

The Better **BFCM** Shopping Experience

Practical ways for Shopify stores to:

- 🔗 Convert more holiday traffic
- 🛒 Increase order value
- 🖱️ Improve the customer experience
- 🕒 Reduce preventable returns

IN PARTNERSHIP WITH:



LOOX

Fit Quiz

📁 giftnote



cleverific

Re:turnista

Help shoppers choose confidently. Give them *fewer reasons to leave*.

BFCM brings more shoppers to the store. What happens next depends on how easy it is for them to find what they want, trust what they see, and complete the purchase.

Make the product easier to choose.

Help shoppers find the right options, understand sizing, and use reviews to make a decision.

Give shoppers more reasons to buy.

Make gifting easier, create opportunities to increase the order value, and let customers fix simple mistakes after checkout.

Then prepare for what happens after checkout.

Make returns easier to manage and reduce preventable returns.



questions to answer *before BFCM*

01



Rubik

Can shoppers find the variant they want?

Show every option and the photos that match the selection.

02

LOOX

Do reviews answer the questions stopping someone from buying?

Bring the most useful customer feedback closer to the purchase decision.

03

Fit Quiz

Can shoppers choose the right size without guessing?

Give them sizing guidance based on the product they are buying.

04



giftnote

Is gifting easy to add to the order?

Give shoppers a simple way to send a gift that feels personal.

05



GoodAPI

Can the order do something good too?

Give customers an easy way to support a cause as part of their purchase.

06

cleverific

Can customers fix an order after checkout?

Let them handle simple changes without creating another support ticket.

07

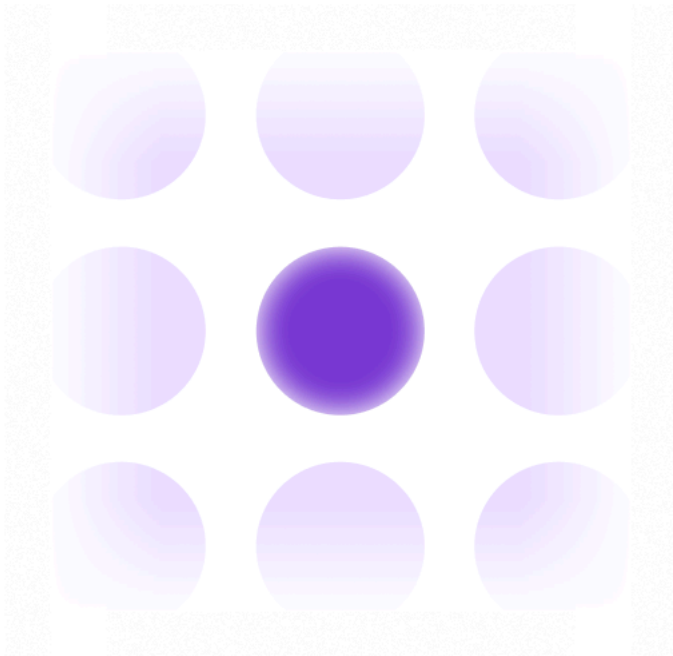
Re:turnista

Are you ready for the returns that follow BFCM?

Set the rules and automation before return volume increases.

Helping shoppers choose the right variant, fast

Make product options easy to see, compare, & buy.



A shopper may want the product and still get stuck choosing the version they want. Color, material, finish, size, or configuration can change the look, the price, and what ends up in the cart.

How those options are shown can affect revenue.

In one A/B/C test, replacing a dropdown with **visible swatches** increased:

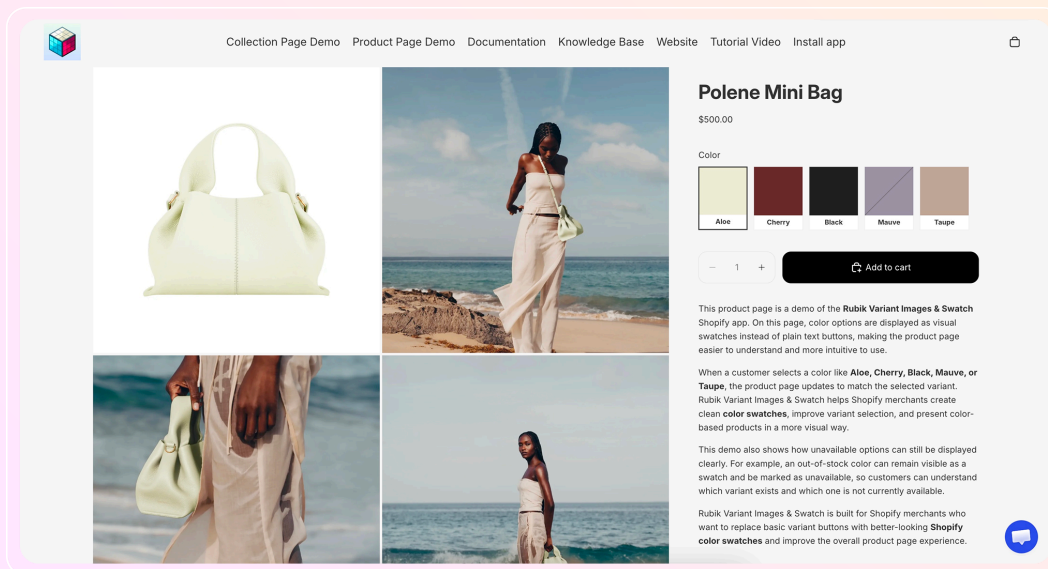
+3%

Conversion

+4%

Revenue per visitor

01 · Show the options without making shoppers *open a dropdown*



3% Increase in conversion in one variant-selection test on desktop.

4% Increase in revenue per visitor on desktop.

A dropdown hides the available options until the shopper opens it. Swatches show the choices together, making colors, patterns, materials, and finishes easier to compare.

Some variants cost more. A larger size, premium material, upgraded finish, or other option should show the price that goes with it.

Before BFCM

Review your bestsellers with the most variants. Make sure the main options are visible without opening a dropdown, and use image swatches when a color circle does not show enough detail.

02 · Show the images that match the *selected variant*

Product images are often one of the first things shoppers check. After they select a variant, the gallery should show that version.

For clothing, that may mean the correct size or fit. For furniture, it may mean the selected fabric or finish. The same issue applies to shoes, accessories, home goods, and other products where the variant changes what the customer will receive.

Shopify links 1 featured image to a variant by default. The rest of the gallery can still show images for every other option.

A shopper looking at 1 variant only needs the photos for that choice. With all 72 images still in the gallery, they have to work out which ones match what they selected.

Showing the right images gives shoppers a better idea of what they are buying before they add it to the cart.

If an image applies to every version of the product, keep it visible when shoppers scroll through the variants. A size chart or care guide should not disappear just because they picked another color.

Before BFCM

Check the products with the largest galleries. Select each main variant and make sure the matching photos appear without removing shared images shoppers still need.

56%

Of shoppers in product-page testing started by exploring the product images.

1 image

Can be assigned to each Shopify variant by default.

72 photos

On a product with 12 variants and 6 photos per variant. An illustrative example.

03 · Show variants on *collection* pages

57% Of mobile ecommerce sites in one benchmark did not show all color variations in the product list.

A shopper may pass over a product because the image shown is not the color, material, or finish they want. If the other options are only visible after opening the product page, some shoppers will never see them.

Swatches on the product card let shoppers check more of the range from the collection page. The image should update with the selected option so they can see what they picked before opening the product.

The price should update too. If one variant costs more, the product card should show the price for the version on screen.

Before BFCM

Review the collections used in your BFCM emails and ads. Make sure shoppers can see the available variants, preview the matching image, and open the product with the option they selected.

04 · Test every variant before BFCM

Nov 20 A suggested deadline for completing planned product-page changes, 1 week before Black Friday.

Variant selectors, galleries, prices, and product cards can behave differently across Shopify themes. Products with several options or sold-out combinations need extra testing.

On both mobile and desktop, test the product the way a shopper would. Change the color or size, add it to cart, and make sure the image, price, variant name, and cart item all reflect the option you picked.

Test sold-out variants too. Shoppers should be able to see what is unavailable without losing track of what they can still buy.

Before BFCM

Test featured products going through to checkout, including sold-out combinations, and confirm who will handle any urgent changes.

Check your promoted products before BFCM

Shoppers should be able to see the options, pick one, and see the matching images and price right away. Start with the products you expect to promote most, and test the experience from the collection page to the cart.

Build trust before the shopper scrolls

Put **customer feedback** where it helps someone decide.



Reviews answer questions shoppers still have after they reach the product page.

| “Does it look like the photos?”

| “Is the quality good?”

| “Has anyone bought it as a gift?”

Where those reviews appear matters. Shoppers need to see useful customer feedback while they are deciding, not only after scrolling to the bottom of the page.

01 · Reviews help *gift buyers* decide

45% Of surveyed shoppers say they won't buy a product without reviews.

A gift buyer may know which product they want without knowing whether it is a good choice. Reviews from previous customers can help them judge the quality, fit, and how the product looks in person.

Check the products you plan to feature during BFCM. A bestseller may already have plenty of reviews, while a new product or holiday gift set has very few. Those are the products where shoppers have less customer feedback to help them decide.

Before BFCM

Review your featured products and gift collections. Ask previous buyers for feedback on products with few reviews, especially photos and details that would help someone buying a gift.

02 · Review summaries make long review sections *easier to scan*

56% Of surveyed shoppers say they don't trust a star rating without written reviews.

A high rating gives shoppers a quick impression, but the written feedback explains what customers actually liked and what someone should know before ordering.

Someone buying a jacket may want to know whether it fits over a sweater. A gift buyer may want to know whether the packaging arrived in good condition. Useful details like these can be hard to find when a product has hundreds of reviews.

Review summaries can bring common feedback forward while keeping the individual reviews available for shoppers who want to read more.

Before BFCM

Add an automatic review summary so shoppers can scan common feedback without reading every review. Check that it's easy to read on mobile.

Check what shoppers learn from your reviews

✓ Before sending more traffic to a product page, check what the reviews tell someone who has never bought from you before.

✓ Make useful feedback easy to find on mobile and collect more reviews on products with little customer feedback.

✓ During BFCM, watch whether the products with stronger review coverage convert better.

03 • Customer photos and reviews show *more than a star rating*

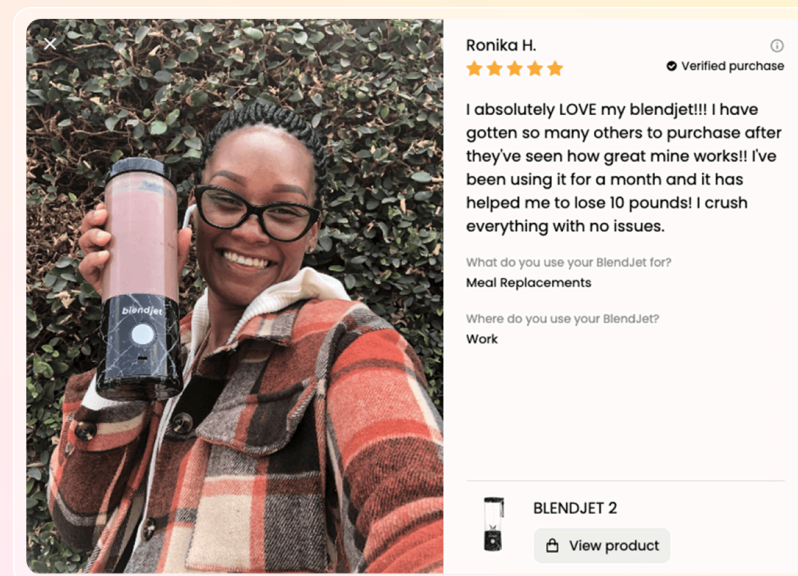
BlendJet uses Loox to collect and display feedback from customers who already own and use its portable blenders. Customer photos and written reviews give a new shopper information beyond the brand's own images.

During BFCM, bring useful parts of that feedback closer to the buying decision. A customer photo or a specific comment about the product can tell a shopper more than the rating alone.

Before BFCM

Pick 3 reviews for each featured product that answer a real buying question: 1 about quality, 1 about everyday use, and 1 about gifting. Pin those reviews to the top of your reviews widget so shoppers see them first.

Presented by: **LOOX**



200,000+

Customer reviews collected by BlendJet using Loox.

4.9 out of 5

BlendJet's average customer rating.

04 • Put reviews where shoppers *make the decision*

In the test, a Shopify store selling swords added short customer review excerpts beside its buy button. The store recorded 46 additional orders and \$8,941 in additional revenue during the test.

A review near the product information or buy button can answer a question before the shopper moves on. The full review section can still sit further down the page for customers who want to read more.

For BFCM, look at what shoppers see when they first open the product page on their phone. Can they see feedback from previous buyers while they are making the purchase decision?

Before BFCM

Add review snippets or stories near the product images and buy button. Test the placement on mobile, keeping the price, product options, and buying controls clearly visible.

Presented by: LOOX



57%

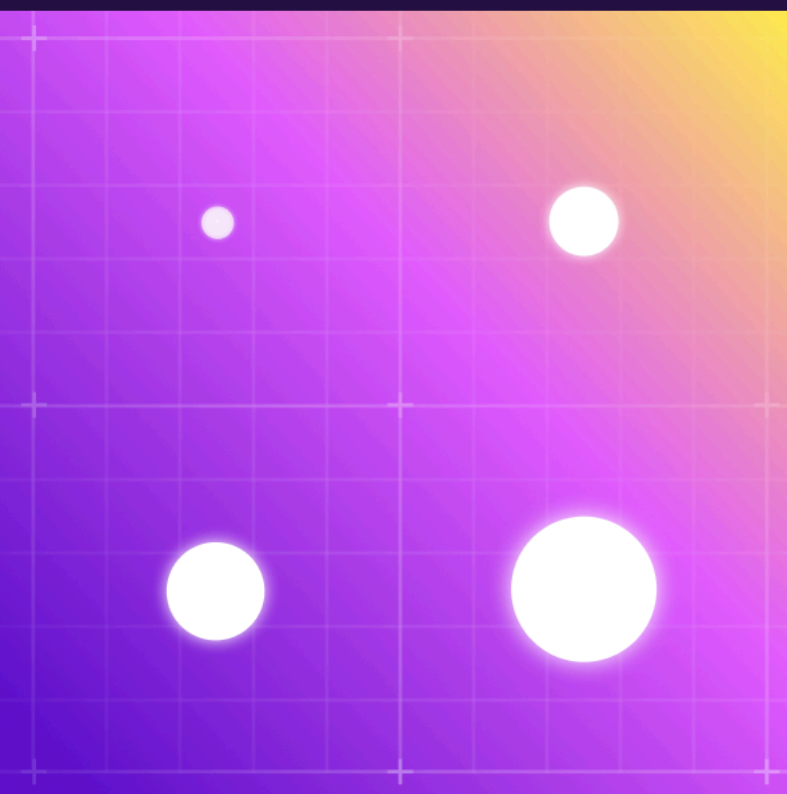
Of page-viewing time is spent above the fold.

17.8%

Conversion lift in a month-long A/B test of Loox review snippets beside the buy button.

Helping BFCM shoppers choose the **right size**

How sizing affects **BFCM conversions & returns**.



Sizing affects the purchase before and after checkout. A shopper who cannot choose a size may leave without buying, while someone who guesses may place an order that comes back a few weeks later.

During BFCM, those decisions affect sales, available inventory, and the work involved in processing returns. Helping shoppers choose a size before ordering gives stores a better chance of **turning holiday traffic into purchases customers keep**.

01 • A size chart is *not enough* during BFCM

53%

Of surveyed apparel brands and retailers cite size or fit as the leading reason for online apparel returns.

BFCM shoppers are moving quickly. If they cannot decide which size to buy, they may leave, guess, or order several sizes and plan to return what doesn't fit.

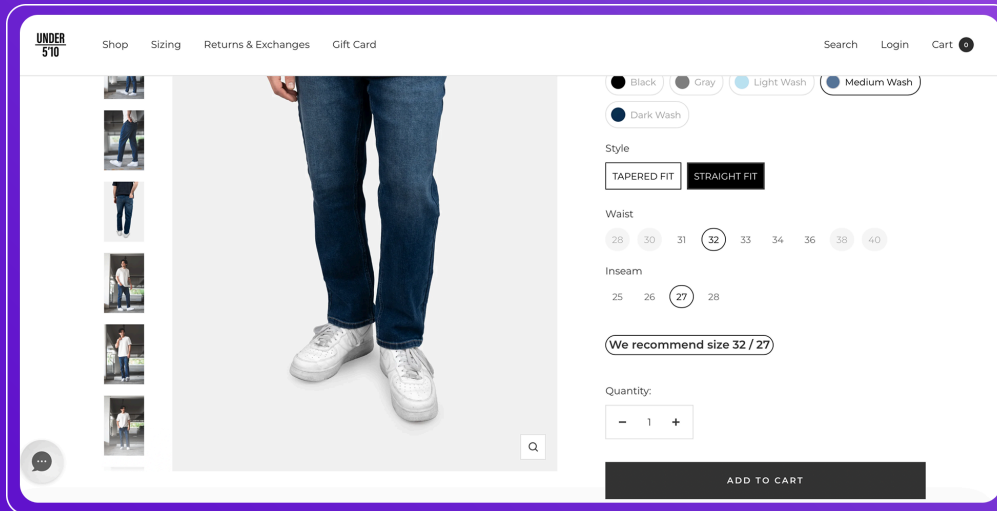
A size chart provides measurements, but shoppers may need to measure themselves before they can use it. They may not know how to do that accurately or have a measuring tape handy. Even with the right measurements, they still have to account for the fabric, stretch, and how they want the item to fit.

Getting that decision wrong creates work after the sale, from processing the return to getting the item back into stock.

Before BFCM

Check the sizing questions customers ask about your bestsellers. Make sure the answers are on the product page before you send more shoppers there.

02 • They want the product. Help them *choose a size*



+78%

Increase in conversion reported for shoppers who engaged with Fit Quiz at menswear brand Under 5'10.

A shopper can like the product and accept the price while still being unsure which size to order. Their usual size may work for a relaxed T-shirt but leave them guessing about a fitted jacket or a pair of pants.

At Under 5'10, sizing recommendations help shoppers choose both size and length. The conversion result shows why sizing belongs in BFCM planning before the returns start arriving.

Knowing your waist size doesn't settle which length or fit to choose. Pants may need guidance on inseam, footwear on width, and a fitted jacket on room through the shoulders.

03 • Sizing is a *trust signal*

Buying from an unfamiliar brand means figuring out whether its sizing will work for you. A review that includes the size purchased and how it fits gives shoppers more to go on than “love this dress.” Model photos labeled with the size worn give them another useful reference.

For Gen Z and Millennials shopping on their phones, that information needs to be easy to find. If they have to leave the product page, search through an FAQ, or wait for support, the purchase takes longer than they expected.

During BFCM, useful sizing information answers a question the discount cannot: Will this fit?

70%

Of shoppers who read reviews look for sizing information when buying clothing and shoes.

Before BFCM

Include purchased size and fit feedback in customer reviews, and label the size worn in model photos. Check that shoppers can find this information easily on their phones.

04 • Buying several sizes means *planning for returns*

When someone orders several sizes to try at home, part of that purchase is already intended to come back. The store still packs and ships every item, and that inventory is unavailable to other holiday shoppers while it's with the customer or in transit.

Peaceful Hooligan added product-specific sizing recommendations beside its size selector and reported a 22% improvement in return rate. Its results connect the size decision with what happens after delivery. The sales total arrives before the full returns picture.

Before BFCM

Look at purchases made in the recommended size alongside returns. After the sale, allow time for orders to come back before judging the results.

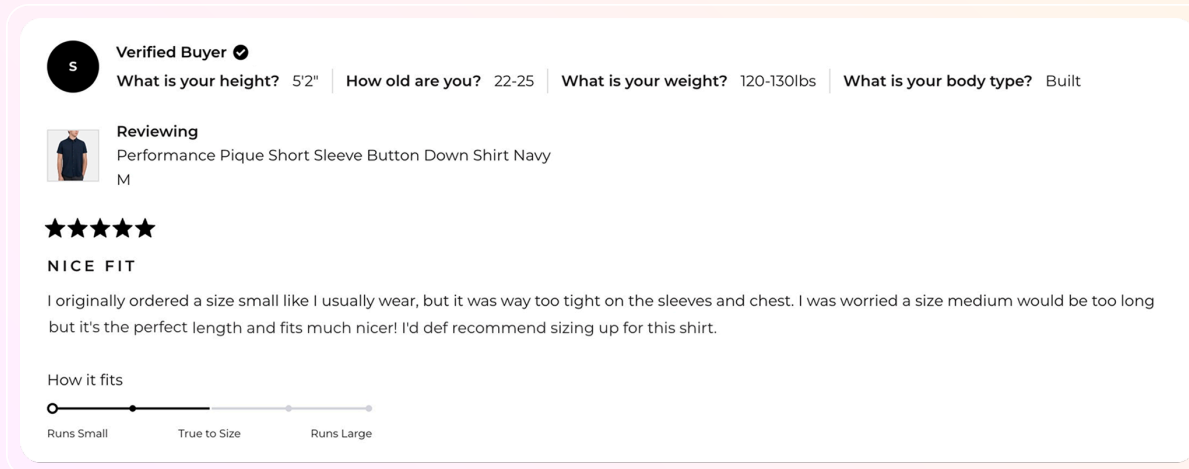
58%

Of shoppers surveyed in 2021 reported buying multiple versions of an item with plans to return some.

22%

Improvement in return rate reported by Peaceful Hooligan with Fit Quiz.

05 • Find the products shoppers *keep getting wrong*



Repeated fit questions and returns tell you where shoppers need more help. If customers keep returning the same pants because they're too long, review the length information on that product page.

A size recommender can learn from that feedback too. When a store connects its returns app, Fit Quiz uses shoppers' return reasons to adjust future recommendations, so what comes back after BFCM shapes sizing advice for the next sale.

Review sales & returns together

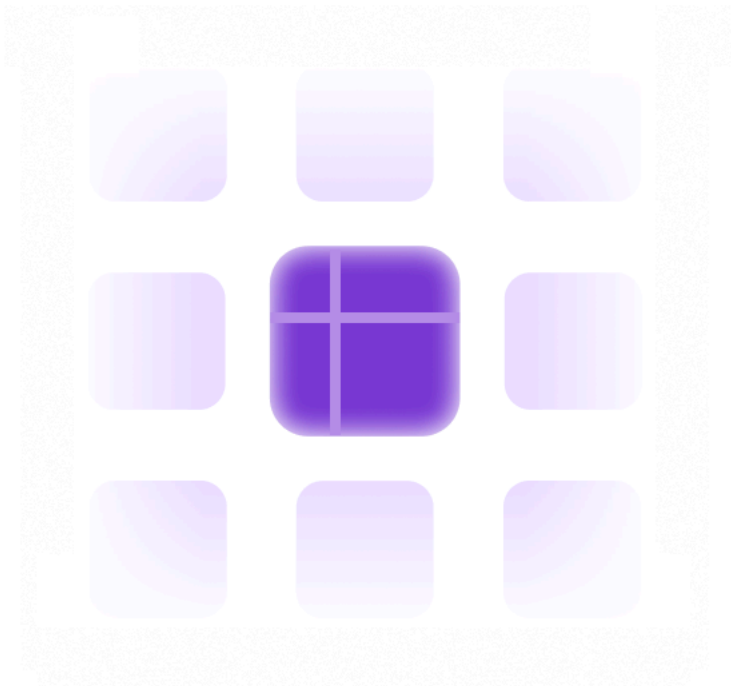
Sizing affects whether shoppers place an order and whether they keep it. Include it in your BFCM preparation, then follow those purchases through the holiday return period.

Before BFCM

Review fit-related return reasons for the products you plan to promote. Update their sizing guidance and check stock in the sizes being recommended.

Make gifting easier for buyers & recipients

Help customers **send gifts** & give recipients the **information** they need.



A gift order involves 2 people, but most stores only communicate with the buyer.

The recipient gets the product without necessarily hearing from the brand or knowing how to arrange an exchange.

Giftnote's data from more than **600,000 gifts** across **1,000+ Shopify brands** shows how gifting can increase order value and introduce stores to future customers.

01 • 74% of gift recipients *aren't on the brand's email list*

A gift puts your product in someone else's hands, often for the first time. The order belongs to the buyer, so the recipient can remain unknown to the brand even after receiving and using the product.

A delivery message gives you a way to communicate with the recipient. It can tell them who sent the gift and include information they might otherwise have to ask the buyer for.

Give recipients a choice to subscribe rather than treating the email address supplied for delivery as a marketing sign-up.

Before BFCM

Prepare a gift delivery message with the sender's note, your holiday exchange deadline, and a link to your returns page. Include an optional email sign-up for recipients who want to hear more.

02 • Gift orders have a 25% higher average order value

Gift buyers may spend more, but they also have questions that someone buying for themselves would not. They need to know whether they can add a message, send the order directly, and get it there in time.

Make those answers visible before checkout. If customers only discover the gifting options after adding a product to their cart, they may have already left to find a store that makes sending a gift easier.

For apparel, not knowing the recipient's size can hold up the purchase. Keep sizing guidance available and explain what happens if the recipient needs an exchange.

Test gifting *before the holiday rush*

Give yourself time to test before early holiday shoppers arrive. The buyer should know how to send the gift, and the recipient should know who it came from and what to do if they need help.

After BFCM, review gift order value and purchases from recipients who return to shop. Follow those purchases beyond the holiday weekend to see whether gifting brought new customers to the store.

Before BFCM

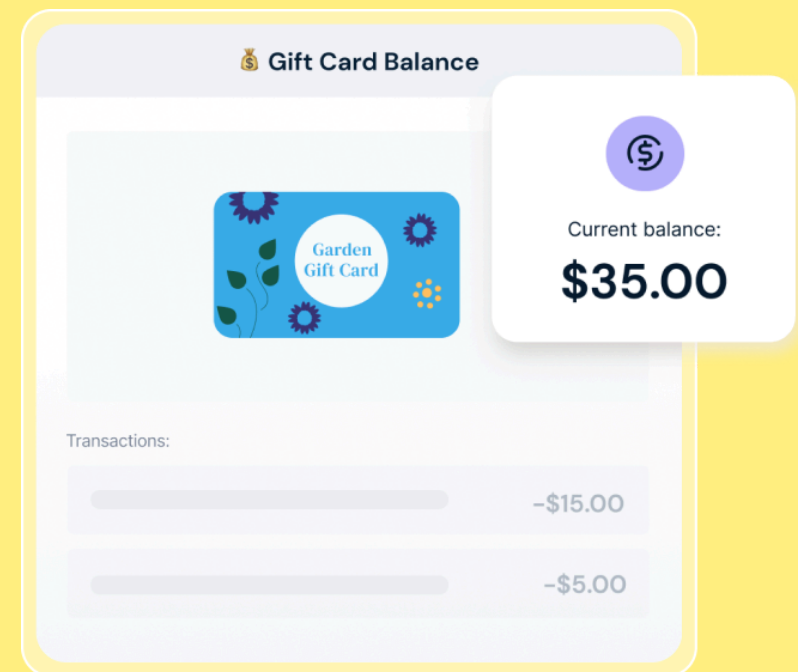
Make the gift option easy to find on the product page. Show delivery deadlines and explain how the recipient can exchange the item before the buyer commits.

03 · Gift card recipients spend about 30% more than the card's value

A gift card gives shoppers an option when they don't know which product or size to choose. It also lets your store serve gift buyers after the shipping deadline has passed.

The purchase does not end when the card is sent. The recipient still needs to receive it, understand how to use it, and remember it when they're ready to shop.

Unused balances are a reason to follow up. A reminder showing what remains on the card can help someone return and complete another purchase without needing another discount.



Before BFCM

Have eGift cards ready to promote before your last shipping date. Test delivery and redemption, make balances easy to check, and plan reminders for recipients with unused credit.

04 • The Oodie processed more than *15,000 gifts* in its first few months

The Oodie's customers were abandoning gift purchases because collecting delivery addresses was difficult and recipients received little communication.

The brand introduced address capture, digital gift notes, and automatic recipient notifications without changing its existing checkout. More than 100 recipients went on to become first-time customers in the first few months.

Revenue from those recipient purchases covered the platform cost at least 5 times over. The results show why the recipient's experience deserves attention alongside the buyer's.

Presented by:  giftnote

15,000+

Gifts processed in the first few months with Giftnote.

\$2 million+

In gifted revenue over the same period.

Before BFCM

Place a test gift order on your phone and follow it through to the recipient's message. Check that both people receive the information they need without contacting support.

Give BFCM purchases a positive impact

Connect holiday purchases to **causes your customers care about**.



BFCM brings customers to your store, and a purchase can also let them support a cause. Brands can fund a contribution with each qualifying order or let customers choose to donate at checkout.

+23%

Increase in AOV

Cause marketing has been linked to a 23% increase in average order value. During BFCM, a contribution tied to a spending threshold can encourage shoppers to add to their cart while supporting a cause.

01 · Build a campaign around a *specific* cause

47%

Of companies surveyed about checkout fundraising identified short-term, cause-specific campaigns as their most successful format.

A BFCM giving campaign needs a clear purpose. Customers should know which cause they're supporting, how the contribution works, and when the campaign ends.

The connection to your brand matters, too. Animal welfare was a natural choice for VEGDOG, a vegan pet nutrition brand whose customers already cared about the cause.

Giving can sit alongside your holiday offer. If your brand funds the contribution, include that cost in the campaign budget along with any discounts.

Before BFCM

Choose the cause and confirm who will receive the contribution. Set the campaign dates and explain what each qualifying purchase or customer donation will support.

After BFCM

Share what the campaign raised and what it supports

The follow-up should tell customers how much was donated or funded and where the support is going. When the nonprofit or project partner shares results, pass those on so customers can see what their participation helped make possible.

02 · Give customers a choice of donation amounts

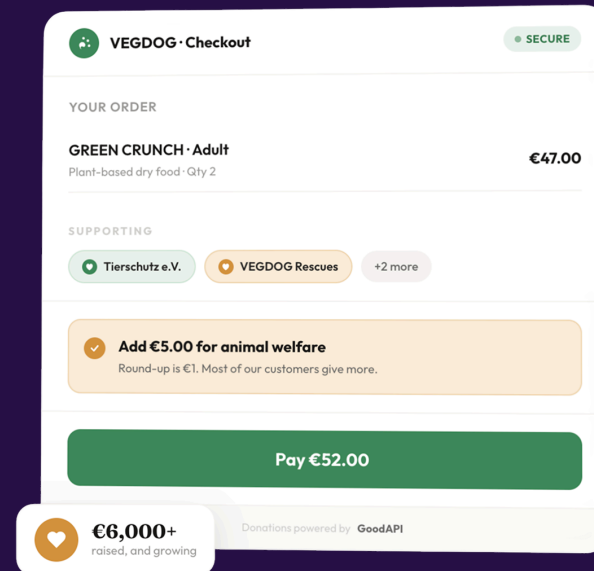
VEGDOG used GoodAPI to add optional donations to its checkout. Customers could round up their order or choose a specific amount to support selected animal welfare nonprofits.

The brand expected most customers to round up. Instead, many chose to give €3 or €5, contributing to more than €6,000 raised within the first few weeks.

Customers could support a cause they cared about while completing a purchase. They also had control over whether to participate and how much to give.

Before BFCM

Give customers a few donation amounts to choose from, but make donating optional. Place a test order on your phone and make sure the donation and final total are clear before payment.



€6,000+

Raised for animal welfare by VEGDOG's community in the first few weeks.

€3 or €5

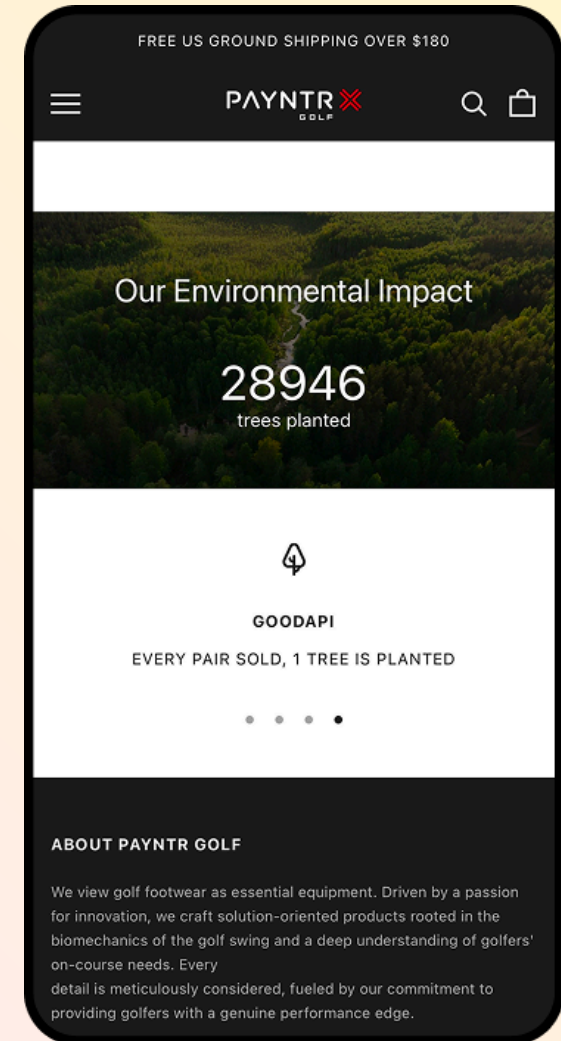
Larger donation amounts many customers chose instead of rounding up to the nearest euro.

03 • Explain what *each purchase* contributes

If your average order is \$80, test an offer such as “Spend \$100 and we’ll donate \$5.” Show customers how much more they need to spend to qualify. The extra purchase supports the cause and gives your store an opportunity to increase order value.

Customer donations work differently. The shopper chooses to add money to the purchase, so the campaign should clearly distinguish their donation from anything the brand contributes.

Keep the explanation consistent on the product page, in the cart, and in follow-up emails. If the contribution has a minimum spend or a campaign limit, customers should see those conditions with the offer.



04 • Plan for *Giving Tuesday* before BFCM begins

Giving Tuesday gives brands a reason to follow up after the shopping weekend. You can share what customers helped raise during BFCM, explain who will benefit, or begin a dedicated giving campaign.

Prepare that message before the sale starts. Once BFCM ends, add the results and tell customers what happens next.

If the money has funded an activity that will happen later, explain that timing. A funded tree and a planted tree represent different stages, and your update should reflect what has happened.

Before BFCM

Schedule your Giving Tuesday communication and decide which results you'll share. Confirm when the nonprofit or project partner can provide an update on how the contributions were used.

\$4 billion

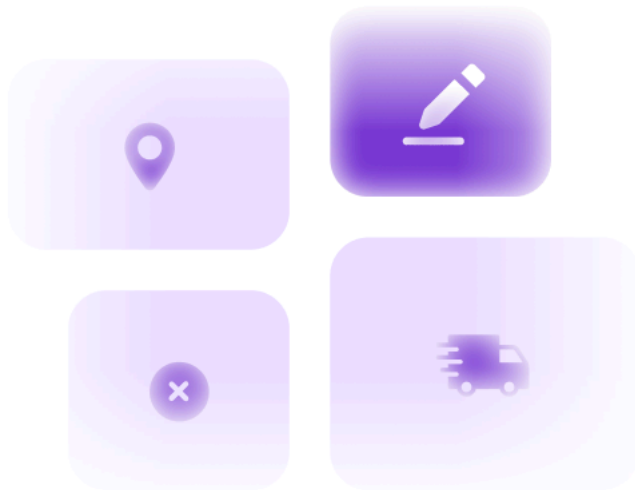
Estimated donations in the United States on Giving Tuesday 2025.

December 1, 2026

Giving Tuesday, the day after Cyber Monday.

Post-purchase **upsells** & **order editing** during BFCM

Checkout & shipping shape both **revenue** & **support volume**.



A customer completes checkout, then remembers another gift or notices the wrong size...

How the store handles that moment determines whether they can update the order themselves or need to waste time navigating support.

Cleverific's customer results show how giving shoppers time to add or change something can **increase order value** and **reduce routine support requests**.

01 • Follow up on *post-purchase offers*

After checkout, the order gives you a starting point for a relevant recommendation. An accessory or another product that goes with the purchase gives customers a reason to consider adding something.

A UK consumer packaged goods brand reported 7.3% upsell conversion in its first 2 weeks with Cleverific and a 29% increase in average order value by the end of the campaign.

The brand extended its post-purchase offer window by an hour. Customers who did not accept the initial offer received a follow-up email with a recommendation based on their purchase. They could return and add the product to their existing order. The additional revenue came without extra advertising spend.

To measure during BFCM, review added revenue and support volume *together*

Post-purchase upsells let customers add to an existing order. Order editing lets them fix a mistake without waiting for support. Both need to happen while there is still time to update the order before fulfillment.

For BFCM, review the revenue added to existing orders, changes in average order value, and order-change requests handled by support.

Before BFCM

Plan a follow-up for customers who leave the first offer. Give them time to return and add something before the order moves into fulfillment.

Presented by: **cleverific**

55%

Of consumers say they're willing to spend more for a personalized experience.

7.3%

Upsell conversion.

29%

Increase in average order value.

02 • Post-purchase upsells can *increase order value* during BFCM



5–10×

During sales and promotional periods, upsell conversions can increase 5–10×, depending on how well the offers are optimized.

BFCM brings more completed orders, each with an opportunity to offer something relevant afterward. A customer may have finished checkout but still need another gift or an item that goes with what they bought.

Start with what customers already buy together or come back to purchase next. Use those patterns to choose the products offered after checkout.

Before BFCM

Use purchase history to choose your offers. Track accepted offers, additional revenue, and average order value through the sale.

03 • Order editing *reduces support requests*

A customer who entered the wrong address or selected the wrong size often already knows what needs to change. Making them contact support adds a wait to a correction they could make themselves.

Peter Manning NYC had been handling more than 100 monthly requests involving sizes, shipping options, and quantities. With Cleverific, customers made around 4 edits themselves each day, and those support requests fell to almost none.

During BFCM, letting customers handle straightforward corrections leaves support available for requests that need someone's help.

69%

Of customers want to resolve as many issues as possible themselves.

99%

Fewer order-change support requests reported by Peter Manning NYC after introducing self-service editing.

Before BFCM

Make order editing easy to find from the confirmation and order status page. Explain what customers can change and when editing closes.

04 • Set the order *editing window* before shipping and fulfillment start

An address correction previously involved updating Shopify, contacting the fulfillment partner, and confirming the warehouse received the change. Giving customers time to fix it themselves reduced those requests.

The right window depends on how the store fulfills orders. Both corrections and added products need to reach the warehouse before packing begins.

15 minutes

The editing window used by McConnell's Fine Ice Creams.

At least 65%

Fewer address-change requests, estimated by its marketing director after introducing self-service editing.

Before BFCM

Test an address correction, a size change, and an accepted upsell. Check the updated order, customer confirmation, and information received by fulfillment.

Managing BFCM returns & support volume

Clarify your return policy & reduce manual review requests.

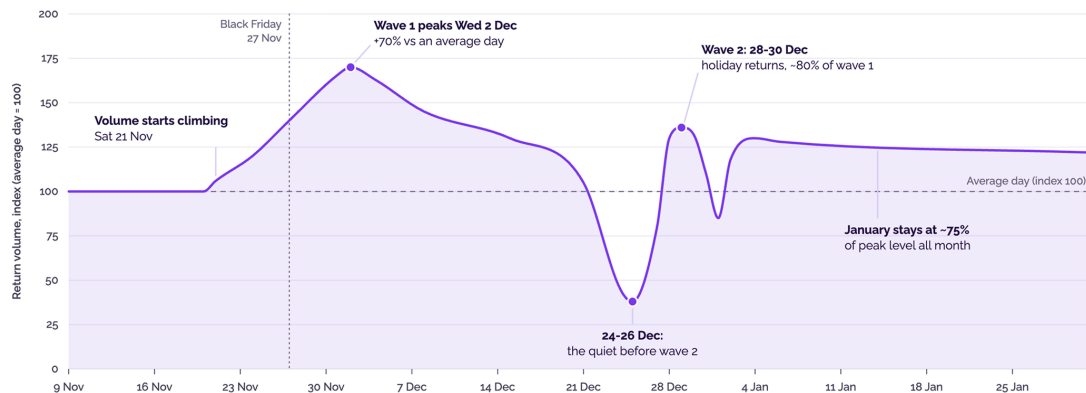


Returnista analyzed **5.9 million return orders** across four peak seasons. The pattern repeats each year, giving Shopify stores a way to prepare ahead of the big rush.

The surprise is that the **BFCM return rate dips slightly**.

More purchases still mean more parcels coming back, even when a smaller percentage of orders get returned.

01 • BFCM return volume *peaks in December and stays high through January*

**WHEN TO PREPARE****EXPECTED RETURN VOLUME**

Dec 1-4, 2026 First wave, peaking Dec 2

Dec 28-30, 2026 Around 80% of the first peak

January Near 75% of peak volume throughout the month

70% above average

Return volume at the expected peak.

Dec 2, 2026

The projected busiest return day of 2026.

Before BFCM

Plan returns and support coverage through January. Use these expected peaks alongside your own order volumes, delivery times, and holiday return windows.

02 • Unclear return policies create *more support work*

Can someone exchange a gift without contacting the buyer?

Does your usual return window apply to sale items? Your team needs answers to these questions before customers start asking.

If the policy does not cover those situations, support has to decide what to do each time.

Even with extra staff, people will spend time checking with a manager or looking through previous tickets.

Write down how each situation should be handled so whoever picks up the next request knows what to do.

List the exceptions your team handles most often.

Agree on what happens in each case and which requests still need someone to review them.

03 • 70% of shoppers are *willing to pay a return fee*

Returnista's survey of more than 1,000 consumers shows there is room for a return policy that treats different situations differently. Shoppers expect to understand the rules and have them applied consistently.

A holiday gift, a discounted purchase, and a damaged item may each need a different process. Customers should be able to find those conditions before buying, and support should have the same information when a request comes in.

Finalize your holiday return policy *before Nov 21*

Returnista expects return volume to start rising on Nov 21, 2026. By then, your support team should know which sale items qualify for returns, how gift exchanges work, and when a refund needs approval.

Also, check who will cover returns between Christmas and New Year. The second wave is expected Dec 28–30, when some of your team may still be on leave.

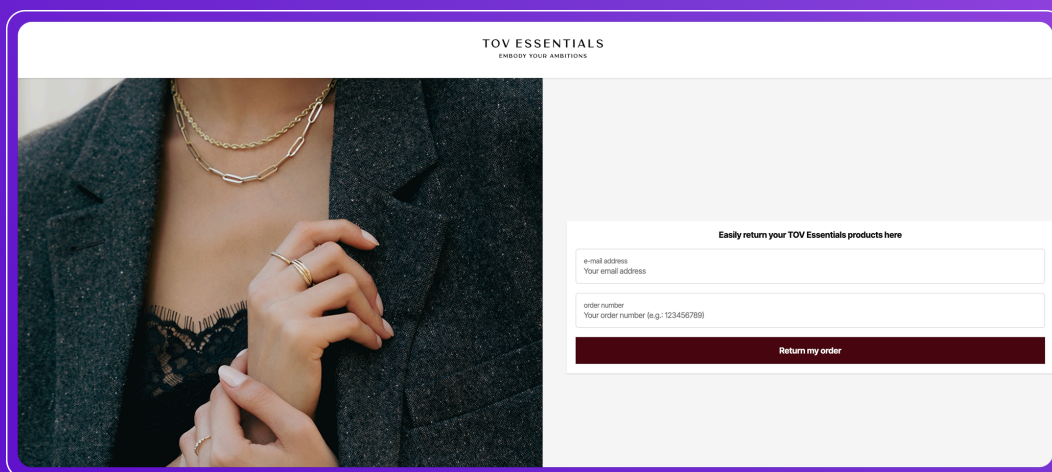
Before BFCM

Be upfront about return costs before customers purchase from your store. Show the last exchange date and explain whether the recipient can arrange it without contacting the buyer.

18%

Think the store should
always cover return costs.

04 • TOV Essentials automated 45% of its return decisions



45% Of return decisions handled without human intervention.

4–5 hours Of customer support time saved each week.

TOV Essentials handles more than 1,000 return requests a month. Its team had been reviewing requests individually, which took time and sometimes led to similar situations receiving different answers.

Working with Returnista, the jewelry brand turned its return policy into rules based on the return reason and when the order was placed. Standard requests could then be handled automatically, with support stepping in for exceptions.

That allowed 45% of return decisions to happen without human intervention and saved the team 4–5 hours each week.

Before BFCM

Start with the return decisions your team handles repeatedly. Turn those into rules and keep a clear review process for requests that fall outside them.

BFCM traffic is *only the beginning*

Everything in this report comes back to what happens once a shopper reaches the store.

Getting the traffic is one part of BFCM. What happens next depends on whether shoppers can find the right product, feel confident buying it, complete the order, and keep what they bought.

The experience continues after checkout. Customers may need to change an order, send a gift, or make a return. Preparing for those moments before BFCM gives shoppers fewer reasons to leave and your team fewer problems to solve later.



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Fit Quiz



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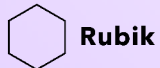
GoodAPI

cleverific

Re:turnista

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Help shoppers choose *the right size* before they buy

Fit Quiz Size Recommender helps Shopify apparel and footwear brands make sizing easier to get right. Product-specific recommendations can account for fit, length, and width, without asking shoppers for weight or body measurements.

Shoppers get an answer while they are still deciding what to buy, so they can choose a size with more confidence and keep moving toward checkout. Brands can use that same sizing experience to support conversion and reduce preventable fit-related returns.

So this BFCM, don't leave sizing until after the sale. Help shoppers choose the right size on the product page before they place an order.

Help shoppers find their size with Fit Quiz

The mockup shows a product page for "Flared Jeans" priced at "\$259". It features a size selection interface with "WAIST" options (26, 28, 30, 32, 34) and "LENGTH" options (28, 30, 32). The size 30 is selected for both. A recommendation message states: "We recommend W26 L30". An overlay box on the right displays the result: "Your perfect fit is W26 / L30" and an "ADD TO BAG" button.

Your perfect fit is

W26 / L30

ADD TO BAG

Flared Jeans
\$259

WAIST

26 28 30 32 34

LENGTH

28 30 32

✓ We recommend W26 L30

The Better BFCM Shopping Experience · References by chapter

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