

# Add Countdown Timer to Create a Sense of Urgency



While browsing online, customers today are exposed to plenty of offers. Utilizing a countdown timer – showing the time until an offer is available or how long an offer remains – can help create a sense of urgency and increase conversion rates.

<b>Category</b>	Customer Success	<b>Vertical</b>	Technology, Retail, Gaming, Travel
<b>Topic</b>	Create a countdown timer to create a sense of urgency around limited time offers	<b>ID #</b>	237

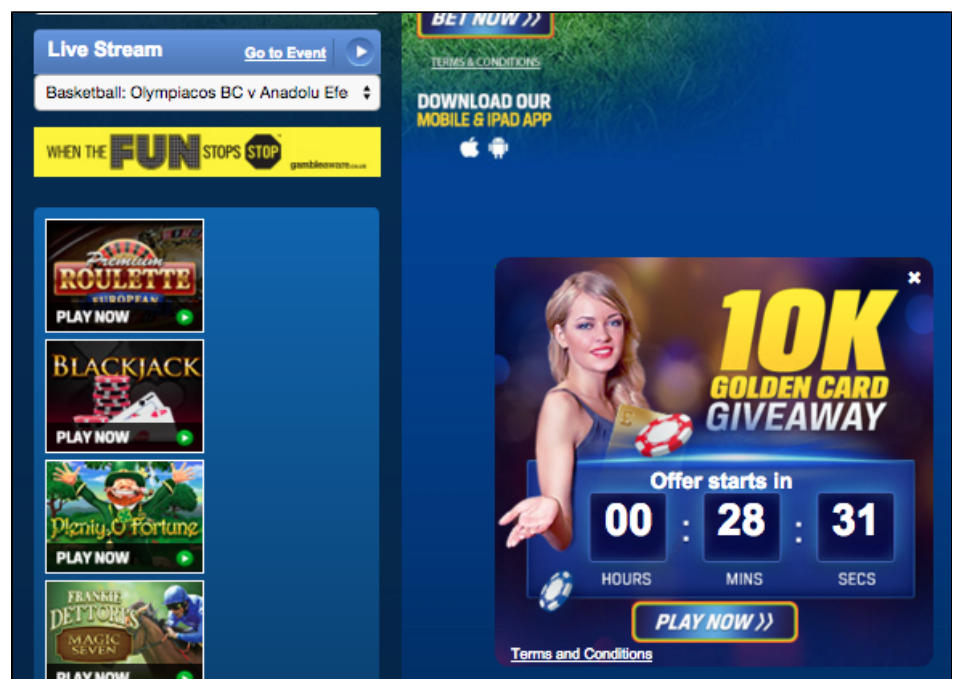
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## Example

An existing customer comes to your site and is presented with a message about a new promotion or game. The message includes a countdown clock indicating that the promotion is time sensitive and will expire soon. Given the individual has been thinking about the feature, and has been using the free version of the feature, he decides to take advantage of the offer and clicks through to complete the purchase.



## Segment

You can add any segments you choose to control who sees the countdown message, but none are required for this play.

## Measure

The goal is to get the customer to buy the upgrade. This could be added as a “global goal” and then measured against a control group.

## Setup

### Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create the message you want the timer to appear in

### Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create or Edit a Web Campaign](#)
- [Message Types](#)

2. Add the HTML code through the 'source' of the message

• Access Message Source Code (HTML/CSS/JS)

### Edit Message Source

Variables  + This is the HTML for your selected message. You can manually add or edit this box and it will take effect when you save your changes.

[HTML Editor](#) [CSS Editor](#) [JS Editor](#)

```
5 
7 </a>
8 <a href="javascript:;" title="Close Message" evergage-dismissonclick="evergage-dismissonclick" evergage-closeicon="evergage-closeicon" class="" style
9 ="text-align: center; text-decoration: none; font-size: 16px; color: rgb(255, 255, 255); position: absolute; top: 0px; right: 0px; height: 28px;
10 width: 28px; line-height: 28px; padding: 0px; font-weight: bold;">
11 x
12 </a>
13 <span id="countdown1" style="font-weight:bold; color: white; font-size: 15px;position: absolute; top: 147px; left: 22px; height: 93px; width: 269px
14 ;text-align: center;" class="">
15 </span>
16 <span id="countdown3" style="font-weight: bold; color: white; font-size: 30px; position: absolute; top: 174px; left: 36px; width: 269px; text-align:
17 center; height: 56px;" class="">
18 </span>
19 <span id="countdown2" style="font-weight: bold; color: white; font-size: 30px; position: absolute; top: 174px; left: -42px; width: 269px; text-align:
20 center; height: 57px;" class="">
21 </span>
22 <span id="countdown4" style="font-weight: bold; color: white; font-size: 30px; position: absolute; top: 174px; left: 115px; width: 269px; text-align:
23 center; height: 59px;" class="">
24 </span>
25 <a href="http://www.coral.co.uk/casino/promotions?promotionId=goldencard" style="position: absolute; color: rgb(255, 255, 255); font-size: 10px;
26 height: 15px; width: 100px; text-decoration: underline; top: 266.5px; left: 11px;" class="">
27 Terms and Conditions
28 </a>
```