tools to simulate slower connections and test that checkout remains functional on 3G speeds. Many BFCM shoppers use mobile data in crowded areas with poor connectivity.

COUPON CODE AND PROMOTION TESTING



Individual Coupon Code Functionality

Test every coupon code you'll use during BFCM. Verify correct discount amounts, minimum purchase requirements, and expiration timing.



Coupon Code Stacking Scenarios

Test what happens when customers try to use multiple codes simultaneously. Decide whether stacking should be allowed and ensure your system handles it correctly either way.



Inventory-Based Coupon Limitations

If coupons apply to specific products, test that they deactivate correctly when those products sell out. Broken inventory integration creates customer service nightmares.



Mobile Coupon Code Entry

Test coupon code entry on mobile devices. Ensure the input field is easily accessible, auto-capitalization doesn't break codes, and success/failure messages are clearly visible.



Percentage Vs. Fixed Amount Discount Accuracy

Verify that percentage discounts calculate correctly with tax, shipping, and multiple items. Test edge cases like very small or very large cart values.



UPSELL AND CROSS-SELL SYSTEM TESTING



Upsell Trigger Accuracy

Test that upsell offers appear at the right moments and for the right products. Poorly timed upsells feel pushy and reduce conversions during high-pressure BFCM shopping.



Cross-Sell Recommendation Relevance

Verify that product recommendations make sense and load quickly. Slow-loading cross-sell sections create checkout delays that kill mobile conversions.



One-Click Upsell Functionality

If you use post-purchase upsells, test that they process correctly without requiring customers to re-enter payment information.



Upsell/Cross-Sell Mobile Optimization

Ensure upsell offers display properly on mobile devices and don't interfere with primary purchase completion. Mobile users should never feel confused about what they're buying.



EMAIL AUTOMATION AND SEQUENCE TESTING



Purchase Confirmation Email Timing

Test that confirmation emails send immediately after completed purchases. During BFCM, delayed confirmations cause customers to worry their purchase failed.



Email Sequence Trigger Accuracy

Verify that post-purchase email sequences start correctly and segment customers properly based on their purchases. BFCM customer onboarding sets expectations for future purchases.



Abandoned Cart Email Recovery

Test abandoned cart sequences with BFCM-specific messaging and timing. Holiday shoppers abandon carts more frequently due to comparison shopping behavior.



Email Deliverability Under Volume

Contact your email service provider to confirm they can handle increased email volume without delays or deliverability issues.



Mobile Email Optimization

Test that all automated emails display correctly on mobile devices. Most BFCM customers check confirmation emails on their phones immediately after purchase.

1 Week Before BFCM: Final Integration Verification



END-TO-END SYSTEM INTEGRATION



Complete Customer Journey Testing

Follow the entire path from ad click to post-purchase email on multiple devices. Test that data flows correctly between all systems without gaps or delays.



Inventory Management Integration

Test that product purchases update inventory correctly across all sales channels. Overselling during BFCM creates fulfillment disasters and customer service crises.



Customer Service System Integration

Verify that customer service tools have access to real-time order information, payment status, and shipping details. BFCM brings increased support volume that requires efficient issue resolution.



Shipping Calculation Accuracy

Test shipping cost calculations for different locations, product combinations, and express shipping options. Incorrect shipping costs at checkout cause immediate abandonment.



HIGH-TRAFFIC SCENARIO TESTING



Simultaneous User Simulation

Use load testing tools to simulate hundreds of concurrent users completing purchases simultaneously. Test for race conditions and database locking issues.



Flash Sale Scenario Testing

Test what happens when limited inventory items sell out quickly. Ensure inventory counts update in real-time and sold-out messages display correctly.



Traffic Spike Recovery

Test how your systems recover after being overwhelmed. Ensure no data is lost and systems resume normal function without requiring manual intervention.

24 Hours Before BFCM: Final System Checks

LAST-MINUTE VERIFICATION

✓ All Coupon Codes Activation

Confirm that BFCM coupon codes are active and working correctly. Test each code one final time to ensure no last-minute configuration changes broke functionality.

✓ Promotional Content Accuracy

Verify that all pricing, product descriptions, and promotional terms display correctly across all pages. Last-minute content changes often introduce errors.

✓ Team Access And Permissions

Ensure all team members have necessary access to monitoring tools, customer service systems, and emergency contact information.

✓ Backup System Activation

Test that backup systems (payment processors, email services, hosting) can be activated quickly if primary systems fail.

MONITORING SETUP VERIFICATION

✓ Real-Time Alert Configuration

Verify that monitoring systems will alert you immediately to conversion rate drops, page load delays, or system errors.

✓ Analytics Dashboard Preparation

Set up real-time dashboards for tracking key metrics during BFCM weekend. Ensure you can monitor performance from mobile devices if needed.



Communication Channel Testing

Test team communication tools and emergency contact procedures. Ensure everyone knows how to reach key personnel during system emergencies.

During BFCM: Real-Time Monitoring Checklist



CONTINUOUS SYSTEM MONITORING



Conversion Rate Tracking

Monitor conversion rates hourly to identify sudden drops that indicate technical problems. Set up alerts for conversion rates dropping more than 20% from baseline.



Page Load Speed Monitoring

Track website performance continuously. Page load times above 4 seconds on mobile indicate problems that require immediate attention.



Payment Processing Success Rates

Monitor payment completion rates to identify processor issues before they significantly impact revenue.



Email Automation Functionality

Spot-check that purchase confirmations and automated sequences continue working correctly under high volume.



Inventory Synchronization

Verify that inventory levels update correctly across all platforms to prevent overselling popular items.



Customer Service Queue Monitoring

Track customer service volume and response times to identify systemic issues that need technical resolution rather than individual support responses.

About SegMetrics



SegMetrics is a full funnel analytics platform designed to give you unparalleled accuracy, cross-platform tracking, and deep performance insights – with the need for a dedicated data analytics team.



Full Customer Journey Tracking

SegMetrics goes beyond basic analytics by allowing you to trace every interaction a customer has with your brand, from the first ad click to the final purchase. Whether you're using tools like Facebook Ads, Stripe, or other CRMs, SegMetrics ties all these data points together to show you exactly where your leads are coming from and how they convert into sales over time.



Accurate Attribution

Unlike other analytics platforms that rely on short attribution windows, SegMetrics offers unlimited attribution windows. This means you can track a lead's journey over months or even years, ensuring you capture the true lifetime value (LTV) of your customers. By connecting historical and incoming data, SegMetrics allows you to optimize your marketing campaigns based on the real revenue they generate, not just initial clicks.



Advanced Segmentation & Reporting

SegMetrics enables you to filter contacts by any attribute or action tracked in your CRM. Discover which customer personas, campaigns, and assets are most valuable and how different segments respond to your marketing efforts. Moreover, with customizable dashboards and pre-built reports, you can easily visualize and share insights with your team, ensuring everyone is on the same page.



Seamless Integration with Your Tools

With 100+ integrations, SegMetrics fits seamlessly into your existing marketing stack. Whether you're using email marketing platforms, ad networks, payment processors, or CRMs, SegMetrics pulls data from all these sources to provide a single source of truth for your marketing performance.

Don't Leave Your Marketing Success To Chance

Unlock the true potential of your marketing data, optimize your campaigns, and maximize your ROI. Experience the power of SegMetrics with our [14-day free trial](#) – using your own data.

[Start your 14-day free trial today →](#)