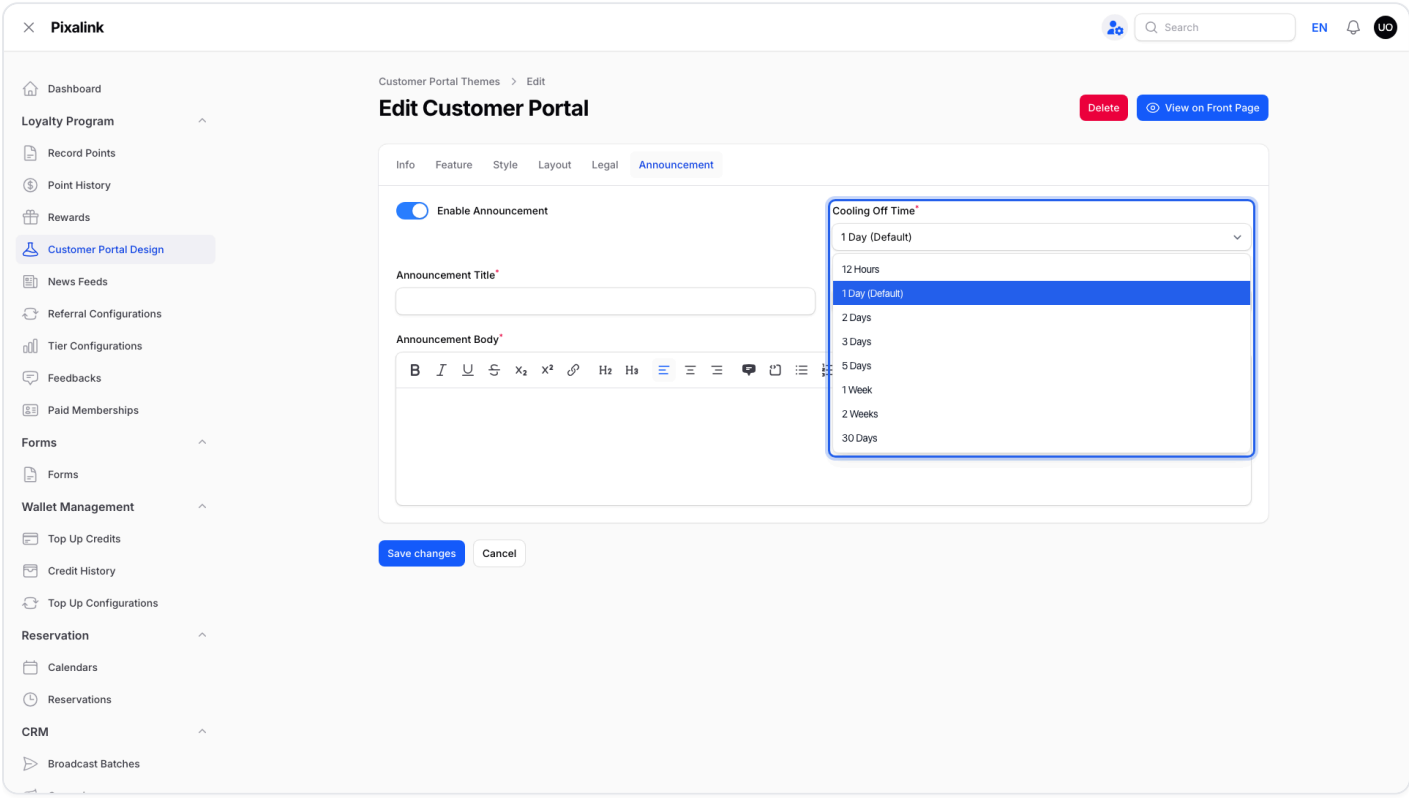
What Is This?

Cooling Off Time decides how long your announcement pop-up stays quiet after a customer sees it. Set it well, and customers read your news once instead of on every visit. Set it badly, and urgent news gets missed or regulars get tired of the same pop-up.

To turn the pop-up on, see How to Show a Pop-Up Announcement on Your Customer Portal (https://kb.pixalink.io/articles/how-to-create-an-announcement). This article explains the timer.

How It Works

You choose the time in **Customer Portal Design**, on the **Announcement** tab, in the **Cooling Off Time** list.



Here is how the timer behaves:

- **It starts when the pop-up appears.** Not when the customer closes it.
- **It is a rolling timer, not a calendar day. 1 Day (Default)** means 24 hours. If a customer sees the pop-up at 8pm, it can show again after 8pm the next day. It does not come back at midnight or "tomorrow morning".
- **Reopening the portal during the quiet time shows nothing.** Closing the app and opening it again an hour later will not bring the pop-up back.
- **The pop-up opens on its own on the home page only,** and only while **Enable Announcement** is on. A custom button set to **Announcement pop-up** can also open it on demand.

Who remembers what

The timer is remembered by the customer's phone or browser, one timer for each outlet. It is not saved to the customer's account. The pop-up shows again straight away when a customer:

- Uses a different phone or a different browser.
- Opens your portal in a private or incognito window.
- Clears their browser data.

A customer with two phones can see the same pop-up twice in one day.

Real-Life Example

Aishah runs Boba Lab in Petaling Jaya. She posts "Free upsize this weekend" as an announcement and keeps **Cooling Off Time** at **1 Day (Default)**.

Farid opens the portal at 8pm on Friday and sees the pop-up. He opens it again at 9am on Saturday and sees nothing, because only 13 hours have passed. He sees it again at 8:30pm on Saturday. Aishah is happy, because Farid saw the offer without being nagged.

On Sunday, Aishah wants a fresh message about a flash sale. Many customers saw the old pop-up only hours ago, so they would miss the new one. She sets **Cooling Off Time** to **12 Hours** and clicks **Save changes**. Customers who saw the old pop-up more than 12 hours ago now see the new one on their next visit.

Good to Know

- Editing the title or message does not restart the timer. Customers who saw the old message recently will not see the new one until their time ends.
- For urgent news, choose **12 Hours** before you post it. Customers who saw the old pop-up less than 12 hours ago will still wait. Change it back later.
- The longest time you can choose is **30 Days**. There is no "show only once ever" choice.
- Not to be confused with a News Feed card. The announcement is the pop-up that opens on its own when a customer arrives, and it follows this timer. A News Feed card is a picture card on the home page that is always there. See How to Edit the Cards and Pop-Up on Your Portal Home (https://kb.pixalink.io/articles/manage-your-portal-content-news-feeds-and-announcements).

Need Help?

Reach out to our support team. We're happy to help you choose the right Cooling Off Time.

What's Next?

- How to Show a Pop-Up Announcement on Your Customer Portal (https://kb.pixalink.io/articles/how-to-create-an-announcement)

- How to Edit the Cards and Pop-Up on Your Portal Home (https://kb.pixalink.io/articles/manage-your-portal-content-news-feeds-and-announcements)
- How to Add Custom Buttons to Your Customer Portal (https://kb.pixalink.io/articles/how-to-add-custom-buttons-to-your-customer-portal)