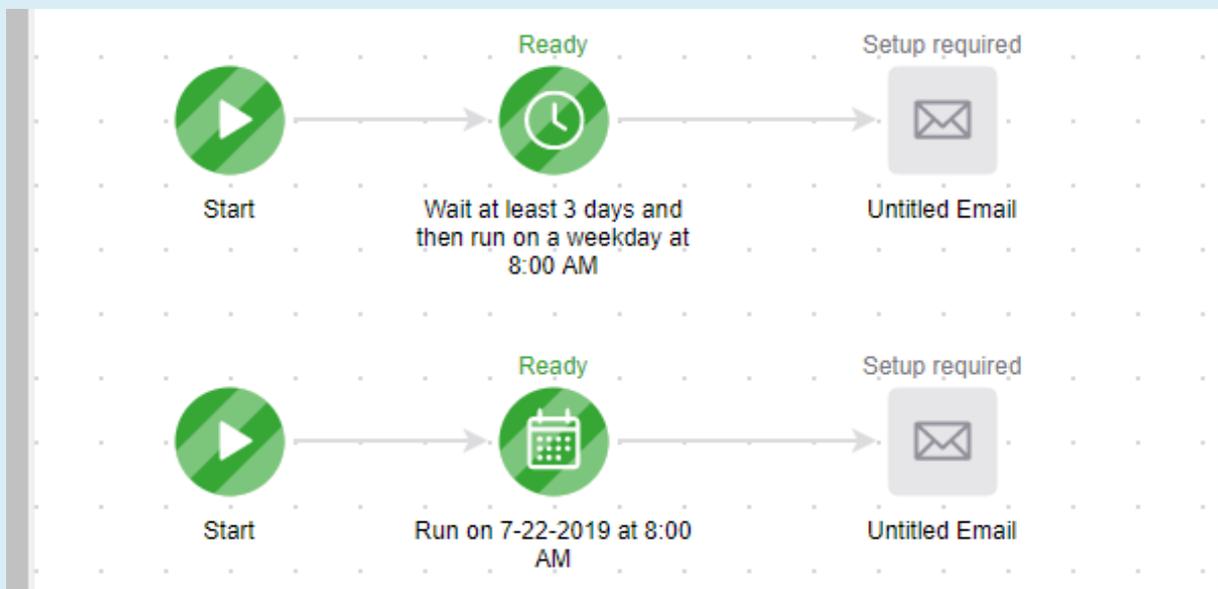


# Campaign Sequence - Field Timers

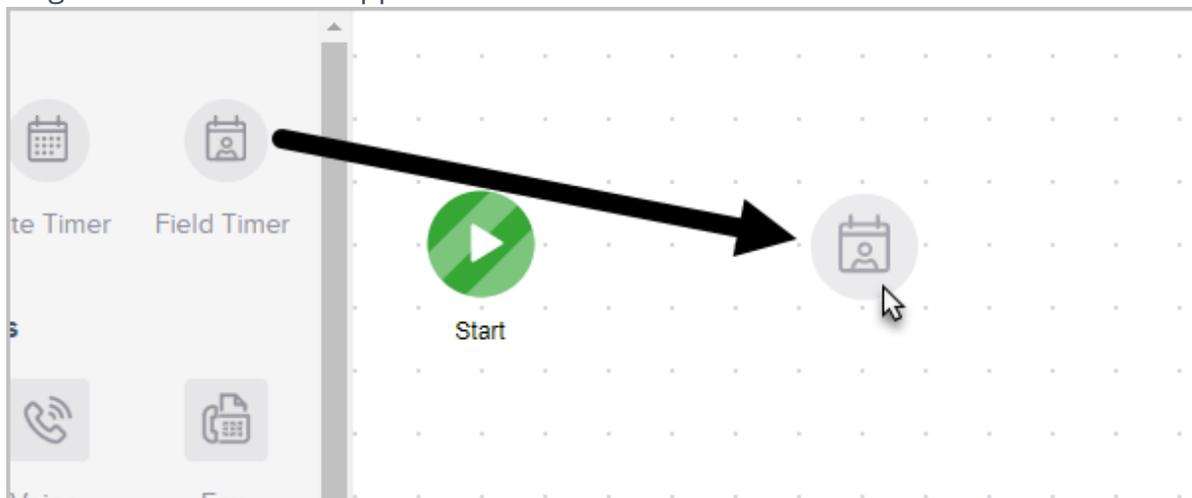
Field Timers allow you to schedule a marketing piece based on a date or date/time field in the contact record. There are two default date fields in every contact record: Anniversary Date and Birthday Date. You can also create your own custom date or date/time field.

## Pro Tip!

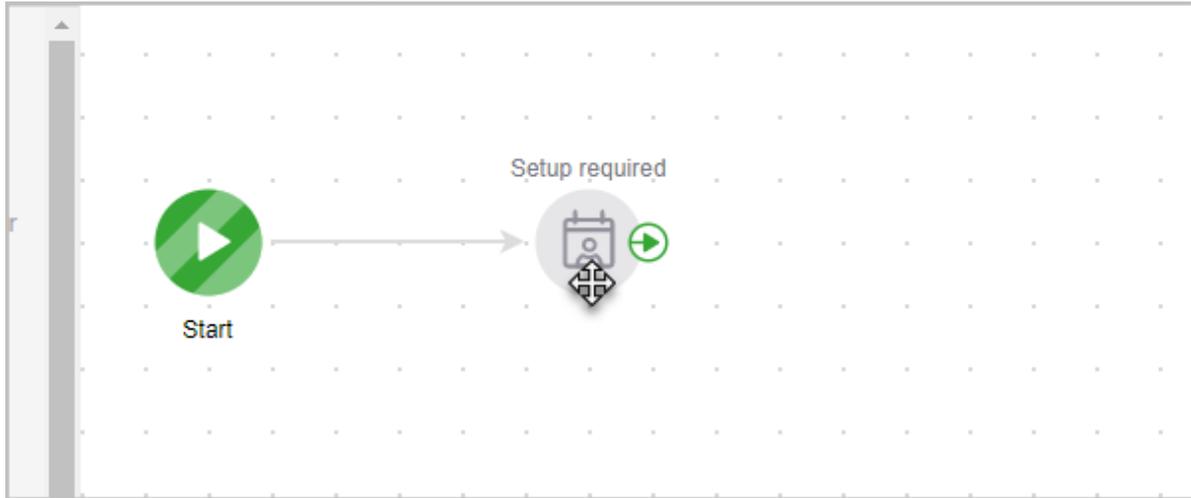
Only one type of timer can be used per "Start" button. Meaning, no Start > Email > Delay Timer > Task > Date Timer. The Date Time would need to be on it's own "Start" button.



1. Drag the "Field Timer" snippet onto the canvas



2. Double-click timer to configure



3. In the "Wait Until" section, select either:

- To run on **day(s), week(s), month(s)**

| Wait Until | Contact Field   |
|------------|-----------------|
| 3 Day(s)   | Birthday        |
| Before     | Next occurrence |

- And either delay **before** or **after** the custom date

| Wait Until | Contact Field   |
|------------|-----------------|
| 3 Day(s)   | Birthday        |
| Before     | Next occurrence |

4. In the Contact Field section, select the date field. By default, Birthday and Anniversary will always show in the drop down. Any new custom date or date/time fields will show here too.

1. **Next Occurrence** will look at the **Mont/Date** to schedule the event

2. Use Year from Field will look at the Month/Date & Year to decide when to schedule the event

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|                     |  |
|---------------------|--|
| Contact Field       | <input checked="" type="radio"/> At <input type="radio"/> Any Time |
| Birthday            | 8 00 AM  |
| Next occurrence     | <input type="checkbox"/> Use contact's time zone                   |
| Next occurrence     |  |
| Use year from field |  |

5. Choose Time Frame:

- To process at a specific time of day
- To process any time, meaning that as soon as the contact landed on the timer it would process
- Use contact's time zone will send based on the time zone saved in the contacts record (*optional*)

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contact]'s next "birthday" at 8:00 AM (GMT -07:00) Mountain Time (US & Canada)

|                 |  |
|-----------------|--|
| Contact Field   | <input checked="" type="radio"/> At <input type="radio"/> Any Time |
| Birthday        | 8 00 AM  |
| Next occurrence | <input type="checkbox"/> Use contact's time zone                   |

6. You are now ready to publish your changes.
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