Venn Apps

BFCM & HOLIDAY EDITION · FOR SHOPIFY BRANDS

2026 MOBILE APP MARKETING GUIDE

The actionable checklist to grow app revenue this Black Friday, Cyber Monday and beyond, with ease.

INSIDE THIS GUIDE

Nine plays for your best-ever app BFCM

01
The 2026 picture
Numbers and trends for the season

02
What changed this year
Platform shifts to plan around

03
Why the app wins
Proof from $56M in app BFCM sales

04
Your six-week countdown
What to do, and exactly when

05
App design
Make every screen sell the sale

06
Offers & exclusives
Lead with access, not just discount

07
Push & personalisation
Your free, unlimited revenue channel

08
Downloads & AI discovery
Grow your audience before launch

09
After the weekend
Plus the master readiness checklist

Bigger, earlier and more mobile than ever

Most holiday spend now happens on a phone. Your app is where your highest-intent mobile shoppers already live.

$275.1B

Forecast US online holiday spend, 1 Nov – 31 Dec 2026, up 6.7%

57.4%

Of that spend forecast on smartphones, up from 56.4% in 2025

61.5%

Of UK online holiday spend was made on mobile in 2025

$14.6B

Record BFCM sales by Shopify merchants in 2025, up 27% year on year

Sources: Adobe Digital Insights, 2026 US Holiday Forecast (Sept 2026) and UK holiday 2025 results; Shopify BFCM 2025 data.

Five trends shaping BFCM 2026

TREND	THE DATA	WHAT IT MEANS FOR YOUR APP
AI agents become a front door	20% of holiday ecommerce traffic will come from AI chat agents (Salesforce)	Discovery fragments. Own the repeat purchase in your app.
The season starts in October	$95.8B forecast US online spend in October alone, up 8% (Adobe)	Grow downloads and push opt-ins now, not in November.
Shoppers are trading down	35% of holiday shoppers are actively trading down to cheaper options (Salesforce)	Win on access, bundles and loyalty, not just deeper discounts.
Social commerce surges	Forecast to grow 9x faster than traditional ecommerce this holiday (Salesforce)	Make the app the call to action in creator and social content.
Stores go hybrid	38% of holiday retail dollars will mix digital research and in-store buying (Salesforce)	Link app, wallet pass and store with geo-push and loyalty.

Three platform shifts to plan around before November

01

Shopify Scripts are retired

Scripts stopped running on 30 June 2026. Any app-exclusive discount or gift with purchase still built on a Script will not fire this BFCM.

Rebuild on Shopify Functions or use native app-only discounts, then test end to end.

02

More ad space in the App Store

Apple now shows additional ads inline across App Store search results, not just in the top slot.

Protect your brand name with an Apple Ads campaign before competitors bid on it.

03

Agentic storefronts

Shopify feeds product data to AI platforms such as ChatGPT, Perplexity and Microsoft Copilot, where shoppers can buy in the chat.

Clean titles, descriptions and metafields decide whether you are recommended.

Last BFCM, Venn-powered apps did $56M in four days

$56M

Revenue transacted through Venn apps over BFCM 2025

19%

Of all BFCM revenue across our brands came through the app

+14%

Higher spend per order from app customers vs mobile web and desktop

$5M

Driven directly by push notifications, at zero cost per send

Source: Venn Apps, BFCM in Review 2025 (381,492 app orders, $148 app AOV, zero downtime at peak).

Access beat discount for Venn brands last year

35%

Of ThruDark's BFCM revenue came through its brand-new app. Priority access was the main incentive.

AYBL · The locked drop

Locked app and site with the Venn Lock Screen, unlocked the app first, then sent a password push for early access.

Astrid & Miyu · Double points

An in-app double loyalty points event delivered a clear short-term boost in sales.

Black Friday is 27 November. Here is what to do, and when.

14–31 OCT

Plan

- Lock your offer calendar
- Move discounts to Shopify Functions
- Brief icon, splash and homepage

1–15 NOV

Grow

- Run app download campaigns
- Launch an app-only perk
- Build VIP and wishlist segments

16–25 NOV

Tease

- Countdowns and teaser pushes
- Open VIP early access
- Schedule Lock Screen drops

26–30 NOV

Convert

- Launch pushes on the hour
- Rotate offers every day
- Watch real-time analytics

DEC – JAN

Retain

- Thank-you push and next-order offer
- Gift guides and last-order dates
- January loyalty re-engagement

Make every screen sell the sale

SCREEN	WHAT TO CHANGE	PRO TIP
Icon & splash	A seasonal icon and a short video teaser on the start screen	Keep splash copy to five words or fewer
Homepage	Hero banner, countdown block and a dedicated BFCM collection	Refresh creative daily so return visits feel new
Product pages	Badges for app-exclusive, low stock and bestsellers	Drive badges from metafields so they update themselves
Basket	Free-delivery progress bar and perk messaging	A/B test basket messages to lift order value
Checkout	Apple Pay, Shop Pay, Google Pay and pay-later options up front	82% of BNPL holiday spend happens on mobile (Adobe)

Your app design checklist

DONE BY 15 NOV

- [ ] Seasonal app icon and splash screen ready to switch on
- [ ] Homepage hero, countdown block and BFCM collection built and scheduled
- [ ] Product badges for app-exclusive, low stock and bestsellers
- [ ] Free-delivery progress bar and basket messaging live
- [ ] Express wallets and pay-later options visible at checkout
- [ ] A creative refresh planned for every day of Cyber Week

Lead with access, not just a discount

Adobe expects US discounts to peak at 30% in Cyber Week. Exclusivity lets you stand out without going deeper.

Early access

VIPs and app users shop first, which also staggers launch traffic.

App-only pricing

Applied automatically in the app. No codes to share or leak.

Gift with purchase

Tiered spend thresholds. Rotate the gift to bring shoppers back.

Bundles

Lift order value without deeper markdowns on hero products.

Loyalty multipliers

Double points in the app, as Astrid & Miyu ran last year.

Locked drops

Close the app, then reopen it with a password push, as AYBL did.

Your offers checklist

DONE BY 15 NOV

- [ ] Offer calendar set, with a fresh hook every day of Cyber Week
- [ ] App-exclusive discount rebuilt off Shopify Scripts and tested end to end
- [ ] VIP early-access window and segment defined
- [ ] Gift-with-purchase tiers and bundles configured, with stock reserved
- [ ] Loyalty points multiplier scheduled in the app
- [ ] Locked drop planned, with a password push and opt-in capture

Push is your free, unlimited revenue channel

Push drove $5M across Venn brands last BFCM. Plan the whole sequence now.

WHEN	GOAL	EXAMPLE MESSAGE
10 days out	Tease	“Something big is coming. Keep notifications on.”
3 days out	Warm up VIPs	“Your early access starts soon. Get ready.”
Launch	Go live	“It's live. 30% off everything for 48 hours only.”
Mid-weekend	Personalise	“The jacket on your wishlist just dropped in price.”
Final hours	Urgency	“Last 3 hours. Your app-only offer ends at midnight.”
Day after	Thank you	“As a thank you, here's 10% off your next order.”

Send fewer, smarter pushes to five segments

01	**VIPs & loyalty tiers**	First access and bigger perks for your best customers
02	**Wishlist & back in stock**	Alert shoppers the moment saved items drop in price or return
03	**Browsed, not bought**	Deep link straight back to the exact product they viewed
04	**Dormant users**	Win them back before BFCM with a welcome-back offer
05	**Near your stores**	Geo-located push paired with a wallet pass offer

Rules for every send

- Deep link to a collection or product, never just the homepage
- Cap frequency so loyal users are not over-messaged
- Use AI to draft on-brand copy and pick send times
- Mix in non-sales moments: thanks, gift ideas, stories

Your push checklist

DONE BY 20 NOV

- [ ] Push calendar written: tease, launch, mid-weekend, final hours, thanks
- [ ] Five segments built: VIP, wishlist, browsed, dormant and local
- [ ] Every push deep-links to the exact collection or product
- [ ] Automated flows on: abandoned basket, back in stock, welcome
- [ ] Frequency caps agreed so loyal users are not over-messaged
- [ ] Opt-in prompt shown after a moment of value, not on first launch

Grow your app audience before the doors open

Every download before 27 November is a customer you can reach for free on the day.

Your website

A smart download banner on mobile web, carrying your app-only perk.

Email & SMS

A dedicated “shop BFCM in the app” send, plus store badges in every footer.

Social & creators

Creators name the app as the place to get early access.

Paid social

Install campaigns that exclude people who already have the app.

App Store search

Protect your brand in Apple's new search ad slots and refresh screenshots.

In store

QR codes at the till and wallet passes that earn loyalty points.

Your downloads checklist

DONE BY 10 NOV

- [ ] Download banner updated with your BFCM app-only perk
- [ ] App Store screenshots and promo text refreshed for the season
- [ ] Apple Ads brand campaign live before Cyber Week
- [ ] “Get the app” email and SMS scheduled one to two weeks out
- [ ] Creators and social briefed with the app as the call to action
- [ ] In-store QR codes and wallet-pass signage printed

Get found by AI, then keep shoppers in-app

20%

Of holiday ecommerce traffic predicted to come from AI chat agents (Salesforce)

+130%

Forecast growth in AI-referred traffic to US retail sites this season (Adobe)

74%

Of shoppers trust product recommendations from AI chat (Salesforce)

Your AI discovery checklist

AI finds the first order. Your app earns the next ten.

- [ ] Switch on Shopify's agentic storefront channels
- [ ] Clean product titles, descriptions and metafields: AI reads them
- [ ] Answer real questions on product pages: fit, materials, delivery
- [ ] Turn AI-referred first-timers into app users with a welcome offer

Turn BFCM buyers into year-round app customers

01

Say thanks

A non-sales thank-you push within 48 hours, then a next-order offer.

02

Own December

Gift guides and last-order-date pushes. 66.5% of US online orders on Christmas Day 2025 were on smartphones.

03

Learn fast

Compare app and web order value, conversion and push revenue in real-time analytics.

04

Onboard new users

Welcome flow, loyalty sign-up and preference capture ready for January.

Treat BFCM as a launchpad, not just a sales weekend.

Your BFCM 2026 app readiness check

10 BOXES · 6 WEEKS

- [ ] **Plan** · Offer calendar with a fresh hook every day
- [ ] **Design** · Icon, splash, homepage and badges ready
- [ ] **Offers** · VIP early access and app-only pricing set
- [ ] **Push** · Full calendar written and five segments built
- [ ] **Grow** · Banner, emails, creators and Apple Ads live
- [ ] **Plan** · Discounts moved off Shopify Scripts and tested
- [ ] **Design** · Basket bar, express pay and pay-later visible
- [ ] **Offers** · Gift with purchase, bundles and loyalty multiplier
- [ ] **Push** · Automated flows and frequency caps switched on
- [ ] **Retain** · Thank-you push and December plan ready

Venn Apps

MAKE YOUR APP YOUR BEST CHANNEL THIS BFCM

Venn Apps designs, builds and manages bespoke native iOS and Android apps for Shopify brands. Fixed monthly pricing, no success fees.

BOOK A DEMO

vennapps.com

Trusted by TOTEME, ThruDark, AYBL, Astrid & Miyu, Motel Rocks, Sidemen Clothing and more

SOURCES

Where the numbers come from

- Adobe Digital Insights, 2026 US Holiday Forecast (September 2026)
- Adobe, 2025 Holiday Shopping Season results (January 2026)
- Adobe, UK online retail spending hits record high (holiday 2025)
- Salesforce, 2026 Holiday Predictions (July 2026)
- Shopify, Black Friday Cyber Monday 2025 data ($14.6B record sales)
- Shopify developer changelog, Shopify Scripts deprecated on 30 June 2026
- AppleInsider, More ads are coming to the App Store in 2026 (December 2025)
- Practical Ecommerce, Shopify Agentic Storefronts, Winter '26 Edition (December 2025)
- Venn Apps, BFCM in Review 2025 and 7 Tips to Win BFCM with Mobile Apps

Forecasts are projections and actual results may differ. Venn Apps figures are aggregated across the Venn client base.