

The Benefits of Using a Countdown Timer to Drive WooCommerce Sales

If you travel or drive regularly you'll be aware of that urge to get the green light when you look at the timer that is running down 10...9...8...and don't want to have to wait at the red light. Did you know need to buy something, especially when you see the clock running out a classic trait of the human brain.

The Power of Urgency

Marketers understand and use urgency to encourage sales. This sales gimmick has proven its worth over time, which is why it's such a sought-after means of boosting revenues. That's why it's so successful. In case where you aim for a full article about 40 minute timer, [browse around this website](#).

It puts a brand or value into the customers' consciousness

It encourages customers to purchase quick.

A product or its value to the forefront

This is a psychological concept that says that a buyer will miss out on a fantastic offer in the event that they fail to act swiftly enough to stop something serious from happening. This is similar to film, in which the protagonist is aware of the timer ticking, and his attention is drawn to the clock; he must stop it before the time runs out otherwise it will explode.

Motivates Purchases

Customers will be more likely to buy a product if there is a [timer](#). The persuasive power of a timer is based on people's desire to purchase the best deal or purchase a limited edition product before it runs out. It's an effective method to get more people to make a purchase.

The timing of purchases and the timers are been known to trigger FoMO and encourage buyers to buy owing to the fear of being left out of an experience. Consider buying designer goods and exclusive products. A timer indicates that the product will only be offered for a limited duration. If you don't act swiftly, your chance could end up being lost.

What are the benefits of WooCommerce?

WooCommerce is a versatile software and offers many plugins that let you to set countdown timers on your website. These plugins let you create timers for purchases and display a timer on sales prices, or even add timers in emails to abandon carts. Let's have a look some.

WooCommerce Scheduler

True to its name, WooCommerce Scheduler is a complete plugin for scheduling items, adding timers and increasing the sales of your WooCommerce website. It can also be used to create countdown timers and make products unavailable and also schedule sales according to dates or times.

The Scheduler plugin will help to set up sales for multiple or specific products on a specific date or time, or by category. This plugin is a great tool to set the timer-based sales. The plugin offers an elegant countdown timer that's aptly located near the description of the product without overwhelming the buyer.

Finale

Finale the WooCommerce Sales Countdown Timer as well as Discounts plugin can be an excellent option for any WooCommerce store. It allows sale prices to be scheduled by time and allows for the display of a countdown timer on the product page.

Finale is the best plugin to display a timer for flash sales, seasonal or pre-launch discounts daily deals, quicker shipping deadlines and much more. Alongside displaying the timer along with the description of the product, Finale offers the option to show a banner too.