

50 LLM Prompts to Crush BFCM 2025 ✨

Turn your BFCM data into winning decisions with expert prompts designed for maximum impact

 Triple Whale

Introduction

BFCM is the most critical revenue period for many ecommerce brands, with some pulling in 20-40% of annual sales just within a few short days. The difference between BFCM success and failure doesn't just depend on whether your promotions are flashy or creative anymore — it's in how effectively you can analyze real-time data, identify opportunities, and make quick decisions.

But here's the challenge.

The sheer volume of data generated during BFCM can be overwhelming. Between ad platforms, ecommerce analytics, email campaigns, inventory systems, and customer behavior data, most brands are drowning in information while struggling to extract meaningful insights fast enough to matter.

This is where LLMs (Large Language Models) like ChatGPT and Claude become powerful tools for BFCM success. They can rapidly analyze complex datasets, identify patterns humans might miss, and provide strategic recommendations — but only if you know how to prompt them correctly and have your data properly organized.

In this comprehensive guide, we'll explore:

- **What LLMs can do for your BFCM strategy**, and where they excel
- **How to prepare your BFCM data** for effective LLM analysis
- **50 expert-crafted prompts** covering every aspect of BFCM optimization
- **Step-by-step data collection workflows** for each analysis
- **The manual vs. automated approach** with an introduction to Triple Whale's Moby

Table of Contents

- 01 **H1 2025** Benchmarks
- 02 **Platform** Deep Dive
- 03 **Predictions** for BFCM '25
- 04 **BFCM Trends** Over Time
- 05 **Expert** Strategies
- 06 **AI** Use Cases
- 07 **BFCM** Checklist

What LLMs can do for your BFCM strategy

LLMs excel at finding patterns in complex data and generating actionable insights that would take human analysts hours or days to uncover. For BFCM specifically, they can help with the following:



3-6 months before BFCM: Strategic planning

Historical performance mining

- Identify which channels, creatives, and customer segments drove the most profitable growth in 2024
- Compare year-over-year performance trends to predict future opportunities
- Calculate true incremental revenue across marketing channels using attribution data
- Identify seasonal patterns in customer behavior leading up to BFCM

Customer intelligence building

- Segment customers by lifetime value and identify characteristics of your most profitable buyers
- Map customer journey patterns from previous BFCM periods
- Build predictive models for customer churn and reactivation opportunities



1-2 months before BFCM: Preparation & testing

Creative development

- Analyze thousands of ad creatives to identify winning patterns in messaging, visuals, and formats
- Generate new creative concepts based on your highest-performing assets
- A/B test creative variations at smaller scale to validate hypotheses
- Build creative versioning strategies for different audience segments

Demand & inventory planning

- Forecast demand for individual products based on historical data and current trends
- Optimize inventory allocation across channels and locations
- Identify potential stockout risks and develop contingency plans



Week of BFCM: Real-time optimization

Performance monitoring

- Track creative fatigue in real-time and trigger pre-planned refresh schedules
- Monitor conversion rates by segment and adjust targeting immediately
- Identify and respond to unexpected traffic patterns or technical issues
- Optimize bid strategies based on hourly performance data

Dynamic adjustments

- Generate emergency creative variations if certain messages unexpectedly resonate
- Reallocate budget between channels based on real-time ROAS
- Adjust product recommendations and site merchandising based on inventory levels
- Create personalized follow-up sequences for cart abandoners

What generic LLMs like ChatGPT and Claude cannot do

While they're powerful tools, generic LLMs have significant limitations for ecommerce analysis:

- **No direct data access**

You'll need to manually export data from Shopify, Google Analytics, Meta Ads Manager, Google Ads, email platforms, and any other tools you use. This process alone can take hours each time you want fresh insights.

- **Data integration challenges**

Each platform exports data in different formats with different naming conventions. You'll need to standardize, clean, and merge multiple datasets before analysis can begin.

- **No real-time connectivity**

Unlike specialized ecommerce AI tools, ChatGPT and Claude can't access live data. Every analysis requires you to download, prepare, and upload current data.

- **Limited ecommerce context**

Generic LLMs don't understand ecommerce nuances like attribution windows, seasonal patterns, or platform-specific metrics without extensive context in each prompt.

Unlike ChatGPT and Claude, **Triple Whale's Moby AI** has direct access to all your ecommerce data through the Triple Whale Data Platform. Which means no manual exports, no data preparation, and no delays — just instant insights from AI that's specifically trained on your ecommerce data and already understands your business context (scroll to [page 44](#) to understand why brands are choosing Moby over manual).

LLM Prompting Fundamentals for BFCM Success

To obtain valuable BFCM insights from LLMs, you need to structure your requests strategically. Here are the essential guidelines:

1. Provide complete context

LLMs perform best when they understand your business model, BFCM goals, and any unique constraints. Always include:

- Your target customer demographics and price points
- Specific BFCM objectives (revenue targets, customer acquisition goals, etc.)
- Any operational constraints (inventory limitations, fulfillment capacity)
- Relevant market context or competitive pressures

2. Be extremely specific

Vague requests produce vague insights. Instead of “analyze my BFCM performance”, specify exactly what you need:

- Which metrics matter most for your analysis
- What time periods to compare
- What specific recommendations you’re seeking
- How you plan to use the insights

3. Structure your data requests

Well-organized prompts generate better results. Use clear sections for:

- Analysis objectives
- Data description
- Specific questions
- Desired output format

4. Request actionable outputs

Always ask for specific recommendations with:

- Priority rankings based on potential impact
- Implementation timelines
- Success metrics to monitor
- Expected results from changes

DOs & DON'Ts of BFCM LLM Prompting

DO

- ✓ **Provide complete data context**
 - Data sources, date ranges, key metrics
 - Explain data quality issues or anomalies
 - Define how you calculate important metrics
- ✓ **Define clear BFCM objectives**
 - Specify revenue targets and growth goals
 - Explain customer acquisition priorities
 - Include profitability requirements
- ✓ **Compare relevant time periods**
 - Year-over-year BFCM comparisons
 - Pre-BFCM vs. BFCM performance
 - Weekly/daily trend analysis during BFCM
- ✓ **Specify desired output format**
 - Request executive summaries with key takeaways
 - Ask for prioritized action items
 - Define preferred chart/table formats
- ✓ **Include operational constraints**
 - Request executive summaries with key takeaways
 - Note budget restrictions
 - Explain team capacity for implementations
- ✓ **Request confidence levels**
 - Ask for prediction accuracy estimates
 - Request ranges for forecasts
 - Seek alternative scenarios

DONT

- ✗ **Assume the LLM understands your data structure**
 - Don't upload raw exports without context
 - Never skip explaining custom metrics or calculations
- ✗ **Ask generic performance questions**
 - "How did my BFCM go?" is too vague
 - "What should I do differently?" lacks direction
- ✗ **Mix different data periods without context**
 - Don't combine BFCM and regular season data without noting the difference
 - Avoid comparing different promotional periods without explaining context
- ✗ **Leave output format open-ended**
 - Generic "analyze this" requests waste time
 - Unclear expectations lead to unusable insights
- ✗ **Ignore practical limitations**
 - Recommendations must be actionable within your resources
 - Don't ask for strategies you can't execute
- ✗ **Accept predictions without context**
 - Always understand the uncertainty in forecasts
 - Don't make major decisions on single-point estimates

How to use this guide effectively

This guide is structured around six key strategic areas that determine BFCM success. We've organized the prompts by timeframe to match your planning cycle — the first 35 prompts will help you prepare for the months before BFCM, and the following 15 are designed for real-time optimization during the critical shopping weekend itself.

Each section contains specific prompts designed to extract actionable insights from your data.

- **For pre-BFCM planning (prompts 1-35):**

Use these prompts starting at least 6-8 weeks before BFCM to analyze historical performance, identify optimization opportunities, and build comprehensive forecasts. The insights from these prompts should inform your creative strategy, budget allocation, inventory planning, and operational preparation.

- **For live BFCM optimization (prompts: 36-45):**

Deploy these prompts daily (or multiple times per day) during BFCM to monitor performance, identify emerging opportunities, catch spend anomalies before they cause further damage, and make real-time adjustments. You can even set up automated sequences in Moby to receive regular performance summaries and optimization recommendations straight to your inbox.

- **For an emergency Cyber Monday pivot (prompts: 46-50):**

If Black Friday didn't go as planned, use these emergency prompts to diagnose what went wrong to pivot your strategy to ensure Cyber Monday doesn't follow the same trajectory.

How to prepare your BFCM data for LLM analysis

The quality of insights you get from LLMs is directly correlated with the quality and completeness of the data you provide. Before diving into the 40 expert prompts below, you'll need to collect, organize, and structure your BFCM data properly.

Essential BFCM data collection checklist

Ecommerce platform data (Shopify, WooCommerce, etc.)

- Daily revenue and order data for BFCM period
- Product-level sales performance
- Customer acquisition metrics (new vs. returning)
- Average order value and units per transaction
- Geographic breakdown of sales
- Device usage data (mobile vs. desktop)
- Cart abandonment and checkout metrics

Advertising performance data

- Campaign performance across all platforms (Meta, Google, TikTok, etc.)
- Creative-level performance metrics
- Audience segment performance
- Attribution data (first-click, last-click, multi-touch)
- Cost per acquisition by channel and campaign
- Return on ad spend (ROAS) calculations
- Budget allocation and pacing data

Email & SMS marketing data

- Campaign send volumes/timing
- Open rates, click-through rates, conversion rates
- Revenue attribution from email/SMS
- List growth and segmentation performance
- Automation sequence performance

Website analytics data

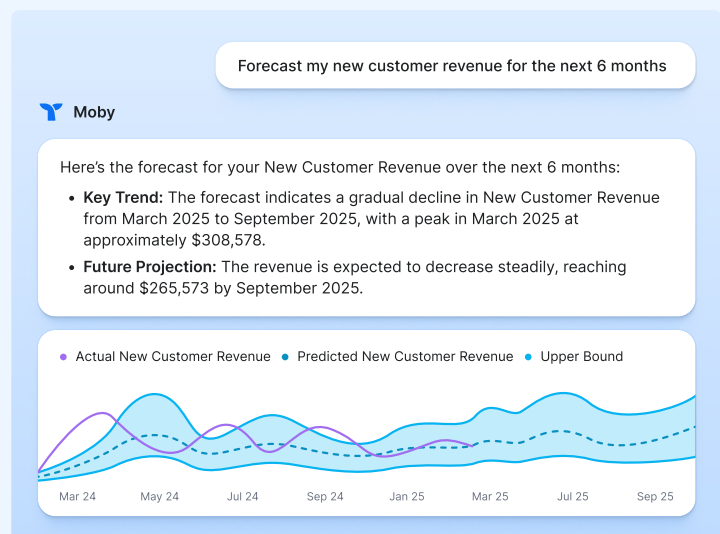
- Traffic sources and conversion funnels
- Page performance metrics
- Site speed during high-traffic periods
- Conversion rate optimization test results
- Customer journey and behavior flow data

Inventory & operations data

- Stock levels and turnover rates
- Product margins and profitability
- Fulfillment times and costs
- Return rates and reasons
- Supplier and logistics performance

Tired of uploading your data into LLMs?

Just ask Moby.



Data organization best practices

1. Standardize your data formats

- Create consistent naming conventions across all platforms
- Use uniform date formats (YYYY-MM-DD)
- Standardize product SKUs and campaign names
- Ensure currency and metric units are consistent
- Create unified customer segment definitions

2. Structure data for easy analysis

- Export data as CSV files with clear column headers
- Include a data dictionary explaining each metric
- Combine related data sources into single files when possible
- Add calculated fields for key metrics (ROAS, LTV, margins)

3. Provide historical context

- Include comparison data for meaningful analysis
- Same BFCM period from previous year
- Regular season performance for context
- Industry benchmarks when available
- Goals and targets for reference

Collect and organize all of that data manually — or, just **let Moby AI do it for you.**

50 Expert BFCM prompts for strategic success

The following prompts are designed for use with ChatGPT, Claude, or similar LLMs. Each requires you to first collect and organize the relevant data as outlined above.

Strategic performance analysis

Understanding what drove success and failure in your previous BFCM campaigns

1. Comprehensive BFCM Performance Review

```
I've uploaded our complete BFCM 2024 performance data including revenue, costs, channel performance, and customer metrics. Please analyze this data alongside our 2024 goals and 2023 BFCM performance for comparison.
```

```
Business Context:
```

- [Your business model and target market]
- [BFCM revenue targets and growth goals]
- [Key constraints or challenges faced]

```
Analysis Objectives:
```

1. Calculate our overall BFCM performance vs. goals and previous year
2. Identify our biggest wins and most significant failures
3. Determine ROI across all marketing channels using attribution data
4. Assess customer acquisition quality and lifetime value trends

```
Provide specific recommendations for BFCM 2025 strategy based on these insights, prioritized by potential revenue impact.
```

→ **Data Required:** Revenue reports, marketing spend by channel, customer acquisition data, year-over-year comparison data, original BFCM goals/targets

2. Contribution Margin Deep Dive

Using our BFCM order-level data with product costs and margins, calculate our true profitability during BFCM 2024 compared to regular season performance.

Include in your analysis:

- Contribution margin per order during BFCM vs. baseline months
- Impact of discounts on overall profitability
- Product category performance by margin
- Channel efficiency when accounting for total customer acquisition costs

Identify specific opportunities to improve profitability for BFCM 2025 without sacrificing revenue growth.

→ **Data Required:** Order-level data with product costs, discount amounts, shipping costs, platform fees, regular season comparison data

3. Year-over-Year Growth Analysis

Compare my BFCM performance from 2022-2024 using the attached datasets. Analyze trends in:

- Revenue growth rates and patterns
- Customer acquisition efficiency over time
- Average order value progression
- Channel performance evolution
- Profitability trends

What does this multi-year analysis tell us about our brand trajectory, and what strategic adjustments should we make for 2025?

→ **Data Required:** Three years of BFCM performance data, consistent metrics across years, market context for each year

4. Channel ROI Comparison

Using our multi-touch attribution data, rank all marketing channels by true incremental revenue during BFCM 2024. Include:

- Direct revenue attribution
- Assisted conversions impact
- Customer lifetime value by acquisition channel
- Cost efficiency metrics

Recommend optimal budget allocation for BFCM 2025 based on incremental revenue performance, not just last-click attribution.

→ **Data Required:** Multi-touch attribution data, customer lifetime value by channel, full customer journey data, channel costs

5. Customer Lifetime Value Impact

Analyze the 12-month performance of customers acquired during BFCM 2024 vs. customers acquired during regular periods. Compare:

- Repeat purchase rates
- Total lifetime spend
- Engagement with future campaigns
- Return and refund rates

What does this tell us about the quality of BFCM customer acquisition, and how should this influence our 2025 acquisition strategy?

→ **Data Required:** Customer cohort data, 12-month purchase history, engagement metrics, BFCM vs. non-BFCM acquisition comparison

Creative & campaign intelligence

Optimizing your creative strategy based on data-driven insights

6. Winning Creative Pattern Analysis

I've provided performance data and creative assets for all our BFCM 2024 campaigns. Analyze the common elements across our top-performing creatives including:

- Visual themes and design elements
- Messaging frameworks and copy approaches
- Calls-to-action and offers
- Format performance (video vs. static, carousel vs. single image)

Identify the "creative DNA" that consistently drives high performance for our brand and provide a framework for replicating this success in 2025.

→ **Data Required:** Creative assets (images/videos), performance metrics by creative, campaign targeting information, conversion data

7. Platform-Specific Creative Strategy

Compare creative performance across Meta, Google, TikTok, and other platforms during BFCM 2024. For each platform, identify:

- Most effective creative formats and styles
- Optimal messaging approaches and copy length
- Audience engagement patterns
- Conversion efficiency by creative type

Develop platform-specific creative strategies for BFCM 2025 that optimize for each channel's unique characteristics.

→ **Data Required:** Platform-specific performance data, creative assets by platform, audience data, cross-platform comparison metrics

8. Creative Fatigue and Refresh Strategy

Using our daily creative performance data from BFCM 2024, analyze how creative performance decayed over time. Calculate:

- Average performance decline curves for different creative types
- Optimal refresh timing for maintaining efficiency
- Budget allocation between new creative development and scaling winners

Recommend a creative refresh schedule and budget allocation strategy for BFCM 2025.

→ **Data Required:** Daily creative performance data, creative launch dates, performance curves over time, creative development costs

9. High-AOV Creative Elements

Identify which creative elements consistently drove the highest average order values during BFCM 2024:

- Visual components that correlate with higher spend
- Messaging themes that encourage larger purchases
- Product positioning and bundle presentations
- Psychological triggers and urgency tactics

Generate 5 new creative concepts specifically optimized for driving high-value purchases in 2025.

→ **Data Required:** Creative assets, order value data by creative, product bundle performance, conversion data with AOV breakdown

10. Creative Scaling Opportunities

Analyze which BFCM 2024 creatives maintained or improved efficiency when we increased spend. Identify:

- Creatives with the best scaling potential
- Audience segments most responsive to winning creative themes
- Budget levels where performance remained stable
- Creative elements that predict scalability

Recommend which creative themes have the highest scaling potential for BFCM 2025 and optimal budget allocation strategies.

→ **Data Required:** Creative performance at different spend levels, audience response data, efficiency metrics across budget ranges

Customer acquisition & retention

Maximizing both new customer acquisition and existing customer value

11. High-Value Customer Profiling

Using our customer data from BFCM 2024, create detailed profiles of our highest-LTV customers including:

- Demographic and psychographic characteristics
- Purchase behavior patterns and preferences
- Acquisition channels and customer journey touchpoints
- Engagement patterns with marketing campaigns

Provide a targeting strategy for finding and acquiring more customers with similar profiles in 2025.

→ **Data Required:** Customer demographics, purchase history, LTV calculations, acquisition channel data, engagement metrics

12. Acquisition Channel Efficiency

Compare new customer acquisition costs and quality across all channels during BFCM 2024:

- Cost per acquisition by channel
- 90-day and 365-day customer lifetime value
- Repeat purchase rates
- Engagement with retention campaigns

Rank channels by customer quality, not just acquisition cost, and recommend budget allocation for 2025.

→ **Data Required:** New customer data by channel, LTV tracking, retention metrics, full acquisition costs including platform fees

13. Retention Strategy Performance

Evaluate how effectively our email, SMS, and loyalty campaigns drove repeat purchases from existing customers during BFCM 2024:

- Campaign performance metrics and revenue attribution
- Customer segment response rates
- Incremental revenue from retention campaigns
- Cost effectiveness compared to acquisition campaigns

Prioritize retention strategies for BFCM 2025 based on performance and ROI.

→ Data Required: Email/SMS campaign data, retention campaign performance, customer segment data, revenue attribution

14. Customer Segmentation Strategy

Segment our BFCM 2024 customers by purchase behavior, lifetime value, and engagement patterns. For each segment:

- Characteristic behaviors and preferences
- Most effective marketing channels and messages
- Optimal communication frequency and timing
- Predicted future value and retention probability

Create personalized campaign strategies for each segment for BFCM 2025.

→ Data Required: Customer transaction data, engagement metrics, demographic information, behavioral tracking data

15. Cross-Channel Customer Journey

Map the typical customer journey during BFCM 2024 campaigns using our attribution data:

- Most common touchpoint sequences before conversion
- Channel influence on final purchase decisions
- Time delays between touchpoints and conversion
- Most effective channel combinations

Optimize our 2025 customer journey strategy based on these insights.

→ Data Required: Customer demographics, purchase history, LTV calculations, acquisition channel data, engagement metrics

Product & inventory strategy

Optimizing your product mix and inventory planning

16. Top Product Performance Analysis

Analyze our best-selling products from BFCM 2024 across multiple dimensions:

- Revenue contribution and units sold
- Profit margins and contribution to overall profitability
- Inventory turnover rates and carrying costs
- Customer satisfaction and repeat purchase rates

Recommend which products should be our hero items for BFCM 2025 and optimal inventory allocation.

→ **Data Required:** Product-level sales data, cost and margin information, inventory turnover rates, customer feedback data

17. Product Category Insights

Compare performance across all product categories during BFCM 2024:

- Revenue and profit contribution by category
- Customer acquisition efficiency by category
- Average order values and attachment rates
- Customer satisfaction and return rates

Identify which categories to prioritize for growth and which need strategic changes for 2025.

→ **Data Required:** New customer data by channel, LTV tracking, retention metrics, full acquisition costs including platform fees

18. Inventory Optimization

Based on BFCM 2024 sales patterns and current inventory levels, forecast demand for BFCM 2025:

- Products at risk of stockouts vs. overstock
- Optimal reorder points and quantities
- Seasonal demand patterns and growth projections
- Cost implications of different inventory strategies

Provide specific inventory recommendations with financial impact analysis.

→ **Data Required:** Historical sales data, current inventory levels, supplier lead times, carrying costs, demand forecasting data

19. Bundle and Upsell Performance

Evaluate product bundling and upselling strategies from BFCM 2024:

- Most successful product combinations
- Bundle performance vs. individual product sales
- Upsell conversion rates and revenue impact
- Customer response to different bundle pricing strategies

Design new bundling strategies to maximize average order value for BFCM 2025.

→ **Data Required:** Bundle sales data, product combination analysis, upsell performance metrics, pricing elasticity data

20. New Product Launch Strategy

For products we're planning to launch for BFCM 2025, analyze which existing products had similar customer profiles and performance patterns in 2024:

- Customer demographics and behavior patterns
- Seasonal performance trends
- Marketing channel effectiveness
- Pricing and positioning strategies

Develop launch strategies for new products based on similar successful products.

→ **Data Required:** Existing product performance by customer segment, seasonal trends, new product specifications, launch planning data

Website conversion optimization

Optimizing your site experience for maximum BFCM conversions

21. Conversion Funnel Analysis

Using our website analytics from BFCM 2024, analyze the complete conversion funnel:

- Traffic sources and landing page performance
- Product page engagement and conversion rates
- Cart abandonment at each checkout step
- Payment and fulfillment completion rates

Identify the highest-impact optimization opportunities for BFCM 2025.

→ **Data Required:** Website analytics data, conversion funnel reports, page-by-page performance metrics, checkout analytics

22. Mobile vs Desktop Performance

Compare website performance between mobile and desktop during BFCM 2024:

- Conversion rates and average order values
- User behavior patterns and session duration
- Checkout completion rates
- Performance during high-traffic periods

Recommend device-specific optimizations for BFCM 2025.

→ **Data Required:** Device-specific analytics, conversion data by device, user behavior flows, performance during traffic spikes

23. Landing Page Optimization

Rank our top landing pages from BFCM 2024 by conversion rate and revenue per session:

- Elements that made high-performing pages successful
- Common issues with underperforming pages
- A/B test results and optimization opportunities
- Load times and technical performance factors

Provide a guide for creating high-converting landing pages for BFCM 2025.

→ Data Required: Landing page performance data, A/B test results, page element analysis, technical performance metrics

24. Checkout Optimization Opportunities

Analyze checkout abandonment during BFCM 2024 to identify optimization opportunities:

- Drop-off rates at each checkout step
- Error messages and technical issues
- Payment method preferences and failures
- Guest vs. account checkout performance

Recommend specific changes to improve checkout completion rates for BFCM 2025.

→ Data Required: Checkout funnel analytics, error logs, payment processing data, user behavior in checkout flow

25. Site Speed and Technical Performance

Rank our top landing pages from BFCM 2024 by conversion rate and revenue per session:

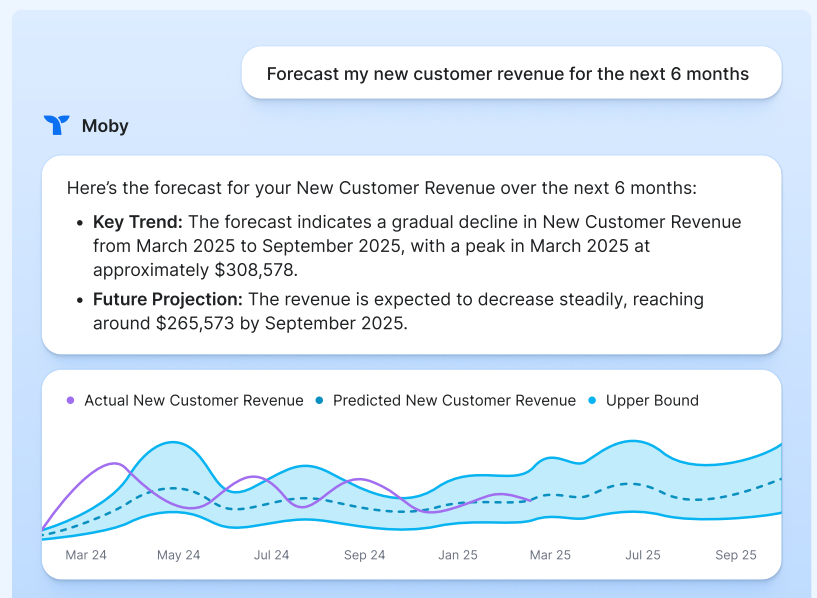
- Elements that made high-performing pages successful
- Common issues with underperforming pages
- A/B test results and optimization opportunities
- Load times and technical performance factors

Provide a guide for creating high-converting landing pages for BFCM 2025.

→ Data Required: Site speed analytics, server performance logs, conversion data correlated with load times, traffic volume data

Tired of uploading your data into LLMs?

Just ask Moby.



Timing & optimization

Perfecting your campaign timing and budget allocation

26. Peak Performance Windows

Identify optimal timing patterns from BFCM 2024:

- Specific days and hours with highest conversion rates
- Email and SMS send time optimization
- Social media posting and ad delivery timing
- Geographic time zone performance variations

Create a detailed timing strategy for BFCM 2025 campaigns.

→ **Data Required:** Hourly performance data, email/SMS delivery timing, social media analytics, geographic performance data

27. Campaign Pacing Strategy

Analyze how daily ad spend and performance fluctuated during BFCM 2024:

- Budget pacing vs. performance optimization
- Days with best efficiency vs. highest volume
- Platform-specific pacing patterns
- Impact of budget constraints on performance

Develop an optimal budget pacing strategy for BFCM 2025.

→ **Data Required:** Daily ad spend data, performance metrics by day, budget utilization reports, platform-specific pacing data

28. Email/SMS Send Time Optimization

Using our email and SMS campaign data from BFCM 2024, determine optimal send times:

- Open rates and click rates by send time
- Conversion rates and revenue by timing
- Audience segment preferences for timing
- Frequency optimization and fatigue prevention

Create a comprehensive communication timing strategy for BFCM 2025.

→ **Data Required:** Email/SMS campaign performance by send time, audience engagement patterns, conversion tracking data

29. Promotional Calendar Strategy

Map and analyze our promotional strategy from BFCM 2024:

- Performance of different discount levels and types
- Timing of promotions throughout the BFCM period
- Customer response to urgency and scarcity tactics
- Impact on margins and customer behavior

Design an optimal promotional cadence and discount strategy for BFCM 2025.

→ **Data Required:** Promotional calendar with performance data, discount impact analysis, customer behavior during promotions

30. Real-Time Optimization Triggers

Based on BFCM 2024 performance fluctuations, establish triggers for real-time optimization:

- Performance thresholds that indicate need for changes
- Leading indicators of campaign fatigue or issues
- Budget reallocation triggers and thresholds
- Creative refresh decision points

Create a real-time optimization playbook for BFCM 2025.

→ **Data Required:** Performance variance data, campaign fatigue patterns, optimization decision points, real-time performance tracking

Forecasting & planning

Setting realistic goals and preparing for different scenarios

31. Revenue Forecasting

Using our BFCM data from 2022-2024 and current business trends, create revenue forecasts for BFCM 2025:

- Most likely scenario based on current growth trajectory
- Optimistic scenario with successful optimization implementation
- Conservative scenario accounting for potential challenges
- Sensitivity analysis for key variables

Include confidence intervals and key assumptions for each forecast.

→ Data Required: Multi-year BFCM data, current year performance trends, market conditions, growth rate analysis

32. Budget Allocation Planning

Based on historical channel performance and current market conditions, recommend BFCM 2025 budget allocation:

- Optimal distribution across marketing channels
- Budget timing and pacing recommendations
- Performance-based reallocation triggers
- ROI projections for different allocation scenarios

Include scenario planning for different total budget levels.

→ Data Required: Historical channel ROI, current performance trends, budget constraints, market opportunity analysis

33. Inventory Demand Forecasting

Predict product-level demand for BFCM 2025 using historical patterns and planned promotions:

- SKU-level demand forecasts with confidence intervals
- Impact of promotional strategies on demand
- Seasonal trend analysis and growth projections
- Risk assessment for stockouts vs. overstock

Provide specific inventory recommendations with financial impact analysis.

→ **Data Required:** Historical product sales data, promotional impact data, seasonal trends, current inventory levels

34. Customer Acquisition Projections

Forecast customer acquisition for BFCM 2025 based on planned spend and historical efficiency:

- New customer acquisition targets by channel
- Cost per acquisition projections
- Customer lifetime value expectations
- Market saturation and competitive impact analysis

Include scenarios for different budget levels and market conditions.

→ **Data Required:** Historical acquisition data, planned marketing spend, market analysis, competitive intelligence

35. Competitive Scenario Planning

Based on market trends and competitor analysis, develop scenarios for BFCM 2025:

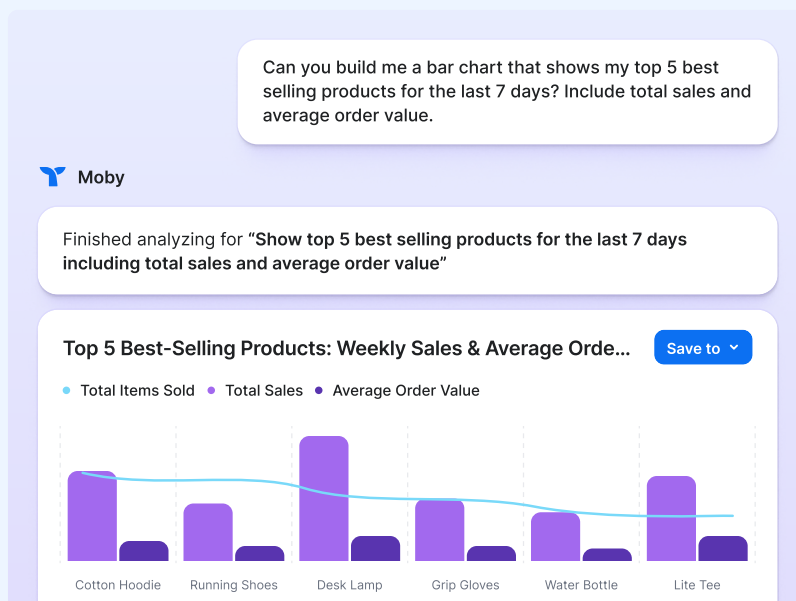
- Scenario 1: Increased competitive pressure and pricing wars
- Scenario 2: Market growth with stable competitive landscape
- Scenario 3: Economic headwinds affecting consumer spending

For each scenario, recommend strategic adaptations and contingency plans.

→ Data Required: Competitive analysis, market trend data, economic indicators, historical competitive response patterns

Moby already has
access to your data

**If you need to know
something, simply ask.**



Real-time BFCM optimization

During BFCM, every hour represents a significant revenue opportunity — or potential loss. These real-time optimization prompts are designed for daily (or even hourly) use throughout the Black Friday to Cyber Monday period, helping you monitor performance, catch issues before they escalate, and capitalize on emerging opportunities as they happen.

Unlike pre-BFCM analysis that shapes your overall strategy, these prompts focus on immediate, actionable adjustments you can make while campaigns are live. You'll be able to identify when competitors change their tactics, spot creative fatigue before it hurts performance, catch payment processing issues that silently kill conversions, and reallocate budgets to channels delivering the best returns right now.

The difference between good and great BFCM performance often comes down to how quickly you can adapt to real-time signals. These prompts ensure you're not flying blind during the most critical sales period of the year.

36. Daily Performance Dashboard

Generate a comprehensive daily performance summary using today's data:

- Revenue vs. target and year-over-year comparison
- Channel performance and efficiency metrics
- Top-performing and underperforming campaigns
- Immediate optimization opportunities
- Budget utilization and pacing status

Include specific action items ranked by priority and potential impact.

→ **Data Required:** Real-time performance data, daily targets, year-over-year comparison, channel breakdown

37. Real-Time Budget Reallocation

Based on current performance trends, recommend immediate budget shifts:

- Underperforming campaigns to pause or reduce
- High-performing campaigns ready for scaling
- Channel-level budget reallocation opportunities
- Expected impact of recommended changes

Provide specific dollar amounts and implementation timeline.

→ Data Required: Real-time campaign performance, budget utilization, scaling potential analysis, efficiency metrics

38. Creative Performance Monitoring

Analyze current creative performance and fatigue indicators:

- Creatives showing declining performance metrics
- New creative launch recommendations
- Pause/scale decisions for existing creatives
- Creative refresh priority ranking

Include specific creative concepts based on winning patterns.

→ Data Required: Creative performance trends, fatigue indicators, new creative assets ready for launch, historical patterns

39. Inventory and Sales Alignment

Monitor inventory movement vs. sales forecasts:

- Products selling faster/slower than predicted
- Stockout risk assessment for high-performing items
- Overstock items needing promotional support
- Marketing adjustment recommendations

Provide immediate promotional and marketing recommendations.

→ Data Required: Real-time inventory levels, sales velocity data, demand forecasts, promotional options

40. Customer Acquisition Efficiency Check

Assess current customer acquisition performance vs. goals:

- New customer acquisition tracking by channel
- Cost per acquisition vs. targets
- Customer quality indicators (AOV, engagement)
- Channel efficiency and optimization opportunities

Recommend immediate channel strategy adjustments.

→ Data Required: Real-time acquisition data, cost per acquisition by channel, customer quality metrics, acquisition targets

41. Competitor Response Analysis

Monitor competitor pricing and promotional changes in real-time:

- Which competitors have adjusted their offers today?
- How are their promotions affecting our conversion rates?
- Products where we're being significantly undercut
- Opportunities where competitors are out of stock

Recommend immediate pricing or promotional adjustments to maintain competitiveness without sacrificing margins.

→ **Data Required:** Competitor pricing scraped/monitored data, competitive intelligence tools reports, conversion rate changes by hour, product-level pricing comparisons, competitor inventory status tracking, market share estimates

42. Cart Abandonment Recovery Optimization

Analyze today's cart abandonment patterns in real-time:

- Current abandonment rate vs. BFCM average
- Primary abandonment reasons (shipping costs, technical issues, price)
- Recovery email/SMS performance so far today
- Segments with highest abandonment rates

Provide immediate interventions to reduce abandonment and recover lost sales.

→ **Data Required:** Real-time cart abandonment analytics, checkout funnel drop-off data by step, abandonment reasons survey data, recovery email/SMS performance metrics, customer segment behavior data, historical recovery rate benchmarks

43. Flash Sale Performance Predictor

Based on the first 30-60 minutes of our flash sale:

- Project total revenue for this sale period
- Identify products over/underperforming expectations
- Calculate if we'll hit inventory limits
- Predict customer service volume needs

Recommend immediate adjustments to maximize flash sale success.

→ **Data Required:** First 30-60 minutes sales data, product velocity metrics, current inventory levels, historical flash sale performance curves, customer service ticket volume, real-time traffic data, conversion rate trends

44. Payment Processing Optimization

Analyze payment performance in real-time:

- Payment failure rates by method and region
- Alternative payment method performance (BNPL, digital wallets)
- International transaction success rates
- Processing time impacts on abandonment

Recommend payment flow adjustments to maximize successful transactions.

→ **Data Required:** Payment gateway transaction logs, failure rates by payment method, geographic payment performance, alternative payment method adoption rates, checkout timing data, error message frequency, bank decline reasons

45. Multi-Channel Attribution Shifts

Monitor how attribution patterns are changing during BFCM:

- Channel contribution shifts vs. normal periods
- Cross-device behavior changes
- Path to purchase compression or elongation
- Assisted conversion value by channel

Reallocate budget based on true incremental value being delivered right now.

→ **Data Required:** Multi-touch attribution model data, real-time path analysis, cross-device tracking data, assisted conversion metrics, channel interaction reports, attribution window performance, incrementality test results

Emergency Cyber Monday Recovery Prompts

When Black Friday doesn't deliver the results you expected, you have a critical 48-72-hour window to pivot your strategy to salvage your overall BFCM performance. These emergency prompts are designed for rapid diagnosis and recovery, helping you to identify exactly what went wrong and implement fixes that can be deployed before Cyber Monday begins.

The focus here is on actionable intelligence you can execute immediately — from addressing customer hesitation caused by Black Friday issues to reallocating resources where they'll have a maximum impact. You'll be able to quickly reposition against competitors who may be facing similar challenges, while implementing risk mitigation strategies to ensure Cyber Monday doesn't suffer the same fate.

Speed is everything in this recovery phase. These prompts will help you make decisive changes based on real data rather than panic-driven guesses, turning Black Friday learnings into Cyber Monday wins.

46. Black Friday Failure Diagnosis

Analyze our Black Friday underperformance to identify specific issues:

- Compare actual vs. expected performance by hour
- Identify the exact points where performance diverged from projections
- Analyze whether issues were traffic, conversion, or AOV related
- Determine if problems were technical, competitive, or offer-related
- Compare our performance decline to industry benchmarks

Provide the top 3 fixable issues we MUST address before Cyber Monday and specific solutions for each.

→ **Data Required:** Hourly performance data from Black Friday, original forecasts and targets, traffic volume and sources, conversion rates by hour, average order values over time, technical error logs and site performance metrics, competitor pricing/promo data, industry benchmark reports, customer service complaint logs.

47. Customer Intent Analysis

Analyze behavior of Black Friday visitors who didn't convert:

- Products they viewed but didn't purchase
- Cart abandonment reasons and patterns
- Price points where we lost them
- Competitor sites they likely visited (based on traffic patterns)
- Email/SMS engagement from non-converters

Create a Cyber Monday recovery strategy specifically targeting these warm but unconverted prospects.

→ **Data Required:** Product view data for non-converting visitors, abandoned cart details with products and values, exit page analytics, price comparison data, browse abandonment sequences, email/SMS engagement metrics for non-converters, session replay or heatmap data, customer survey responses about why they didn't purchase.

48. Emergency Creative Pivot

Our Black Friday creatives underperformed. For Cyber Monday:

- Identify which messages, visuals, and offers failed to resonate
- Analyze competitor creative that outperformed ours
- Determine if our value proposition was unclear or unconvincing
- Assess whether creative fatigue set in earlier than expected

Generate 5 new creative angles we can produce and launch within 24 hours, prioritized by potential impact.

→ **Data Required:** Creative performance metrics (CTR, conversion rate, engagement), competitor creative examples and performance intel, creative fatigue indicators (declining CTR over time), A/B test results from Black Friday, customer feedback on messaging, creative view frequency data, performance by creative theme/message/offer type.

49. Channel Performance Triage

Diagnose channel-specific Black Friday failures:

- Which channels delivered poor quality traffic?
- Where did we have technical or tracking issues?
- Which channels ran out of budget too early?
- Where were our competitors more aggressive?

Recommend radical channel mix changes for Cyber Monday, including channels to cut entirely and others to double down on.

→ **Data Required:** Channel-by-channel performance metrics, traffic quality indicators (bounce rate, time on site, pages per session), conversion rates by channel, tracking and attribution data, budget utilization reports with hourly spend, competitive intelligence on channel presence, cost per acquisition by channel, ROAS by channel over time.

50. 48-Hour War Room Plan

Create a minute-by-minute Cyber Monday optimization plan:

- Pre-launch checklist (Saturday/Sunday)
- Hourly monitoring metrics and thresholds
- Decision trees for common scenarios
- Escalation triggers and decision makers
- Team responsibilities and communication protocols
- Backup plans for various failure scenarios

Provide a detailed operational playbook ensuring we can pivot quickly based on real-time performance.

→ **Data Required:** Black Friday performance patterns and pain points, team availability and skill sets, historical Cyber Monday traffic patterns, system capacity limits and thresholds, vendor/partner contact information and SLAs, previous years' issue logs and resolution times, budget remaining after Black Friday, inventory levels by product.

The manual vs. automated approach: Why brands choose Moby

If the prompts above are any indication, the data organization requirements means extensive manual work. Some brands have already learned how much time and energy Moby can save them.

Manual LLM approach (ChatGPT/Claude)

Time investment per analysis: 2-4 hours

1. **Data export (30-60 minutes):** Download reports from 5-10 different platforms
2. **Data cleaning (45-90 minutes):** Standardize formats, remove duplicates, handle missing values
3. **Data integration (30-60 minutes):** Merge datasets, create unified metrics, resolve naming conflicts
4. **Prompt crafting (15-30 minutes):** Write detailed prompts with context and structure
5. **Analysis review (15-30 minutes):** Interpret results and iterate if needed

→ For all 40 analyses: 80-160 hours of manual work

Automated approach with Moby AI

1. **Ask your question:** Simply type your prompt into Moby
2. **Get instant results:** Moby accesses live and historical data to generate insights immediately
3. **Take action:** Focus on implementing recommendations rather than data preparation

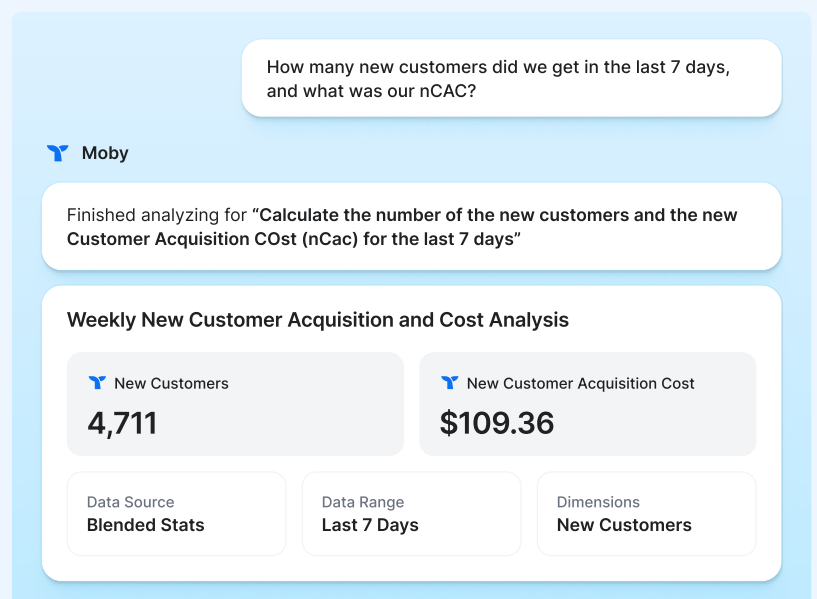
→ Time investment per analysis: 30 seconds

Why Moby transforms BFCM strategy

- **Complete data integration**
The Triple Whale Data Platform automatically connects to all your ecommerce tools, creating a unified source of truth that's always current and accurate.
- **Ecommerce-specific intelligence**
Unlike generic LLMs, Moby is trained specifically on ecommerce data and better understands the nuances of attribution, seasonality, and customer behavior patterns.
- **Real-time optimization**
With live data access, Moby can provide up-to-the-minute insights during BFCM when every minute matters for optimization decisions.
- **No technical expertise required**
Skip the data engineering work and focus on strategy. Moby handles all of the technical complexity behind the scenes.
- **Continuous monitoring**
Set up automated Agents to monitor your key metrics and alert you to optimization opportunities 24/7 during BFCM.

Ready to make confident, data-driven decisions faster than ever before?

[Ask Moby today](#)



Final thoughts

While LLMs like ChatGPT and Claude can provide valuable insights when prompted correctly, the manual process of data collection, organization, and analysis remains time-intensive. For ecommerce brands that are serious about moving quickly, especially during times like BFCM, Moby Agents can remove that complexity entirely to deliver instant, expert-level analysis without hours of manual labor.

Stop drowning in data and start using it intelligently.

[Get started with Moby today.](#)