Build an HTML Countdown Action for a Cart Page

> Recent updates to Safari Intelligent Tracking Prevention (ITP) block third-party cookies on your site. This update means that Preview Mode and the Monetate Inspector browser plug-in may not work in Safari. Monetate has developed an alternative approach to delivering preview mode to the site. To have this option enabled for your account, submit a support ticket using the Monetate Technical Support portal (support.monetate.com).
>
> No workaround is available at this time for the Monetate Inspector tool. Monetate recommends using a different browser such as Chrome if you need to use Monetate Inspector.

An HTML Countdown action on the cart page of your site can help you to increase your overall conversion rate by creating a sense of urgency in an experience. Ultimately, if you minimize the number of people who leave your site on the cart page, then you're more likely to get them to convert (or complete their purchase) for what is already in the cart.

For the purpose of this example, the experience targets all site visitors with a promotion for free shipping that expires at the end of the day on Black Friday. The HTML Countdown action counts down the remaining time until the promotion expires.

> This example uses the HTML version of this action instead of the image-based version because it tends to be more compatible with both desktop and mobile devices. If you decide to use an image-based countdown action, ensure that your creative is mobile-friendly to avoid any rendering issues.

Building the Countdown Timer Action

Follow these steps to build the action.

1. Click **COMPONENTS** in the top navigation bar and then select **Actions**.

2. Click **CREATE ACTION**.

3. After Action Builder loads on your site, navigate to the cart page. In Action Builder click the **Countdown Timers** tab, and then click **HTML Countdown**.

4. Use Element Selector to identify where on the page you want to insert the HTML Countdown action. For the purpose of this example, the action should be inserted below the sticky navigation. This animation demonstrates how Element Selector works in Action Builder. See Element Selectors for more information.

5. On the **Details** tab, select **After** from **Insert Method**.

6. Use the calendar to configure the action to count down until the end of the day on Black Friday.

7. Leave **Countdown mode** set to **GMT - one deadline**, toggle **Show zero values** to **NO**, and then leave **Hide banner if expired** set to **YES**.

8. Toggle **Re-check for elements** to **YES**, and leave **Pad single digits** set to **NO**.

9. Click the **HTML** tab and, if necessary, click **Source** in the editor to revise the countdown banner text. The following HTML code is specific to this example.

```
<section class="mt-cat-banner">
  <div class="mt-cat-banner__countdown">
    <p class="mt-cat-banner__pre-header">Time is running out!</p>
    {{DAYS}} day[s],} :{{HOURS}} HOUR[S]} <span class="mt_colon">:</span> {{MINUTES}}
    <span class="mt_colon">:</span> {{SECONDS}} SECOND[S]}
  </div>
  <h3 class="mt-cat-banner__heading">Free Shipping On All Orders</h3>
  <h3 class="mt-cat-banner__subcopy"><span class="mt-cat-banner__code">OVERSIZED ITE
</section>
```

10. Click the **Styles** tab to add the following code to the CSS editor.

> You can style the HTML Countdown action to suit the look and feel of your site. The CSS code here is just an example of what you can do.

```
.mt_countdown {
  display: block;
  margin-left: -10px;
  margin-right: -10px;
  position: relative;
  z-index: 1;
  text-align: center;
  color: black;
  padding-top: 20px;
  padding-bottom: 20px;
}

@media screen and (min-width: 768px) {
  .mt_countdown {
    margin-left: auto;
    margin-right: auto;
```

```css
  }
}

/*Hides the plural parameter on any suffixes when counting down.*/

.mt_countdown .mt_hide_plural {
  display: none;
}

.mt-cat-banner {
  -webkit-box-align: center;
  -ms-flex-align: center;
  align-items: center;
  background-color: #f4f4f4;
  background-image: url("{{BKG_URL}}");
  background-position: center;
  background-repeat: no-repeat;
  background-size: cover;
  color: #000;
  display: -webkit-box;
  display: -ms-flexbox;
  display: flex;
  -webkit-box-orient: vertical;
  -webkit-box-direction: normal;
  -ms-flex-direction: column;
  flex-direction: column;
  -ms-flex-wrap: wrap;
  flex-wrap: wrap;
  font-family: 'Montserrat', 'Helvetica Neue', Helvetica, Arial, sans-serif;
  height: 160px;
  -webkit-box-pack: center;
  -ms-flex-pack: center;
  justify-content: center;
  margin: 0 auto;
  max-width: 1240px;
  position: relative;
  text-align: center;
  width: 100%;
}

body.cms-home section.mt-cat-banner {
  max-width: 100% !important;
}

@media screen and (min-width: 768px) {
  .mt-cat-banner {
    height: 200px;
```

```css
  }
}

.mt-cat-banner__countdown {
  display: block;
  position: relative;
}

.mt-cat-banner__countdown::before,
.mt-cat-banner__countdown::after {
  border: 1px solid black;
  content: "";
  display: block;
  height: 90%;
  position: absolute;
  top: 55%;
  -webkit-transform: translateY(-50%);
  transform: translateY(-50%);
  -webkit-transform-style: preserve-3d;
  transform-style: preserve-3d;
  width: 8px;
}

@media screen and (min-width: 768px) {
  .mt-cat-banner__countdown::before,
  .mt-cat-banner__countdown::after {
    height: 80%;
  }
}

.mt-cat-banner__countdown::before {
  border-right: none;
  right: 105%;
}

.mt-cat-banner__countdown::after {
  border-left: none;
  left: 105%;
}

.mt-cat-banner__countdown .mt_time {
  font-family: 'MaisonNeueBook';
  font-size: 22px;
  font-weight: 400;
  position: relative;
}
```

```css
@media screen and (min-width: 768px) {
  .mt-cat-banner__countdown .mt_time {
    font-size: 26px;
  }
}

.mt-cat-banner__countdown .mt_tickerElem {
  display: inline-block;
  min-width: 28px;
  position: relative;
  text-align: center;
}

@media screen and (min-width: 768px) {
  .mt-cat-banner__countdown .mt_tickerElem {
    min-width: 34px;
  }
}

.mt-cat-banner__countdown .mt_suffix {
  bottom: -4px;
  display: block;
  font-size: 6px;
  font-weight: 700;
  left: 50%;
  position: absolute;
  text-transform: uppercase;
  -webkit-transform: translateX(-50%);
  transform: translateX(-50%);
  -webkit-transform-style: preserve-3d;
  transform-style: preserve-3d;
}

@media screen and (min-width: 768px) {
  .mt-cat-banner__countdown .mt_suffix {
    bottom: -2px;
  }
}

.mt-cat-banner__countdown .mt_colon {
  font-size: 12px;
  font-weight: 400;
  position: relative;
}

.mt-cat-banner__pre-header {
  display: block;
```

```css
  font-size: 8px;
  font-weight: 600;
  letter-spacing: 0.5px;
  margin: 0;
  padding: 0;
  text-transform: uppercase;
  top: -5px;
  width: 100%;
  z-index: 1;
}

@media screen and (min-width: 768px) {
  .mt-cat-banner__pre-header {
    font-size: 10px;
  }
}

.mt-cat-banner__heading {
  font-size: 32px;
  font-weight: 600;
  letter-spacing: 2.5px;
  margin: 0;
  margin-bottom: 5px;
  margin-top: 15px;
  padding: 0;
  text-transform: uppercase;
}

@media screen and (min-width: 768px) {
  .mt-cat-banner__heading {
    font-size: 48px;
  }
}

.mt-cat-banner__subcopy {
  font-size: 12px;
  font-weight: 500;
  letter-spacing: 1.5px;
  margin: 0;
  padding: 0;
}

@media screen and (min-width: 768px) {
  .mt-cat-banner__subcopy {
    font-size: 15px;
  }
}
```

```css
.mt-cat-banner__message {
  display: inline-block;
  margin: 0;
  padding: 0;
}

.mt-cat-banner__code {
  display: inline-block;
  font-size: 12px;
  font-weight: 500;
  margin: 0;
  padding: 0;
  position: relative;
  text-transform: uppercase;
}

/*.mt-cat-banner__code::before {
  content: "|";
  display: inline-block;
  padding-left: 6px;
  padding-right: 10px;
  position: relative;
}*/

.mt-cat-banner__code .promo-code {
  font-weight: 700;
  letter-spacing: 1px;
  margin: 0;
  margin-left: 3px;
  padding: 0;
}
```

11. Define the conditions for when the action should fire.

    a. Use the Monetate Inspector browser plugin to verify that cart is the page type for the site's cart page.

    b. Click the **Conditions** tab in Action Builder, click **ADD CONDITION**, expand **Page type**, and then select **Page type=**. Type cart as the value, and then press Enter.

    c. Because the action shouldn't fire when the cart is empty, create a second action condition. Click **ADD CONDITION**, expand **Cart Value**, and then select **Cart Value ≥**. Type 0.01 as the value, and then press Enter.

12. Click the **Inputs** tab to define which action fields and settings can be configured at the experience level.

> If you create an action that has a very specific use case that you don't want someone on your team to alter, then click to deselect those fields and settings that you want locked.

13. Give the action a title, description, and subcategory. Click **CREATE & EXIT**.

Refer to Details Tab for Countdown Timer Actions in Customize an Action as well as HTML Countdown Action for more information about creating an HTML countdown in Action Builder.

Building the Experience

Follow these steps to build a Web experience to deploy the free shipping promotion countdown timer.

> For this use case, the experience tests if the countdown timer has a positive impact on the conversion rate.

1. Click **EXPERIENCES** in the top navigation bar, and then select **Web**.

2. Click **CREATE EXPERIENCE**.

3. Click **WHY**, select **STANDARD TEST**, and then click **NEXT**.

4. Select **Conversion Rate** for the goal metric and then click **NEXT**.

5. Adjust the secondary metrics as needed and then click **NEXT**.

> As a best practice, collecting more data is better than collecting less data. Avoid removing secondary metrics unless there's a specific reason you don't need them. Add any custom metrics that are important to your business as well.

6. Confirm that you have configured the WHY settings as you need, and then click **SAVE**.

7. The experience targets all site visitors, so don't change the WHO settings.
8. Click **A** of the WHAT settings, and then click **ADD ACTION**.

9. Click **HTML**.

10. Click the HTML Countdown action that you created.

11. If you configured all the action settings in Action Builder specifically for the experience, then you don't need to make any experience-level changes or add any additional action conditions. Scroll to the bottom and then click **CREATE**.

Testing the Experience

Because the action is configured with an action condition that doesn't work as expected in Preview Mode, perform a quality assurance check to ensure the action works as expected *before* you configure the WHEN settings.

> See Preview Mode Limitations for more information.

To circumvent the Preview Mode limitation for this experience, follow these steps to temporarily change the experience's target using the **IP address** option and then activate the experience to test it.

1. Click **WHO** and then click **ADD TARGET**.

2. Click **Location**.

3. Click **IP address**.

4. Input your IP address into the **IP Address** field, leave **visitors matching this target** set to **INCLUDE**, and then click **SAVE**.

   > The IP address must be in the IPv4 format (x.x.x.x) and cannot include wildcards. To verify your IP address, you can type What is my IP address? into Google search to obtain it.

5. Click **ACTIVATE**.

After you activate the experience, open your site in a private browser window and then add one or more products to your cart.

Next, navigate to the cart page. If you configured the HTML Countdown action and the experience correctly, then you should see the countdown timer.

After you confirm that the action and experience fired as expected, return to the Experience Editor page in the Monetate platform, click **PAUSE** for the experience, and then remove the IP address target from the WHO

settings.

Scheduling the Experience

Follow these steps to configure the WHEN settings to deploy the experience to all site visitors.

1. Click **WHEN** and then click **START AND STOP TIME**.

2. Configure **Start date** and **Start time** so that the experience starts for as long as you want the promotion to run before it expires at the end of the day on Black Friday. Then select **Specific end date**.

3. Configure **End date** and **End time** for 11:59 PM on Black Friday.

4. No day parting settings are required, so leave **Time Zone Context** set to **NONE**, and then click **SAVE**.

5. Click **ACTIVATE**.

The experience is now set to go live on the scheduled date at the scheduled time.