



USER GUIDE

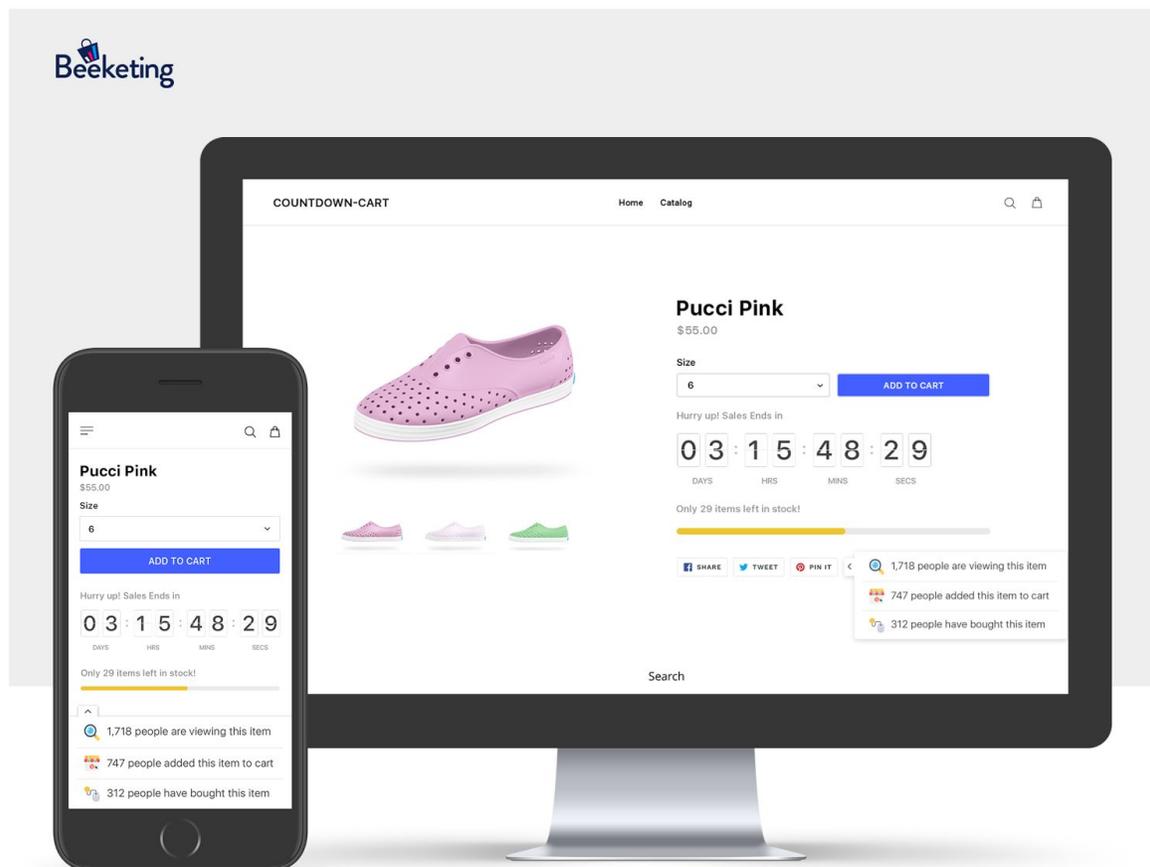
BEFORE WE GET STARTED

Stock & Price Countdown extension helps Magento merchants create the sense of urgency, scarcity and brand trust with sales & stock countdown and social proof widgets.

This extension is built to seamlessly connect Magento stores to [Countdown Cart](#) app on [Beeketing](#) platform. All features are configured and managed in our server, so the extension is as lightweight as possible and takes minimum resources from your website.

Stock & Price Countdown extension empowers 3 powerful widgets:

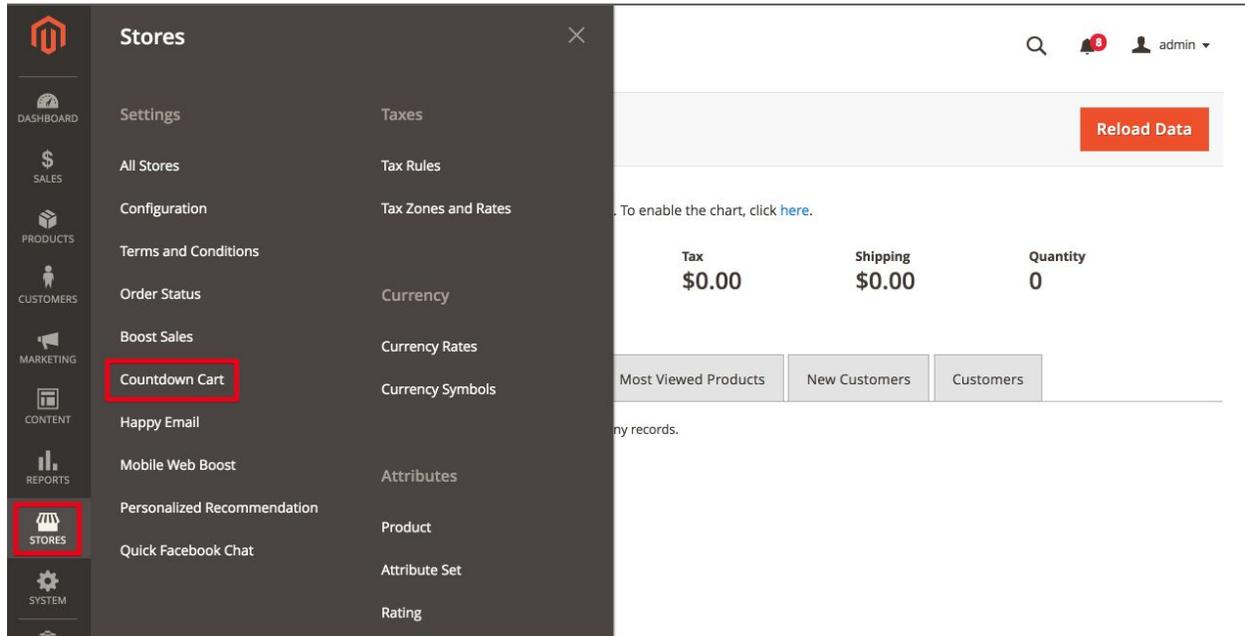
- **Sales Countdown:** displays a real-time running timer that counts down the left time (to seconds unit) of a sales promotion
- **Stock Countdown:** shows that only a limited number of items are left in stock
- **Social Proof:** shows the number of visitors who have viewed products, added products to cart, and purchased products



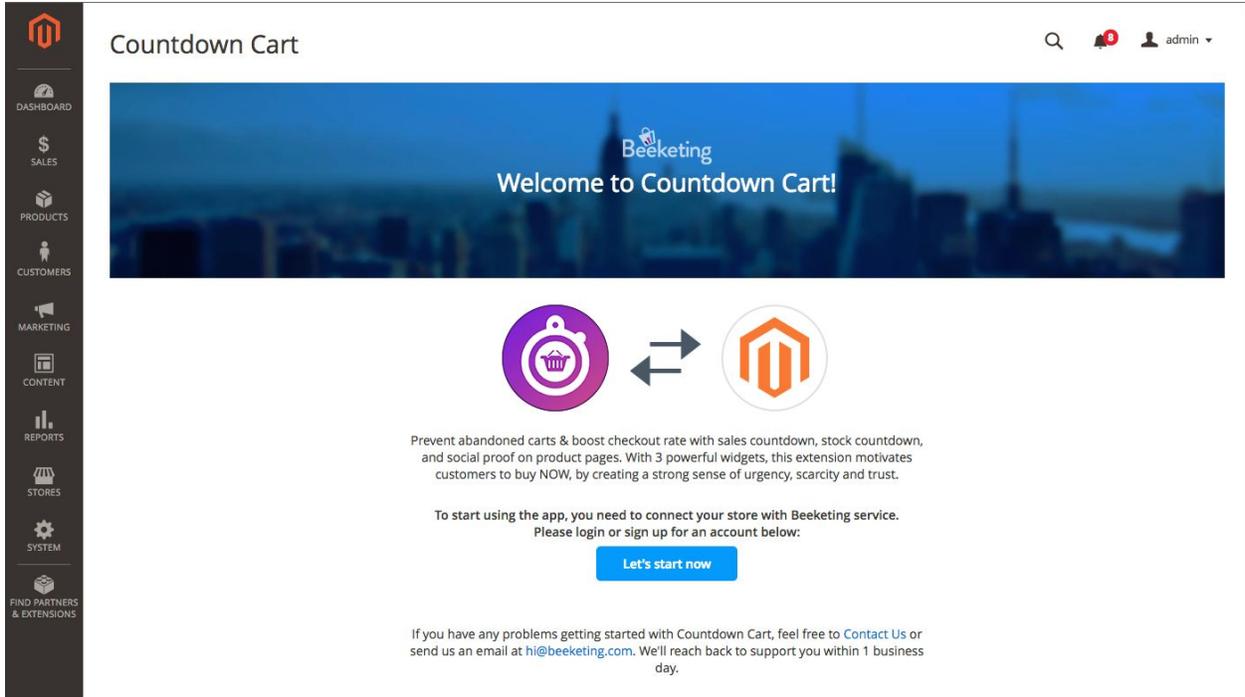
Let's discover how you can master this extension, by following the detailed user guide below.

Connect your store with Beeketing platform

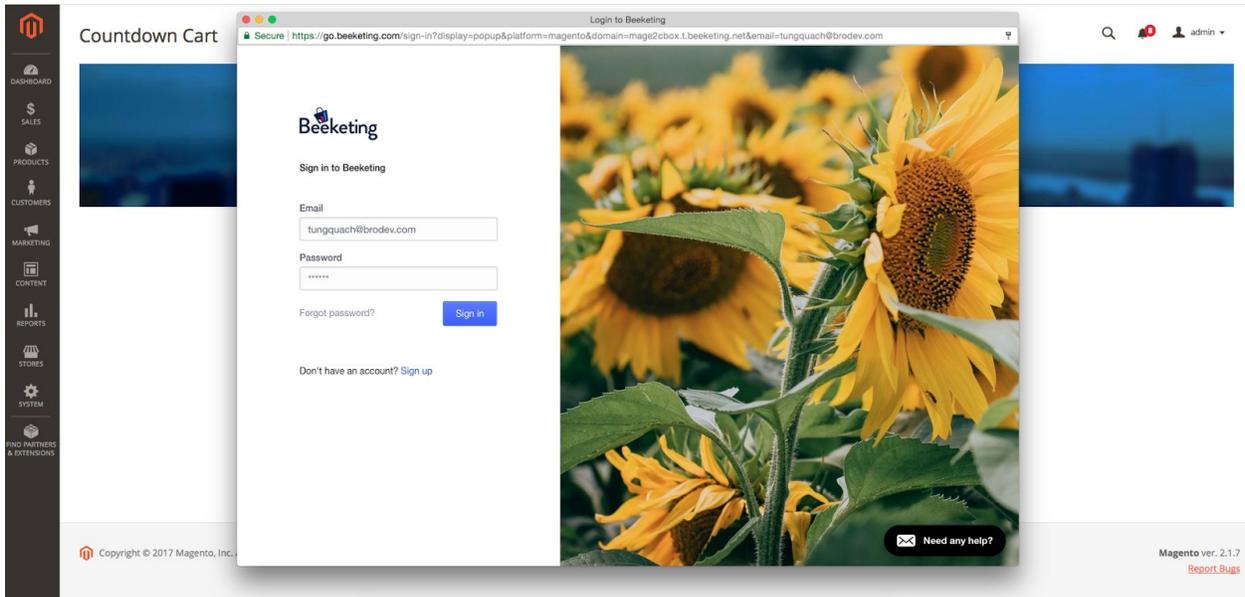
After installing the extension, go to **Stores >> Settings >> Countdown Cart** to open it on the dashboard:



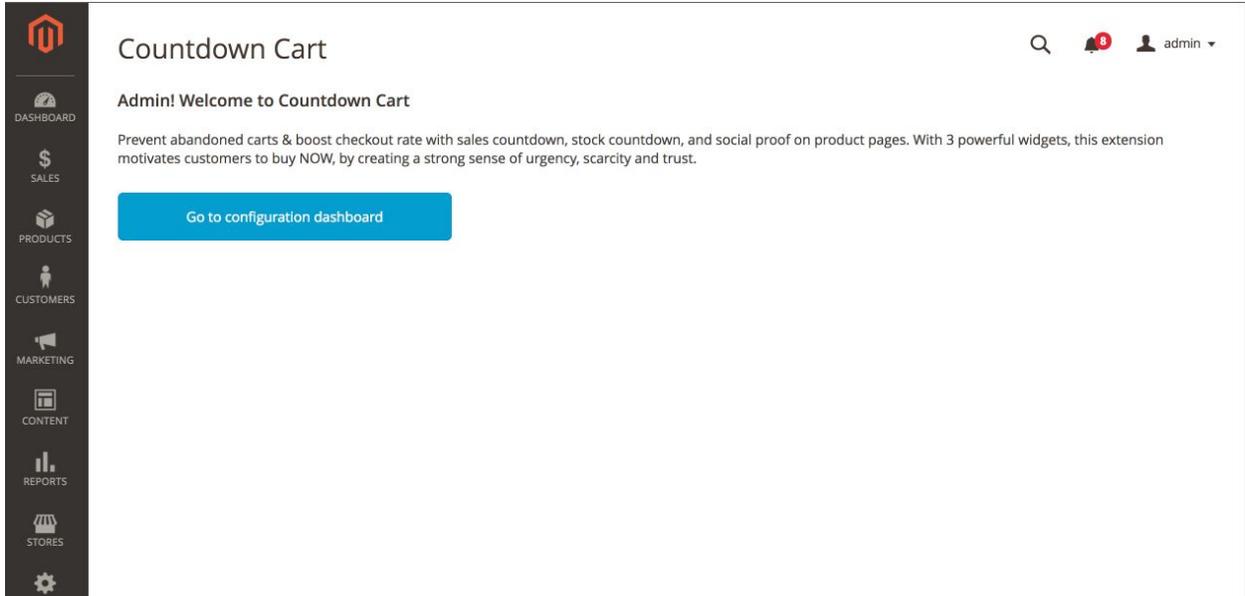
You will be asked to connect your store with Beeketing platform by signing up for a free account (if you are a new Beeketing user), or logging in (if you already have a Beeketing account):



Click “Let’s start now” button and a native popup will appear to guide you through the login/signup process:



Once logged in successfully, you will see a message as below:



Click "Go to configuration dashboard" button to access your control dashboard.

SALES COUNTDOWN TIMER

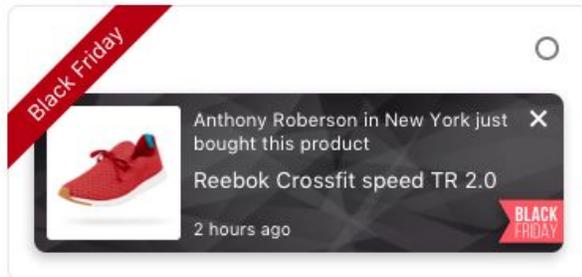
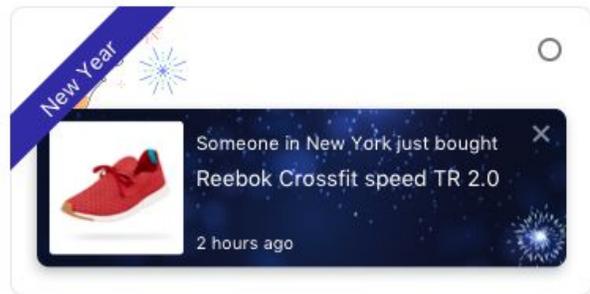
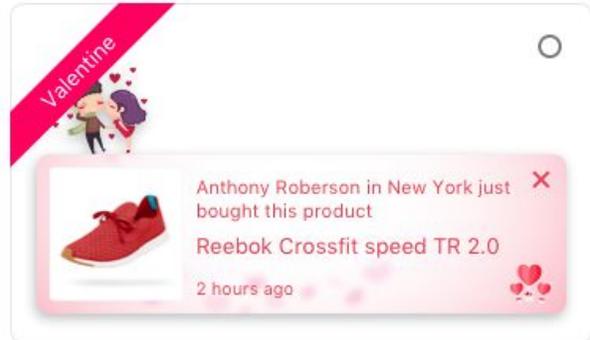
Sales Countdown widget displays a real-time running timer under the product description that counts down the left time (from days to seconds unit) of a sales promotion for that product. It helps to create a sense of urgency that the promotion is about to end soon and urge customers to buy right away before time runs out.

Open Settings of this widget: **Dashboard >> Countdown timer:**

The screenshot displays the settings for a sales countdown timer. On the left is a dark blue sidebar with navigation items: 'Countdown timer', 'Stock countdown', 'Social proof', 'Tips for sellers', 'More features', and 'Refer friends'. The main content area is titled 'Settings' and is divided into two sections. Section 1, '1. Message (You can leave it blank)', features a text editor with a font dropdown set to 'Arial', a size dropdown set to '18', and icons for bold, italic, underline, and text color. Below the editor is a text input field containing 'Hurry up! Sales Ends in'. Section 2, '2. Countdown clock', includes a 'Duration' field set to '3' with a 'Days' dropdown and a 'Reset time' link. Below this is a checked checkbox for 'Repeat countdown timer' with a help icon. A 'Widget size' dropdown is set to 'Custom'. Three timer preview options are shown: a light blue timer with '03:15:48:29', a dark blue timer with '03:15:48:29', and a white timer with '03:15:48:29'. The 'Preview' panel on the right shows a desktop and mobile view of the timer. The desktop view shows the text 'Hurry up! Sales Ends in' above a timer displaying '02:23:59:33' with labels 'DAYS', 'HRS', 'MINS', and 'SECS'. Below the timer is a note: 'By default the counter will appear below the 'Add to cart' button.' and a link 'Wanna place it in a custom position?'.

- 1. Message:** Write a short message above the countdown timer to give your customers a hook. Design the font, size, and color of the text to match with your store design. You can leave this message blank as well.
- 2. Countdown clock:**
 - Duration: Set the countdown time for the promotion. Tick the box "Repeat countdown timer" if you want the timer to automatically reset after finishing a cycle.
 - Size: Choose size to be small, medium, big, or custom as you want

- Design: there are 3 normal designs and a Holiday Themes Collection which helps you decorate your store on big sales holidays of the year.



Timer display settings

Choose specific pages to display Countdown Timer

Number display settings

Arial | 24 | **B** | *I* | U | **A** |

2

Text label display settings

Arial | 13 | **B** | *I* | U | **A**

DAYS

Widget position: Left

[Reset to default](#) [Save](#)

Preview

Hurry up! Sales Ends in

0 2 : 2 3 : 5 4 : 3 0

DAYS HRS MINS SECS

By default the counter will appear below the 'Add to cart' button.

[Wanna place it in a custom position?](#)

3. Timer display settings:

- By default, countdown timer will show on all product pages once set up.
- If you only run promotions for some specific products, tick box “Choose specific pages to display Countdown Timer” and select products.

4. Design number and label:

Use the available editor to style the color, size, font of numbers and labels that display in the timer.

5. Widget position:

The widget is right below the product description on the pages. Choose to move it to the right, left, or center.

STOCK COUNTDOWN BAR

Stock Countdown widget shows that only a limited number of items are left in stock for a product on your store. When customers see that only a few items are left, they are more encouraged to make spontaneous purchase before the product is sold out. It helps to create a sense of scarcity for your products, which drives customers to place order quickly.

Open Settings of this widget: **Dashboard >> Stock countdown:**

The screenshot shows the settings for the Stock Countdown widget. On the left is a dark blue sidebar with navigation options: Countdown timer, Stock countdown (selected), Social proof, Tips for sellers, More features, and Refer friends. The main content area is divided into three sections:

- 1. Item left in stock:** Includes radio buttons for "Number of items left in stock" and "Percentage of items left in stock" (selected). Below are input fields for "Random from" (40) and "to" (60), a "(Refresh the percentage)" link, and an option for "Show your actual number of stocks".
- 2. Message:** Features a rich text editor with a toolbar (font: Arial, size: 18, bold, italic, underline, link, unlink) and a text area containing "Only {{stock_number}} items left in stock!". Below the text area are placeholders for "stock_number" and "selling_number".
- 3. Progress bar:** Includes a "Show" toggle (checked), "Process color" (orange) and "Background color" (light grey) selectors, a "(Refresh the color)" link, a checkbox for "Choose specific pages to display Stock Countdown", and a "Special progress bar" section with five color-coded progress bar options.

On the right is a "Preview" section with desktop and mobile view icons. It displays "Only 50 items left in stock!" with a blue progress bar. Below the preview, it notes "By default the counter will appear below the 'Add to cart' button." and includes a link "Wanna place it in a custom position?".

1. Items left in stock:

Define the numbers of items left in stock for each product using 3 options:

- Instruct the app to pick a random number (within your limit range) of items left in stock
- Instruct the app to calculate a random percentage (within your limit range) of the actual stock, and display the result as the number of items left in stock
- Display actual number of items left in stock as your store data syncs in

2. Message:

Write a short message above the countdown timer to give your customers a hook. Design the font, size, and color of the text to match with your store design. You can leave this message blank as well.

3. Design progress bar:

Design the color of the progress bar, or choose from available themes with special color.

SOCIAL PROOF

Social Proof widget shows the number of visitors who have viewed products, added products to cart, and purchased products. It creates a positive influence on customers that your products are highly popular and selling out quickly, thus builds trust on your brand and strengthens their confidence to buy.

Open Settings of this widget: **Dashboard >> Social proof:**

The screenshot shows the configuration interface for the Social proof widget. On the left is a dark blue sidebar with navigation options: Countdown timer, Stock countdown, Social proof (selected), Tips for sellers, More features, and Refer friends. The main area is titled 'Widgets Displays' and contains three sections:

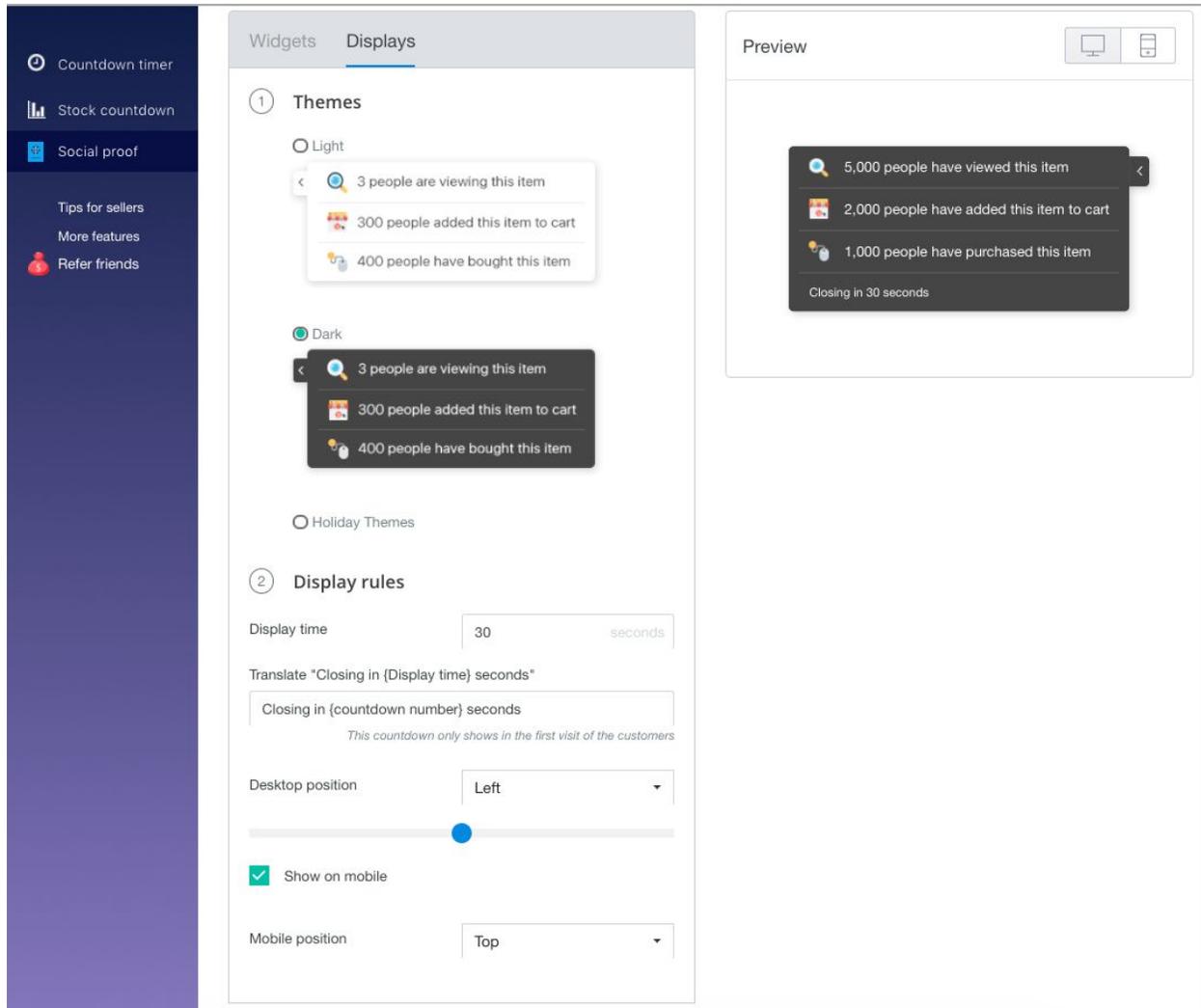
- Viewed items**: Toggle is 'On'. Message field contains '{{number}} people have viewed this item'. 'Adjusted number' checkbox is checked. Range selector is 'Random from 50 to 150'.
- Added items to cart**: Toggle is 'On'. Message field contains '{{number}} people have added this item to cart'. 'Adjusted number' checkbox is checked. Range selector is 'Random from 50 to 100'.
- Purchased items**: Toggle is 'On'. Message field contains '{{number}} people have purchased this item'. 'Adjusted number' checkbox is checked. Range selector is 'Random from 50 to 100'.

At the bottom of the configuration area are 'Reset to default' and 'Save' buttons. The 'Preview' window on the right shows the widget's appearance with three social proof messages: '5,000 people have viewed this item', '2,000 people have added this item to cart', and '1,000 people have purchased this item'. A 'Closing in 30 seconds' timer is also visible.

1. Define texts and numbers to display:

There are 3 sections in the Social proof widget: viewed items, added items to cart, and purchased items.

- You can enable all or only sections you want to show to customers.
- In each section, you can define the message template
- In each section, you can choose to show actual number (by unticking box “Adjusted number”) or set a range in which the app will pick a random number to show on each product.



2. Choose theme:

There are 2 basic themes and a Holiday Themes Collection to help you decorate your store on big sales holidays of the year.

3. Set display rules:

- Set up display time on each page
- Customize position on desktop
- Enable on mobile and customize position on mobile

We have walked you through all settings in **Stock & Price Countdown** extension. Simple, isn't it?

Need any support? Contact us at hi@beeketing.com and we will be right back to you within 1 business day!