

CHECKLIST · FREE RESOURCE

BLACK FRIDAY ADS CHECKLIST

What to set up in Meta and Google Ads before, during and after Black Friday 2026 (27 November) so the busiest week does not become the most expensive one

Maison
Mint

AGENCY

2026



Q4 and Black Friday ads checklist

Black Friday is the week ad costs climb the most. Every brand bids on the same people at the same time, so the stores that win are rarely the ones with the biggest budgets. They are the ones that warmed up their audiences in October, fixed their tracking before the traffic arrived and had the creative ready before the week began.

This is the list we work through with our e-commerce clients from late October to early December. It covers Meta and Google Ads, but most of it applies to any paid channel. Black Friday 2026 falls on Friday 27 November and Cyber Monday on 30 November.

Numbers in here come from our own accounts and are illustrative. Your margins and market will differ. The order of work will not.

What is inside

1. Six weeks out: the foundation
2. Four weeks out: build the audiences
3. Two weeks out: offer and creative
4. Black Friday week: running it
5. After Cyber Monday: keep the value
6. The short version



Six weeks out: the foundation

Mid-October. Anything technical you fix now is cheap; in Black Friday week it is expensive.

- ☐ **Purchase tracking is verified end to end**
 - Place a real test order. Check it appears once (not twice) in Meta Events Manager, in Google Ads conversions and in GA4, with the right value.
- ☐ **The Conversions API is running next to the pixel**
 - Browsers block more tracking every year. Without server-side events Meta optimises on part of the data, exactly when it matters most.
- ☐ **You know your break-even ROAS for the discounted prices**
 - A 30 % discount can cut your margin in half. Recalculate: 1 divided by the margin after discount. Your normal ROAS target is wrong for this week.
- ☐ **The product feed is clean**
 - Correct prices, stock levels, GTINs and sale_price fields in the Google Merchant Center and Meta catalogue. Disapproved products in November cost you sales you will not get back.
- ☐ **Site speed and checkout are tested on mobile**
 - Most Black Friday traffic is on phones. Run the checkout on a real phone over 4G. Remove anything that slows payment.