PACVUE

2025
Cyber 5
Prep Checklist

Cyber 5 2025 is approaching and promises to be the most competitive season yet. With longer promotional windows ("Black Friday Week"), AI-powered retail media optimization, and new retail channels like TikTok Shop gaining traction, brands and agencies must prepare earlier, invest smarter, and align marketing with inventory realities.

Pre Cyber 5 Strategies   **During Cyber 5 Strategies**   **Post Cyber 5 Strategies**

Key Takeaways   **About Us**

Strategies to Launch
Before Cyber 5

30 Days Out

Product Planning

Identify high-potential SKUs using sales velocity, profitability & iROAS insights

Tie inventory and Buy Box tracking directly into Pacvue Commerce rules so ad dollars only flow to in-stock SKUs

PRO TIP

→ Use Pacvue Commerce rules to auto-pause out-of-stock SKUs
→ Focus on SKUs that can rank higher & sustain velocity after Cyber 5

Promotional Campaign Planning

Orchestrate cross-retailer promos with Pacvue automation across Amazon, Walmart, TikTok Shop and more to stay in lockstep with early demand

Test different promo types (e.g., Coupons, Lightning Deals, Sponsored Brands Video) to identify which align with your audience

Lock in budget allocations per ad type and layer DSP investment in the 7–10 days before Black Friday for efficiency

PRO TIP

→ Use Market Insights to benchmark competitor promo strategies and spot white space
→ Automate budget pacing rules to ensure campaigns don't burn through spend before peak hours

Product Listing Optimization

Refresh product detail pages with SEO-optimized titles, enhanced images, and seasonal content (e.g., gift guides)

Leverage keyword harvesting and Share of Voice tracking to strengthen search visibility

Audit content quality (ratings, reviews, A+ content) to ensure conversion readiness

PRO TIP

→ Use Shelf Intelligent Media (Profitero + Pacvue) to adjust bids dynamically when competitors change price or go out-of-stock
→ High-quality content is table stakes — combine with automation + real-time adjustments to convert peak-season traffic efficiently
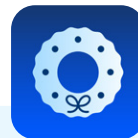
Check out our
Winter Workshop
to drive commerce success through Holiday 2025
into 2026.

Strategies to Launch
During Cyber 5

Inventory Management

Monitor inventory in real-time to ensure products are in stock

PRO TIP

→ Link Buy Box monitoring to ad automation, ensuring budget efficiency and margin protection

Sales Performance Monitoring

Monitor sales in real time to see how well promotions are working and if any adjustments are needed

PRO TIP

→ Analyze sales data to identify trends and make adjustments to maximize revenue

Ads Management

Ensure you have enough budget to support advertising efforts during Cyber 5 by using Dayparting and Budget Manager

Check on related metrics such as ROAS to ensure the money is invested effectively in the right ASINs

PRO TIP

→ Allocate sufficient budget to maximize advertising impact and reach

→ Analyze related KPIs for ads optimization and prioritize high-performing ASINs

Strategies to Launch
Post Cyber 5
30 Day Lead Out – heading into 2026

Performance Analysis

Analyze sales data, advertising performance, and customer engagement metrics across Amazon, Walmart, and TikTok Shop

Benchmark Cyber 5 results against 2024 CPC, ROAS, and CVR to identify shifts in consumer behavior

PRO TIP

→ Use Pacvue Market Insights to compare category and competitor performance, spotting untapped white space for 2026

→ Leverage iROAS Dashboard to measure incrementality and ensure ad dollars drove true lift, not just baseline sales

Inventory Readjustment

Restock best-selling SKUs quickly based on sales patterns and customer feedback

Plan replenishment through January to capture spillover demand and sustain rank gains

PRO TIP

→ Tie forecasts to consumption data vs. Amazon's predicted demand to avoid costly overstock or understock issues

→ Supply Chain and Finance should align early to balance cost-to-serve with revenue opportunity

Customer Relationship Nurturing

Automate post-event review requests to encourage reviews or feedback to strengthen PDP performance

Engage Cyber 5 browsers post-event with targeted offers, bundles, and Subscribe & Save options

PRO TIP

→ Retarget Cyber 5 shoppers with AMC DSP audience segments to build recurring revenue streams

→ Use personalized post-event emails and social campaigns to build brand loyalty and extend customer lifetime value

Post-Sale Operations

Streamline returns and post-sales issues to protect customer experience with Pacvue Revenue Recovery

Use Pacvue Revenue Recovery to automatically reconcile deductions, chargebacks, and promo spend to help unlock margin wins heading into 2026

PRO TIP

→ Automate returns handling, chargeback disputes, and co-op recovery - reducing disruption and keeping teams focused on growth

→ Turn deductions and disputes into margin wins. Leading brands like Duracell recovered $1M+ in six months by automating their dispute management process

What Cyber 5 2024 Results Mean for 2025

✓ Expect continued CPC inflation, especially for Sponsored Brands and on Cyber Monday. Build this into pacing models.

✓ Double down on Sponsored Products for cost efficiency and high ROAS, but don't abandon Sponsored Brands — they're essential for fueling customer acquisition and long-term growth.

2024 Cyber 5 Benchmark Report →

✓ Plan Cyber Monday differently than Black Friday: treat it as a "last-chance" shopper day and reserve budget specifically for higher CPCs.

✓ Use Pacvue's iROAS Dashboard to measure incrementality and ensure Sponsored Brands NTB gains are worth the spend.

✓ Deploy automation rules to shift spend in real time between Sponsored Products and Sponsored Brands depending on CPC thresholds and NTB contribution.

Top 5 Rules
for Winning Cyber 5 2025

After working with hundreds of brands and analyzing performance across tentpole events, Pacvue has identified the five golden rules that separate winners from the rest. Here's how to apply them this year.

01 Start Early and Build Momentum

Cyber 5 success is determined weeks in advance. Optimize listings, secure Buy Box ownership, and warm up campaigns by mid-November to build rank and visibility before peak days.

→ Use Pacvue automation + pacing rules to gradually scale spend.

→ Leverage Market Insights to identify early opportunities and avoid wasted budget.

02 Protect Inventory and Buy Box with Automation

Inventory gaps and lost Buy Box moments waste spend. Use rules to automatically pause out-of-stock (OOS) SKUs and resume once restocked, ensuring every dollar goes to winnable products.

→ Use Pacvue Commerce alerts for OOS/Buy Box tracking.

→ Finance gains confidence by tying ad spend directly to in-stock profitability.

03 Push Promo SKUs with Aggressive Bids

Inventory gaps and lost Buy Box moments waste Promotional ASINs are traffic magnets. Set rules to prioritize discounted SKUs and increase bids when promos are active—these items drive velocity, rank gains, and incremental sales.

→ Automate bid boosts during Lightning Deals or coupon periods.

→ Track promo ROI with iROAS Dashboard to confirm true incrementality.

04 Capitalize on Competitor Gaps Instantly

Don't just monitor competitors — exploit their weaknesses. When rivals go OOS, raise prices, or lose promo eligibility, rules should instantly boost your bids to capture share of voice.

→ Deploy Shelf Intelligent Media (Profitero + Pacvue) to trigger automatic bid adjustments.

→ Analytics and Marketing align by tracking competitor volatility and proving ad effectiveness.

05 Don't Stop at Cyber Monday

Holiday demand doesn't end on Cyber Monday. Keep automation active to retarget Cyber 5 browsers, extend deals, and capture spillover demand into early December.

→ Use AMC-powered DSP retargeting to re-engage browsers.

→ Retention plays like Subscribe & Save lock in recurring revenue.

Pacvue is the only fully integrated Commerce Operating System that seamlessly unifies retail media, commerce management, and advanced measurement to power growth across 100+ global marketplaces – including Amazon, TikTok, Walmart, Target, and Instacart.