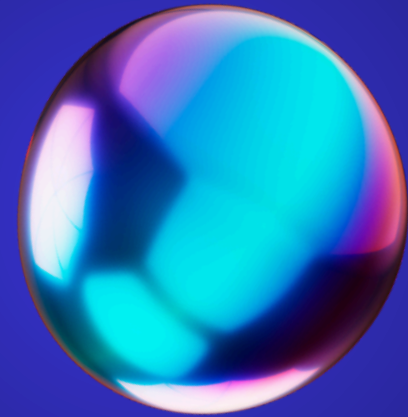
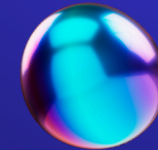




EMAIL, SMS & RCS • GUIDE 2026

Black Friday & Black Week 2026

Your week-by-week plan for the biggest shopping season of the year
– with strategy, automation, AI personalization and tips for email,
SMS and RCS.



Week by week

AI & personalization

Email, SMS & RCS

Checklist

KEY DATES 2026

Black Week	Nov 23–29
Black Friday	Nov 27
Cyber Monday	Nov 30

Why prep?

Black Week is still one of the most important periods of the year – for businesses in every industry. **Customers are ready to buy – but they're more deliberate than ever.** They compare prices, choose brands they trust and expect relevant offers.

By preparing well, you can **attract and keep customers, grow sales and protect your margins** – not just hand out discounts.

A fast website, the right stock levels, smart personalization and well-planned campaigns across email, SMS and RCS are some of the keys. **We cover the rest here!**



From one day to a whole season

Black Friday started in the US as the day after Thanksgiving – the kickoff for holiday shopping.

Today it has grown into a whole season that for many starts around Singles Day 11/11, with **Black Week** and Cyber Monday as the highlights.

This year Black Friday falls on November 27. If you want to stand out from the noise, **planning is everything.**

New for 2026

- **Pricing rules:** discounts must be based on the lowest price in the past 30 days.
- **Inbox requirements:** authenticated sender and one-click unsubscribe.
- **Accessibility:** your site and emails must work for every customer.

Your road to Black Week

Six steps, from the first strategy meeting to the follow-up in December.

01

Early bird

Sep–Oct

Strategy, goals, segments and integrations.

02

Buzz time

Oct–Nov

Teasers, list building, flows and scheduling.

03

The week before

Nov 16–22

Black Week series, website, re-engagement and support.

04

Black Week

Nov 23–29

Countdowns, real-time data, SMS and RCS.

05

Cyber Monday

Nov 30

One clear final offer.

06

After

December

Evaluation, follow-up and loyalty club.

Black Week in your industry

1

E-commerce & retail

Discounts, bundles and countdowns – plus **abandoned cart flows** that win back visitors.

2

Media & publishing

Subscription offers and **win-back for former subscribers** – the perfect time to grow paying readers.

3

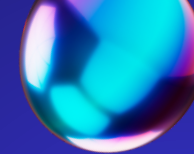
Travel & hospitality

Packages, hotel nights and gift cards for the holidays. Reach travelers with **personal offers**.

4

Non-profit

Giving Tuesday on December 1 is fundraising's Black Friday. Plan your appeals and reminders in time.



Early bird

Lay the groundwork. Which products should you highlight? Which audiences will you reach? Which offers hold all the way to checkout? This is where you plan it!

1

Campaign strategy

Which products will you promote? To which audiences? Discounts, bundles or early access for members? **This is where you plan it!**

2

Set clear goals

It's important to **define your Black Friday goals**. Focus on profitability, not just volume – e.g. average order value, returning customers or new subscribers.

3

Segmentation

Know your different audiences. In Rule you can **segment your audience** based on purchase behavior, engagement and data from your integrations.

4

Integrations

Set up the integrations you need. Connect your store, booking system and CRM so your data flows automatically – the foundation of all personalization.



Buzz **time**

Build anticipation – and make sure everything runs on its own when the rush comes.

1

Countdowns

Engage your audience early with **enticing teasers and countdowns** via email, SMS and social. It's all about building excitement and anticipation!

2

Grow your list

Black Week is a golden opportunity to **collect** new emails and phone numbers. Use **forms and Lead ads in Rule** – and ask for consent to both email and SMS right away.

3

Automation flows

Set up flows that **automatically send targeted offers** to your customers. Let AI help you pick the right product and the right send time for every customer.

4

Scheduling

Black Week is hectic enough. **Save time by scheduling your campaigns** so everything is in place at the right moment. It's easy to do in Rule.

The week before

Now customers should know what's coming – and your site should be ready for the rush.



1

Email marketing

Send a **Black Week email series** to your segmented audience, highlighting upcoming discounts, exclusive offers and a clear call to action.

2

Website optimization

Make sure your site is mobile-friendly, loads fast and is easy to navigate for the extra traffic. Remember that **most people shop on their phones**.

3

Re-engage

Set up abandoned cart and browse flows to **win back visitors before they buy somewhere else**. Follow up via email, SMS or RCS.

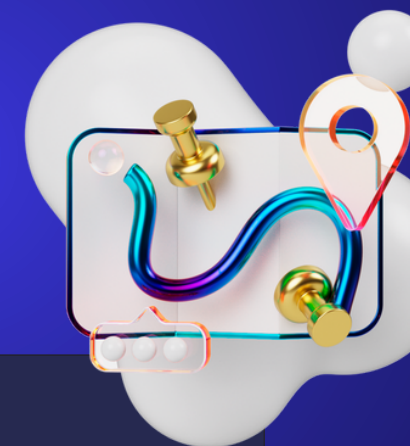
4

Customer support

Expect more pressure on support. **Prepare chat, FAQs and AI assistance** so customers get quick answers about delivery, returns and offers.

The big week

Be present, follow the data and meet customers where they are – in the inbox and on their phones.



1

Countdowns

Give sales an extra push with **countdowns and limited-time offers** in campaigns and on your site. They drive more quick purchases – as long as they're genuine.

2

Real-time monitoring

Track traffic, clicks, conversions and revenue as it happens. **See how your campaigns perform live in Rule Analytics.**

3

Reach out with SMS & RCS

SMS and RCS are an **effective way to reach customers directly** – with RCS adding images, buttons and a verified sender. Perfect for reminders about your best deals.

4

Engage on every channel

Stay active on social, answer customer questions fast and **share real-time updates** on offers and limited-time deals.

RCS

RCS MESSAGING



The future of **SMS** is here

“A picture is worth a thousand words” – and during Black Week it can sell more, too.

What is RCS?

RCS brings richer messaging with images, video and interactive buttons, boosting engagement and conversion. Send personal offers and let customers buy right in the message.

[Send RCS straight from Rule](#)

Richer messaging

Images, video and buttons.

Higher conversion

Buy right in the message.

Better insights

Real-time data and optimization.

Personalization

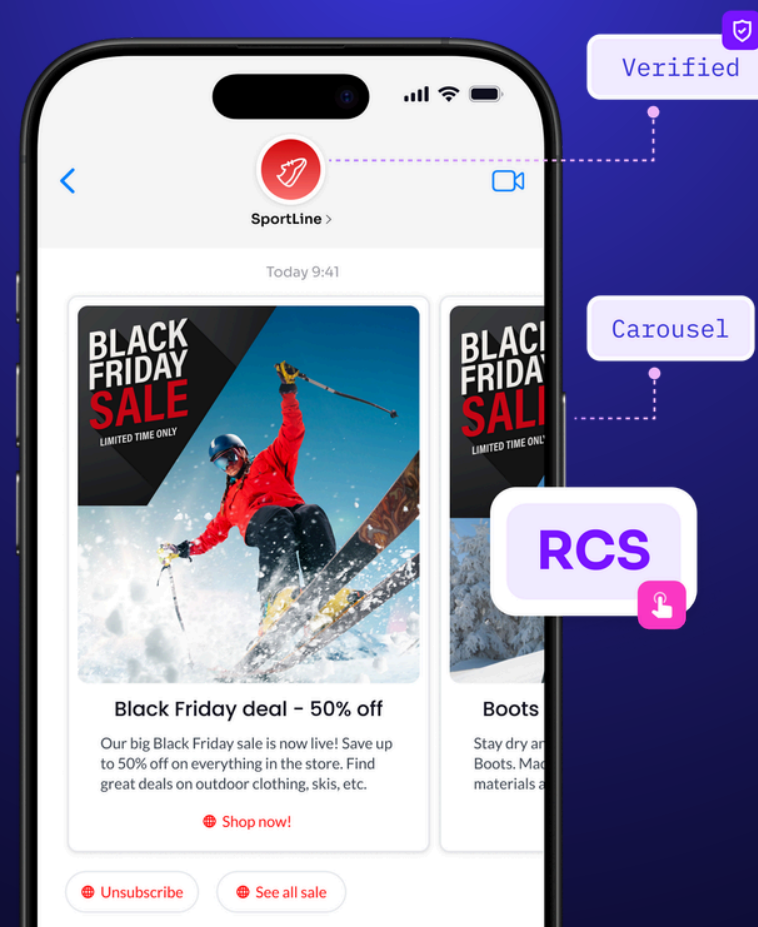
Tailored offers.

Brand safety

Verified sender, less spam risk.

Automated reminders

More purchases.



Cyber Monday & after

Finish strong – and turn this year's shoppers into next year's loyal customers.

1

Evaluate results

Analyze revenue, new customers and channel performance from Black Week to **understand what worked** – and what didn't.

2

Customer follow-up

Use email or SMS to **thank customers for their purchase** and follow up with relevant tips and offers ahead of the holidays.

3

Loyalty clubs

If you have a loyalty club, you've probably gained **lots of new members**. You'll want to keep them – so keep showing the benefits of membership.

4

Plan for next year

Compile your results and **decide which insights are worth taking forward**. Start planning next year's Black Week based on what you learned.

BLACK FRIDAY 2026



Your checklist



- ☐ Plan your campaign strategy
- ☐ Set clear goals
- ☐ Segment your audience
- ☐ Secure your integrations
- ☐ Build & grow your lists
- ☐ Schedule & automate
- ☐ Optimize your website
- ☐ Engage on every channel
- ☐ Monitor in real time
- ☐ Evaluate & follow up

Ready for Black Week?

Your data. Your rules.

[Book a demo](#)

[Start for free](#)

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