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FLUID FIELD GUIDE · 2026



BE MORE ANNOYING THIS BLACK FRIDAY.

What 20 real campaigns taught us, what they actually sent, and the emails you can copy and paste tonight.



Inside

This guide

04 Send more
10 Pick the offer
14 Copy the emails
21 20 campaigns

FOUR PARTS. ONE WEEKEND.

Why you should email more, which offers won't wreck your margin, six emails you can steal, and the 20 real campaigns behind it all.

YOU'RE NOT BEING ANNOYING ENOUGH.

You probably send one Black Friday email, maybe two, then stop because you don't want to bug anybody. Meanwhile Chirp sent one of us 23 emails from Black Friday to Cyber Monday, because they want to be the first name you see when you're ready to buy.

Lebesgue found the 2nd and 3rd emails on the same day each kept 98% of the first one's revenue per person. So be more annoying, and give every email a different job.

> The big brands will be in that inbox all weekend. Keep showing up, or your one email gets buried under theirs.

One honest note before you steal anything: every result in here is what the brand, agency or platform reported. We didn't audit anyone's books. The emails and subject lines are real ones from our inbox, so test whatever you steal on your own list.



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01.

BE MORE — ANNOYING.

Big brands email all weekend so they're top of mind when people are ready to buy. Your list can take more than you think, and the extra sends keep almost all of their value.

Step 1 Say the same offer again.

Step 2 Give it a new reason.

Step 3 Annoy the clickers most.

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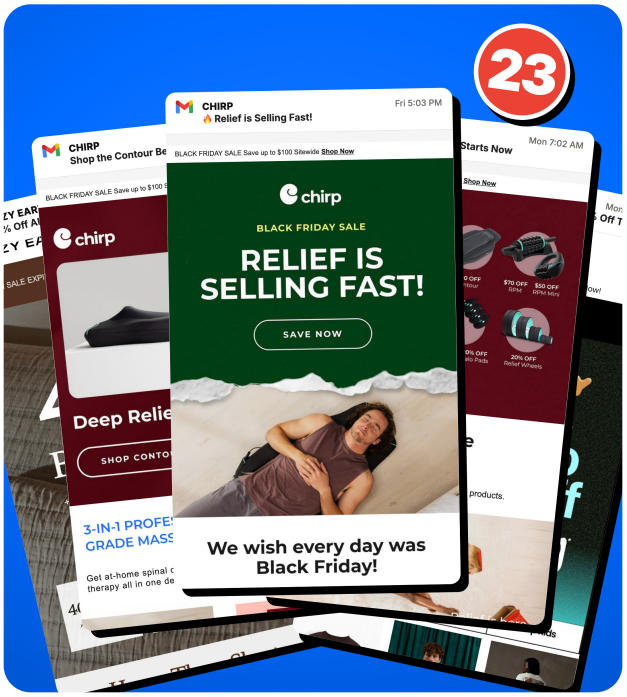
Inbox receipts · BFCM 2025

THEY SENT 23 EMAILS.

We counted every marketing email one of our inboxes got from Black Friday through Cyber Monday 2025. Chirp sent 23, seven on Friday and eight on Monday. They want to be the first name you see when you're ready to buy.



ONE GMAIL INBOX · NOV 28–DEC 1, 2025 · SEND COUNTS ONLY

23
emails from Chirp

22
emails from Pacsun

21
emails from Cozy Earth

"This is just so we don't get buried under the big box brands."

PF

Park Friends, a small shop,
in its second email on Black Friday

SEE ALL 20 CAMPAIGNS

THE GOOD NEWS AND THE BAD NEWS.

What happened in 2025 Black Friday inboxes when brands sent more email, according to Lebesgue and Ometria.

5 VS 2

big weekend campaigns sent by the fastest-growing brands vs the slowest.

98%

of the first email's revenue per person, kept by the 2nd and 3rd sends that day.

8 DAYS

how early the top growers announced their deal. The rest announced it 4 days out.

+23%

higher median growth for brands that sent 4+ campaigns, vs all brands.

+13%

more email revenue per send than the year before.

+42%

more unsubscribes than the year before. A relative jump, so it isn't 42% of your list.

28%

of email revenue came from automated emails, which were only 2% of sends.

4%

of 2024 Black Friday first-time buyers bought again within a year.

LEBESGUE BFCM 2025 · OMETRIA 2025 · REPORTED ASSOCIATIONS

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Case study · Tecovas · 2022

THEY EMAILED EVERY DAY.

Eight days in a row, at least one email a day. You'd expect a pile of unsubscribes, but the rate went down. Only the launch went to the whole list. Every follow-up went to people who clicked and hadn't bought.



REPORTED BY KLAVIYO · YEAR OVER YEAR · NOT A CONTROLLED TEST

8 DAYS
a campaign every day

+30.5%
email revenue

-22.8%
unsubscribe rate

Send the launch to everybody. Save the follow-ups for the people still deciding.

8D

The pattern to steal
Offer: $20 credit for every $100 spent

SEE ALL 20 CAMPAIGNS

STEAL THIS CALENDAR.

Eight emails you send no matter what. Two bonus emails, Friday and Monday night, go only to people who clicked and still haven't bought.

NOV 19

Heads-up. Tell them the real deal and the day it starts.

NOV 25

VIPs get in early, with a real head start.

FRI AM

Doors open with the deal, the end time and one button.

FRI PM

Help them pick a hero product or a bundle.

SAT 28

Picks sorted by need, budget or who it's for.

SUN 29

Answer the doubt that's stopping them, then restate the deal.

MON AM

Last day. Say exactly when it ends.

MON PM

Final hours. Clickers and open carts go first.

A RECOMMENDATION FOR A HEALTHY LIST, NOT A STUDY AVERAGE

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SEND MORE TO SOME PEOPLE.

ANNOY THESE PEOPLE MORE

- Clicked but haven't bought
- Left something in the cart
- Engaged all week, no order yet

TREAT VIPS LIKE VIPS

- A real head start
- Stock set aside for them
- Never the same launch twice

EASE OFF THESE PEOPLE

- Anyone who just bought
- Dormant? Warm them up first
- Anyone who asked to skip it

COUNT EVERY MESSAGE

- Campaigns plus automations
- Two texts: launch and the end
- Same price and code everywhere

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02.

PICK THE RIGHT OFFER.

A bigger discount is the most expensive way to fix a sale. Figure out why people aren't buying first.

Step 1 **Find the hold-up.**
Step 2 **Pick the offer that fixes it.**
Step 3 **Make sure you still make money.**

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STOP THROWING DISCOUNTS AT IT.

Five reasons people don't buy, and the offer that answers each one. Most of them don't need a bigger discount.

01

"IT'S TOO EXPENSIVE"

Take $40 off the $200 hero product and show the final price.

02

"I DON'T KNOW WHAT TO GET"

Put three things in a $99 starter set and say what it's for.

03

"I'LL JUST GET ONE"

Spend $120, get a useful gift.

04

"I'LL BUY IT ANYWAY"

Give loyal buyers a 24-hour head start and keep your margin.

05

YOU'D RATHER NOT DISCOUNT

Spend $100, earn $20 toward the next order.





A large saving won't fix confusion at checkout.

FROM THE RESEARCH

Black Friday research pack, 2026

BEFORE YOU HIT SEND

Do the math first. On a $100 order, 30% off can drop what you keep from $57 to $27. You'd need 2.11× the orders to make the same money.

SEE THE MATH

Illustrative numbers. Use your own costs and price history.

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DON'T GO BROKE HAVING A GREAT SALE.



Same $100 item that costs $30 to make. This is what each offer leaves you per order, before shipping, fees and returns.

01

20% OFF

One item for $80. The easiest offer to explain.

PER ORDER

Cash collected	$80
Product cost	– $30
Gift cost	$0
You keep	**$50**

02

BUY ONE, GET ONE

Two items for $100. Looks generous, and you pay for both.

PER ORDER

Cash collected	$100
Product cost	– $60
Gift cost	$0
You keep	**$40**

03

FULL PRICE + GIFT

One item at full price, plus a gift that costs you $8.

PER ORDER

Cash collected	$100
Product cost	– $30
Gift cost	– $8
You keep	**$62**

Illustrative math. Buy one, get one needs 25% more orders than 20% off to earn the same. Plug in your real shipping, fees and returns.

Chase Chappell's offer ladder

DON'T START WITH YOUR BIGGEST DEAL.

If you open with 40% off, you've got nowhere left to go. Climb toward Black Friday one offer at a time.



Step 1

OCTOBER

Gifts and spend thresholds. Bigger orders, no discount.

OFFER

Gifts

THEN

- Spend $75, get a gift
- Sets and minis
- Creator codes, 10–15%
- A product drop

OCTOBER

Step 2

MID-NOVEMBER

20% sitewide, plus 5% more for VIP sign-ups.

OFFER

VIP

THEN

- 20% sitewide
- +5% for VIPs
- Early access
- Grows the list

NOVEMBER

Step 3

BLACK FRIDAY WEEKEND

Your biggest deal, up to 40%, on the peak days.

OFFER

Hero

THEN

- Up to 40% off
- Peak spend days
- Gift angles after
- Gift bundles, Dec 1–18

BFCM

Source: Chase Chappell, "What DTC Founders Should Be Doing NOW for Black Friday," YouTube, October 23, 2026. He says a strong Q4 can lift next year's monthly baseline, even double it. That can happen, and it isn't guaranteed.

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03.

COPY THESE — TONIGHT.

Six real emails, one for each job, plus 24 real subject lines. Steal the structure, swap in your offer, then schedule them.

Step 1 **Pick your hero product.**
Step 2 **Fill in every [bracket].**
Step 3 **Pull buyers out of the reminders.**

EMAILS 1-2: ACCESS AND LAUNCH

EMAIL 1 · FIRST DIBS

BYLT · Mon, Dec 1, 2025

BYLT 5:06 AM

Inside: First Dibs on Cyber Monday Deals

FREE TEE + Up to 50% OFF!

BYLT



Cyber Monday, sitewide & storewide

Spend $50+ and get a free BYLT Signature or Drift Tee in black! Use code: FREETEE

SHOP NOW

EMAIL 2 · LAUNCH

Cozy Earth · Mon, Dec 1, 2025

COZY EARTH 8:02 AM

Cyber Monday STARTS NOW

The BEST SALE OF THE YEAR | Shop up to 40% OFF!



The best sale of the year

40% off bedding, 40% off apparel and 30% off sitewide, plus a free gift with orders over $250.

SHOP NOW

Steal it: give your best customers first dibs, then launch to everyone with the whole offer on one screen.

EMAILS 3-4: HELP THEM PICK

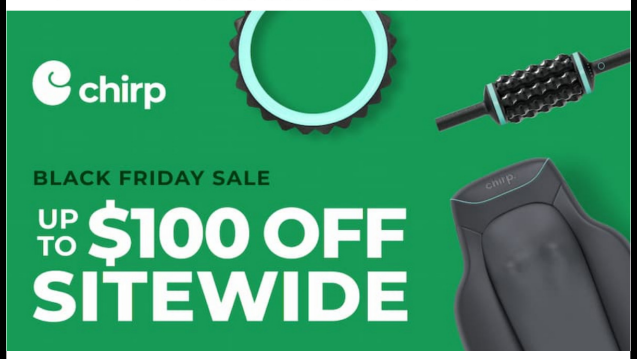
EMAIL 3 · HELP THEM PICK

Chirp · Fri, Nov 28, 2025

CHIRP 3:15 PM

Your Guide to Chirp's Best Deals

Find out where to save the biggest.



Relief's Biggest Sale of the Year

Black Friday is here. Shop the best deals before the event is over.

SAVE NOW

EMAIL 4 · GIFT IDEA

Pacsun · Mon, Dec 1, 2025

PACSUN 8:04 AM

Elevated holiday gifts from Fear of God ESSENTIALS

Ft. premium tees, fleece kits, & more | FREE ship on all orders



Holiday Best-Sellers

Fear of God Essentials, with free shipping on all orders.

SHOP COLLECTION

Steal it: a short guide to your best deals, and a gift email for people shopping for someone else.

EMAILS 5-6: THE DEADLINE

EMAIL 5 · LAST DAY

Park Friends · Mon, Dec 1, 2025

PARK FRIENDS 10:15 AM

Cyber Monday — this is it fam

Hey Fam, Quick heads up — BOGO ends tonight!

Hey Fam,

Quick heads up — **BOGO ends tonight!**

Once the clock hits midnight, the sale is gone and the shop closes for a few days so we can reset, catch up, and prep the final custom drop of the year.

A reminder of what's happening:

- **Buy 1, Get 1 FREE ends tonight**
- We reopen **December 12** for the *last* round of custom jersey orders
- After that, **no more jersey orders until Feb 16, 2026**

If you were waiting for the right moment… this is it.

👉 SHOP CYBER MONDAY

BOGO ends tonight!

Once the clock hits midnight, the sale is gone and the shop closes for a few days so we can reset, catch up, and prep the final custom drop of the year.

SHOP CYBER MONDAY

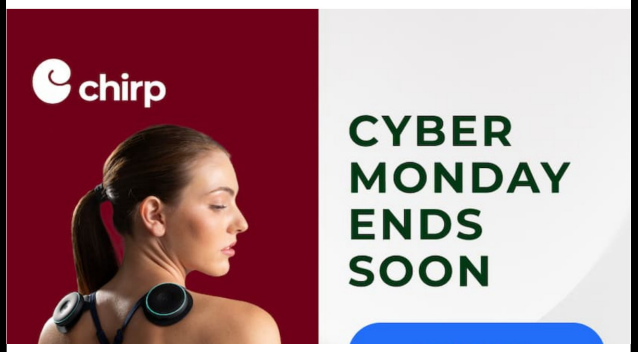
EMAIL 6 · LAST HOURS

Chirp · Mon, Dec 1, 2025

CHIRP 7:00 PM

We Regret to Inform You Cyber Monday is Ending

Shop now before it's over.



Cyber Monday Ends Soon

Prices increase in just over 24 hours. Don't miss this chance to save!

SAVE BIG

Steal it: a plain note from the founder on the last day, then a last call to clickers and open carts. Pull buyers out first.

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SUBJECT LINES 1-8: THE OFFER

Real subject lines from one of our inboxes on Black Friday weekend 2025, Mountain Time, emoji left out. Each has a version for your brand.

01

POTTERY BARN · FRI 5:58 AM

“THEY’RE HERE BLACK FRIDAY DEALS”

Steal it: They’re here: [your brand]’s Black Friday deals

02

BYLT · FRI 5:07 AM

“LIVE: FREE TEE + Black Friday Deals”

Steal it: LIVE: free [gift] + Black Friday deals

03

DIGITALMARKETER · FRI 7:41 AM

“It’s live: Black Friday BOGO”

Steal it: It’s live: Black Friday [offer]

04

CHIRP · FRI 10:30 AM

“Chirp Halo Now $40 Off”

Steal it: [Product] now $[X] off

05

BEEKEEPER’S NATURALS · FRI 10:45 AM

“30% Off Everything & FREE Gift”

Steal it: [X]% off everything & a free [gift]

06

TRUE CLASSIC · SAT 1:10 PM

“GET A FREE TEE”

Steal it: Get a free [item]

07

PACSUN · MON 4:36 AM

“Stock Up! $25 Baggy Jeans, Cargos, & More Fits”

Steal it: Stock up! $[price] [product], [product] & more

08

COZY EARTH · MON 10:51 AM

“45% OFF PJS | THREE HOURS ONLY”

Steal it: [X]% off [category] | [N] hours only

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SUBJECT LINES 9-16: THE NUDGE

What they sent between the launch and the deadline, when people needed another reason to look.

PARK FRIENDS · FRI 8:45 AM

09 **“Still here — quick update”**

Steal it: Still here, quick update on [offer]

CHIRP · FRI 1:45 PM

10 **“It’s Official: Chirp is a 5-Star Experience”**

Steal it: It’s official: [a rating you can prove]

CHIRP · FRI 3:15 PM

11 **“Your Guide to Chirp’s Best Deals”**

Steal it: Your guide to [brand]’s best deals

TRUE CLASSIC · SAT 8:11 AM

12 **“I panicked and blamed you, cover for me”**

Steal it: A story from a real person on your team

DIGITALMARKETER · SAT 9:40 AM

13 **“Small Biz Saturday Bonus: 30% Off + a Signed Book”**

Steal it: Small Business Saturday bonus: [offer] + [bonus]

TRUE CLASSIC · SAT 4:10 PM

14 **“Critical Low Stock Alert”**

Steal it: Low stock on [product] (only if it’s true)

TRUE CLASSIC · SAT 7:08 PM

15 **“Help!! I added more items to the sale by mistake!!!”**

Steal it: We added [N] more items to the sale

CHIRP · MON 10:00 AM

16 **“Out: Black Friday. In: Cyber Monday.”**

Steal it: Out: Black Friday. In: [your Cyber Monday offer].

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SUBJECT LINES 17-24: THE CLOSE

How they closed. Six of these eight went out after 6 p.m. on Cyber Monday.

PARK FRIENDS · SUN 7:15 PM

17 **“Last Sunday check-in — we rest after Monday”**

Steal it: Last check-in before [deadline]

COZY EARTH · MON 12:51 PM

18 **“1 Hour Left For 45% Off Pajamas”**

Steal it: 1 hour left for [X]% off [category]

CHIRP · MON 6:01 PM

19 **“The Clock is Ticking on Cyber Monday”**

Steal it: The clock is ticking on [offer]

BYLT · MON 6:35 PM

20 **“Exclusive Free Tee Ends Tonight”**

Steal it: Your free [gift] ends tonight

CHIRP · MON 7:00 PM

21 **“We Regret to Inform You Cyber Monday is Ending”**

Steal it: We regret to inform you [offer] is ending

PARK FRIENDS · MON 7:02 PM

22 **“Last call — and our last email for a while”**

Steal it: Last call, and our last email for a while

BEEKEEPER’S NATURALS · MON 7:15 PM

23 **“LAST CALL FREE Beeswax Candle”**

Steal it: Last call for the free [gift]

PACSUN · MON 9:37 PM

24 **“FINAL HRS $25 Jeans 50% Off Cyber Monday Deals”**

Steal it: Final hours: $[price] [product], [X]% off

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04.

20 REAL — CAMPAIGNS.

Eight campaigns with numbers, eight subject lines real brands sent, and four tactics worth copying. Each one comes with what it can't prove.

Step 1 See what they did.
Step 2 Check what it can't prove.
Step 3 Test the idea on your list.

8 CAMPAIGNS, 8 NUMBERS.

Numbers from the agencies, platforms and owners who ran them. Year-over-year numbers cover the whole program, so no single email gets the credit.

+14.7%

Clare, 2025: bigger orders. 20% off over $100, then 30% for clickers.

+152%

Ella Bella, 2025: revenue vs the month before. A new reason in each email.

+679.9%

Condition 1, 2025: revenue across 13 campaigns. Their list grew too.

+74%

Beekman 1802, 2023: email revenue, with a different pitch for each group.

-22.8%

Tecovas, 2022: unsubscribe rate while emailing daily, clickers only.

4.70%

Welcome test, 2026: orders for “$73 off” vs 3.06% for “45% off.” Same deal.

+62%

Incrediwear: flow revenue, sent to 7% fewer people. Year not given.

8.8%

Chanti Zak, 2025: sales-page conversion from five story emails and no ads.

REPORTED, NOT AUDITED · SOURCES ON PAGE 27

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8 REAL BLACK FRIDAY SUBJECT LINES

Real emails from real brands, collected by Really Good Emails. Nobody published results, so treat them as ideas to test.

TEACHABLE · BUSINESS OUTCOME

09 **“The Black Friday offer that makes you money”**

Steal it: Our Black Friday offer for your next [business goal]

TRUE GRIT TEXTURE SUPPLY · CURATION

10 **“50% off our 10 most-used tool kits”**

Steal it: Save [X]% on the [N] tools our customers use most

EVERLYWELL · DOLLARS AND A PRODUCT

11 **“$100 OFF Everlywell 360—our best offer yet”**

Steal it: Save $[X] on [specific product] through Monday

HEADWAY · LET THEM CHOOSE

12 **“Choose your discount!”**

Steal it: Choose your [single purchase / bundle] savings

BRANCH · OUTSIDE PROOF

13 **“Wired’s favorite office chair is up to 20% off”**

Steal it: The [reviewer]-recommended [product], now $[X] less

ALESSI · ACCESS

14 **“Black Friday Early Access: You’re in”**

Steal it: Your Black Friday access opens today

ALTITUDE SPORTS · HELP CHOOSING

15 **“Our Black Friday best sellers”**

Steal it: The [N] Black Friday picks worth starting with

BREVO · DEADLINE AND SAVING

16 **“Smiles, last day to claim 40% off”**

Steal it: Your [X]% offer ends tonight at [time + zone]

FOUR SNEAKY GOOD TACTICS.

17 · ALLSAINTS · A NEXT-ORDER CODE

- 10% off, valid from Dec 2
- Brings them back for order two
- Say when it kicks in

18 · RIXO · TEXT ME FIRST

- Texts go out before the sale
- Early access is the reason to join
- Deliver the head start

19 · ASTRID & MIYU · WISHLIST FIRST

- Save picks before it opens
- Open the sale on their picks
- Helps people decide early

20 · BOUX AVENUE · SKIP THE SALE

- A pause for sale emails only
- They stay subscribed
- Honor it in every send

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THE SALE ISN'T THE FINISH LINE.

Only 4% of 2024 Black Friday first-time buyers bought again within a year.

So don't disappear after the sale. Send four follow-ups, each one when it helps.

When they order
"Your [product] order is confirmed"

When it shows up
"Start here with your [product]"

After they've used it
"How is [product] working for you?"

When it makes sense
"Your [next-order reward] is ready"

4%

of 2024 Black Friday new buyers came back within a year

28%

of email revenue came from automated emails

OPEN RATES WILL LIE TO YOU.

Judge the whole sale by profit per person you could email. Then watch unsubscribes, complaints and inbox placement for two weeks after.

01 TEST ONE EXTRA EMAIL

Randomly give some engaged non-buyers the extra peak-day emails. Compare profit per person, and unsubscribes.

02 TEST THE OFFER

A hero-product discount vs a bundle or a gift. Same people, same dates. See which leaves more profit.

03 TEST THE PITCH

A short, offer-first email vs a note from the founder. Same offer, same link. Count orders and profit.

> Privacy tools make open rates look higher than they are, so a lower open rate doesn't mean a worse offer.

One plain-text win doesn't mean plain text always wins, so test it on your own list.

WHERE THIS COMES FROM.

Everything here is what the brands, agencies, platforms and people below reported. We didn't audit anyone.

01 Lebesgue · How many emails to send on Black Friday, BFCM 2025 · lebesgue.io
02 Ometria · Black Friday 2025 Unwrapped · ometria.com
03 Validity · 2025 holiday deliverability · validity.com
04 IM Digital · Clare, BFCM 2025 · imdigital.com
05 Chronos · Ella Bella, BFCM 2025 · chronos.agency
06 Sweat Pants Agency · Condition 1, BFCM 2025 · sweatpantsagency.com
07 Klaviyo · Beekman 1802, BFCM 2023 · klaviyo.com
08 Klaviyo · Tecovas, BFCM 2022 · klaviyo.com
09 Essence of Email · Welcome offer framing test, July 2026 · essenceofemail.com
10 Luck & Co · Incrediwear BFCM case study · luckandco.agency
11 Chanti Zak · BFCM 2025 launch debrief · chantizak.com
12 Really Good Emails · eight Black Friday subject lines · reallygoodemails.com
13 One Fluid marketer's Gmail inbox · marketing emails received Nov 28–Dec 1, 2025 · send counts only
14 Chase Chappell · What DTC Founders Should Be Doing NOW for Black Friday · YouTube, Oct 23, 2026

The offer math is our own untested example, with Howdy Gummies as the example brand. Pages 3, 5 and 15–17 show real emails from our inbox and page 7 the Klaviyo case study. The other photos are AI-generated with Codex image_gen.



Before Nov 19

Your next 7 days

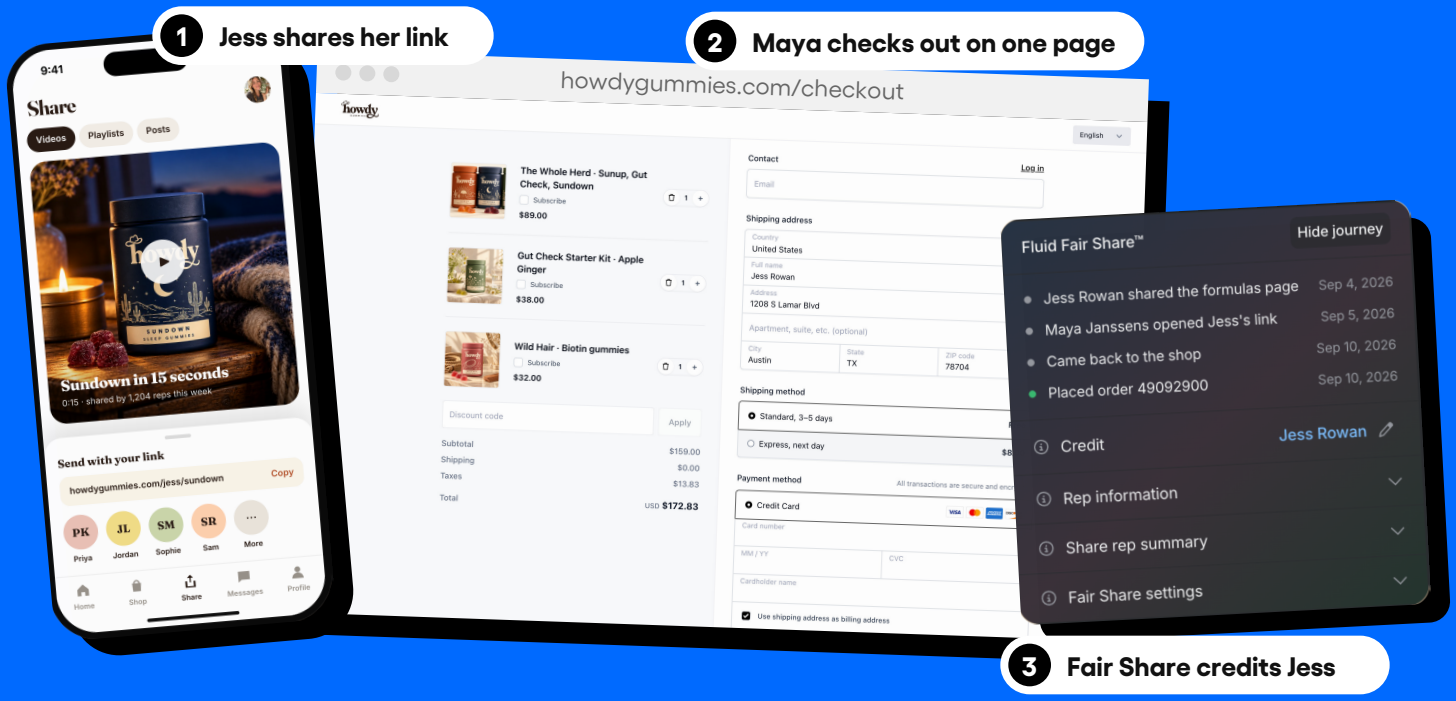
- Pick the hero offer
- Write emails 1–6
- Build the segments
- Update every flow
- Set the real deadline

NOW GO BE ANNOYING.

All that Black Friday traffic ends up at your checkout. Fluid runs the bundles, promo codes, member pricing, autoship and loyalty points from one checkout.

YOUR EMAILS WORKED. DON'T LOSE THEM AT CHECKOUT.

Fluid is the AI-native e-commerce platform for creator-led brands. One page from cart to paid, and every order knows who sold it.



70% of online carts never make it to paid.

We set out to build the fastest checkout in the world. Come see how close we got.

BOOK A 45-MINUTE DEMO

Screens show Howdy, a demo store on Fluid. Cart data: Baymard Institute, 2025.