The 5-step Black Friday price comparison Model

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How to spot a real deal in every Black Friday?

Why does price comparison important?

We found the truth about Black Friday deals

The fact is: Not all Black Friday deals are real. Our analysis found that many retailers **raise prices weeks before Black Friday**; then "discount" them back to the regular price, making it look like a huge saving.

Our model will protect you from fake discounts. It is a **repeatable, 5-step process** that works for:

· Any product (TVs, laptops, appliances, clothing, toys)

· Any retailer (Amazon, Walmart, Target, Best Buy, Macy's)

· Applicable to any Black Friday shopping.

The goal of this model: Never pay more than you should. Never fall for a fake deal.

Step 1 = Establish a price baseline

Before Black Friday, you need to know actual product costs & should not trust what the retailer says it costs.

What to do?

1. **Search for the product** on Amazon, Walmart, Target, and Best Buy.
2. **Note the current price** on each site.
3. **Check the price history** using:

· **CamelCamelCamel** =Best for Amazon products

· **Keepa** = Advanced charts for Amazon

· **PriceRunner** = Multi-retailer comparison

1. **Look for the 30-day average price** & use this as your baseline.

Consider the following example [the prices are taken as an example. Price fluctuation can happen due to inflation or retail policy. So, check accurate price in the official site]:

Product	Retailer	Current Price	30-Day Average	Difference
Samsung 65″ S90H OLED	Amazon	$1,599	$1,499	+$100 (inflated!)
Samsung 65″ S90H OLED	Best Buy	$1,599	$1,599	$0 (stable)

Did you notice? When the current price is higher than the 30-day average, it is a sign of **price inflation before Black Friday**. In this example, Amazon's price is inflated by $100, while Best Buy's price is stable. Therefore, the pro move is to wait for Best Buy's Black Friday deal, or track both retailers to see who drops first.

Step 2 = Set price alerts

Listen, you don't need to check prices every day. Set up price alerts and let the tools notify you when the price drops.

Price alert tools comparison:

Tool	Best For	Key Feature	Free?
CamelCamelCamel	Amazon products	Price history charts + email alerts	Free
Keepa	Amazon power users	Advanced charts, browser extension	Free (basic)
Honey	Browser-based shopping	Drop alerts + coupon finder	Free
Slickdeals	Community-driven deals	Keyword alerts + deal forums	Free
PriceRunner	Multi-retailer	Compare prices across stores	Free

How to set an alert?

1. Go to **CamelCamelCamel.com**
2. Paste the Amazon product URL
3. Set your **target price** (e.g., $700)
4. Enter your email
5. Wait for the alert!

Step 3 = Compare across retailers

The same product can have **wildly different prices** across retailers. So, always compare at least 3–4 stores.

Retailer checklist:

Retailer	Check these categories	Special notes
Amazon	Electronics, Books, Toys	Best for **price history tracking** (CamelCamelCamel, Keepa). Limited price match.
Walmart	Electronics, Home, Grocery	**Price match policy** applies, but **doorbusters excluded**. Strong in groceries + home essentials.
Target	Clothing, Home, Electronics	**Target Circle rewards stack** with coupons + seasonal promos. Consistent overlap with holiday sales.
Best Buy	Electronics, Appliances	**Price match guarantee** (14–15 days). Extra perks for **My Best Buy members**.
Macy's	Clothing, Beauty, Home	Strong **coupon stacking** with promos. "Friends & Family" sales often overlap Black Friday.

Price comparison worksheet:

Product	Amazon	Walmart	Target	Best Buy	Lowest Price
	$	$	$	$	$
	$	$	$	$	$
	$	$	$	$	$

Step 4 =Detect fake discounts

This is the most important step. Many Black Friday "deals" are **fake discounts (& show more trends due to AI & inflation);** the price was raised before Black Friday, then slashed to the original price.

Fake deal alerts:

Scam signals	What to Check
Was $1,000, Now $500	Check if the product was EVER sold at $1,000. Use price history tools.
"70% OFF!"	Huge percentages often mean inflated original prices. Focus on the actual price, not the percentage.
"Limited Time Only!"	Creates urgency. Take a breath. Check if the same deal exists elsewhere.

"Only 3 Left!"	Artificial scarcity. Don't rush.
Unknown Retailer	Stick to major retailers (Amazon, Walmart, Target, Best Buy). Unknown sites often have fake deals

Safe markers = Real deal signals

Safe markers	Why it is good?
Price matches 30-day low	The price is genuinely at its lowest point in a month.
Multiple retailers have same price	Competition is driving the price down; it is a real market discount.
Price drop is gradual	Real discounts happen gradually, & not overnight.
Major retailer + well-known brand	Less likely to be a scam.

Step 5 = Stack your savings

The real magic happens when you stack multiple savings methods on top of the sale price.

The stacking formula:

Sale Price – Promo Code – Cashback – Credit Card Rewards – Store Loyalty = Final Price

Stacking worksheet:

Layer	Example	Your Savings
Sale Price	$500 (Black Friday discount)	$________
Promo Code	−$25 (Honey / Capital One Shopping)	$________
Cashback App	−$40 (Rakuten — 8% cashback)	$________
Credit Card	−$25 (5% cashback card)	$________
Store Loyalty	−$10 (Target Circle / Walmart+)	$________
FINAL PRICE	**$400**	**Total Saved: $100**

Best tools for each layer:

Layer	Best Tools
Promo Codes	Honey, Capital One Shopping, RetailMeNot
Cashback	Rakuten (8–12% average), TopCashback, Swagbucks
Credit Card	Chase Freedom Flex (5% rotating), Prime Visa (5% Amazon), Discover it

	(5% rotating)
Store Loyalty	Target Circle, Walmart+, Best Buy Total, Amazon Prime

The "Real Deal" Decision Flowchart

Use this flowchart before every purchase. If you answer "No" at any step, walk away.

Quick reference = Price comparison tools

Bookmark this page. Use it every Black Friday.

Task	Best Tool	Why?
Amazon price history	CamelCamelCamel	Free, easy, email alerts for price drops
Advanced Amazon data	Keepa	Detailed charts, browser extension overlays on product pages
Multi-retailer comparison	PriceRunner	Compare prices across multiple stores and regions
Community deal alerts	Slickdeals	Real-time user-posted deals and verified discounts

Coupon finder	Honey	Automatic coupon application at checkout
Cashback	Rakuten	8–12% average cashback, reliable payouts
Price drop alerts	Slickdeals Alerts	Email or app notifications when price falls below your target

You are now a deal detective

You now have the 5-Step Price Comparison model, hmm, a skill that saves you money every single year.

Share this with someone who needs it. Pro shopping is better together.

Disclaimer:

This Black Friday price comparison model is for educational and informational purposes only. It does not constitute financial advice. Always consult a certified financial advisor for personalized guidance.

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