



A Moment with Hovr

The Secrets Behind High-Performing Hovr Moments

Takeaways



➤ Understand What Drives Performance

Gain insight into what makes Moments effective and how they can enhance the overall guest experience

➤ Explore New Opportunities

Discover ways to think differently about your Moments and identify opportunities to create greater impact across your website

➤ Strengthen Your Moment Strategy

Explore ways to approach your Moments more intentionally and create experiences that align with your goals and your guests' needs

➤ See What's Possible

Get inspiration from real-world examples and practical ideas that can be applied across different website experiences.

High-Performing Experiences



What is a high-performing Moment?

- **Purposeful:** Supports a clear goal and enhances the guest experience

- **Relevant:** Provides content that is useful or inspiring to the visitor
- **Engaging:** Captures attention and encourages interaction
- **Strategic:** Is thoughtfully placed within the website experience

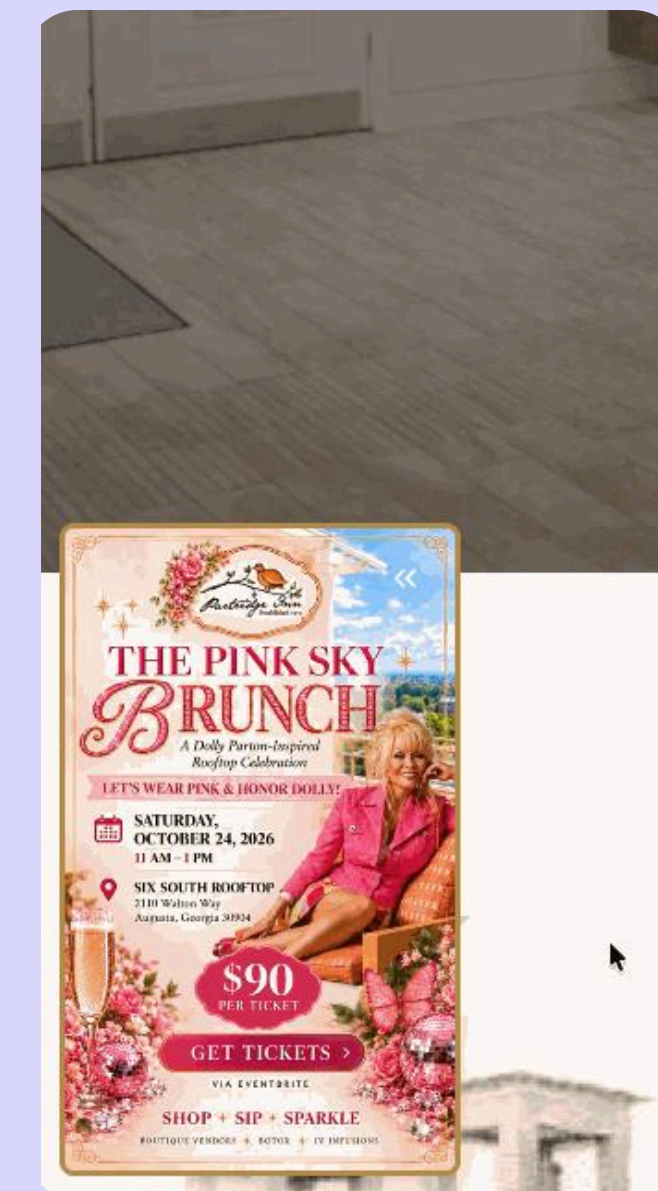
Give Every Moment a Clear Purpose

Every Moment needs *a job to do*

The Clarity of Purpose

Before building a Moment, define what the visitor should take away or do next. A clear objective makes the experience more intentional and far easier to measure.

- Possible Goals:
 - Inspire and educate
 - Drive discovery
 - Promote an offer or package
 - Showcase an experience
 - Generate a booking
 - Introduce a new property feature



Partridge Inn

Client Spotlight

Sundial Resort



16.9% **20.6%**

Click Through Rate Engagement Rate

Offers guests a look into Sanibel Island including the lighthouse and the views of the water.

How Hovr Assists:

- Draws attention to one of the property's most compelling amenities, their location
- Encourages visitors to explore the activities and attractions on the island
- Elevates Sundial Resort's story



Place Moments With Intention

Placement built around the *guest mindset*

The Art of Placement

Where a Moment appears matters as much as what's inside it. Think about what the visitor is trying to learn on that page, and what would be most helpful, or most inspiring, next.

- Room page → the stay experience
- Amenities page → related activities
- Dining page → menu items and atmosphere
- Destination page → things to do nearby
- Complement the page, don't interrupt it
- Match the action to the content



Boca Raton

Client Spotlight

The Park on Main

42.53%

Click Through Rate

279

Direct Clicks

Site visitors are able to get a glimpse into what a stay would look like at The Park on Main - a highly rated boutique hotel in Highlands, NC.

How Hovr Assists:

- Shows the welcoming atmosphere, amenities, rooms and dog-friendliness
- By featuring specific CTAs “Explore the Hotel” and “Check Availability” guests are easily directed further into the funnel
- 192 clicks are straight to the booking engine



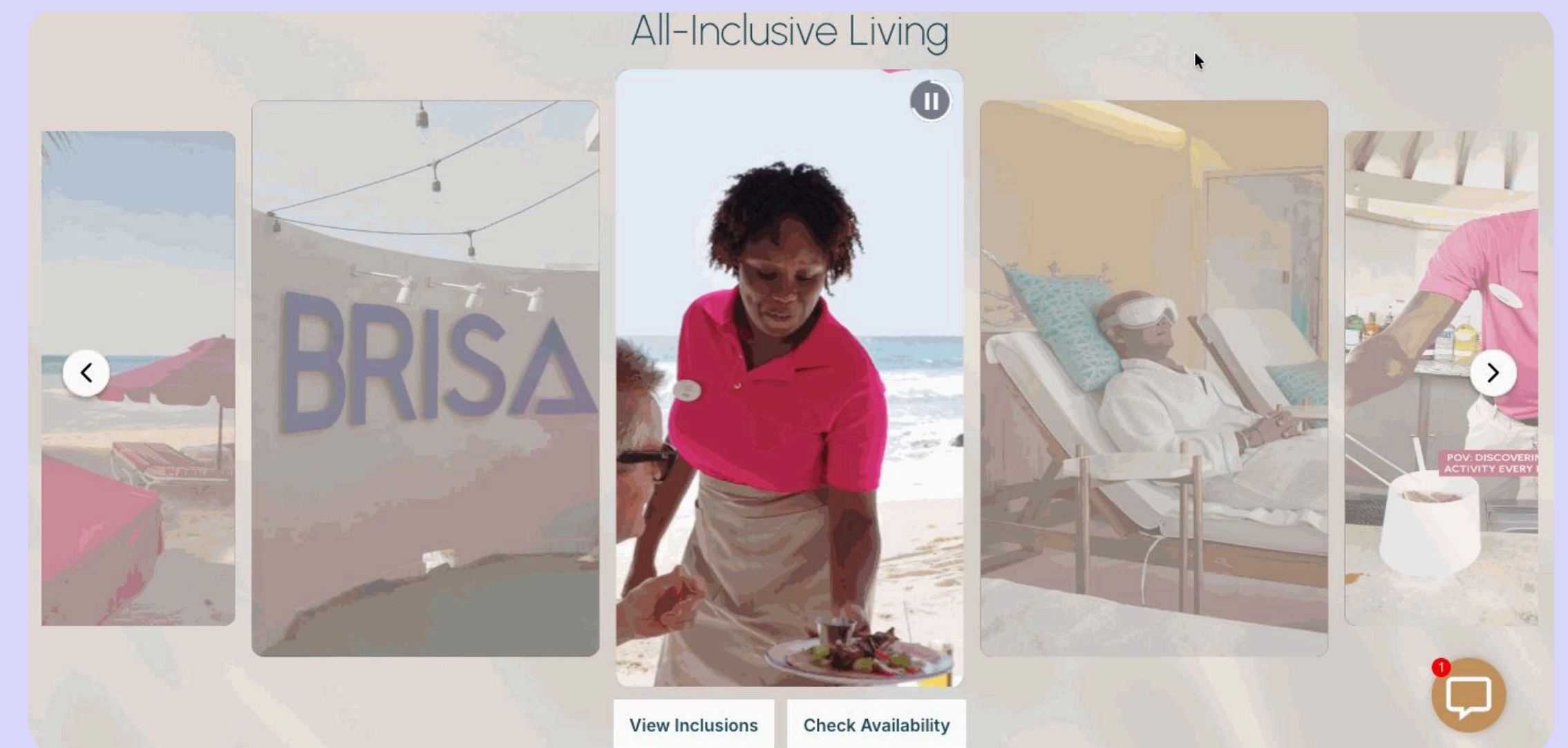
Test New Ideas & Features

Great Moments are built through *thoughtful iteration*

The Power of Testing

Great Moments aren't always created on the first try. Testing different approaches helps you learn what captures attention and drives action for your audience, one change at a time.

- Compare Moment types for similar content
- Experiment with guest journey placements
- Test CTA language and destinations
- Adopt new Hovr features after release
- Change one variable at a time



O2 Beach Club & Spa

Client Spotlight

The Godfrey Hotel



Rooftop Page Embed

40.7%
Click Through Rate

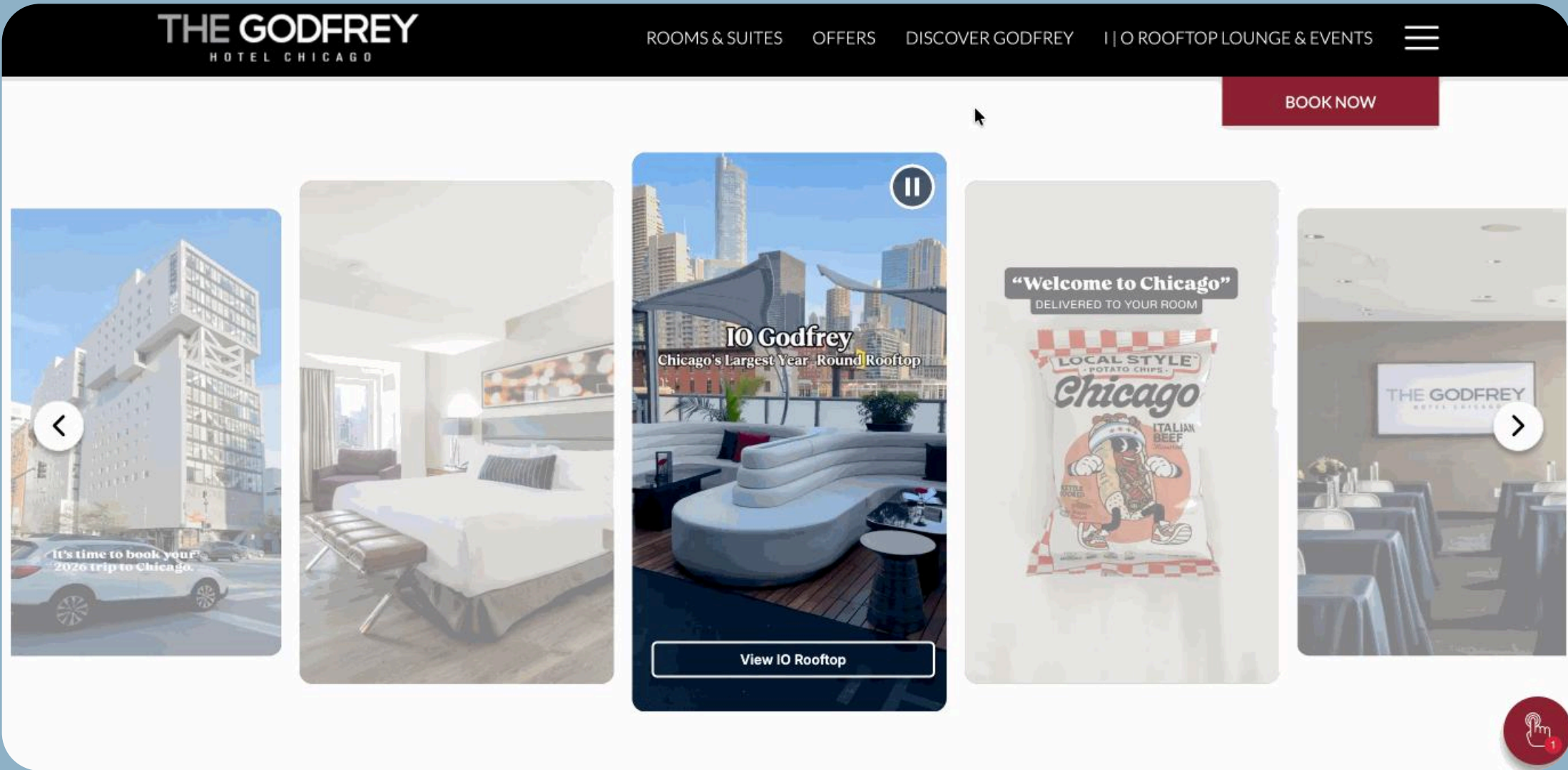
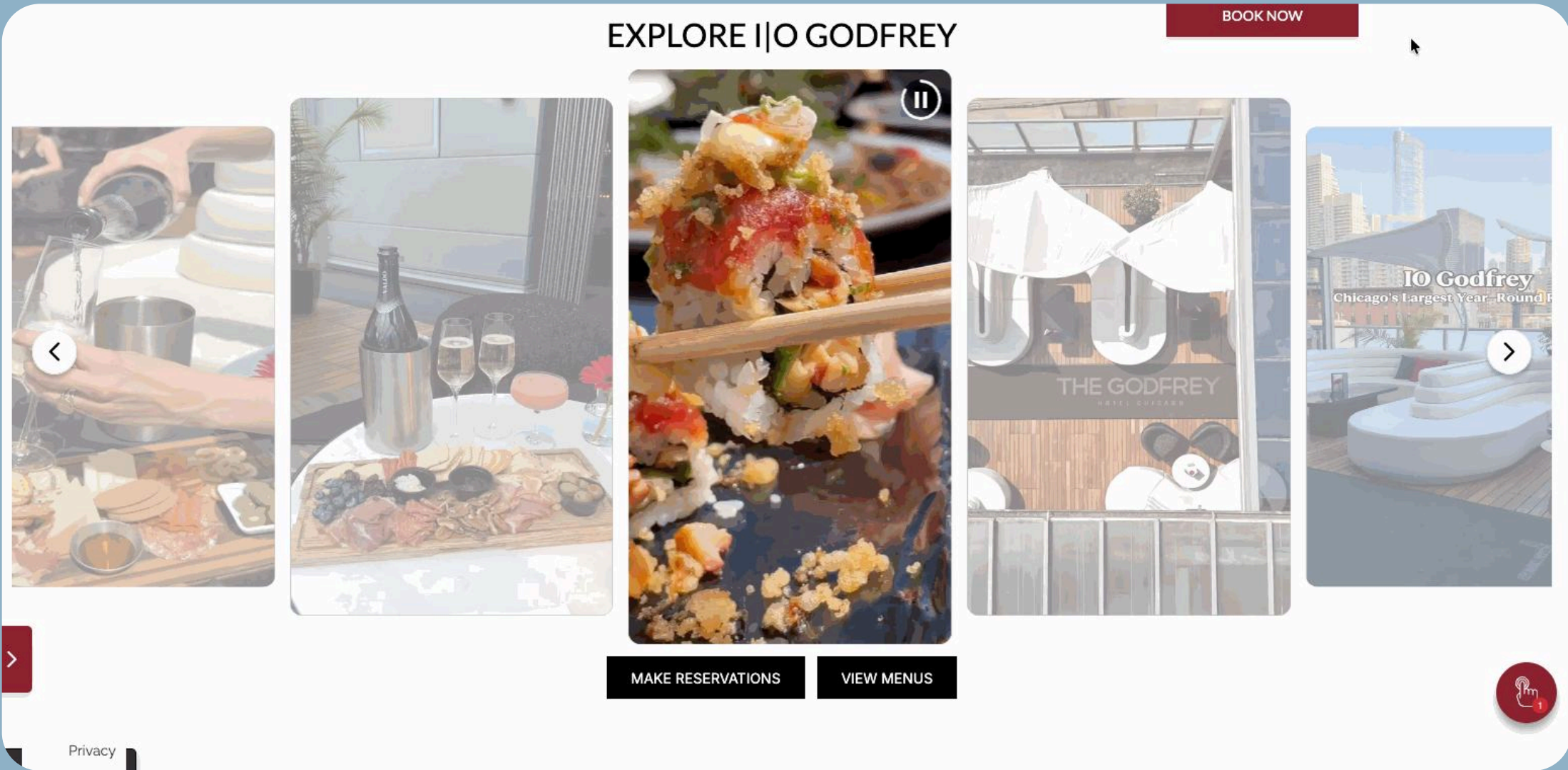
10,202
Direct Clicks



Homepage Embed

11.8%
Click Through Rate

1,216
Direct Clicks



Connect Moments to Marketing Calendar

A website as current as *the rest of your marketing*

The Rhythm of Your Calendar

Your site should evolve alongside your campaigns. Moments bring the promotions, packages, and experiences you're already marketing to life on your website.

Plan → Launch → Promote → Refresh → Measure.

- Seasonal and holiday campaigns
- Limited-time offers and packages
- Events and new menus
- Renovations and new amenities
- Destination campaigns
- Weddings and meetings



The Meritage Resort & Spa

Client Spotlight

Seaport Hotel Boston



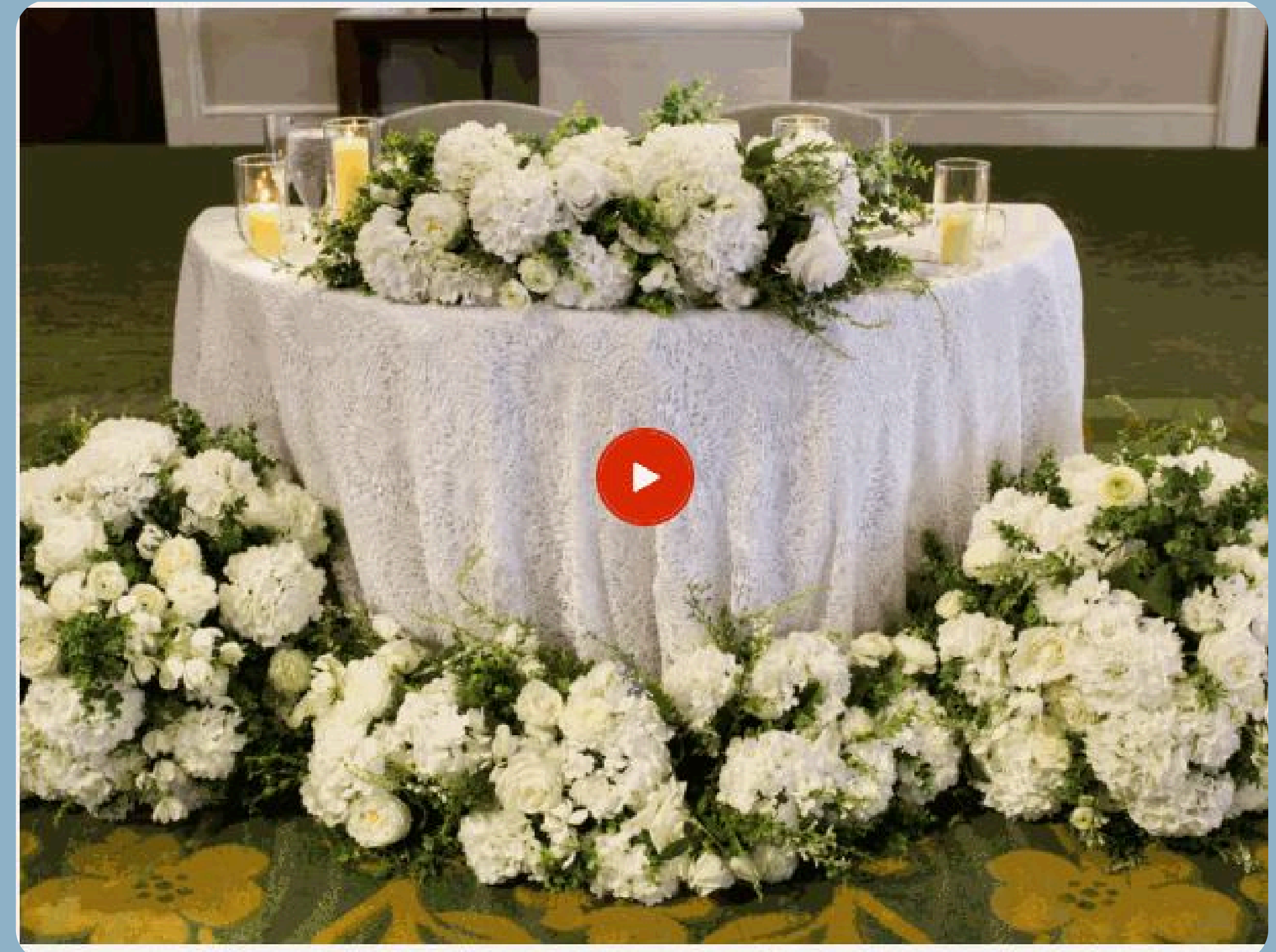
17.07% 38.57%

Click Through Rate Engagement Rate

Showcases the emotion and excitement of a wedding celebration, capturing the couple's first dance and the unforgettable moments that make each wedding unique.

How Hovr Assists:

- Brings the wedding experience to life through authentic, emotional video
- Helps couples envision their own celebration
- Inspires couples to explore wedding offerings and take the next step in planning



Use Data to Guide Your Strategy

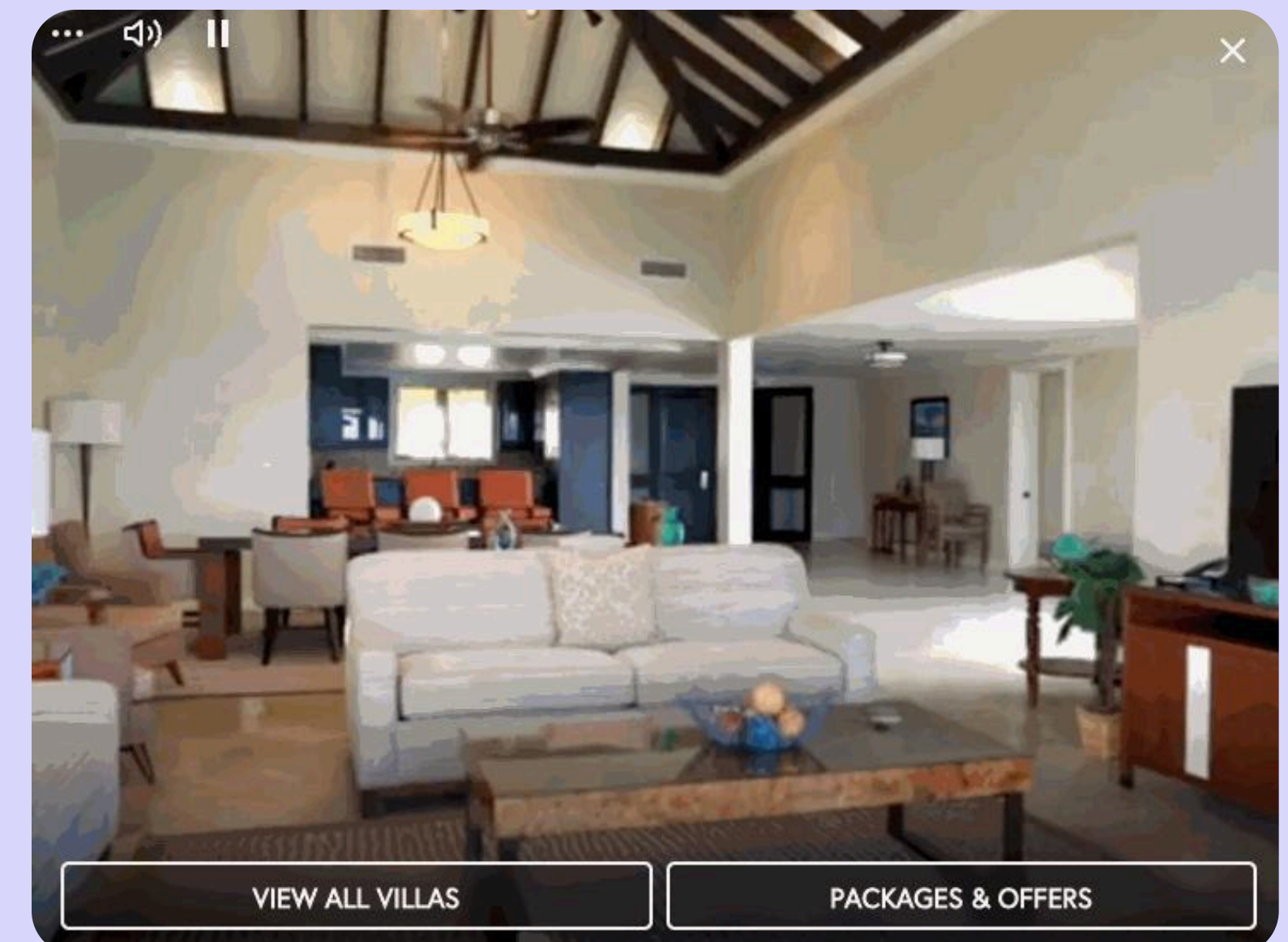
Analytics as *a source of ideas*

The Insight of Your Data

Launching a Moment is the beginning, not the end. Performance data shows what visitors respond to and where the next opportunity is.

Launch → Measure → Learn → Optimize → Repeat.

- Interactions: Are visitors engaging?
- Content Views: What content are visitors choosing to explore?
- CTR: Are visitors taking the next step?
- Watch Time: Are visitors engaging with your video content?
- Influenced Revenue: Is engagement contributing to the booking journey?



Scrub island Resort

Client Spotlight

Windsong Resort



26.24% 16.48%

Click Through Rate Engagement Rate

Highlights key resort amenities, from the beachfront and pools to dining experiences, helping guests envision their stay.

How Hovr Assists:

- Uses engagement and CTR data to identify high-performing Moments
- Builds on initial success by continuously adding Moments to the amenities page
- Uses performance insights to guide ongoing optimization and drive deeper engagement



CONTINENTAL BREAKFAST

If your reservation includes a complimentary continental breakfast, it is available at Veranda Coffee Bar, JoJo's Poolside Café, Dune Beachside Dining, Quick Cuisine, and Pelago. Alternatively,



435' OF GRACE BAY BEACH

Create memories of a lifetime at Windsong's luxury resort situated on one of the most highly acclaimed beaches in the world.



THREE POOLS/3 SPAS

Beachfront has 2 heated pools and 1 spa. Next to JoJo's Café there is another heated pool and spa and a fourth pool/spa is in a tropical courtyard.

Tips to Get the Most Out of Your Moments

- Review Moment Performance Regularly
- What Could Benefit from an Additional Review?
- Test New Moment Types and Hovr Features
- Make a list of questions and ideas for your Hovr Quarterly Business Reviews
- 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 deck shortly.

