

# August 14, 2020 - Hyperdrive Pro Updates: Countdown Timer & Icons for Emails

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We have made some exciting updates to our CRM:

A few months ago we asked if you were interested in having the option to add a timer in an email available in your systems. Many of you were very interested and requested that we add it. There was going to be an added charge, as there is a fee for the plugin used to have this option. We've decided to pick up that extra fee and give this feature to you. It is live in your account now.

Here are the two features we've added to your system:

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## Countdown Timers

Countdown timers are dynamic, attention-grabbing, and fun to use. Brands are integrating these timers to encourage subscribers to snag a last-minute deal, register for a workshop, watch an event, and more.

Here is how you [Add a Countdown Timer to Your Email](#).

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## Icons

When designing an email, several layouts can be created by combining icons or small images, often with some copy. Other designs may require to have a set of images, e.g. logos, without the constrictions of row structures. Here's a sample of what that might look like:

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Here are [more examples of Icon uses and also how to use them](#).

You may know we are working on Landing Pages. Both of these features are part of the Landing Page editor upgrade and will be available to be used there too. Making progress on that front, as evidenced with these new awesome email tools!

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Here are a few suggestions from our staff on how you can utilize these new items:

- Dealer could do a facebook live stream and do a count down email blast to when they 'go live" , where they

walk around the dealership with their phone each week and show off new inventory

- Icon could be "5 star review blast"
- Could do a count down timer for the weekend or upcoming ride and event...
- Count down could also be "free bike financing deal" ends.. on this day...

We hope you find this informative!

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