

# Countdown Timer Fields Feature Setup (Infusionsoft)

## What does it do?

The countdown timer provides a visual display of a countdown on an order form, webpage or in an email. This is useful for creating urgency with your contacts.

## PlusThis Integration:

1. Choose either a fixed date and time, or a date or date and time field in your Infusionsoft app to count down to. If you do not have a field already created in Infusionsoft, you can create one through PlusThis in your Infusionsoft, just select “Add New field” and inside of the pop up create a new field.

**Count down to:**  
 The Date and Time Found in a Contact's Field

**Which field should we use in the countdown?**  
 Promo End Date

**What time?**  
 11:59 PM

**Which timezone should we use?**  
 (GMT-07:00) Arizona

**Redirect when the countdown expires: (optional)**  
 promo-is-over.com

Automatic redirect does not work with the email embed.

2. If you choose a date field to count down to, you will be able to designate a time of the day to expire the countdown, if you choose a date/time field, the countdown will expire at the time in the field.
3. Enter the URL that you would like your contacts to be redirected to when the countdown expires.
4. Style the countdown the way you would like – including changing the labels for the Days, Hours, Minutes and Seconds.
5. Name and save the feature
6. PlusThis will provide you with an Image URL for use in Emails and HTML code to place on the

**Countdown Styling Options**

**Font and Color**

Font color:

Background color:

**Labels**

☐ Don't Show Labels in Countdown

**Plural:**

Days	Hours	Minutes	Seconds
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**Singular:**

Day	Hour	Minute	Second
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**Preview**

00 23 59 12

Days Hours Minutes Seconds

[Update Preview](#)

webpage or order form you want the Countdown Timer to appear on. Simply paste this onto the code of the page. Please note that the countdown will not appear unless linked to correctly. The proper link for usage can be populated in the Link Generator. There is a link generator under the provided HTML that you should use if you would like to link to the landing page from an Infusionsoft e-mail. If your countdown is based on the value in a field, you will need to use this. Paste in the URL for the page your countdown will be appearing on. Under the pasted URL you will see a PlusThis generated URL with appended information on the end of Copy the full PlusThis populated URL and use it in Infusionsoft emails to link to the page.