Peak Season Meta Checklist.

Six checks before 27 November, in order, from the accounts we run. Black Friday is the latest it can fall this year, which leaves 28 days to Christmas and more demand squeezed into one week. If you are not live yet you can still have a good peak, but only if you stop rebuilding.

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01 ☐ **Freeze the structure today.** No new campaigns, pixels, bid strategies or landing page tests until 2 December.

Every restructure relearns at Black Friday prices. Merge any ad set that cannot reach 50 results a week: under that line, ad sets cost 28% more per purchase (Meta's own data). Lock bids and leave them.

02 ☐ **Offer ads delivering by 20 November.** Three to six different ads per ad set, submitted by 18 November, added to ad sets that already work.

The offer goes in the ad, not in a new campaign. Ads need two days to clear review and gather delivery before the week starts.

03 ☐ **Let creative do the targeting.** Broad audiences, and five genuinely different ads: the offer, the gift, the proof, the founder, the objection.

Say the number: "£40 off" beats "big savings". 94% of shoppers look to creators before they buy (Meta), so a creator or founder cut belongs in the mix.

04 ☐ **Plan budgets that lean in.** Recalculate break-even ROAS for your discount first, then schedule the lifts for Black Friday, Saturday and Cyber Monday.

Raise in 20% steps, never more than once a day, and keep 10 to 15% in reserve for what wins. The worksheet is on page 2.

05 ☐ **Test tracking before the traffic arrives.** One test purchase, the Conversions API and the catalogue prices, checked this week.

If the discounted price is not in the catalogue, your dynamic ads show the old price all weekend. The checks are on page 3.

06 ☐ **Plan December now.** Gifting and delivery cut-off ads approved and paused by 26 November, ready to switch on 2 December.

Unfreeze on 2 December, review what won over the weekend, and push gifting. Last order dates in the ads from the second week of December.

Numbers behind the checklist: Adobe forecasts £1.24bn of UK online spend on Black Friday alone; shoppers plan to spend 32% less each this year (Omnisend); ad sets under 50 conversions a week cost 28% more per purchase and 94% of shoppers look to creators (Meta). Companion to "Black Friday to Boxing Day: the last-minute Meta checklist" at invincible-digital.com/insights.

Dates and budgets.

TODAY
Freeze the structure. Merge small ad sets. Lock bids.

18 NOVEMBER
Three to six ads per ad set submitted for review.

20 NOVEMBER
Offer ads delivering. Budget schedule set for the week.

26 NOVEMBER
December gifting and delivery cut-off ads approved and paused.

27 NOVEMBER, BLACK FRIDAY
First lift goes live at 00:01. Watch spend pacing at 09:00, 13:00 and 18:00. Change nothing else.

28 TO 29 NOVEMBER
Saturday lift. Sunday holds. Spend the reserve only on what is beating target.

30 NOVEMBER, CYBER MONDAY
Cyber Monday lift. Last offer-ads day for most brands.

2 DECEMBER
Unfreeze. Review what won. Switch gifting ads on, pause the offer ads that did not earn their place.

Break-even ROAS, with the discount in

Break-even ROAS = 1 ÷ contribution margin after the discount. A product at £60 with £24 of cost and a 25% discount sells at £45, leaves £21 of margin (47%), and needs a ROAS of 2.1 to break even. Fill in yours.

Average order value	
Discount on the day	
Cost of goods and delivery	
Margin after discount	
Break-even ROAS	
Target ROAS (break-even x 1.3)	

The lift schedule

DAY	LIFT	DAILY CAP
Thu 26 Nov (baseline)	0%	
Fri 27 Nov		
Sat 28 Nov		
Sun 29 Nov		
Mon 30 Nov		
Reserve (10 to 15%)		

Rule: raise in 20% steps, once a day at most, and only on ad sets beating target ROAS over the last 24 hours.

The working checks.

Creative: three to six ads per ad set

- [ ] **The offer.** The number in the first frame and the headline. "£40 off", "3 for 2", "free delivery until Sunday".
- [ ] **The gift.** The product as a present, with the person who receives it. Shot for 9:16.
- [ ] **The proof.** Reviews, before and after, the number sold. Real customers, real words.
- [ ] **The founder.** To camera, 20 seconds, why the offer exists. Creator cuts count here.
- [ ] **The objection.** The one reason people do not buy, answered in the ad: delivery dates, returns, sizing.
- [ ] **Formats.** At least one 9:16 video, one 4:5 static and one carousel per ad set.

December, ready and paused by 26 November

- [ ] Gifting ads for the top three gift products, by recipient ("for her", "for the host").
- [ ] Delivery cut-off ads with the last order date for standard and express.
- [ ] Gift card ad for after the cut-off date.
- [ ] Boxing Day plan agreed: sale, or hold price and spend on gift cards.

Tracking: checked this week

- [ ] **One test purchase** end to end. Purchase event, value and currency arrive in Events Manager within minutes.
- [ ] **Conversions API** live, deduplicating with the pixel, event match quality 6 or above on Purchase.
- [ ] **Catalogue prices** show the sale price and the strike-through, and the feed refreshes at least hourly over the weekend.
- [ ] **UTMs** on every ad, so GA4 and Shopify agree with Meta on what sold.
- [ ] **Landing pages** load in under three seconds on a phone, and the offer on the page matches the ad.
- [ ] **Stock and codes.** Sold-out products drop out of the catalogue, and the discount code in the ad works at the checkout.

What to watch over the weekend

Spend pacing against the cap, cost per purchase against break-even, and frequency on the offer ad sets. Nothing else.

Need a second pair of eyes before Friday?

We run peak season across e-commerce and beauty accounts every year. Book a call and we will walk your account through all six checks.

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