A Moment with Hovr

A Peek Behind the Curtain: Hovr Releases Quarter 1

Takeaways

View the Latest Hovr Releases

Gain a clear overview of the newest Hovr features released this quarter and how they enhance the guest experience

Explore Core Functionality

Learn how each new feature works and the different ways it can be implemented across your website

Proven Best Practices

Discover practical strategies to maximize engagement, performance, and overall effectiveness when using these releases

See Real Client Examples

Review real-world implementations from current clients to understand how these features are being used across different scenarios

Hovr Releases

NEW YORK
EASILY ADD VIDEO THAT CONVERTS

What is a Hovr release?

- **Introduce new features, tools, and functionalities to the Hovr platform**
- **Designed to support client needs and market trends with timely innovations**

- **Part of Hovr's commitment to continuous innovation and responsiveness**
- **A way for clients to stay competitive by leveraging the latest capabilities in digital engagement**
- **Deliver enhancements to user experience**

Embed (Beta)

High-impact content section
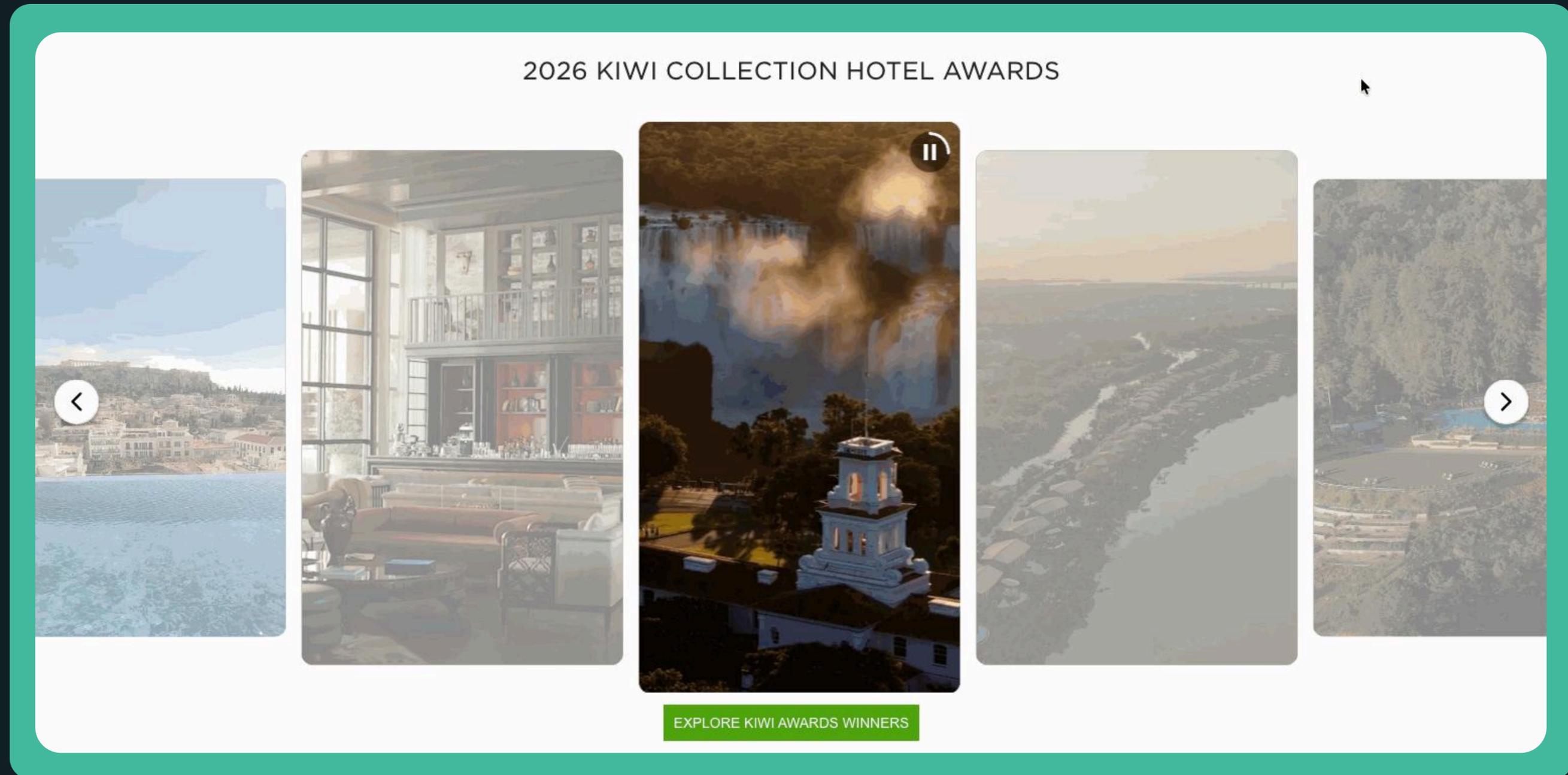
Kiwi Collection: Embed (Beta) Carousel

Embed (Beta)

High-impact content section

Book a Demo   View One Pager

Hovr's Aven Page: Embed (Beta) Spotlight

Embed (Beta)
High-impact content section

The Beauty of Embed

A true on-page experience, without the need for backend builds. It gives you the power to launch fully integrated, high-impact content sections instantly, keeping websites dynamic, engaging, and easy to update.

- **Vertical video carousel**
- **Horizontal spotlight feature**
- **Separate desktop/mobile experience**
- **Customize CTA style, header verbiage and style, background color, padding**
- **Set autoplay and display arrows**
- **Customize title and description**
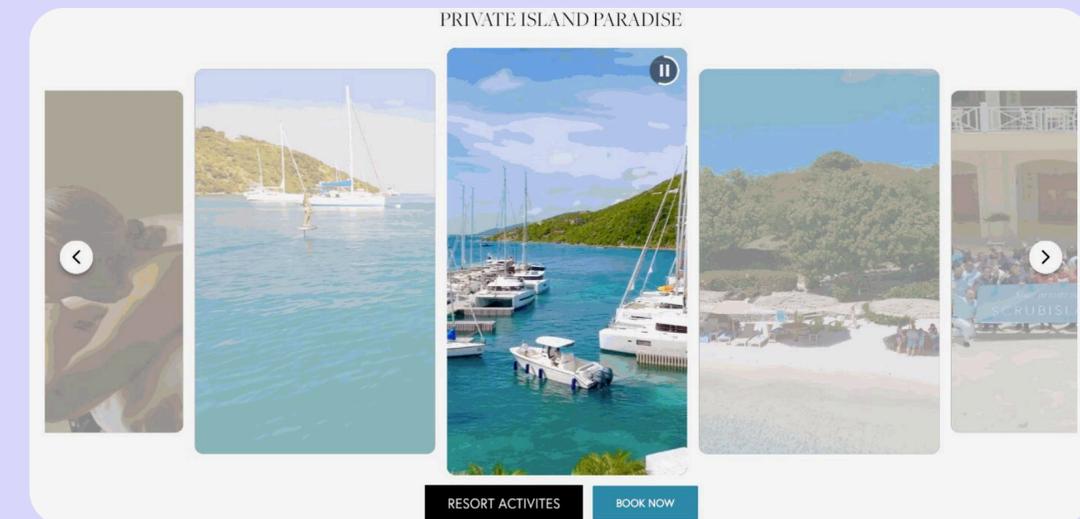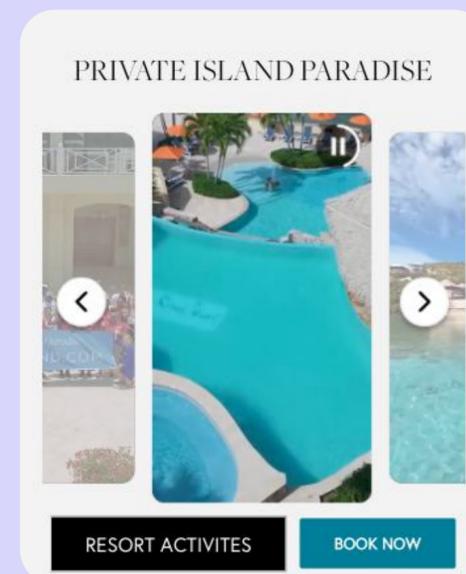
Scrub Island Resort Mobile & Desktop

Client Spotlight
The Godfrey Hotel

Desktop

20.18%
Click Through Rate

251
*Direct Clicks*

Mobile

42.58%
Click Through Rate

508
Direct Clicks

Offers guests an immersive look into the Rooftop experience, showcasing the space, atmosphere, and signature events like brunch and happy hour.

How Hovr Assists:
- Draws attention to one of the property's most compelling amenities
- Features special dining event content
- Encourages exploration and deeper engagement
- Elevates the IO Rooftop storytelling
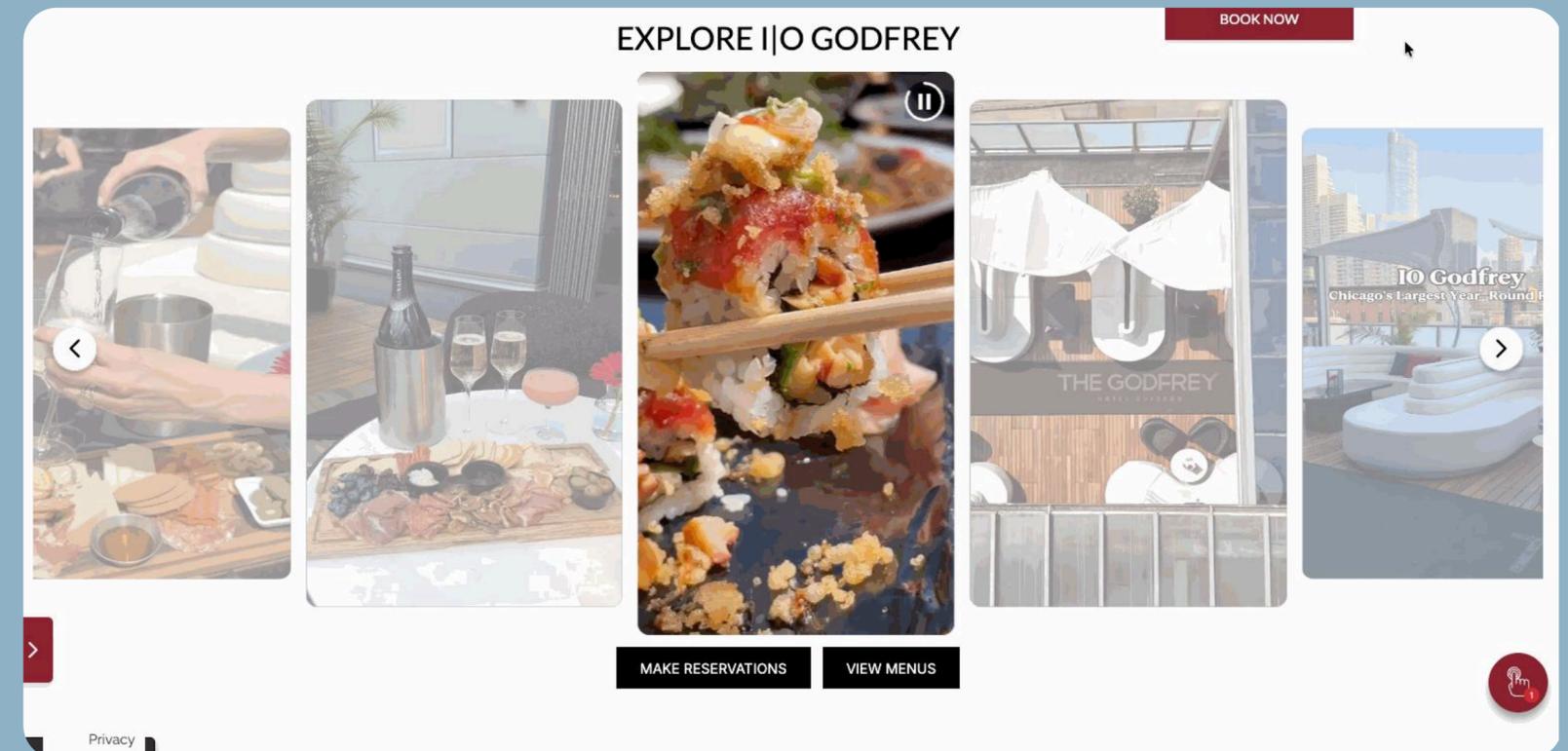
Best Practices for Embed (Beta)

Use Short, Impactful Video Clips

Trim videos to 8–10 secs to quickly capture attention while keeping the experience concise. Short clips encourage visitors to explore multiple pieces of content while remaining engaged.

## Maintain Consistent Site Styling

Align the Embed header, CTA, and design elements with your branding to ensure the experience feels seamless and integrated with the surrounding page.

Multiple Content Pieces

For the desktop experience, using a minimum of five videos helps create a fuller experience and allows the content to visually fill the width of the page, making the experience more engaging.
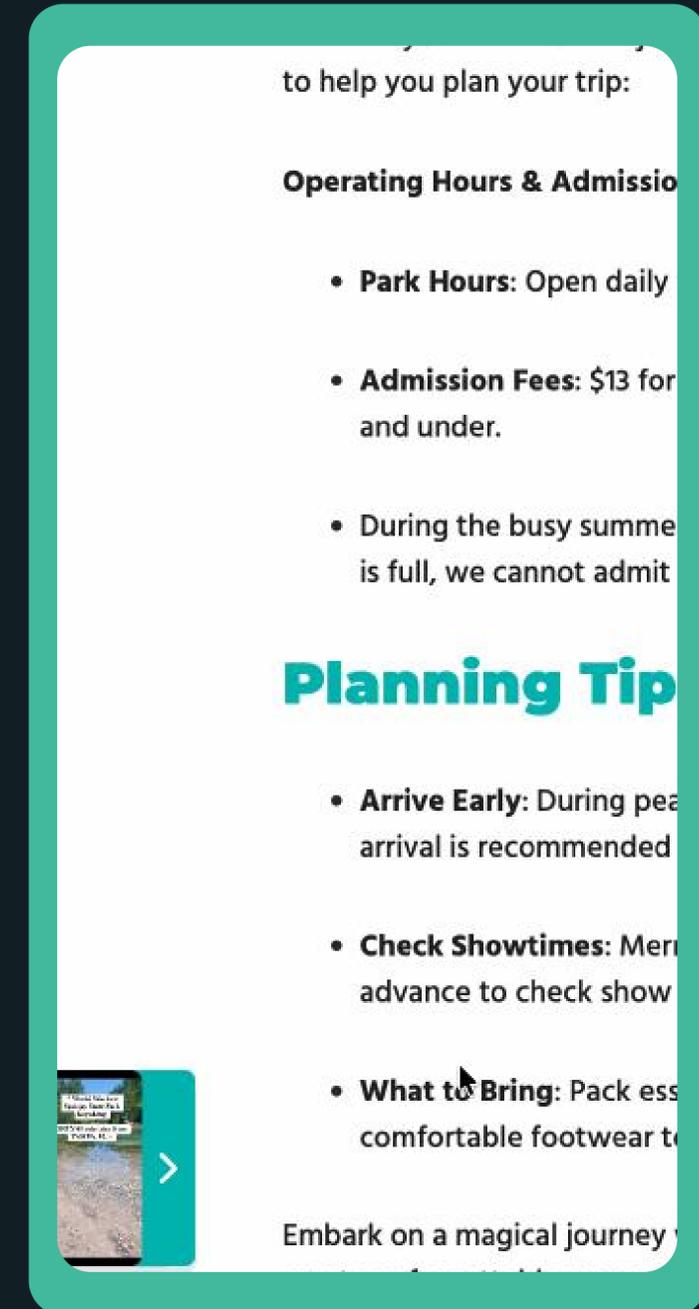
Clearly Label Each Content Piece

Add descriptive labels, titles and descriptions to each video so visitors immediately understand what they are seeing when they enter the experience, helping guide exploration.

Pin Preview

Allows for *Maximum Exposure, Minimal Space*
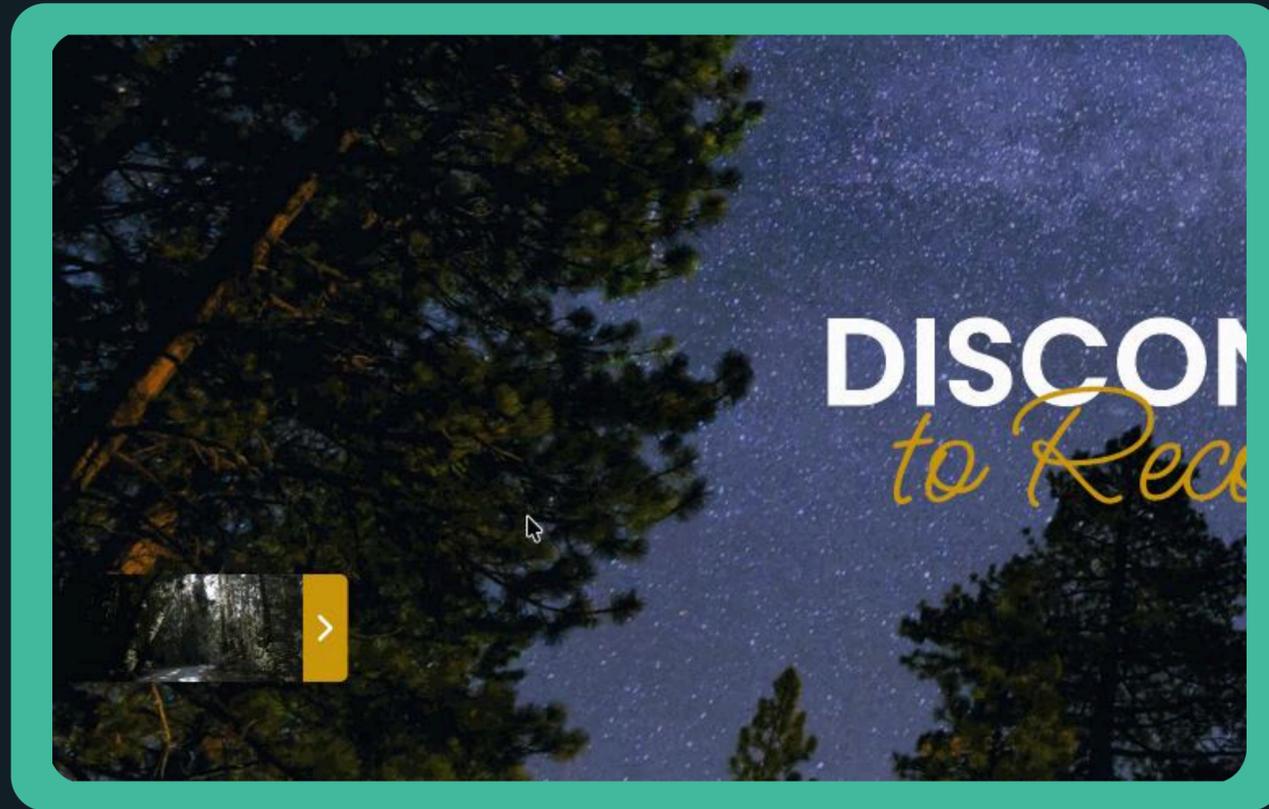
Horizontal Pin Preview
Big Sur Lodge


Vertical Pin Preview
Weeki Wachee Springs

Pin Preview
Allows for *Maximum Exposure, Minimal Space*

The Impact of Pin Preview

A subtle but powerful update that teases your content before the full Pin experience. It engages visitors with a quick, eye-catching preview while keeping your page layout clean and minimal

- Shows a short preview video
- Captures attention without overwhelming
- Gives visitors control: click to expand, collapse, or keep the minimal view
- Flexible display options
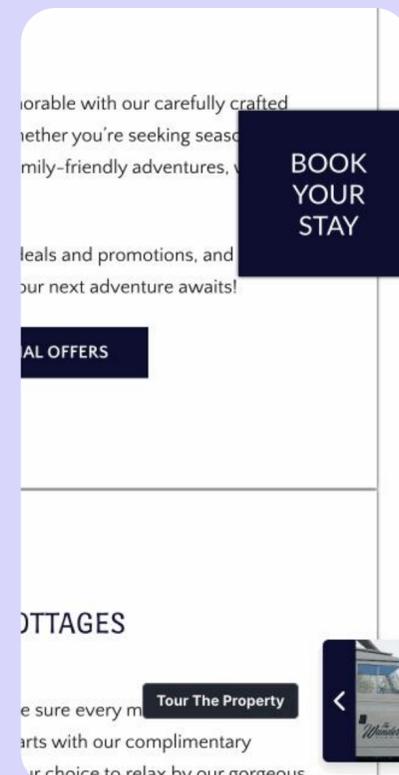
The Wanderer Cottages

Client Spotlight

Weeki Wachee

5x

Increase in overall Pin Direct Clicks

Guest Services updated all the Pins across their sites to load collapsed to create a more minimal experience alongside their other widgets and a chat feature.

How Hovr Assists:
- Updating to Pin Preview increased engagement and CTR across all Pins on site
- Providing a minimal Pin Preview allowed for site visitors to see there was additional content to discover

to help you plan your trip:

Operating Hours & Admissio

- **Park Hours**: Open daily

- **Admission Fees**: $13 for and under.

- During the busy summe is full, we cannot admit

Planning Tip

- **Arrive Early**: During pea arrival is recommended

- **Check Showtimes**: Men advance to check show

- **What to Bring**: Pack ess comfortable footwear t

Embark on a magical journey

EASILY ADD VIDEO THAT CONVERTS
WEEKI WACHEE

Best Practices for Pin Preview

## Use Motion to Capture Attention

Choose a preview clip that quickly highlights movement, atmosphere, or a key experience. Short, visually engaging clips help draw the visitor's eye without overwhelming the page.

Clean Page Experience

Use Pin Preview on pages with existing widgets (chat, accessibility tools, pop-ups) to keep the layout minimal while still showcasing motion and encouraging engagement.

Auto Minimize Pin Feature

Ability to customize Pin based on *real time user experience*
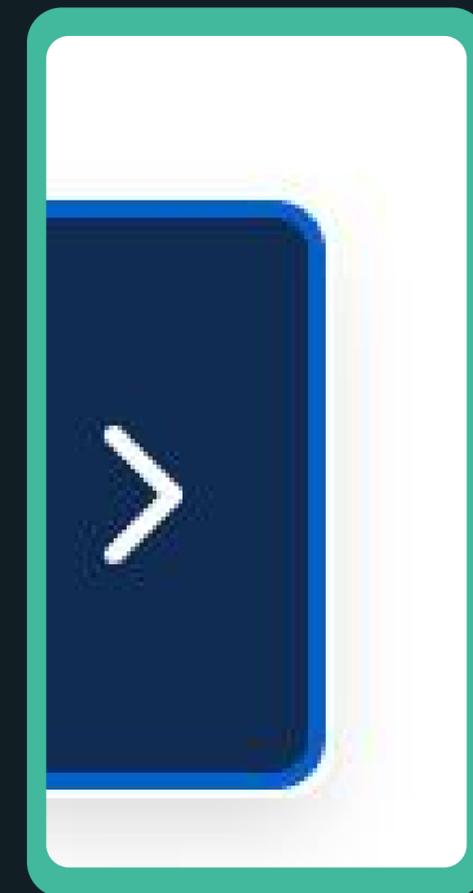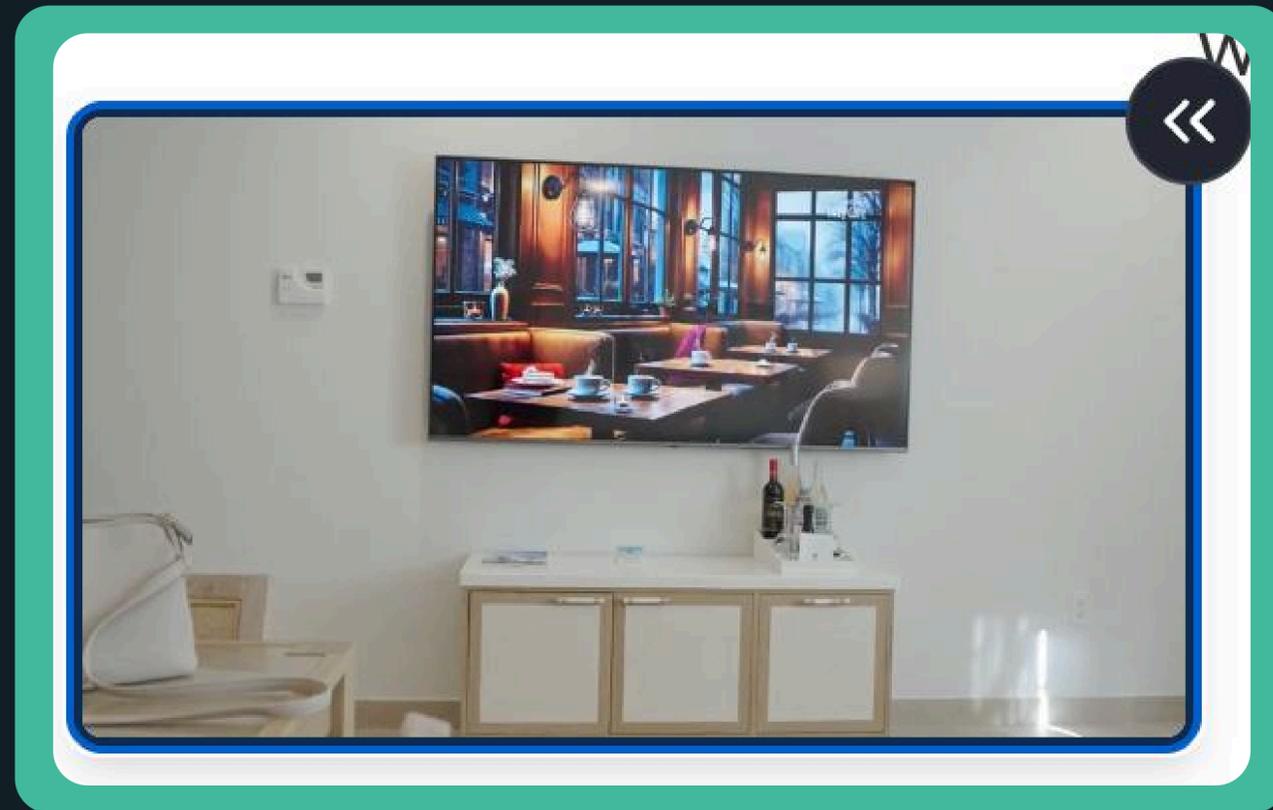
Auto Minimize Pin Feature

Ability to customize Pin based on *real time user experience*

The Allure of Minimize Pin

Automatically minimize allows you to set an existing Pin to collapse after a short period of inactivity or on scroll to keep the experience clean and unobtrusive

- Client-controlled setting for existing Pins
- Automatically minimizes after 2 seconds of inactivity or on user scroll
- Keeps the Pin present without interrupting the browsing experience
- Maintains easy access to content for re-engagement
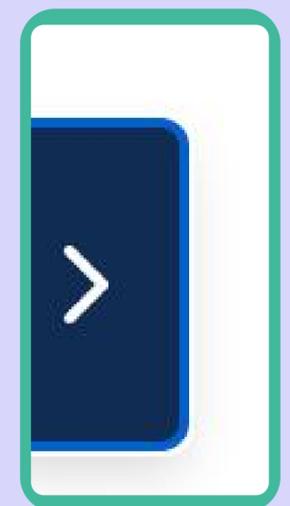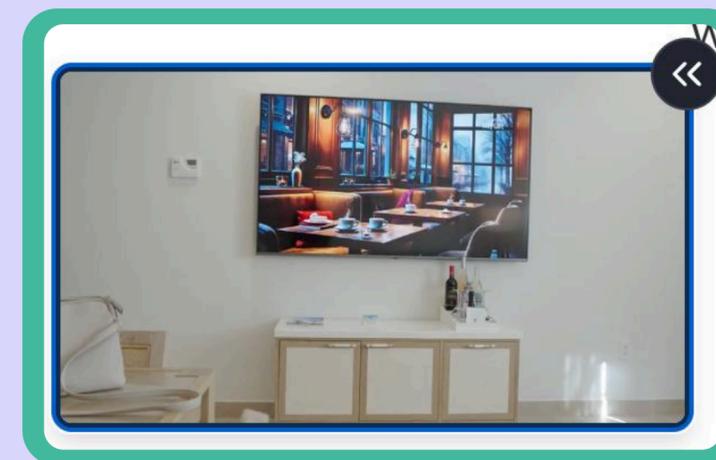
Best Practices for Auto Minimize Pin

Multiple Moments on Page

Use the Auto Minimize Pin feature on pages where the Pin Moment and video player may come into contact with other Moments. For example, if a site visitor were to scroll and the Pin were to cover a Fill Moment.

Include a Tooltip

Let your site visitors know they can bring the video back at their convenience by including verbiage in the tool tip area directing them to bring the content back.

Aven Hospitality Booking Engine Partnership

hovr / ÀVEN HOSPITALITY

Easily *add video* to your Aven Hospitality Booking Engine

What is Hovr?

Hovr drives more revenue by bringing immersive video directly into your Aven Hospitality Booking Engine, keeping guests engaged and confident as they move toward booking.

Built for Aven-Powered hotels

This partnership makes video **a simple, scalable option within Aven Hospitality Booking Engines** — without custom development or ongoing technical overhead.

Aven-Tested, Powerful Results for Hotels

After extensive testing with Aven Hospitality properties, Hovr proved to deliver increased conversions and revenue for partners.

29.2%
Engagement

15.9%
Conversion Rate

$239k
Influenced Revenue

Why Hovr Video in the Booking Engine?

Booking engines lose up to 85% of travelers before they complete a reservation.

Hovr video converts 5x more travelers.

Increase conversion

- ✓ Typical booking engines don't have video- but travelers rely on video to make decisions.

- ✓ Show rooms, suites, amenities, and experiences the way guests actually feel them.

Lower cart abandonment

- ✓ Keep travelers on your site, don't send them back to OTAs.

- ✓ Use motion, animations, and video previews to pull them deeper into the purchase flow.

- ✓ Bring flash sales and seasonal offerings to life to highlight promotions.

Drive more upgrades

- ✓ Boost conversion on packages, add-ons, and upgrades.

- ✓ Let guests preview experiences like dining, spa, or activities in seconds.

- ✓ Use video to highlight additional offerings and increase average order value.

Aven Hospitality Booking Engine Partnership

A Simple Way to Drive Conversions

1.
Contact Hovr for a demo.

2.
Select your styles and upload video.

3.
Go live and start boosting conversions.

SELECT A ROOM

View By: Rooms ▾   Sort By: Recommended ▾   Filters ▾

Santa Fe Trailhead Rooms ▶

King Room   Double Queen Room   King Room

1 King bed • Sleeps 2 • 330 sq ft

Neighborhood View | Oversized Windows

ROOM DETAILS

OUR GIFT TO YOU – BEYOND BY HOTEL POLARI

✓ Free cancellation up to 1 day before ar

🖿 Guaranteed with Credit Card

Book Directly with Hotel Polaris and unlock
savings on your stay - our gift to you for y
loyalty! Free to enroll.

🚭 Non-smoking   📶 Free Wifi   🖥 Desk or Workplace

Explore adding video in your Booking Engine.

Contact Hovr Today

Client Spotlights

Bahia Resort Hotel
Underline

Town & Country Resort
Fill

Super Sneak Peek...Explore

The guest booking journey *enhanced*

Super Sneak Peek...Explore
The guest booking journey *enhanced*

The Impact of Pin Preview

Introduces engaging video content directly within the booking funnel. It helps guests discover key property highlights while they consider their stay, keeping them engaged while on the last step of their booking journey.

- Showcase Property Highlights
- Highlight Accommodation Details
- Promote On-Site Amenities
- Reduce Cart Abandonment
- Customizable Experience
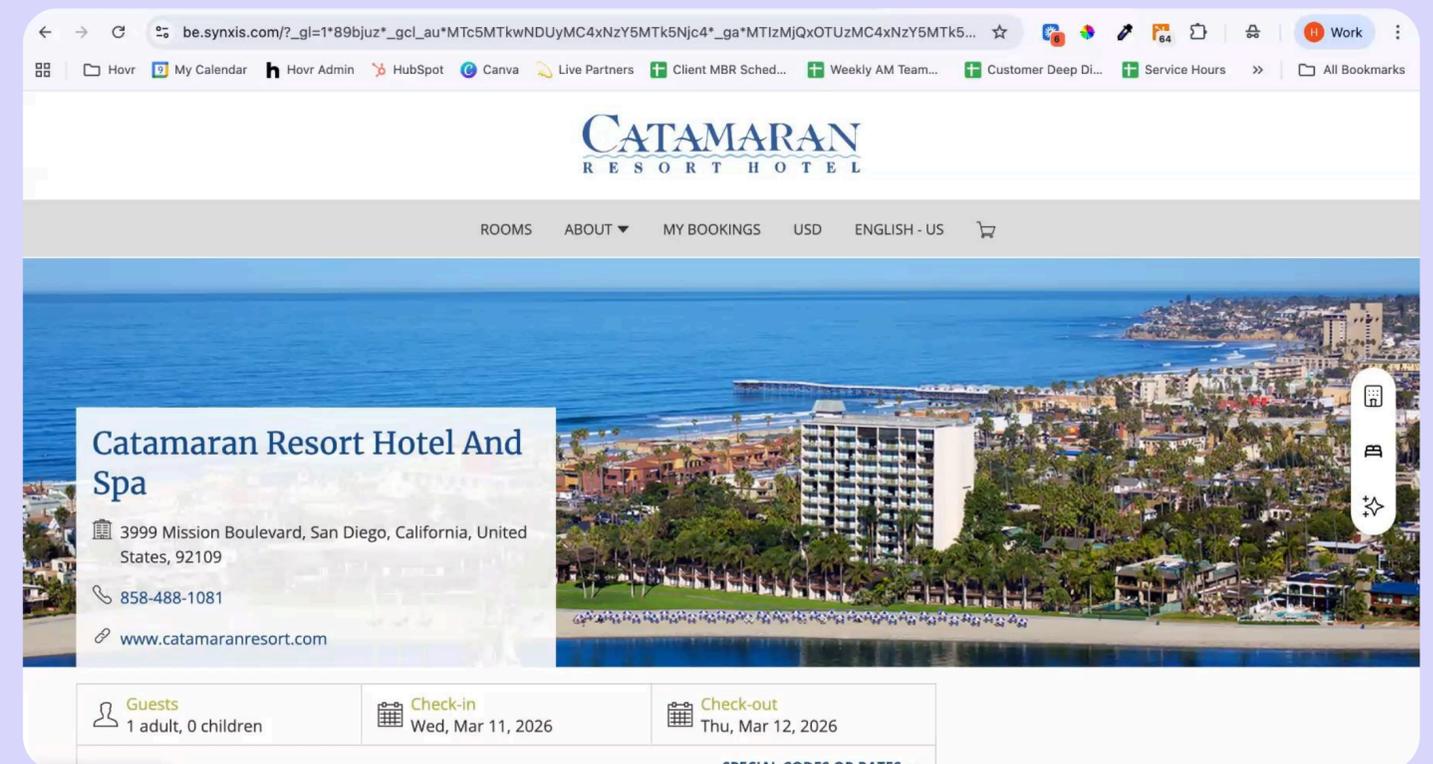
Catamaran Resort Hotel

Tips to Starting Preparing for Feature Releases

- Explore Your Current Moments

- Audit Your Site for Opportunities

- Look at Both High-Traffic and Low-Traffic Pages

- Focus on Strategic Placements

- Talk 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.