

A Moment with Hovr

New Year, New Knowledge: Pins, Highlights & Fills

Takeaways

Engage
more
Convert
more

➤ Dive Deeper into Core Moments

Gain *a foundational understanding* of Pin, Highlight, and Fill Moment types and how each functions

➤ Apply Best Practices

Discover *proven best practices* for Pins, Highlights, and Fills to ensure optimal performance, engagement, and on-site success

➤ Learn How to Drop Moments

Follow *a guided walkthrough* on placing Pin, Highlight, and Fill Moments, with an introduction to effective styling and presentation techniques

➤ Real-World Use Cases

Review *practical examples* of how clients leverage Pins, Highlights, and Fills across different scenarios

Hovr Core Moments



What are the Highlight, Pin & Fill Moment Types?

- **Highlight:** A Moment that is used to “highlight” or “underline” text, found to be especially effective in text-heavy areas.

- **Pin:** A Moment that is “pinned” to a landing page. This Moment type remains fixed, ensuring consistent visibility for the site user.
- **Fill:** A Moment that transforms static image elements into immersive user experiences utilizing images already on site.

Core Moment: Highlight

Text-Based Moment *Converting* Text into Action

- 79% of users scan new pages, while only about 16% read every word
- Web visitors read only 20–28% of the words on a page during a typical visit
- Web reading follows predictable scanning patterns
- Users prioritize skimmable content

REJUVENATE.
Rediscover.

Each well-appointed room has been designed for the utmost comfort while maintaining its original charm and character. We even offer pet-friendly rooms to accommodate your four-legged family members. On-site amenities include complimentary Wi-Fi, a 24/7 fitness center, world-class dining, an outdoor swimming pool and courtyard area, plus two lounge and bar areas to make everyone feel right at home.

RESERVE NOW



VIEW ALL ROOMS



Core Moment: Highlight

Text-Based Moment *Converting* Text into Action

The Power of Highlights

Act as visual anchors, guiding the eye to essential messages transforming passive reading into an immersive experience that invites visitors into a moment that reinforces meaning and builds emotional connection

- Aligns with natural scanning behavior
- Video allows guests to feel the message, not just process it - through tone, movement, pacing, and storytelling
- Reduces cognitive load
- Increases engagement with content
- Maximizes existing content

Developmental abilities

uest, we know the needs of people with ommental disabilities vary greatly. That's why we provide complete services that empower the.

[LEARN MORE](#)

ViaQuest

WITH SNACKS DELIV

enjoy our exclusive 'Treat Yourself' program - a cura

erved strawberries to the refined flavors of our gourmet chips and candies are sure to satisfy even the our premium collection of beers, wines, and spirits.

omfort means delivering these indulgences straight to the wine and a snack upon arrival? Place your order and ones' stay even more memorable. Be it a celebra let us sprinkle a little magic on their stay.

The Godfrey Hotel

Client Spotlight

The Meritage Resort & Spa

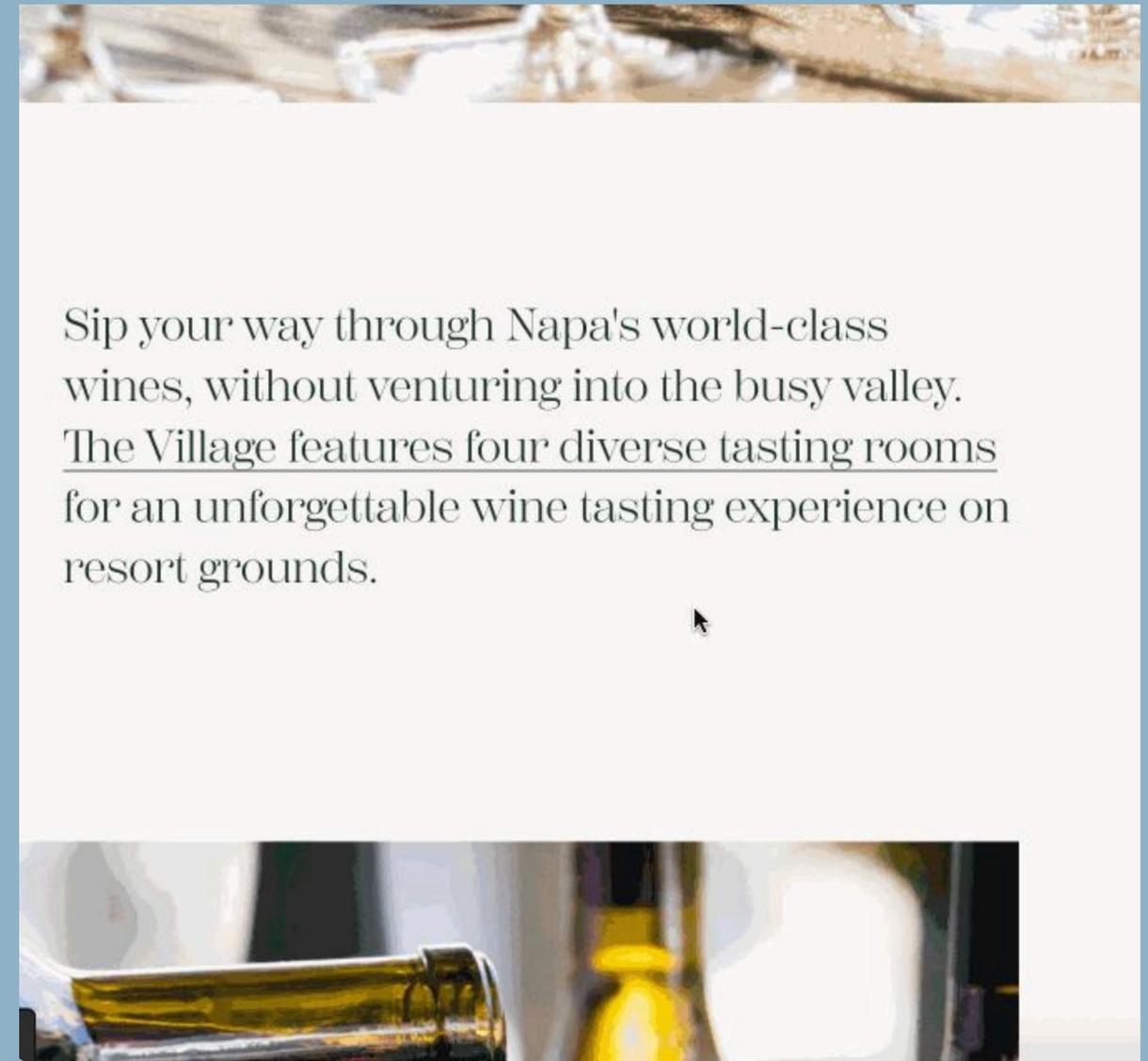
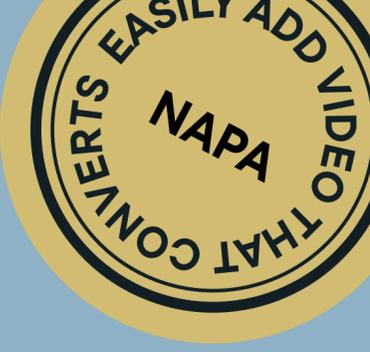
22.18% **41.67%**

Engagement Rate *Click Through Rate*

Offers guests an unforgettable wine-tasting experience featuring four distinct tasting rooms, each with its own atmosphere and varietals to explore.

How Hovr Assists:

- Enhances the existing text by visually calling out the four tasting rooms, instantly drawing the visitor's attention to this key detail
- It maximizes the content, helping guests quickly understand the experience while encouraging deeper engagement through visual discovery



Highlight Drop Flow Walkthrough



Check In
2026-01-26

Check Out
2026-01-27

Adults
0

Children
0

RESERVE NOW

MENU

IT'S TRUE LOVE.

Begin your journey together in an atmosphere rich in romance and historic charm. The Partridge Inn has hosted generations of Augustans for their special events, from weddings and engagements to ceremonies and rehearsal dinners. Our elegant event spaces allow you to customize the experience to fit your vision, from panoramic views of the city at our rooftop bar and our Champions Ballroom with plenty of natural lighting to the Morris Partridge Ballroom, the site of the 1923 Presidential Banquet held for Warren G. Harding. We've enjoyed hosting many distinguished events, and yours could be next.

Together, we can design a wedding as unique as you are.

[Explore our wedding packages.](#)



Admin

Preview

Page live

3 Moments

Styling Options for Highlights & Underlines

Element

A A

Highlight Intensity

Recently Used +

Border Width

Text Color

Default

Highlight Wrapping

Wrap Highlighted Text Don't Wrap Text

On Hover Behavior

Show Video Player Show Tool tip

On Hover Behavior

Show Video Player Show Tool tip

Tool tip Label 0/36

Animation

Off On

Slide Animation

Pulse Animation

Slide Out & In

Slide Back & Fourth

Fade Out & In

Preview

None Video Icon ▶

Preview

None Video Icon ▶

Placement

Before Text After Text

Video Preview

Teaser Loop

Preview

None Video Icon ▶

Icon ▶ ▷ 🔗 🔗 📣 📎 i +

📄 ⬇️ 🔍 🖼️ ↗️ 🚩 📖 ☆

Placement

Before Text After Text

Best Practices for Highlights & Underlines

Underline 4-6 Key Words

When choosing a place to drop a highlight or underline choose 4 to 6 key words that amplify the message you are expressing to website visitors

Wrap Text

It is best to choose the wrap text feature when adding a highlight or underline to ensure the formatting follows all text you have underlined

Utilize Line Thickness

Utilize the line thickness function for underlines, decreasing the thickness for a more modest appearance and increasing for a more pronounced and visible appearance

Utilize Animations & Icons

Utilize subtle animations to capture attention, light movement naturally draws the eye and signals interaction. Likewise simple, impactful icons help guests instantly recognize that there is something to explore

Core Moment: Pin

Ensures *Maximum Exposure* with Constant Visibility

- Pages with video see visitors **stay up to 1.4 times longer** than pages without video
- Visitors **spend 88% more time** on websites that include video content compared to those that don't
- Visitors who watch video **engage 1.5 to 2 times longer** than visitors who do not watch video

h St. Martin

through the coconut palms, and gentle ocean waves washing along the secluded beaches, Grand Case Beach Club is [ate the spirit.](#)

s of Anguilla, the most northerly of the Leeward Islands in the French West Indies, as well as a unique glimpse of resort located in the small fishing village of Grand Case on the northwest coast of French St. Martin, offers an ng year after year.



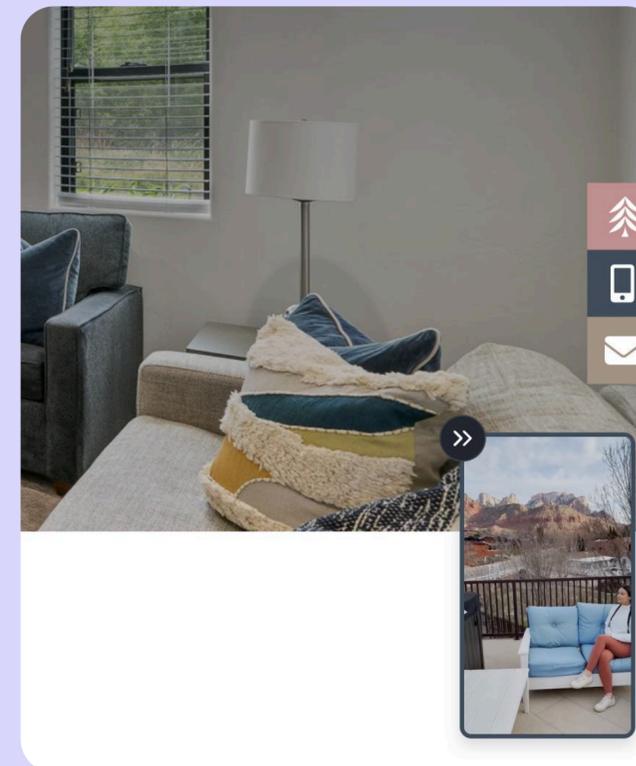
Core Moment: Pin

Ensure *Maximum Exposure* with Constant Visibility

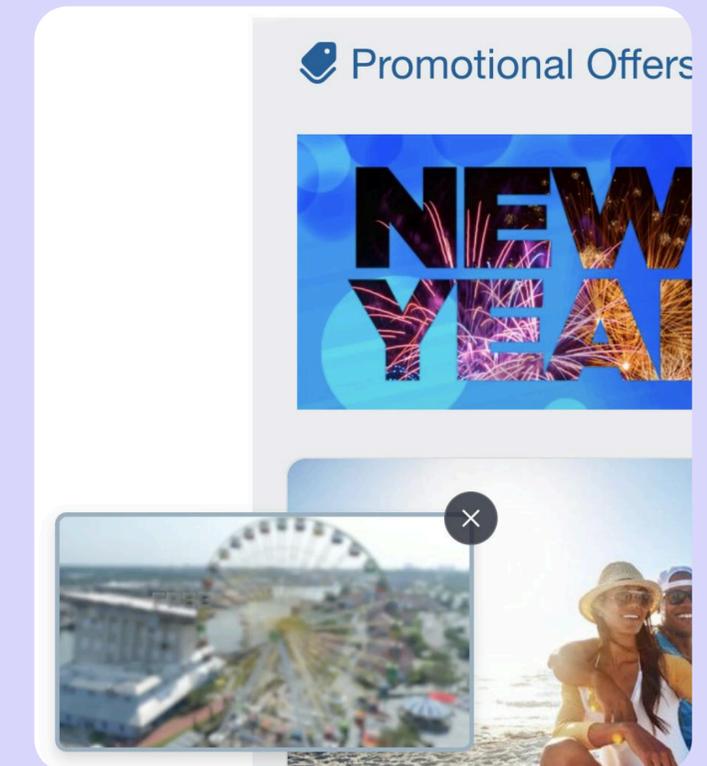
The Impact of Pins

Ensures your most engaging content remains visible, continuously reinforcing your message and keeping visitors on the page longer, even as they scroll

- Constant visibility maximizes dwell time
- Removes friction
- Aligns with modern attention behavior
- Multiplies your video impact
- Longer time on site supports conversion



Watchman Villas



The Breakers

Client Spotlight

The Lodge at Torrey Pines

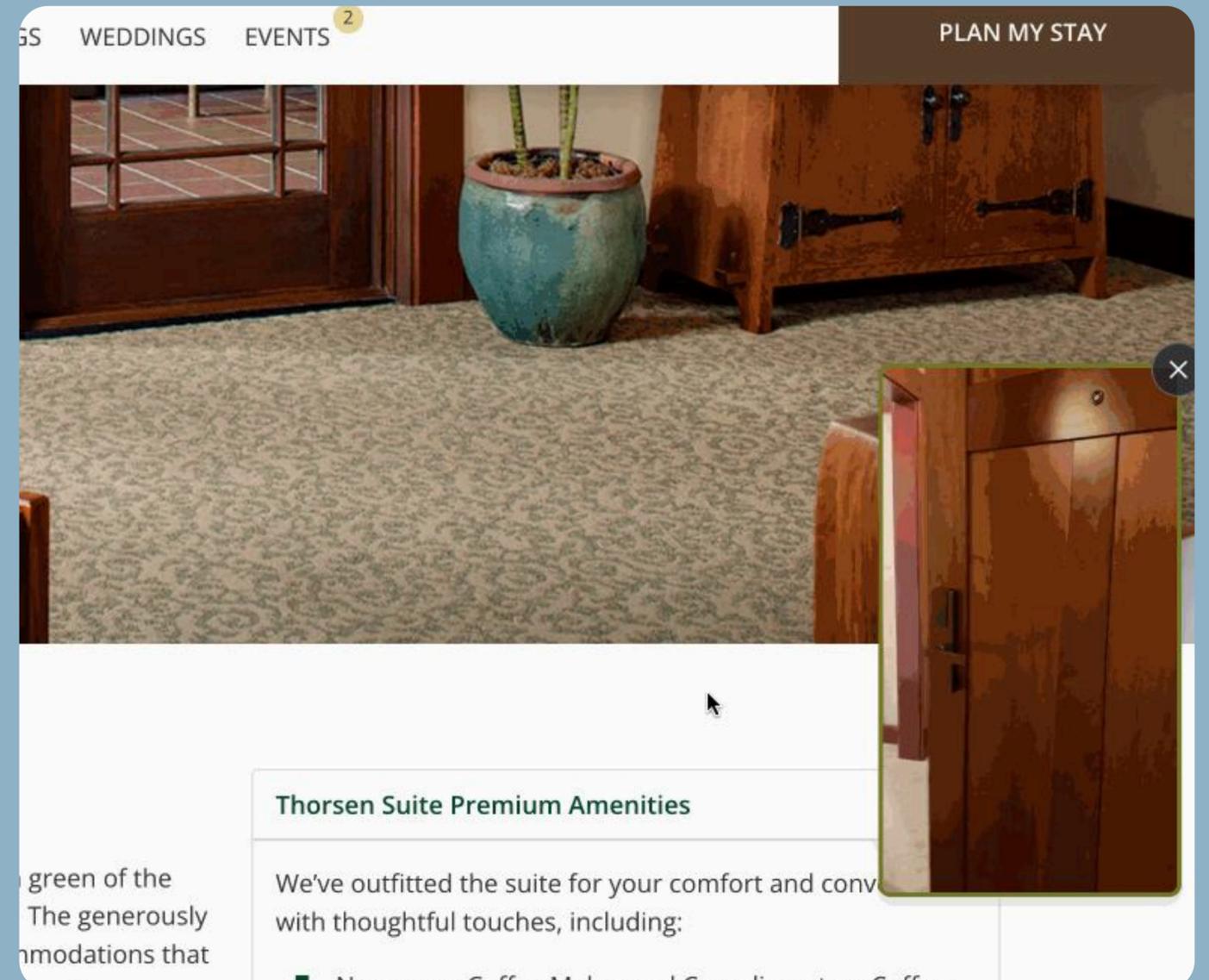
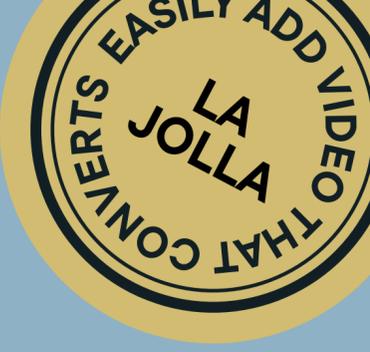
41.25% **29.41%**

Engagement Rate *Click Through Rate*

The Thorsen Suite is a luxurious guest room that overlooks the 18th green of the world-famous Torrey Pines Golf Course and the California coastline

How Hovr Assists:

- Ensures the Thorsen Suite's luxury and sense of place are continuously experienced, without visitors having to read lengthy descriptions
- Creates an immersive visual communicating the size, views and amenities with greater emotional impact



Pin Drop Flow Walkthrough

Hotel Rooms **HOVR** Gallery Contact

HOVR BOCA RATON HOTEL

Your oasis of luxury and comfort in a sun-drenched paradise. Experience unparalleled hospitality, elegant accommodations, and breathtaking views, all designed to make your stay unforgettable. Discover the perfect blend of relaxation and sophistication at Hovr.



Admin Preview Page Not Live Add Moment 7 Moments

Styling Options for Pins

Position ⌵

Bottom Left Corner Bottom Right Corner

Advanced Position Settings ✕

Vertical ^ ∨

Horizontal < >

Size

S M L

Shape

Circle Square

Border Color +

Pin Close Behavior ?

Minimize Pin Close Pin

Tab Color +

Collapsed Tooltip 35/36 Characters

Pin Load

Page Load Below Fold Timer

Text Inside Pin

No Text

Text in Pin

Collapsed Tooltip 35/36 Characters

Load Pin Collapsed

Best Practices for Pins

Pin Placement

If there is widget displayed on the page, such as a chat feature or a privacy button, it is best to add the pin to the opposite side, this allows for both to be featured in a visually appealing manner

Use a Border Color

Adding a border in a brand color helps your pin stand out as well as integrates with your brand to attract visitors and heighten engagement and conversion

Rotate Promotions

Use pins to rotate special offers or promotions, keeping content fresh while maximizing visibility and engagement. This ensures guests consistently notice key offers without overwhelming the page

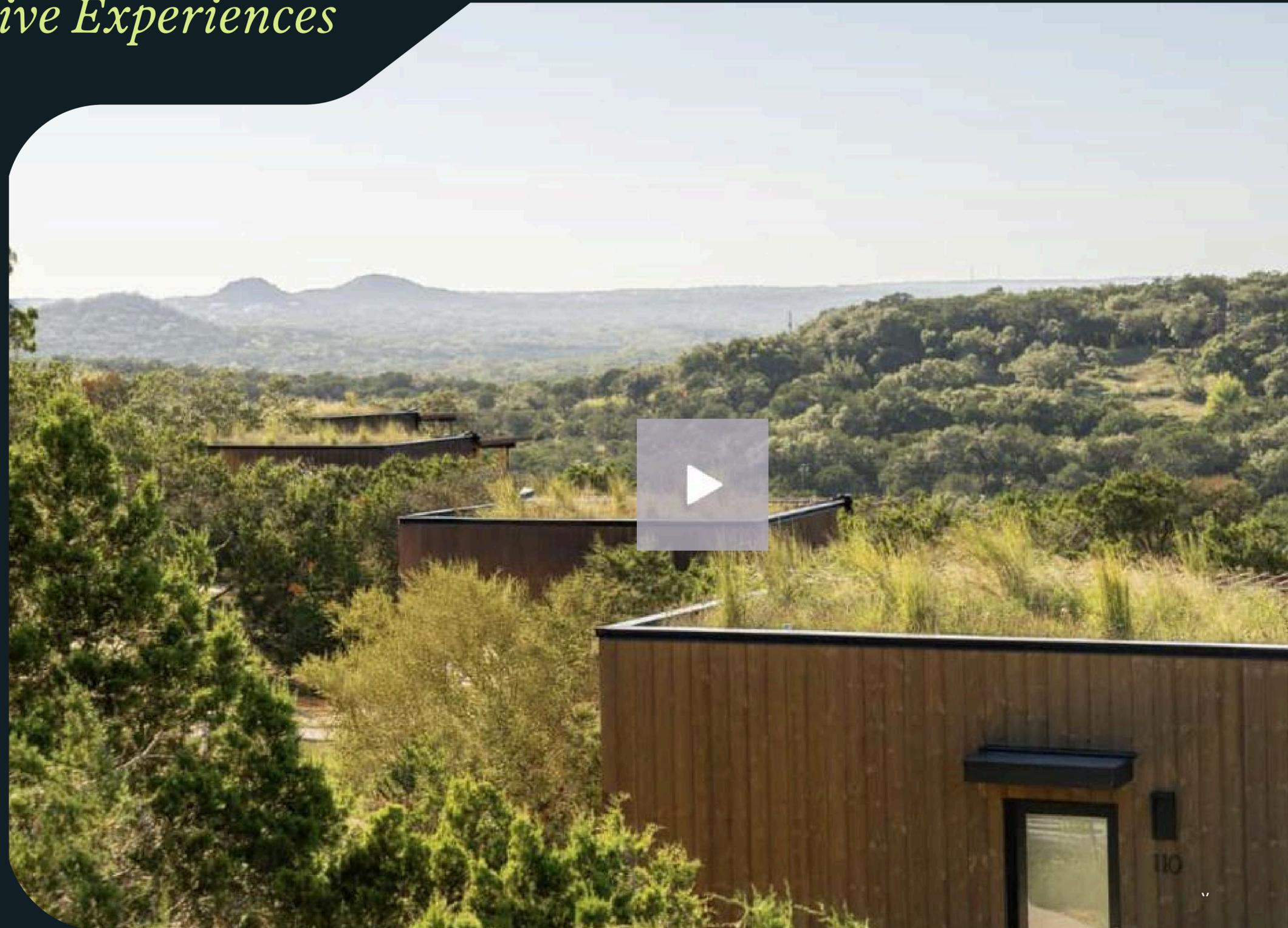
Use Pin Formatting

Utilize pin formatting specifically to each page on your site. For example, if you have a video header on your homepage have it load upon scroll or don't place one on that specific page

Core Moment: Fill

Transform Images into *Immersive Experiences*

- Static images average only about **a 1.4% conversion rate**
- Video content can **boost conversion rates** by up to 80%
- Visitors spend about **1:34 mins engaging with videos** vs. 38 secs with static images
- **8% conversion with video** vs. 2.9% without video



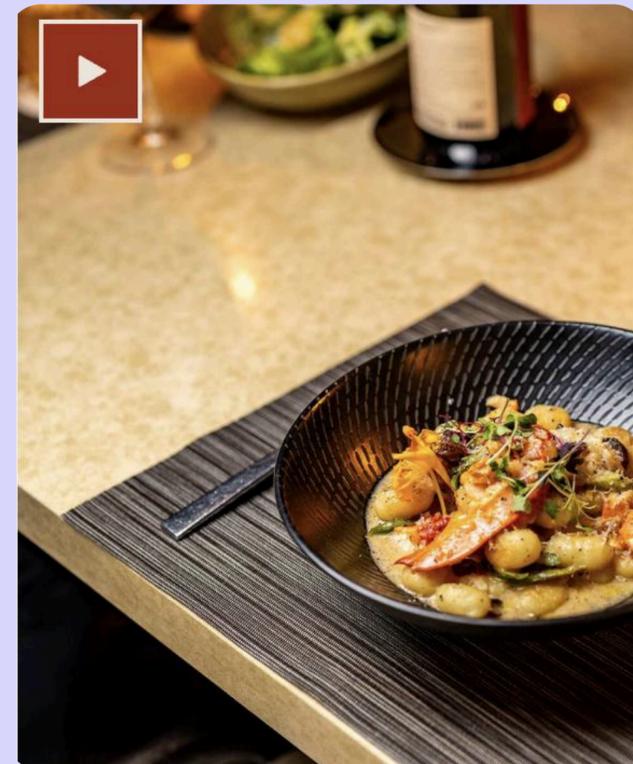
Core Moment: Fill

Transform Images into *Immersive Experiences*

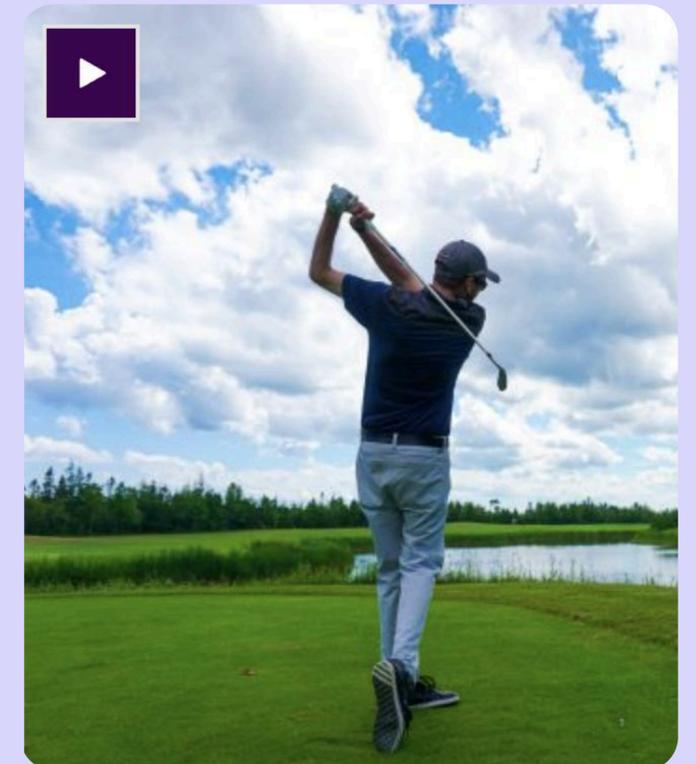
The Advantage of Fills

Brings still imagery to life by introducing movement at the moment of attention, helping visitors absorb more context, create emotion, and understand important details

- Captures attention through motion
- Invites interaction without disruption
- Enhances imagery without altering layout
- Deepens engagement within content sections
- Stronger engagement supports conversion



Ko'a Kea Resort



Inverary Resort

Client Spotlight

Onera Fredericksburg



34.5% **13.46%**

Engagement Rate *Click Through Rate*

Offers a grounding experience; a sanctuary nestled in the forest. Creativity and variety are a unique focus of this property, with every guest unit offering a different experience.

How Hovr Assists:

- Transforms static imagery into an immersive first impression, allowing visitors to immediately feel the uniqueness of the property rather than just view it
- Visually conveys Onera's design, setting, and atmosphere, ensuring the property stands out during a quick scan



Fill Drop Flow Walkthrough



Check In
2026-01-14

Check Out
2026-01-15

Adults
0

Children
0

RESERVE NOW

MENU



WELTHOUGHT OF EVERYTHING.

Our breathtaking event venues provide endless options for hosting everything from your bridal luncheon and rehearsal dinner to after-parties and a groomsman retreat. Just as important, we offer a new three-room bridal suite, complete with a private courtyard, two full bathrooms, and a kitchenette for you and your bridesmaids.

We also take the stress out of transportation for your guests with complimentary shuttle service within a three-mile radius of the hotel. If you prefer to keep everyone close by, you can book room blocks for out-of-town guests. Partridge Inn features 143 newly renovated rooms that are sure to impress.



Admin

Preview

Page live

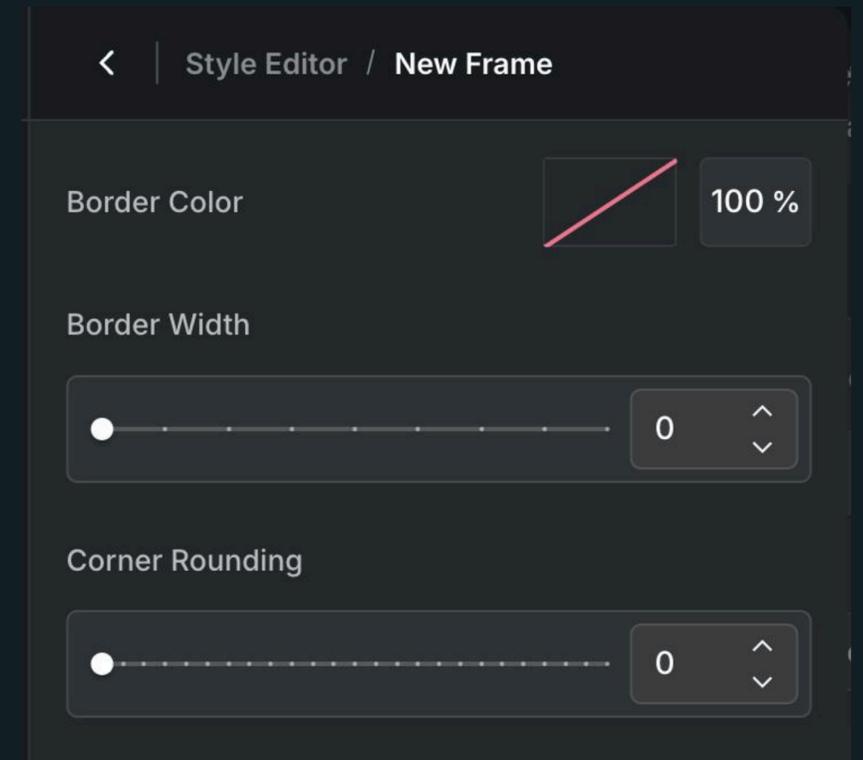
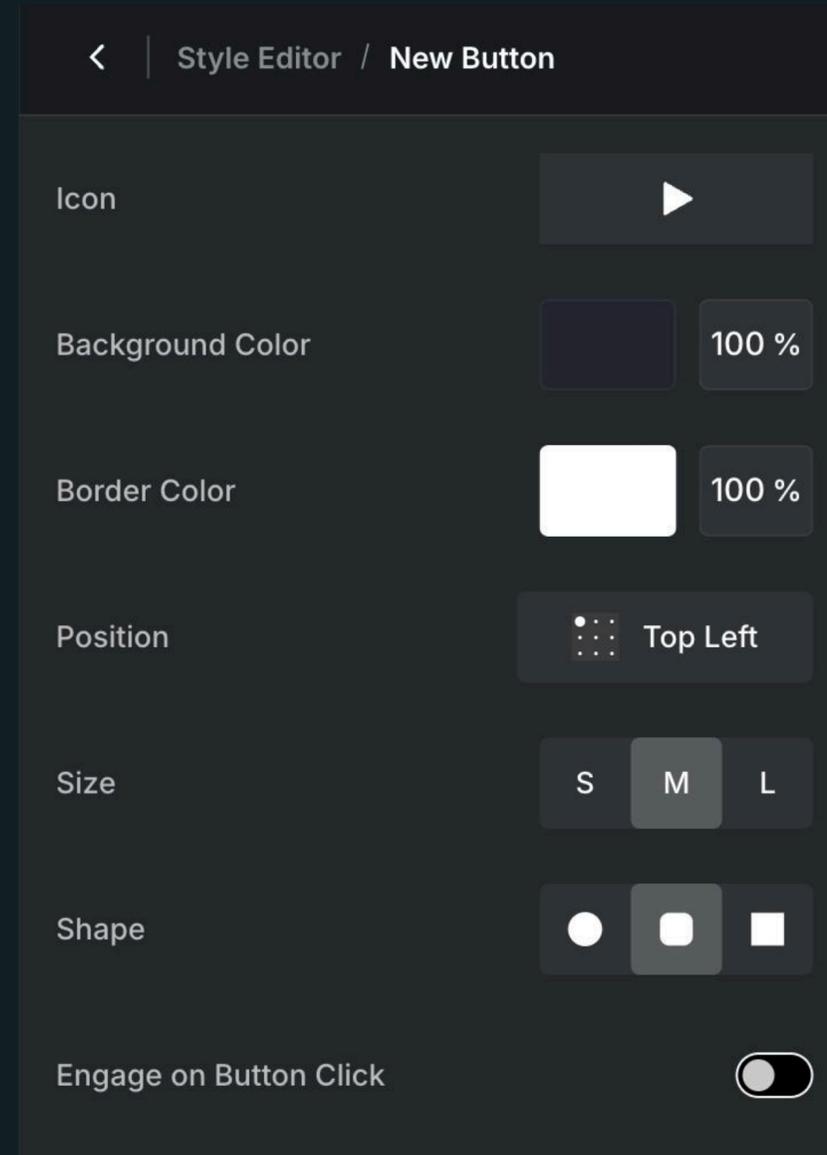
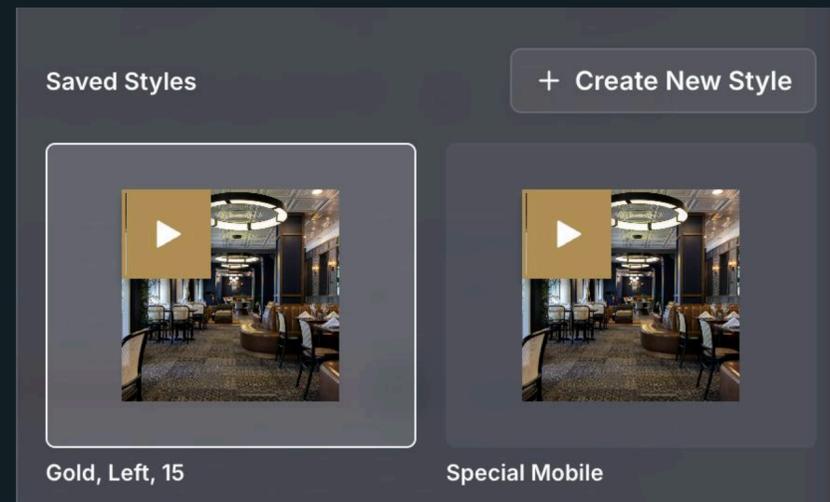
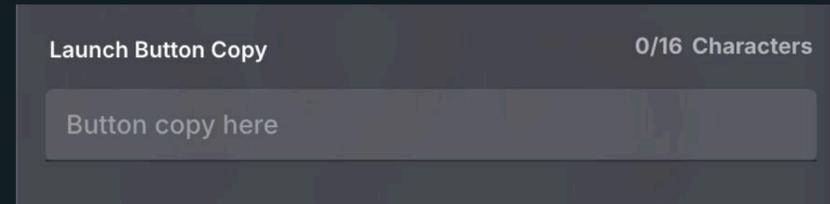


Add Moment

3 Moments

Styling Options for Fill

Default State



Styling Options for Fill

Engaged State

Header and Description 0/32 Characters

Place Header Text Here

Place Description Text Here

Fill Video Preference

Video Bars Crop Ambient

Style Editor Beta

Preferences

Drop Shadow

Expand When Hovering

Frame Style

Border Color Color Picker 100 %

Border Width

2

Corner Rounding

4

CTA Style

Overlay Drawer

Best Practices for Fill

Branded Launch Buttons

When creating launch buttons keep in mind your brand colors, use the styling options to create launch buttons that align with your branding, as well as the look and feel of your site

Match Content to Image

Use content that fits your image frame (landscape orientation video for landscape images, vertical orientation video for vertical images) so the frame will be filled

Use Indicator Text

Try utilizing indicator text for a launch button to illustrate to site visitors there is more for them to discover, leading them to further engage and interact with the image which will lead them to the video

Style CTA Buttons

Style CTA buttons in the engaged state to match the native site setup, use overlays if text will be covered by CTAs and use the CTA drawer option to allow for ample space within the video player

Tips to Implement Core Moments Today

- Add Moments Where Users Lose Attention
- Re-Use Existing Content Before Creating New Assets
- Choose the Right Moment for How Users Behave
- Focus on Strategic Placement, Not More Moments
- Design Every Moment With a Clear Goal
- Meet with Your Account Manager

Thank you!

We appreciate you joining us. If you have additional thoughts or questions please reach out. We'd love to hear from you!

We will be sending out the webinar recording and survey shortly.

