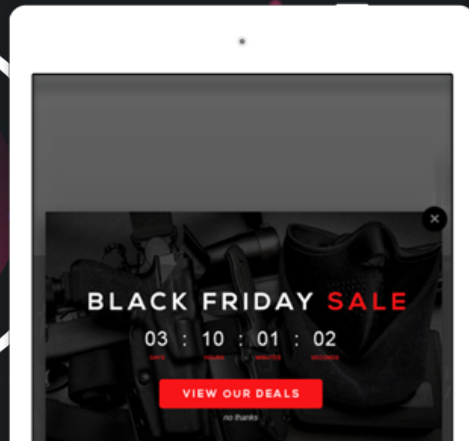


# SaleCycle

## Countdown Timers



We all need a little extra nudge sometimes. A push in the right direction.

Adding **Countdown Timers** to your campaigns is a great way to provide a helpful dose of urgency, and help persuade your customers that they really need to purchase before it's too late. Using dynamic timers to display the end of a promo code, delivery offer, or seasonal sale, is an effective way to convince customers to buy now rather than later.



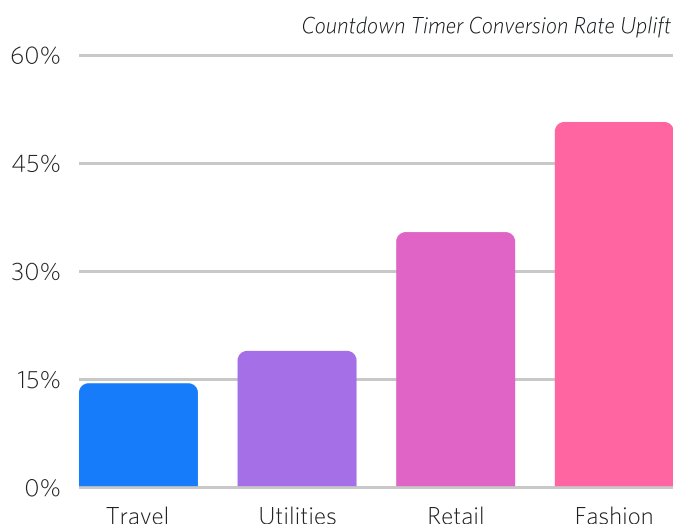
**Add a timer to your site** using on-site remarketing and communicate visually to your customers that free next day delivery ends soon, or the price drop offer they're viewing is about to expire.



**Send amplified email campaigns** counting down to product launches and build anticipation, or boost traffic by including timers for limited promo codes.

Sounds good? Don't just take our word for it. The graph to the right shows the kind of conversion rate increases our clients see, when including countdown timers in their Cart Abandonment email campaigns.

**Top Tip: Keep your countdown timers fresh and relevant with current campaigns and offers, to maximize their effectiveness.**



In order to ensure their customers knew the last delivery dates for a major public holiday, one of our clients added a message to their email templates highlighting the cut-off, alongside one of our countdown timers. Implementing this led to an increase in overall conversion rate of 29.5%!

**Do you have an upcoming discount, product launch, sale or offer? Put a timer on it and maximize your conversions in a simple, but effective way.**