

A Moment with Hovr

Introduction to Fill



Takeaways

Engage
more
Convert
more

➤ Learn about Fill

What *fill is* and how you can incorporate it into *your site*

➤ Fill Demo

Learn *how to drop fill* step-by-step with a live demo

➤ Fill Best Practices

Our tried and true methods for fill

➤ Unique Features

Learn all about the *unique features* of fill and how you can customize

➤ Real World Examples

Examples of current Hovr clients who have had *success with fill*



Fill Moment Type



What is Fill?

Fill transforms static image elements that already exist on your website into immersive user experiences

Why use Fill?

Seamlessly embedded into your site, the in-image video player offers a streamlined, on-brand aesthetic.

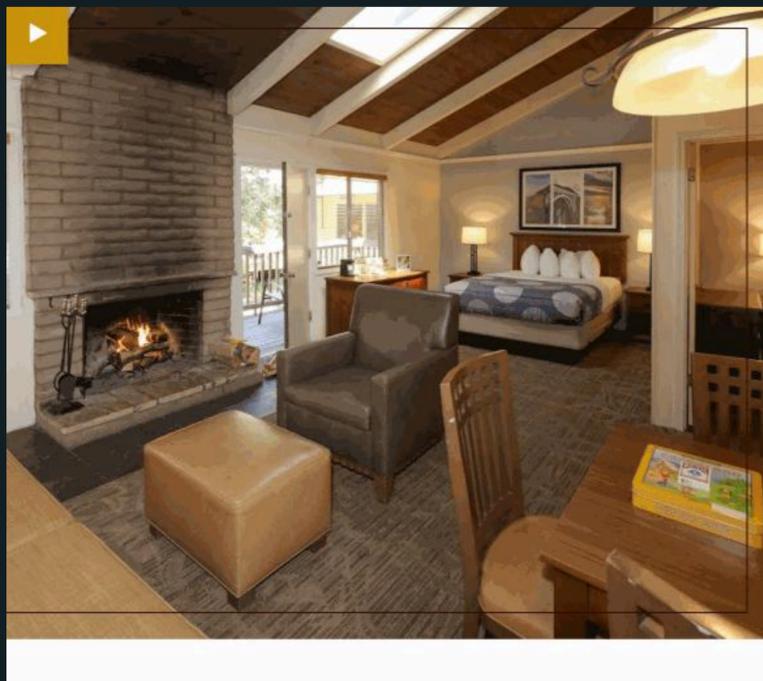


Supported Fill Content

So many ways to bring your *videos to life*

Content

Fill supports uploaded videos, Matterport, True Tours and images

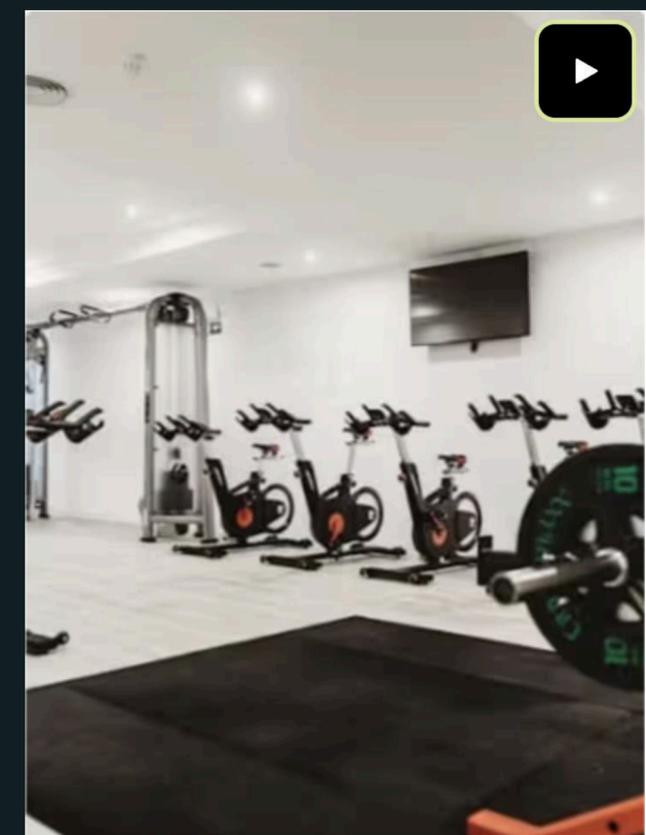
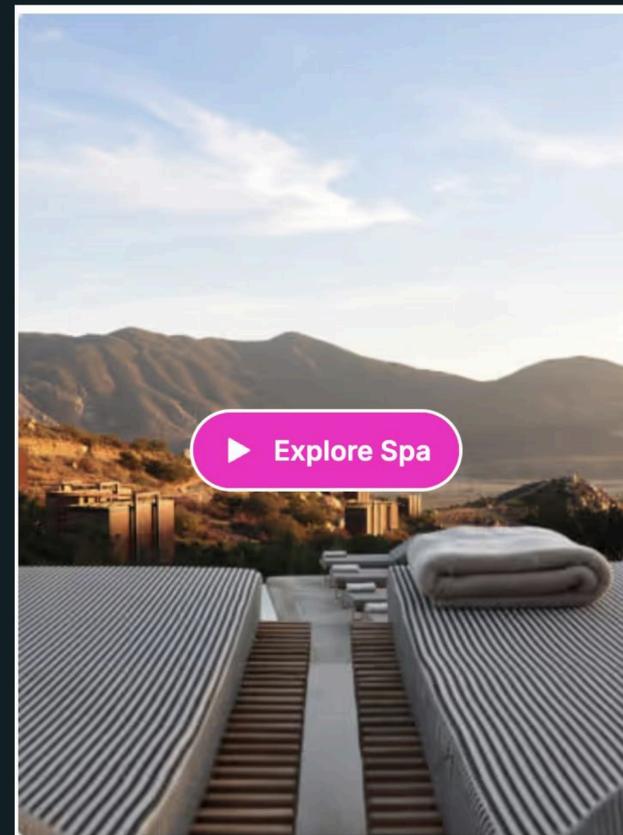


Features of Fill

So many ways to *customize* in the style editor

Buttons

Customize the icon, icon colors, background color, border color, positioning, size, shape and text

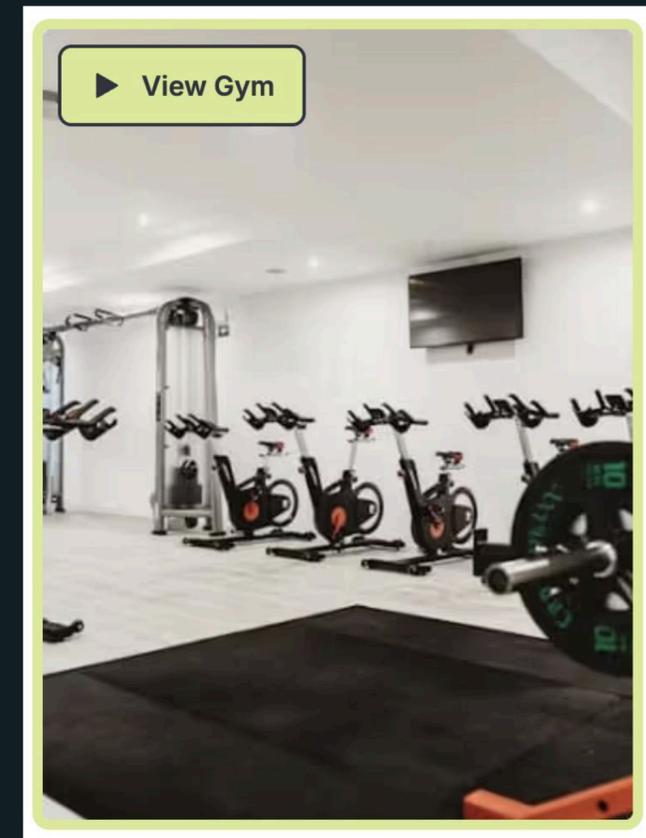
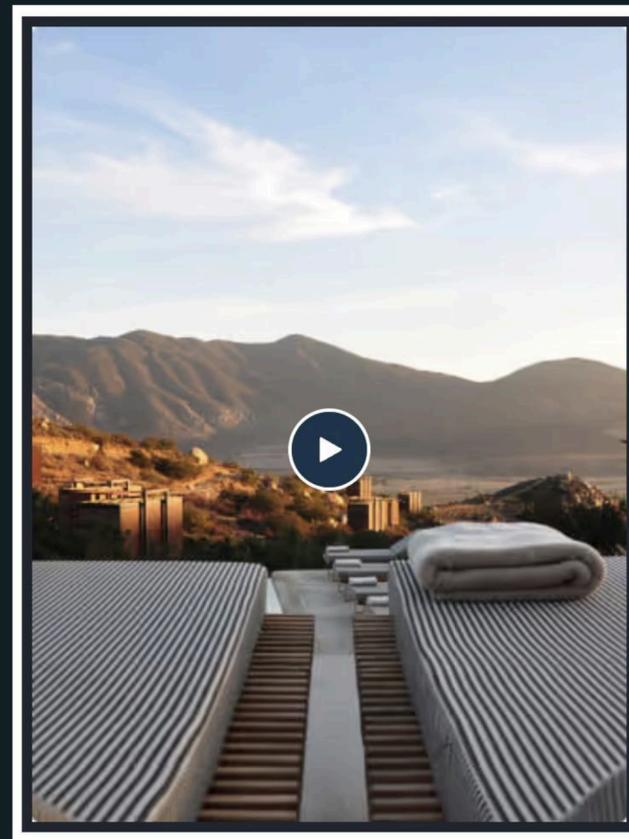
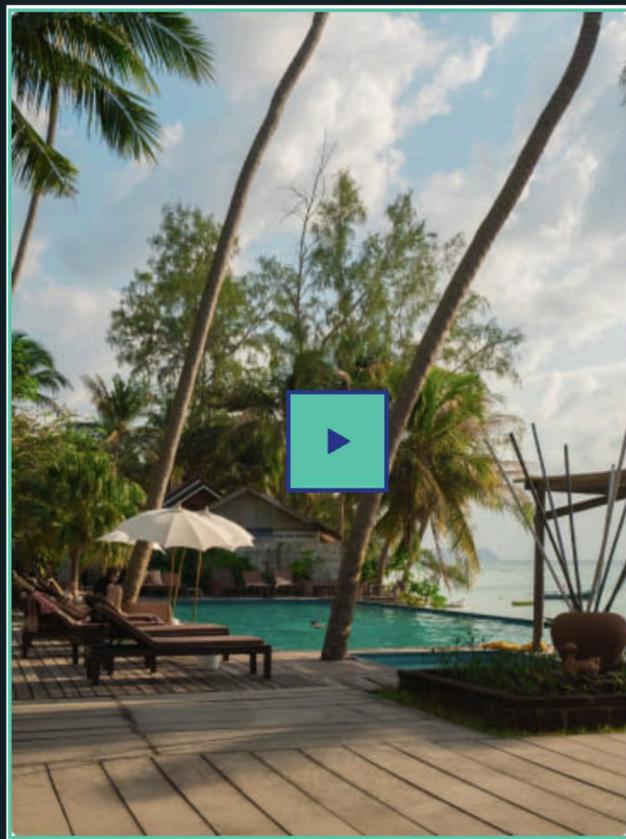


Features of Fill

So many ways to *customize* in the style editor

Frames *Unengaged*

Customize the border color, border width or create rounded corners for unengaged state

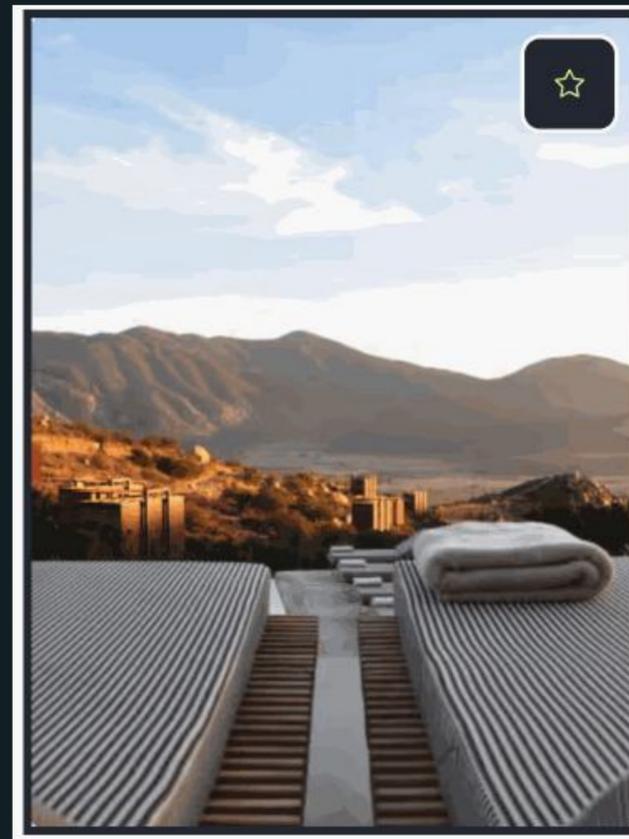
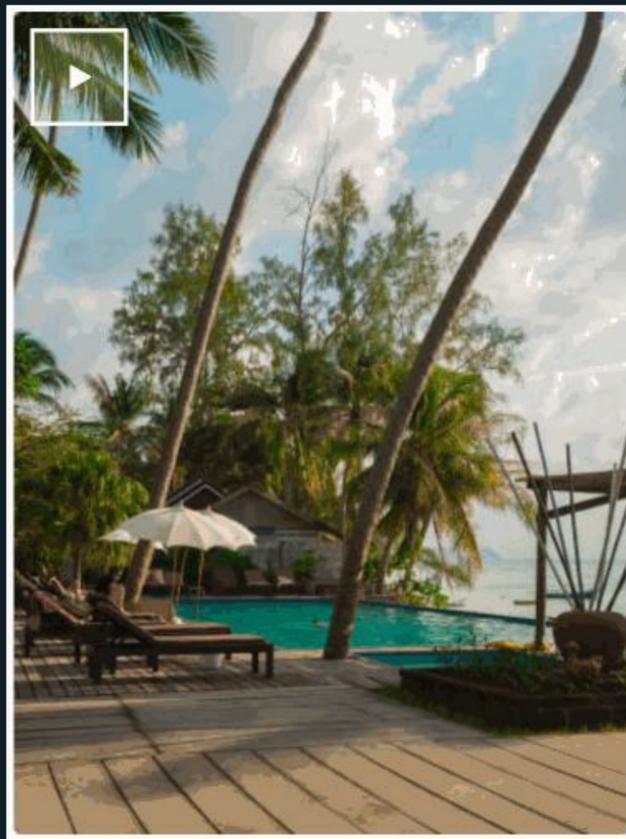


Features of Fill

So many ways to *customize* in the style editor

Frames Engaged

Customize the border color, border width or create rounded corners when visitors engage with fill

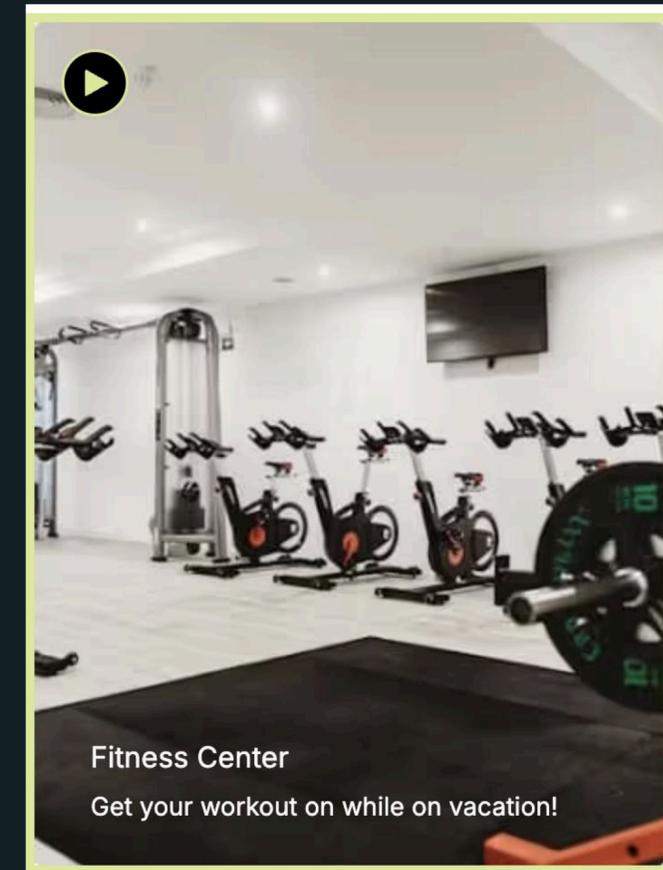
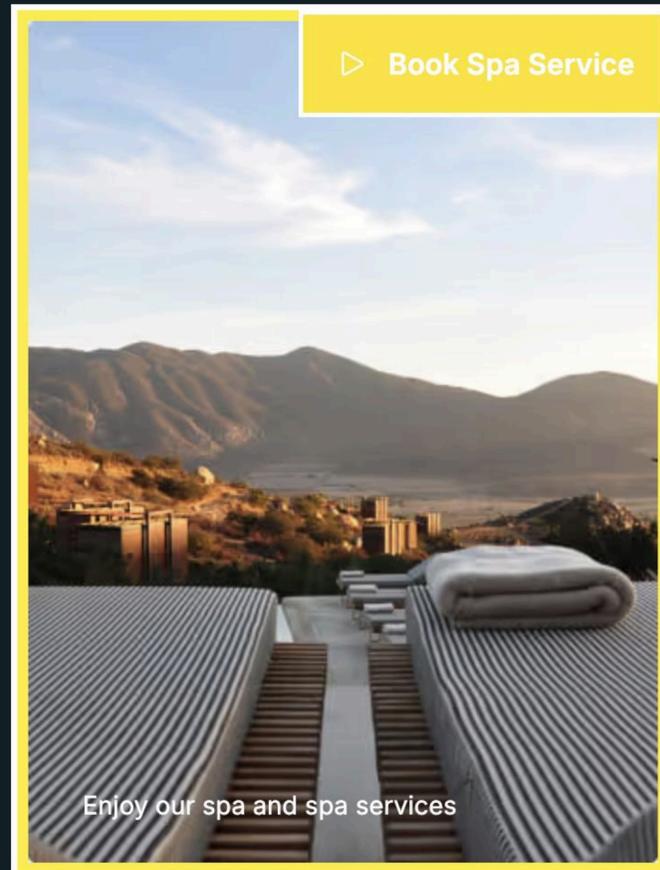


Features of Fill

So many ways to *customize* in the style editor

Header & Description

You can choose to add header text and a header description that will appear when the video plays

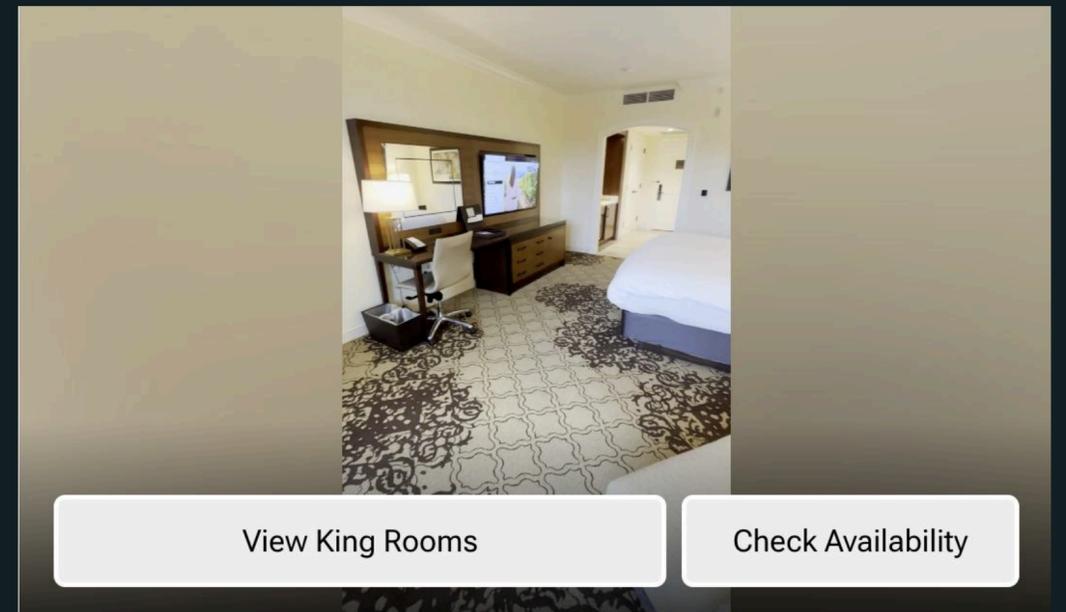
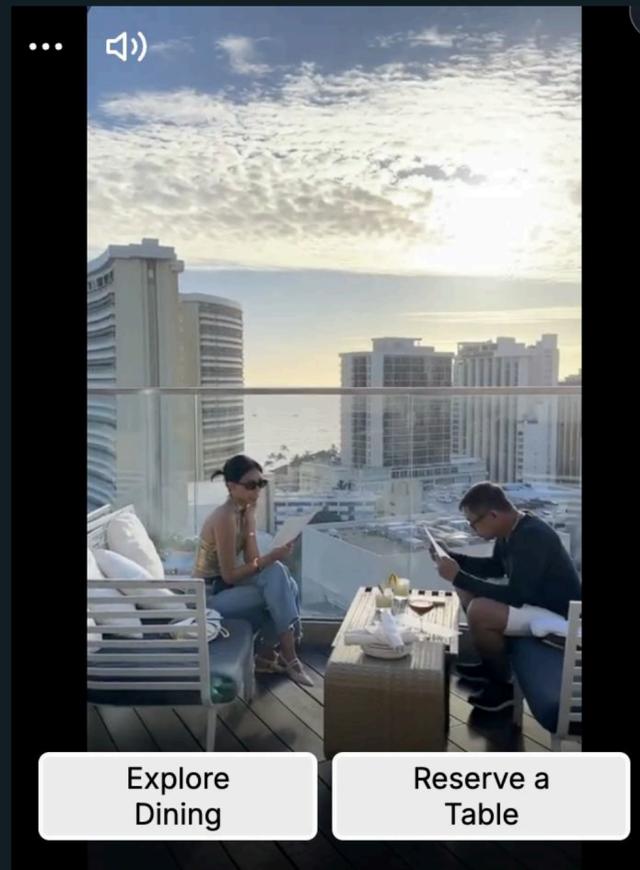
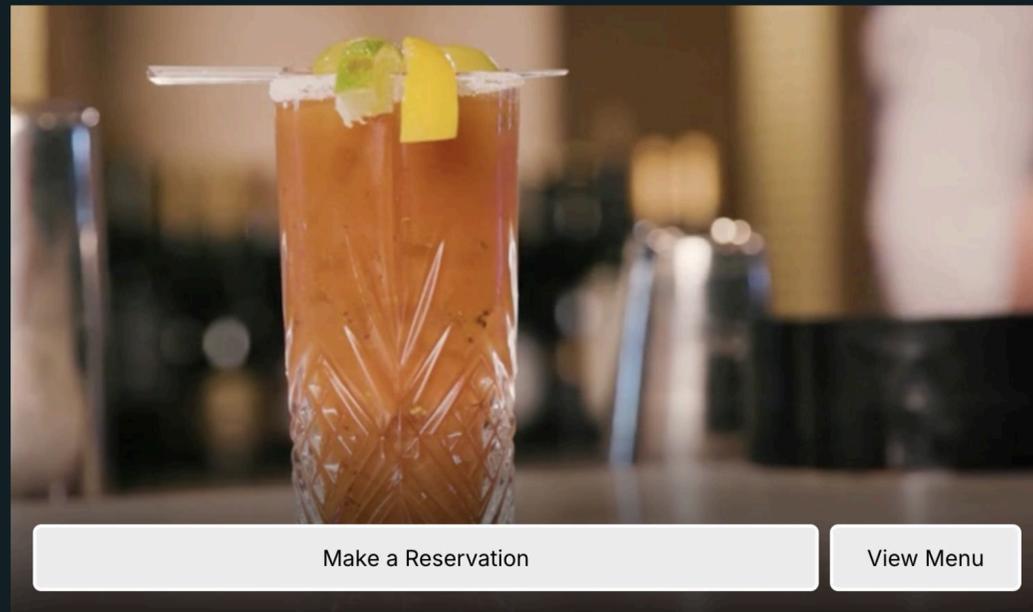


Features of Fill

So many ways to *customize* in the style editor

Video Preference

You can choose how your video is presented to visitors. Choose from crop, video bars or ambient bars.



Features of Fill

So many ways to *customize* in the style editor

CTAs

Choose for your CTAs to be housed in a drawer underneath the video player or in an overlay on top of the video player.

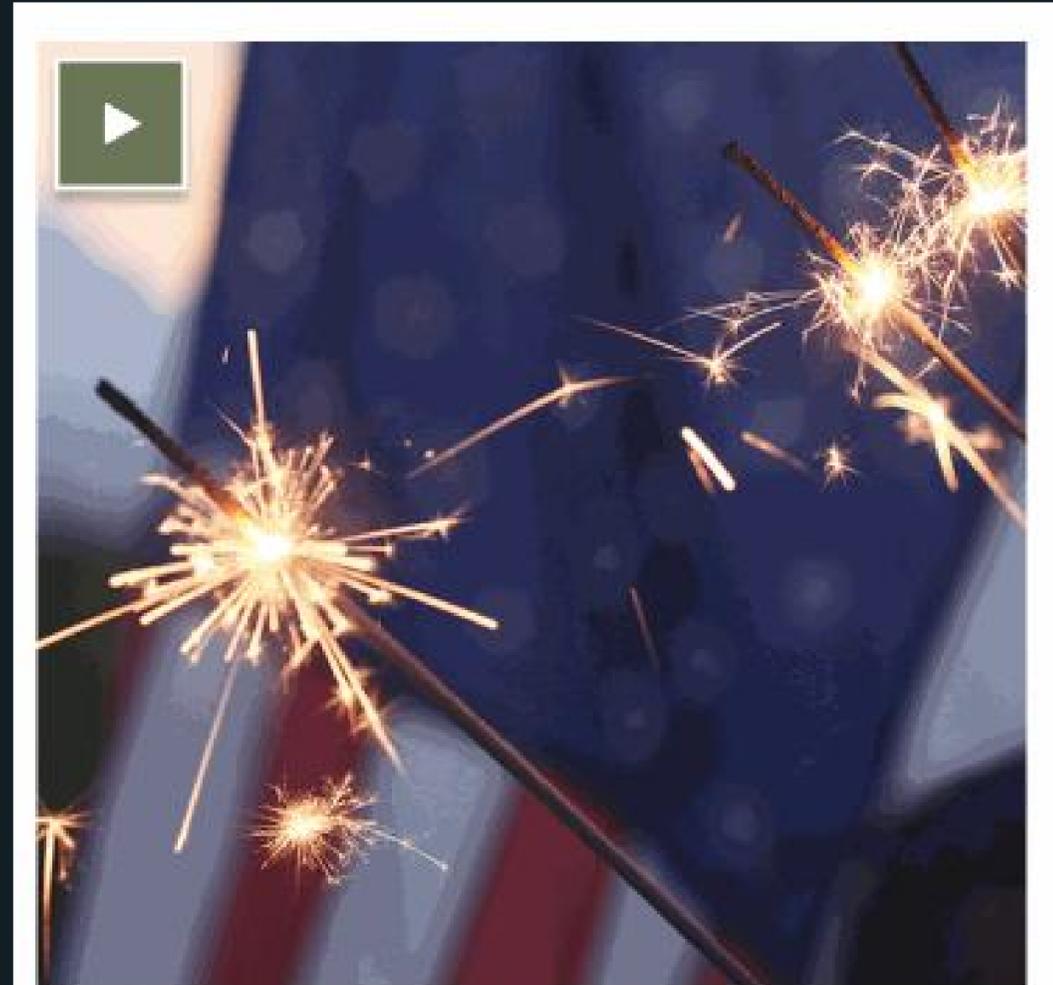
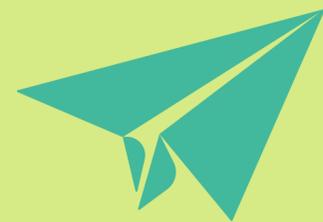


Client Success Stories

Chateau on the Lake

16.40%
CTR

31.70%
Engagement



MEMORIAL DAY BBQ
CELEBRATION



Client Success Stories

Big Sur Lodge

29.41%
CTR

36.26%
Engagement



Client Success Stories

The Meritage Resort & Spa

29.97%
CTR

95.55%
Engagement

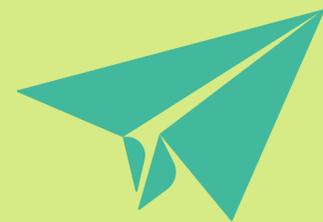


Client Success Stories

HomeCleanse

13.79%
CTR

83.49%
Engagement

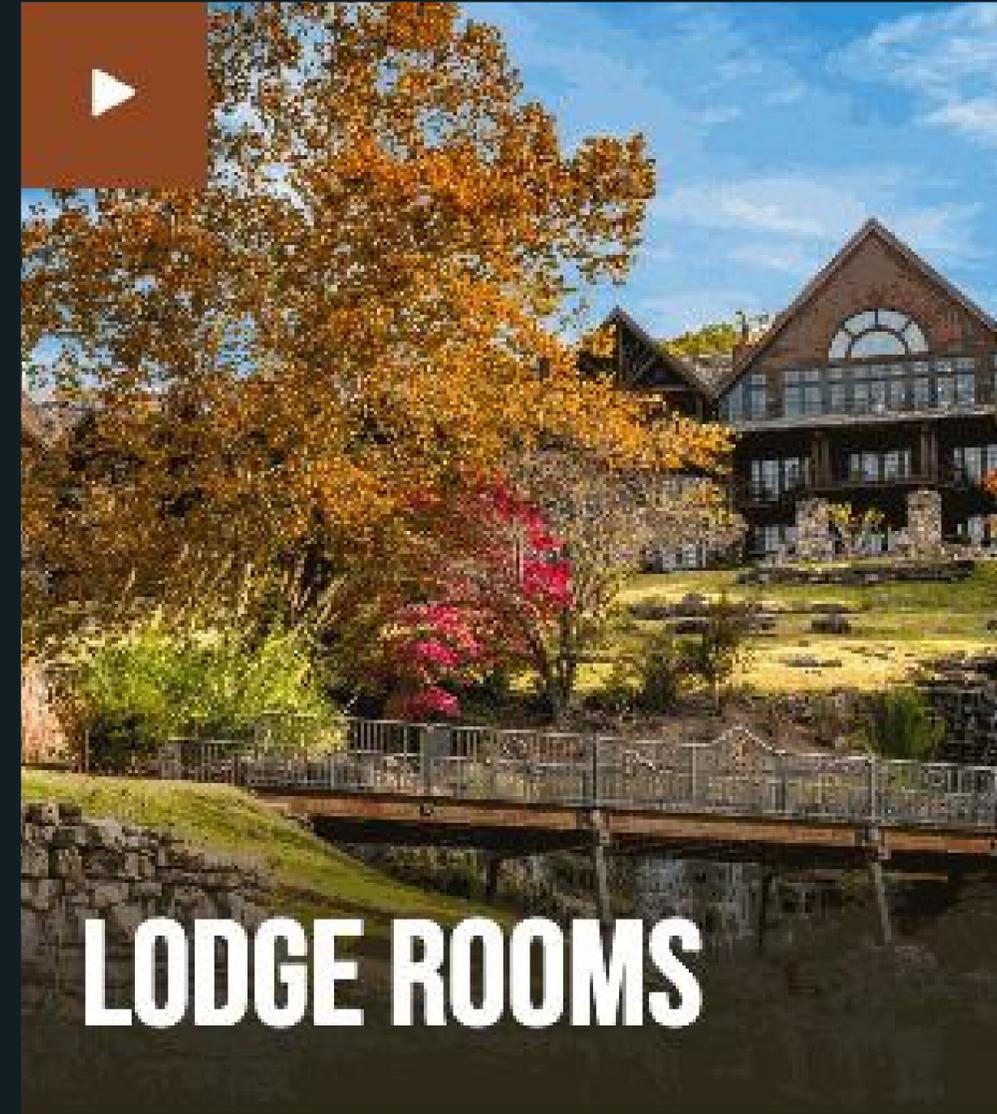
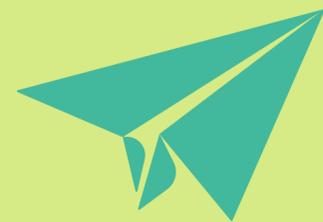


Client Success Stories

Big Cedar Lodge

42.30%
CTR

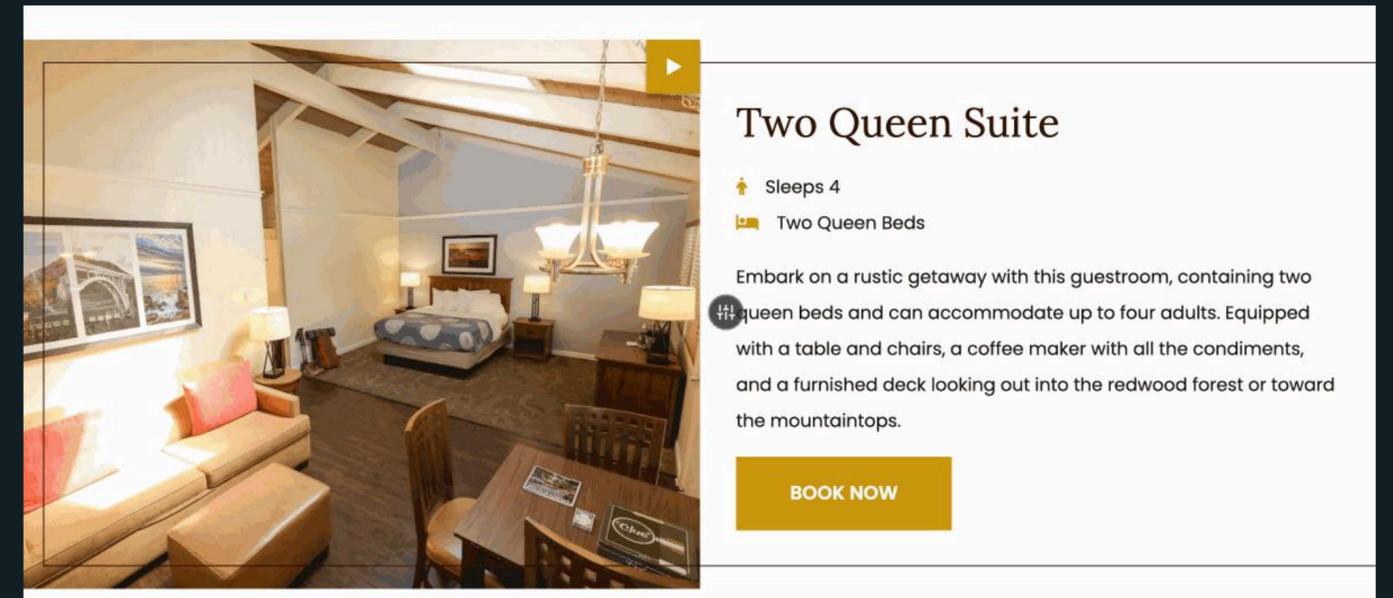
42.57%
Engagement



Best Practices for Implementing Fill

Match Image Orientation

Use videos that closely match the shape and layout of the space where Fill will appear



Choose High-Impact Pages

Place Fill moments where they'll have the greatest effect—dining, spa, or room pages



Best Practices for Implementing Fill



Use Brand Colors

Customize Fill to reflect your brand palette for a polished and on-brand experience



Prioritize Button Visibility

Make sure the Fill icon is noticeable against the image—test placement and contrast



Best Practices for Implementing Fill

Simplify CTAs

Ensure CTA choice is in line with your content and your site layout



Optimize for Playback

Ensure your Fill moments deliver a smooth, high-quality experience by choosing videos that display clearly across all devices

Tips to Get Started with Fill Today

- Contact your Account Manager
- Identify High-Impact Images for Fill Placement
- Examine Your Existing Content Layouts
- Upload or Repurpose Content
- Experiment with Fill in the Hovr Admin
- Set Clear Goals



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 later today.

