

# Site Visual Template Editor: Timer and Spinner Widget

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This article covers how to design an on-site campaign with the timer and spinner widgets. These elements can be used in conjunction with any other elements in the

Access the Bluecore Site Visual Template Editor by following the below steps.

1. Navigate ☐ **Campaigns > Site > Campaigns.**
2. Click **New in the upper right-hand corner.**
3. Click **Campaign.**
4. Select a **Campaign Type.**
5. Configure the **Message Settings.**
6. Click **Save and Continue.**
7. Go to the **Message tab.**
8. Click **Create in VTE.**
9. Add a **layer** to the canvas to get started.

## Timer widget

Use the timer widget in an on-site campaign to express a sense of urgency to your customers or drive excitement for a new product release by showing a timer counting down to the release date. Use this element to show a countdown to something with hours, minutes, and seconds.



## Timer design

Configure the following for the design of the timer.

- Styling: Regular styling or an alarm clock design
- Container width, height, block background color
- Border
- Number Settings: Color, size, font, spacing
- Text Settings: Show text labels (hour, minute, second), colons, text position, color, font configuration, and padding.

Timer Style

Regular Styling

Alarm Clock Styling

Container Settings

Container Width

220px

Container Height

70px

Block Background Color

#4A4A4A

Block Background Color Opacity

100

Border

None

Number Settings

Text Color

#####

Text Color Opacity

100

Font Size

40px

Line Height

40px

Letter Spacing

0em

Font Family

Arial

Font Library

Text Settings

☒ Show text labels

☒ Include colons

Text Position

Top

Bottom

Text Label Settings

Full (Minute)

Abbreviated (Min)

Text Color

#####

Text Color Opacity

100

Font Size

10px

Line Height

12px

Letter Spacing

0.1em

Font Family

Arial

Font Library

Font Emphasis

Bold

Italic

Font Decoration

None

Underline

Strikethrough

Text Transform

None

Text Align

Left

Center

Right

Top Padding

0px

Bottom Padding

0px

## Timer settings

Configure the following settings for the timer.

- Select to show the timer with a specific time or an amount of time after the timer has been seen.
  - The specific time setting allows you to set up content until a certain time period. This will be determined for each user and the timer ends when this time criteria is met.
  - The time after seen setting enables a dynamic use case where the timer starts the countdown when the user first sees the promotion. The timer will be specific to each user since the first

engagement is different, however the end time will be what is set post the interaction.

- End time
- Time zone of the user (this is available based on the browser that's being used) or a selected time zone (this is converted to the users local browser time)
- Select what to do when the timer ends: do nothing, close the campaign, show a confirmation message (be sure to configure this additional screen), or show another campaign (select a previously created campaign from the drop-down menu).

Timer Style

Regular Styling

Alarm Clock Styling

Container Settings

Container Width

220

px

Container Height

70

px

Block Background Color

#4A4A4A

Block Background Color Opacity

100

Border

None

Number Settings

Text Color

#####

Text Color Opacity

100

Font Size

40

px

Line Height

40

px

Letter Spacing

0

em

Font Family

Arial

Font Library

Text Settings

☒ Show text labels

☒ Include colons

Text Position

Top

Bottom

Text Label Settings

Full (Minute)

Abbreviated (Min)

Text Color

#####

Text Color Opacity

100

Font Size

10

px

Line Height

12

px

Letter Spacing

0.1

em

Font Family

Arial

Font Library

Font Emphasis

Bold

Italic

Font Decoration

None

Underline

Strikethrough

Text Transform

None

Text Align

Left

Center

Right

Top Padding

0

px

Bottom Padding

0

px

## Position and animation

You can drag and drop the element on the canvas on the right-hand side with your mouse, or apply any of the below position options for exact placement.

- **Left and Top Position:** Enter a percentage of left and top alignment.
- **Layer Alignment:** Select auto, left, center, or right alignment on the layer.
- **Stick to side:** Offset the element to a specific side (pixels). This is especially useful to make the popup responsive and allow the elements stay within the boundaries if the screen is resized.
- **Animation Effect:** Catch the customers attention by selecting an animation for the text. Enter a start delay and a speed for the animation.

Left Position

Top Position

44.84

%

23.45

%

Layer Alignment

Auto

Left

Center

Right

☐

Stick to Side

ANIMATION

^

Animation Effect

None

▼

Start Delay

Animation Speed

0

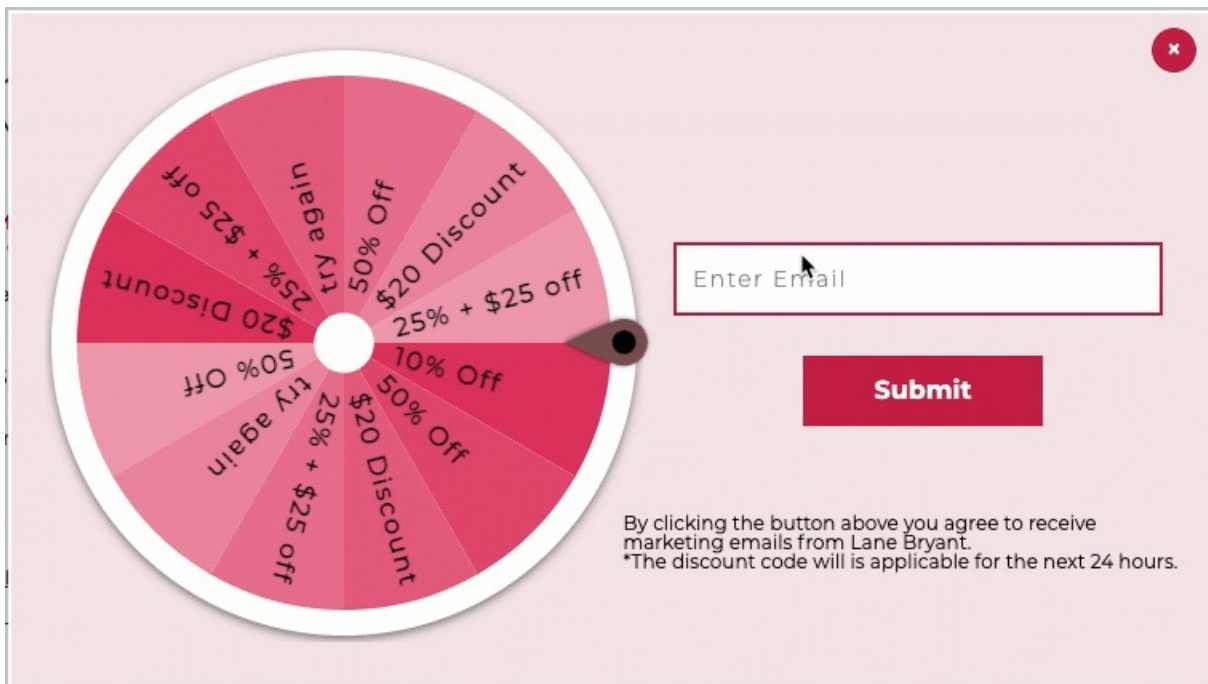
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## Spinner widget

Use a spinner (or spin-to-win widget) on an on-site campaign to gamify a campaign experience. Entice your customers to win something, such as a percentage off or free shipping by entering their email address.



## Spinner settings

Configure the following settings and design for the spinner.

- Spinner prize options: Enter a winning option and four non-winning options. There is *only one winning option* that the spinner will always land on.
- Spinner design: Configure the design of the spinner with templated styles. Then, configure the colors, borders, peg styles, text and font configurations, and height and width.

Spinner Prize Options

Winning Option (Always Wins)

50% Off

Non-Winning Option 1

Free Shipping

Non-Winning Option 2

10% Off

Non-Winning Option 3

20%Off

Non-Winning Option 4

30% Off

Spinner Design

Spinner Color

Pastels

Center and Border Color

#ffffff

Peg Color

#ff0f0f

Text Settings

Text Color

#000000

Text Color Opacity

65

Input Size

Font Size

Line Height

Letter Spacing

12

px

0

px

0.11

em

Font Family

Font Library

Arial Black

Font Emphasis

Bold

Italic

Spinner Size

Spinner Height

Spinner Width

400

px

400

px

## Position and animation

You can drag and drop the element on the canvas on the right-hand side with your mouse, or apply any of the below position options for exact placement.

- **Left and Top Position:** Enter a percentage of left and top alignment.
- **Layer Alignment:** Select auto, left, center, or right alignment on the layer.
- **Stick to side:** Offset the element to a specific side (pixels). This is especially useful to make the popup responsive and allow the elements stay within the boundaries if the screen is resized.

- **Animation Effect:** Catch the customers attention by selecting an animation for the text. Enter a start delay and a speed for the animation.

Left Position

Top Position

44.84

%

23.45

%

Layer Alignment

Auto

Left

Center

Right

☐

Stick to Side

ANIMATION

^

Animation Effect

None

▼

Start Delay

Animation Speed

0

s

1

s