



IS YOUR PLATFORM PREPARED FOR PEAK SEASON?

The Black Friday martech readiness checklist

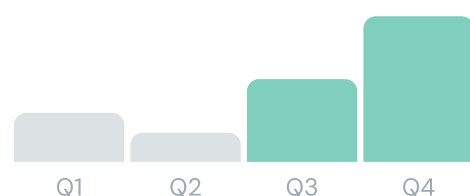
The holidays are a hectic time for platforms like yours, especially during Black Friday and Cyber Week. The big guy at the North Pole isn't the only one with a list to check twice. Users are relying on you to help get crucial communications to their customers.

Are you prepared for peak sending season? The helpful reminders on this Black Friday checklist keep your platform stable, your messages flowing, and your customers happy.

Uptime percentage

99.98%

Message volume



< Comfy

Step into comfort! The new FloatTec Sport is here—ultra-light and made to move. Get yours now & save 20%! 🏃

Your Order Details

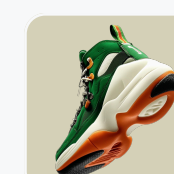
Comfy <updates@comfy.com>

Comfy

Thank you

Good news! Your order has been processed and will arrive to you by Thursday, December 4.

Track order



FloatTec Sport

1



Subtotal \$130.00
Shipping \$10.00
Total \$140.00



Email readiness

Help your users hit customers' inboxes (not spam).



Authentication protocols

Confirm SPF, DKIM, and DMARC are properly configured to authenticate domains of users who are bulk senders.



Monitor IP reputations

Work with delivery partners to **monitor reputations of shared and dedicated IPs** and take corrective action if users are violating the Acceptable Use Policy (AUP).



Warm-up strategy documentation

Provide guidance to **senders using new IPs** or sending domains ahead of BFCM volume spikes. Automate warm-ups if possible.



RFC 8058 for unsubscribes

Support **one-click unsubscribe** (RFC 8058) and confirm requests are processed within 48 hours.



Deliverability alerts

Ensure users are aware of notifications informing them about **delivery failures, spam complaints, and blocklistings**.

Mobile messaging readiness

Deliver reliable communication on all messaging channels.



Message volume planning

Forecast your send volumes early and **flag any major new campaigns or customer launches**. Providers can scale capacity much more smoothly when there's advance notice.



Short code provisioning

Help your users provision short codes for BFCM campaigns well ahead of time. Remind them it can take six weeks or more for approval.



Character encoding check

Add a **composer flag for non-GSM characters** (like curly quotes or emojis). These switch encoding to Unicode (UCS-2), which can turn one SMS into 2–3 multipart messages.



Transactional traffic prioritization

Route transactional messages (OTPs, order confirmations, etc.) via **priority queues** ahead of marketing traffic.



Mobile messaging fallbacks

Implement and **validate fallback paths** with delivery partners (Ex: If RCS is unavailable, default to SMS).



Platform and cross-channel readiness

Keep cross-channel campaigns flowing no matter what.

☐ Stress tests

Conduct **stress tests across APIs and queues** using your platform based on expected peak volumes. Coordinate with your infrastructure partners to confirm capacity

☐ Throughput, scalability, and uptime

Confirm that your provider has the **infrastructure and safeguards in place** to support uptime, throughput, and volume capacity during peak sending periods. Review SLAs from API providers.

☐ Inbound event load

Inbound events (delivery receipts, bounces, complaints, replies) are typically 2–3x outbound traffic. **Expect absolute volumes to be even higher during BFCM.** Validate that queues and APIs can absorb this load.

☐ Webhook resilience

Ensure **webhooks can handle higher event volumes** with retry logic, delivery confirmation, and clear documentation so your users don't lose visibility during peak traffic.

☐ Enforce opt-out and consent compliance

Configure your platform to **automatically suppress unsubscribed contacts** and enforce regional consent requirements (GDPR, CCPA, etc.).

☐ Redundancy and failovers

Coordinate with your infrastructure provider on routing and failover paths. Consider backup provider options to **minimize disruption** if a primary API is unavailable.

☐ Anti-abuse protection

Enforce **anti-abuse thresholds** (rate limits, invalid numbers, phishing) and work with your infrastructure provider to mitigate DoS/DDoS risks.

Support and reporting readiness

Provide the tools, transparency, and answers users need.

☐ Proactive communication

Reach out to key users and high-volume senders with concerns and advice well ahead of Black Friday. Have **pre-prepared messages** to reassure users in the event of a disruption.

☐ Accurate reporting

Maintain real-time dashboards and status pages, so platform users see up-to-date delivery performance during BFCM.

☐ BFCM support coverage

Provide staff with BFCM support escalation playbooks. Extend support hours and staff on-call rotations to **cover peak sending windows**. Find out if API providers will also have support available during these times.

Don't black out this Black Friday

They call it the “most wonderful time of the year.” But it's also the worst time to let your users down. You need a trustworthy API provider that's also a partner you can count on.

Sinch helps leaders in the Martech industry and brands around the world deliver billions of emails and mobile messages during BFCM. Find out why platforms like yours trust Sinch to get the job done during Black Friday and beyond.

[Why Sinch?](#)