

# 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:**  vt241

**Start with this date:**

**Then**    **and**

**Where should we store the resulting date?**

If there is already a date in this field, then keep the existing date (don't update)

**Feature Name**

## 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.

## Countdown Timer

**Selected Integrations:**  vt241

**Count down to:**

**Which field should we use in the countdown?**  **+** **What time?**

**Which timezone should we use?**

**Redirect when the countdown expires: (optional)**

Automatic redirect does not work with the email embed.

**Countdown Styling Options**

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.

