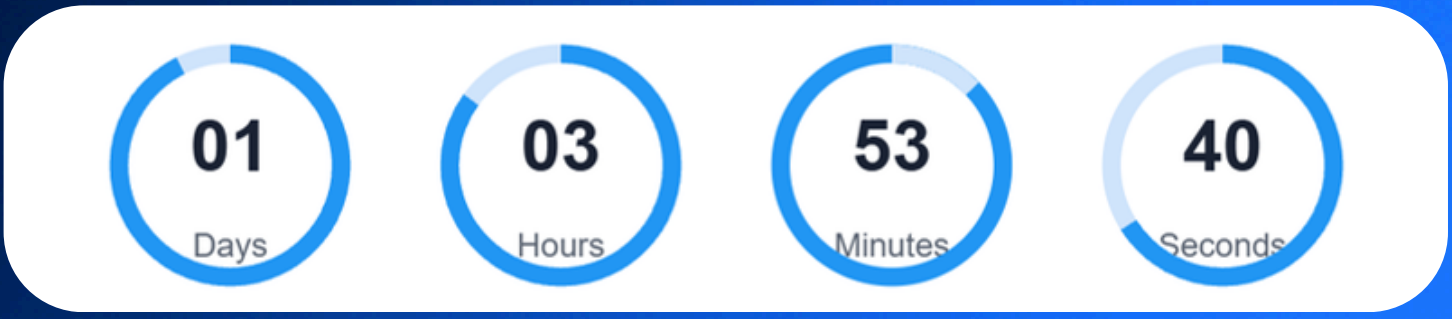
REFERENCE GUIDE

Countdown Timers

Your Countdown Timers Quick Guide



Timers List and Builder

What It Is

Search for Countdown Timer to find your countdown timers. The list holds every timer you build, and the builder walks you through template, type, details, links, style, name, and save.

How It Works For Your Business

- Search for Countdown Timer to open your list of timers.
- Each timer has Edit, Copy Code, and a three-dot menu for extra actions.
- Click New to open the builder and pick a template, then Continue with this template.
- Choose a timer type, set the details, add links, style it, name it, and click Save.
- The steps are the same every time. Only the dates and the design change.

Timers List and Builder – Tips & Guidelines

Tips

- Give every timer a clear name so you can find it in a long list.
- Put the deadline in the name to spot old timers fast.
- Tour the builder once before building a real timer.
- Menu names can vary a little, so look for the closest match.

DO

- Name every timer clearly
- Use the list to find timers
- Tour before you build
- Check the three-dot menu

DON'T

- Call timers Timer 1
- Skip the name field
- Rush through the builder
- Guess what buttons do

Fixed Timers

What It Is

A fixed timer counts down to one set date and time. Everyone sees the same clock, which makes it a fit for sales, launches, and registration cutoffs.

How It Works For Your Business

- Click New, pick a template, and click Continue with this template.
- Select Fixed as the timer type.
- Set the end date and time, which is the moment the clock hits zero.
- Choose a timezone. A wrong one makes the timer end early or late.
- Look for Adapt to Contact Time Zone if you want the clock tied to each person.

Fixed Timers – Tips & Guidelines

Tips

- Read the date and time out loud before you save.
- Pick your own timezone if you are unsure.
- Use a real calendar deadline for every fixed timer.
- Name it with the deadline, like Spring Sale, Ends April 30.

DO

- Double-check the timezone
- Read the date aloud
- Use a real deadline
- Put the date in the name

DON'T

- Guess the timezone
- Skip a final check
- Use a vague end time
- Forget AM or PM

Styling and Labels

What It Is

Styling controls how the clock looks. You can change colors, fonts, which units show, the expiry image, and the label text, and a live preview shows each change.

How It Works For Your Business

- Click Edit and look for the Style tab or a button labeled Styling.
- Change the counter, label, separator, and background colors.
- Pick a font and size that is easy to read at a glance.
- Show or hide days, hours, minutes, and seconds to keep the clock clean.
- Find the Labels area to type your own text and toggle each label Visible or Hidden.

Styling and Labels - Tips & Guidelines

Tips

- Make the numbers the star and the labels quieter.
- Use strong contrast between numbers and background.
- Short labels fit better on phones.
- Check the expiry image so people know when an offer has ended.

DO

- Use your brand colors
- Check the live preview
- Hide units you do not need
- Keep labels short

DON'T

- Use low contrast
- Show four boxes of zeros
- Skip the expiry image
- Pick a hard-to-read font

Active and Expired Links

What It Is

A timer can send people to different pages. The Active Link is for while the clock runs, the Expired Link is for after it ends, and the Redirection Link does the switching.

How It Works For Your Business

- Paste your live offer address into the Active Link field.
- Paste your offer-ended or backup page address into the Expired Link field.
- Save, then look for the Redirection Link on the timer or in the builder settings.
- Use the Redirection Link on a button, image, or text link in an email or page.
- Test before and after expiry, using a test timer that ends in a few minutes.

Active and Expired Links – Tips & Guidelines

Tips

- Build both pages before you paste the links.
- Copy addresses from your browser to avoid typos.
- Test on your phone as well as your computer.
- Keep the expired page short with a clear next step.

DO

- Test both sides
- Build both pages first
- Copy and paste addresses
- Check on your phone

DON'T

- Skip the expired page
- Type addresses by hand
- Share an untested link
- Assume it works

Editing and Copying Timers

What It Is

Click Edit to change a timer's dates, style, links, or name. A timer can only be changed before it has been used in a sent email, so edit before you send.

How It Works For Your Business

- Click Edit on the timer in your list and everything opens again.
- Change the end date and time, then click Save Changes or Save.
- Check your timezone again whenever you change the time.
- Open the three-dot menu and look for an option to duplicate or copy a timer.
- Copy Code grabs the timer's code. It does not create a new timer.

Editing and Copying Timers – Tips & Guidelines

Tips

- Edit before you send the email that uses the timer.
- Look for duplicate in the three-dot menu and say what you see.
- Check on screen whether edits show everywhere the timer is placed.
- Reuse a styled timer to save time on future promotions.

DO

- Edit before sending
- Recheck the timezone
- Reuse a good design
- Rename copies clearly

DON'T

- Wait until after sending
- Confuse Copy Code with copying
- Forget to save
- Keep the old name

Recurring and Dynamic Timers

What It Is

A recurring timer restarts on a schedule you set. A dynamic timer gives each person their own clock, based on something like an email being sent or opened.

How It Works For Your Business

- For Recurring, set the start date and time, the countdown duration, and the number of loops.
- Use Countdown Timer Waits For to set the pause between cycles.
- Hide Timer on Site in Wait State hides the clock while it waits.
- For Dynamic, pick the trigger, such as email sent or opened, and the duration, like 2 hours.
- Ends at Time sets a fixed stop so a timer does not end at an odd hour.

Recurring and Dynamic Timers - Tips & Guidelines

Tips

- Use recurring for deadlines that repeat on a schedule.
- Use dynamic for a personal clock that starts for each person.
- Read the dynamic helper text to check how the timer will behave.
- Add Active and Expired links to both types.

DO

- Match type to the deadline
- Read the helper text
- Set a clear wait time
- Test each type

DON'T

- Pick Fixed for every timer
- Ignore the loop count
- Skip the end time check
- Forget the links

Timers in Emails and Pages

What It Is

After you build a timer, you place it. In an email, add the countdown timer element to a template. On a funnel page, add the Countdown Timers element and pick your saved timer.

How It Works For Your Business

- For email, search for Email Builder, open Templates, and open a template in the design editor.
- Add the countdown timer element and pick your saved timer.
- Look for the Adapt to Contact Time Zone toggle, then set alignment, background, and padding.
- Copy the redirection link and use it on your email button.
- For a funnel, search for Funnels, click Edit Page, click the plus icon, and choose Countdown Timers.

Timers in Emails and Pages - Tips & Guidelines

Tips

- Match the timer style to the rest of the email or page.
- Preview before you send or publish.
- Use the redirection link on the button next to the timer.
- Look for the timer's own settings on a page for style options.

DO

- Preview before sending
- Use the redirection link
- Match your page style
- Pick the right saved timer

DON'T

- Send without testing
- Forget the email button
- Place the wrong timer
- Ignore alignment

Syncing, Code, and Timezones

What It Is

The same timer can appear in an email and on the page it links to, so both show matching time. Timezone settings and Copy Code help you handle different viewers and custom spots.

How It Works For Your Business

- Set the timer's links, then place it in the email and on the funnel page.
- Link the email button to the active page with the timer's redirection link.
- Match the styling in both spots so people see the same clock.
- Use Copy Code in the top right of a timer for custom code spots, such as a Code element.
- Set a fallback timezone, and turn on Adapt to Contact Time Zone to follow each viewer.

Syncing, Code, and Timezones - Tips & Guidelines

Tips

- Use the same timer in the email and on the page.
- Set a fallback timezone for when no location is known.
- Emails use the contact's stored timezone if available.
- Pages detect timezone from the visitor's connection, with the fallback as backup.

DO

- Use one timer in both spots
- Set a fallback timezone
- Match the styling
- Keep contact timezones updated

DON'T

- Build two separate timers
- Skip the fallback
- Paste code in the wrong spot
- Assume every contact has a zone

Placeholders and Mail Fixes

What It Is

Some situations need extra care. A timer copied inside an email template to another account becomes a placeholder, and Apple Mail may cache the timer image and show old time.

How It Works For Your Business

- A countdown timer placeholder works in email templates when a template is copied to another account.
- Replace the placeholder by choosing a working timer from the new account, or build one.
- Apple Mail may cache the timer image and not refresh when an email is reopened.
- Look for the Hide Timer in Apple Mail setting to hide the image only in that app.
- Hiding the image does not change the deadline or where email links send people.

Placeholders and Mail Fixes – Tips & Guidelines

Tips

- Replace every placeholder before you send a copied template.
- Test your email in Apple Mail if many of your people use it.
- Remember links still send people by active or expired state.
- Your software also lists WhatsApp templates, so look for the timer option there.

DO

- Replace placeholders
- Test in Apple Mail
- Keep links tested
- Check template settings

DON'T

- Send a copied template untested
- Assume hidden means expired
- Forget the new account
- Skip a test send

Key Terms Glossary

Countdown timer

A ticking clock for an email or page that shows a deadline.

Template

A ready-made timer design you pick first.

Fixed timer

A timer that counts down to one set date and time.

Recurring timer

A timer that restarts after each cycle on a schedule.

Dynamic timer

A personal timer that starts for each person.

Active Link

The page people reach while the timer runs.

Expired Link

The page people reach after the timer ends.

Redirection Link

One link that picks the active or expired page.

Expiry image

The picture shown after the countdown ends.

Fallback timezone

The default zone used when a viewer's zone is unknown.

Copy Code

A button that grabs a timer's code for custom spots.

Placeholder

A stand-in image that replaces a timer in a copied template.

Getting Help

Your software changes over time, so a button, tab, or label may look a little different from what you see here. If something does not match, check the in-app help for Countdown Timers or look for the option with the closest name.