

Adding a countdown timer to your email is a great way to create urgency and drive engagement, especially during flash sales, special promotions, or holiday campaigns. While Ascent360 does not currently offer a built-in countdown timer feature, you can easily add one using an **HTML content block** and a third-party countdown timer service.

Why Use Countdown Timers?

Countdown timers help motivate your recipients to take action before a deadline. They visually emphasize urgency, making them especially effective for:

- Limited-time offers
- Flash sales
- Seasonal or holiday events
- Product launches

Step 1: Choose a Countdown Timer Generator

To get started, you'll need to use a third-party countdown timer generator that provides **HTML embed code**. Some recommended providers include:

- [Sentric](#)
- [MailTimers](#)
- [MotionMail](#)

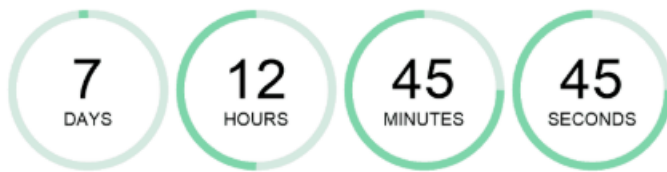
⚠ Note: Most third-party countdown timer tools require a paid subscription or account to access full features.

Step 2: Create Your Timer

Once you've selected a provider:

1. **Create an account** with the third-party platform.
2. **Create a new countdown timer**.
3. Choose the **event date and time** you want the timer to count down to.
4. Customize the **appearance** (size, colors, font, etc.) to match your branding.
5. Click **Save**.
6. **Copy the HTML embed code** provided.

Sample timer:



Step 3: Add the Timer to Your Email

1. **Open your email draft** in the Ascent360 Email Editor.
2. **Add an HTML content block** to a row in your email layout.
3. Delete any existing code inside the block.
4. **Paste the HTML code** you copied from the timer generator.

You should now see a live preview of your countdown timer within your email.

Important Compatibility Notes

- **Supported in most inboxes:** Countdown timers are usually embedded as animated GIFs, which work in most modern email clients.
- **Apple Mail caveat:** Apple Mail may preload content before opening, which can cause the timer to display an incorrect time.
- **Outlook limitations:** Older versions of Outlook (2007, 2010, and 2013) do not support animated GIFs and will display only the first frame of the timer.

Final Tips

- **Always send a test email** to check how the timer renders in various inboxes.
- Use a **clear call to action** near the timer (e.g., “Shop Now Before Time Runs Out!”).
- Make sure your timer’s end time matches the actual deadline for your offer.

Need help inserting HTML or have additional questions? Reach out to our support team—we’re happy to help!