

# **Expiring Offer Implementation Guide**

#### **Overview**

In this example, we will create an expiring offer using PlusThis' Countdown Timer and the Date Calculator Feature to create dynamic expiring offers with a display of the synched count down, on sales pages and in emails.

#### **PlusThis Integration (Date Calculator)**

- 1. Add a Date Calculator Feature
- 2. In the feature configuration, specify how many days/months you want to add to the start date. (In our example, I am adding 3 days to the day the feature is used ie. When the feature is triggered).
- 3. Select a custom field to store the newly calculated date in.
- 4. Configure any additional options you would like
- 5. Name and Save the feature.
- 6. Copy the Feature URL that PlusThis provides you. You will be using this in your CRM integration.

## What's the Date? Selected Integrations: Start with this date: The date when feature is used days months and Where should we store the resulting date? Promo End Date ☐ If there is already a date in this field, then keep the existing date (don't update) **Date Format Options Feature Name** Promo End Date Calculation (+3 Days)

### **PlusThis Integration (Countdown Timer)**

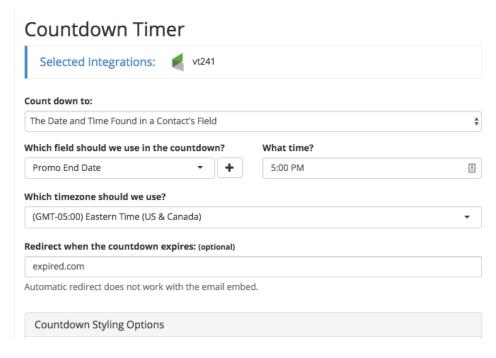
- 1. Add a Countdown Timer Feature
- 2. In the feature configuration, specify the field that you stored the What's the Date? Result in (in my example the "Promo End Date" field. And specify a time you'd like the countdown timer to end. \*Note\* you will not see the time option if the field type you selected is a Date/Time field.
- 3. Specify the timezone you would like PlusThis to use to count down to.
- 4. Enter a URL for redirection once the countdown reaches 0:0:0:0 (the redirect will not work inside of emails)



- 5. Configure the styling for your countdown to your desire
- 6. Name and Save the feature
- 7. Copy the Email Builder **URL** that PlusThis provides you.

You can copy the other code snippets from the Countdown Timer and place them on your webpages as well - that will provide a synched countdown

across the email and your webpages.



To test your expiring offer – ensure that you go don't use the "Send Test" buttons inside the

email builder, as those use your User record rather than a Contact record. Instead, go through the campaign flow using a test contact with an email address you have access to.

