

BFCM Store Safety Checklist

Find the silent leaks before your biggest weekend: tracking, discounts, prices and order automations.

1. Purchase tracking

Do by Nov 20

- ☐ **Settings › Customer events:** your Meta and Google pixels are listed there (through their channel apps or as a custom pixel).
- ☐ **Old “Additional scripts” are gone.** Since Aug 26, 2026 Shopify no longer runs them on the Thank you / Order status pages for non-Plus stores. Any pixel that lived there needs moving.
- ☐ **One test order:** the purchase shows in Meta Events Manager › Test events and GA4 › DebugView, once, with the right value, currency and order ID.
- ☐ **No duplicates:** the same pixel isn't also pasted into theme code or fired again through GTM.
- ☐ **Consent:** if you use a cookie banner, accepting analytics actually unblocks checkout events (test it in an EU region).
- ☐ **Re-test after any theme or app change** between now and the sale.

Automate it: PixelPulse watches your checkout events and, on Starter, sends a Slack alert after 24 hours of silence. Free plan available.

2. Discounts

Do by Nov 20

- ☐ **List every offer that will be live at once:** automatic discounts, codes, free-shipping thresholds, loyalty rewards and anything an app applies.
- ☐ **Discounts › open each one › Combinations.** Untick anything that shouldn't stack. Old codes are the usual culprit.
- ☐ **One test cart that hits every live offer at once.** Compare the final line price with cost per item on your lowest-margin product.
- ☐ **Every code gets an end date and a usage limit.** Leaked codes keep running after the sale otherwise.
- ☐ **During the sale, daily:** Analytics › Reports › Sales by discount for yesterday, sorted by discount amount. Look for codes far deeper than planned or codes you never shared.

Automate it: PromoBeacon flags new orders with unexpected stacking, unusually deep discounts or code-use spikes. Read-only. Free plan available.

3. Prices and stock

Do by Nov 20

- ☐ **Products › Export › all products (CSV)** before any bulk edit, import or new sync. It's your record of the old prices.
- ☐ **Finish bulk price changes before your freeze date,** then open three random products and check price and compare-at price.
- ☐ **Safety stock on hero products** if inventory syncs from another system or marketplace.
- ☐ **Plan the revert:** write down who puts prices back after the sale, and when.

Automate it: CatchSync flags sudden price or stock changes within seconds; one-click revert to the last good value on the paid plan. Free plan available.

4. Order automations

Do by Nov 20

- ☐ **Write each automation's end state:** e.g. “within 10 minutes of being paid, the order has tag X and is On hold.”
- ☐ **Place a test order for every path:** normal checkout, express checkout, COD, pre-order.
- ☐ **Check the order itself after the deadline,** not the Flow or app run log. “Ran” isn't the same as “worked”.
- ☐ **Re-test after any app install,** since that's when a second app starts touching the same orders.

Automate it: OutcomeWatch checks the real order state after your deadline and flags what didn't happen. Read-only. Free plan covers one watchdog.

5. Freeze + BFCM week

Nov 20 – Dec 1

- ☐ **Freeze date:** no new apps, theme edits, checkout or tracking changes after it. Price and discount toggles only.
- ☐ **Name an owner** for each of: tracking, discounts, prices and stock, order automations.
- ☐ **60-second morning check, every day:** yesterday's Shopify orders vs Meta purchases, Sales by discount, three product prices, any flagged or held orders.
- ☐ **Payment provider:** watch approval rates at peak hours and keep a direct support contact handy.

Tip: keep this page open during BFCM week and tick the morning check off each day.

6. After the sale

Dec 1 – 6

- ☐ **Compare Shopify web orders with Meta and GA4 purchases** for the whole weekend. A gap that grew is a tracking leak to fix before Q1 ads.
- ☐ **Review Sales by discount** for the weekend and disable or expire every BFCM code.
- ☐ **Check that prices and compare-at prices went back** on a sample of products.
- ☐ **Write down what broke** and which check would have caught it. That's next year's checklist.

Free tools: discount-leak and price-mistake calculators at moezeeshop.com/tools.

Fill in

Owners

Tracking

Discounts

Prices + stock

Order automations

Morning check log	Thu 26	Fri 27	Sat 28	Sun 29	Mon 30	Tue 1
Orders vs Meta purchases	☐	☐	☐	☐	☐	☐
Sales by discount	☐	☐	☐	☐	☐	☐
3 product prices	☐	☐	☐	☐	☐	☐
Flagged / held orders	☐	☐	☐	☐	☐	☐