

Question: Why don't my email timer and page timer match?

Answer: When the Email Timer and Page timer don't match it's for one of three reasons:

Reason 1) You have some IP/cookie tracking that was triggered before you entered the email funnel (this is common if you set up the timer on your page and visit that page to verify that it's showing - any visit to a page with a timer on it will trigger IP/cookie tracking). So the timer you're seeing on the page is based on that IP/cookie tracking which is not synced to your Email Tracking, which controls the Email Timer.

If this is the case, you need to go into the Testing tab in your campaign, hit the 'Clear Tracking' button, and then opt-in to your funnel again with a brand new test email.

Reason 2) You have not set up the proper email trigger for your deadline. Deadline Funnel relies on Email Tracking in order to show an accurate deadline in your emails. In order to trigger Email Tracking, you have to be using either a webhook in your email platform (available for some platforms <https://docs.deadlinefunnel.com/en/articles/4160439-list-of-api-integrations>) or Zapier (see <https://docs.deadlinefunnel.com/en/articles/5447040-how-to-trigger-a-countdown-using-zapier> for Zapier) Zapier is required for any platform not listed in that other article.

A good tell for if this is the issue is if your Email Timer always shows the full length of the deadline instead of counting down. So if this is the case, you can review those guides I linked above for more info, or let me know what email platform you're using and I can send you directly to whatever relevant guides we have for it.

Reason 3) Your Email Timer has been cached in your email server - The best way to determine if this is the issue is to right-click on the email timer, click 'Copy Image Address', open a new tab in your browser and paste the address into the address bar and hit enter. This will load your Email Timer according to your tracking - If the timer matches what you're seeing on your page, this means the version you're seeing in your emails is a cached version of the timer.

If this is the case, one workaround we have is to always copy a fresh Email Timer Code from your campaign each time you add it to an email. Whenever you click the code to copy it in Deadline Funnel, it automatically generates a new code, so you just go back and click to copy a new one for each email you add it to.