

A Moment with Hovr

From Data to Decisions

Takeaways

Engage
more
Convert
more

➤ Navigate the Hovr Dashboard

Navigate the dashboard with *ease* and *confidence*

➤ Track Moment Performance

Track the performance of your Moments in *real time* and learn from the analytics in the Moments library

➤ Optimization Opportunities

Identify optimization opportunities using *key metrics* to improve Moment performance

➤ Leverage Insights

Leverage insights to drive *higher engagement and conversions*



Data Matters



Why Does Data Matter?

Data only matters if you do something with it. That's why the Hovr dashboard and Moments library is designed to be simple, visual, and actionable.

DATA ► INSIGHT ► ACTION

We want you to quickly see what's working, what isn't, and where you should focus your attention.



Navigating the Hovr Dashboard

Use the Hovr analytics dashboard with *comfort* and *ease*

Big Rollup Numbers

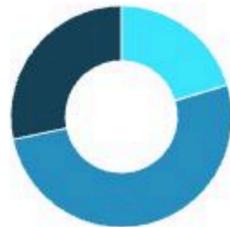
Track your audience at a glance with rollup numbers that reveal how often guests interact, view content, and spend time with your Moments, giving you a clear picture of engagement and impact.

Interactions

Moment Interactions

5.3k → Total: 5,317
Engagement: 12.8%

Moment Type	%	Engage.
⬢ Anchors	0.0%	0.01
⬢ Highlights	20.4%	1,083
⬢ Pins	51.3%	2,727
⬢ Fill	28.3%	1,504



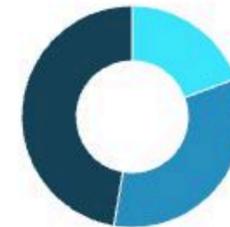
📄 What counts as an Interaction?

Content Views

Content Views

1k

Moment Type	%	Views
⬢ Anchors	0.0%	0.01
⬢ Highlights	19.4%	201
⬢ Pins	33.2%	344
⬢ Fill	47.3%	490



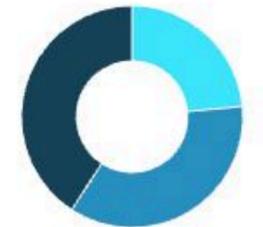
📄 What counts as a Content View?

Total Watch Time

Total Watch Time

101.8 min.

Moment Type	%	Min.
⬢ Anchors	0.0%	0.01
⬢ Highlights	23.5%	23.9
⬢ Pins	35.6%	36.3
⬢ Fill	40.8%	41.6



📄 What defines Watch Time?

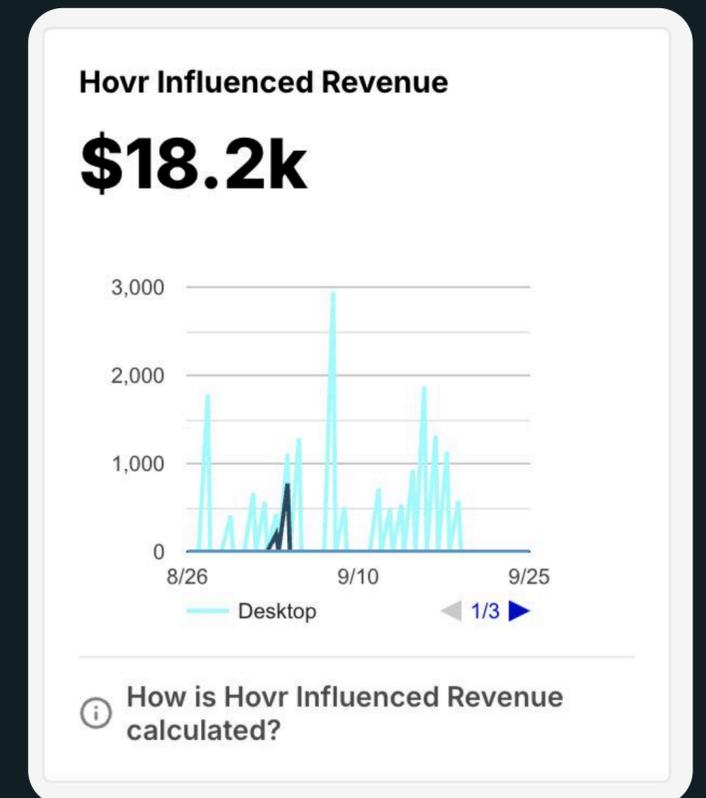
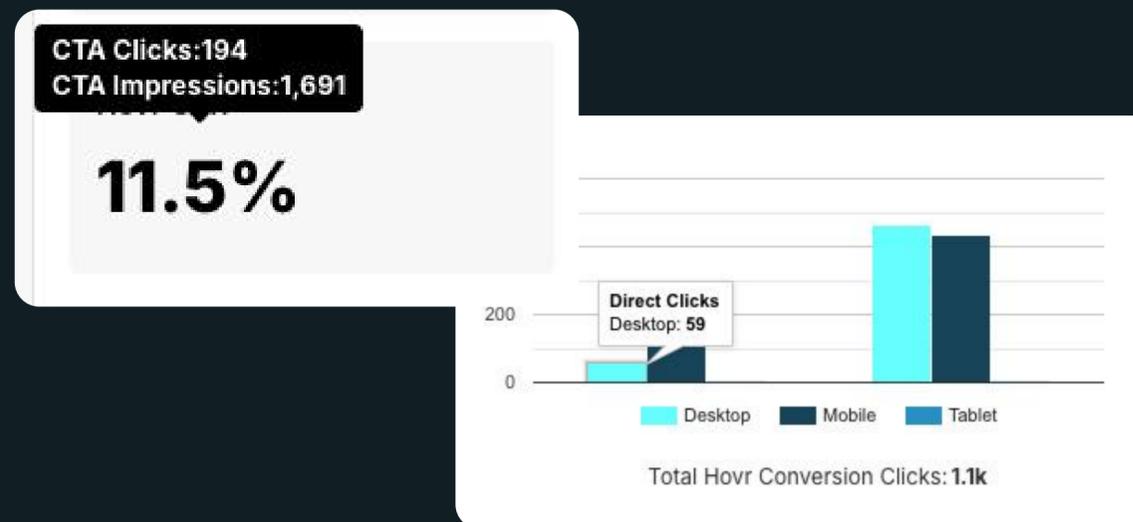
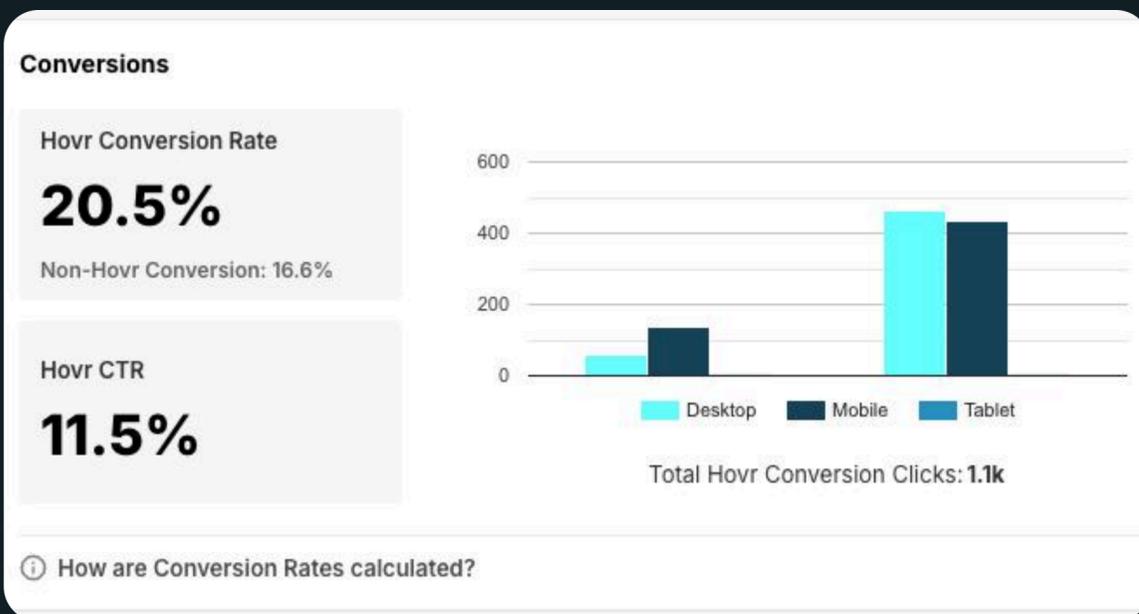


Navigating the Hovr Dashboard

Use the Hovr analytics dashboard with *comfort* and *ease*

Conversions

Turn guest interest into measurable action with conversion tracking that highlights what's working, pinpoints friction points, and helps refine your strategies to maximize bookings.



Navigating the Hovr Dashboard

Use the Hovr analytics dashboard with *comfort* and *ease*

Moments Performance

Spotlight your top Moments with performance insights that reveal what's working, show opportunities to optimize, and organize results by impressions, engagement, CTR, or direct clicks for a clear path to growth.

Moments Performance Stories Performance Pathways Performance

Best Performing ▼ Moments by Impressions ▼ View All Moments >

Style	Content	Page (URL)	Impressions	Engagement	Clicks	Average CTR	On-Site
☆	 Montage w/ Images	https://www.godfreyhotelchicag...	11,884	6.44% 765	41 clicks	23.56%	→]
☆	 IO Rooftop Vibes	../i-o-rooftop-lounge	3,158	6.62% 209	14 clicks	26.42%	→]
☆	 New Room Montage 7.1.25	../rooms-suites	3,071	10.06% 309	5 clicks	8.47%	→]
A	 IO Godfrey Rooftop 8.4.25	../i-o-rooftop-lounge	2,687 seen	11.57% 311 hovers	6 clicks	25%	→]
A	 Deluxe King Room 6.10.25	https://www.godfreyhotelchicag...	2,078 seen	5.2% 108 hovers	3 clicks	25%	→]

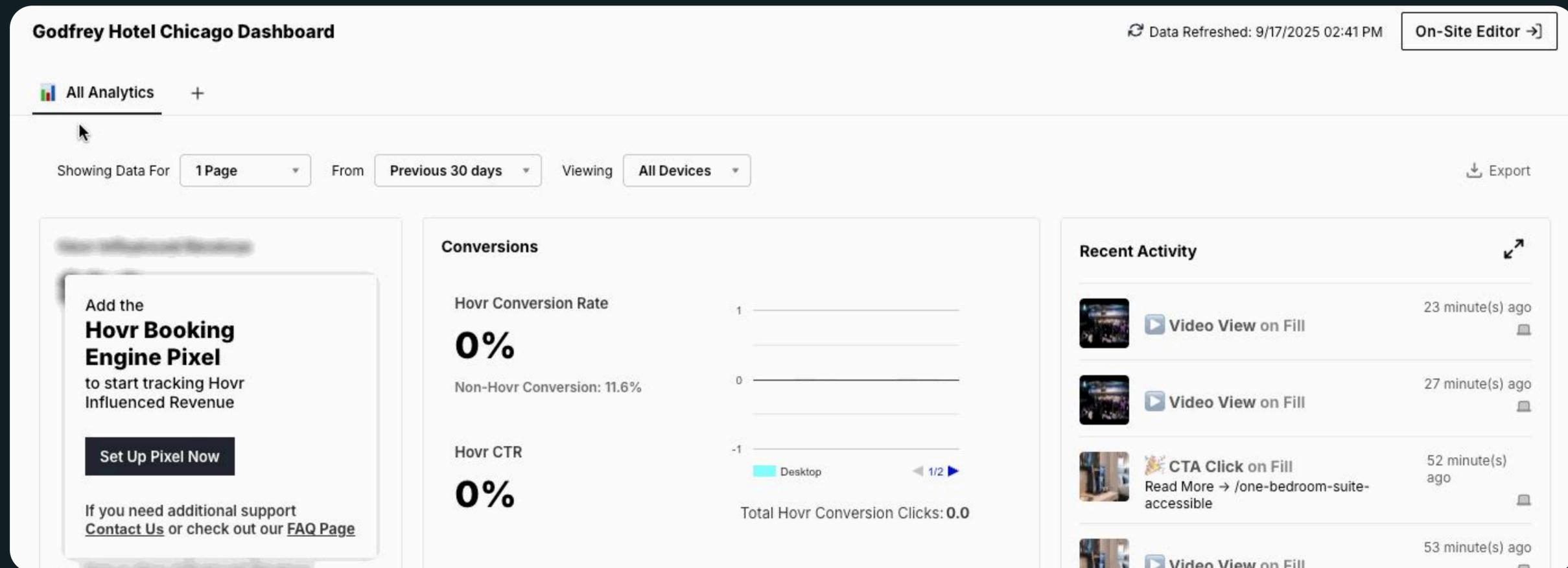


Navigating the Hovr Dashboard

Use the Hovr analytics dashboard with *comfort* and *ease*

Add New Views

Use this feature in the analytics dashboard to easily create, organize and store different sets of important analytical data.



Tracking in the Hovr Moments Library

Use the Moments library to *discover insights* and make *real time* updates

Hovr Moments Library

The Moments library is one of the most powerful views in Hovr. Essentially, a command center where you have a complete line-by-line view of every single moment.

Godfrey Hotel Chicago Moments

Data Refreshed: 9/22/2025 10:52 AM | On-Site Editor →

Live Moments | Flagged Moments (0)

Create Moment | Add Page | Collapse All | From: Previous 30 days

Impressions	State	Schedule	Engagement	Style	Animation	Views	Content	Avg CTR	Primary CTA	Secondary CTA
https://www.godfreyhotelchicago.com										
651 seen	👁️		15.05% 98 hovers	A	Pulse	22 2.23s	Meeting Video Homepage	14.29% 1 clicks	View Meeting Spaces ↳ https://www.godfreyhotelchicago.co...	Book a Meeting ↳ https://www.godfreyhotelchicago....
463 seen	👁️		47.08% 218	📷		215 1.14s	IO Rooftop Vibes	5.44% 8 clicks	Make a Reservation ↳ https://www.exploretock.com/iogodf...	View Menus ↳ https://iogodfrey.com/menus/
915 seen	👁️		11.48% 105	📷		87 0.9s	King ADA Room No Transition 9.9.25	1.67% 1 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago....
1.02k seen	👁️		18.33% 187	📷		168 1.43s	Executive King Room No Transition 9.9.25	2.31% 3 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago....
1.08k seen	👁️		10.92% 118	📷		95 2.01s	Deluxe King Room No Transition 9.9.25	4% 3 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago....
13.33k seen	👁️	06/20/2025	8.39% 1118	📷		630 0.92s	Montage w/ Images	20.21% 58 clicks	View Rooms ↳ https://www.godfreyhotelchicago.co...	Check Availability ↳ https://www.godfreyhotelchicago....
0 seen	👁️		0% 0 hovers	A	Shimmer	0	Luxury Boutique Hotel	0% 0 clicks	Check Availability ↳ https://www.godfreyhotelchicago.co...	View Offers ↳ https://www.godfreyhotelchicago....
2.6k seen	👁️		4.54% 118 hovers	A	Pulse	70 2.04s	Deluxe King Room 6.10.25	25% 3 clicks	Check Availability ↳ https://www.godfreyhotelchicago.co...	Explore Rooms ↳ https://www.godfreyhotelchicago....
1.09k seen	👁️		2.76% 30 hovers	A	Shimmer	30 1.3s	IO Rooftop Vibes	33.33% 3 clicks	Make a Reservation ↳ https://www.exploretock.com/iogodf...	View Menus ↳ https://iogodfrey.com/menus/
0 seen	👁️		0%	A			One Bedroom King Suit	0%	Check Availability	Explore Rooms



Tracking in the Hovr Moments Library

Use the Moments library to *discover insights* and make *real time* updates

Impressions

Impressions show how often guests see your Moments, giving you clarity on visibility and where to optimize for impact.

Impressions	State	Schedule	Engagement	Style	Animation	Views	Content	Avg CTR	Primary CTA	Secondary CTA
Increase Impressions by re-positioning chicago.com Edit Page Info Live <input checked="" type="checkbox"/> 19 Moments Create Moment →										
13.32k seen		06/20/2025	8.39% 1118			630 0.92s	Montage w/ Images	20.21% 58 clicks	View Rooms ↳ https://www.godfreyhotelchicago.co...	Check Availability ↳ https://www.godfreyhotelchicago.co...
1.08k seen			10.92% 118			95 2.01s	Deluxe King Room No Transition 9.9.25	4% 3 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...
1.02k seen			18.33% 187			168 1.43s	Executive King Room No Transition 9.9.25	2.31% 3 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...
915 seen			11.48% 105			87 0.9s	King ADA Room No Transition 9.9.25	1.67% 1 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...
651 seen			15.05% 98 hovers		Pulse	22 2.23s	Meeting Video Homepage	14.29% 1 clicks	View Meeting Spaces ↳ https://www.godfreyhotelchicago.co...	Book a Meeting ↳ https://www.godfreyhotelchicago.co...
463 seen			47.08% 218			215 1.14s	IO Rooftop Vibes	5.44% 8 clicks	Make a Reservation ↳ https://www.exploretock.com/iogodf...	View Menus ↳ https://iogodfrey.com/menus/



Best Practices for Optimizing for Impressions

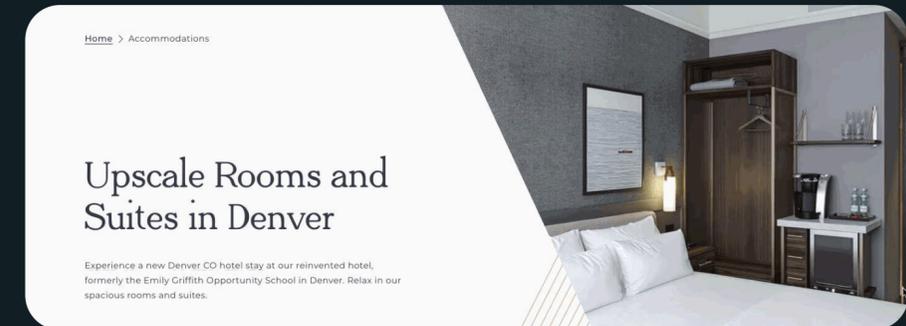
Location on Page

All about where the Moment sits within the guest journey



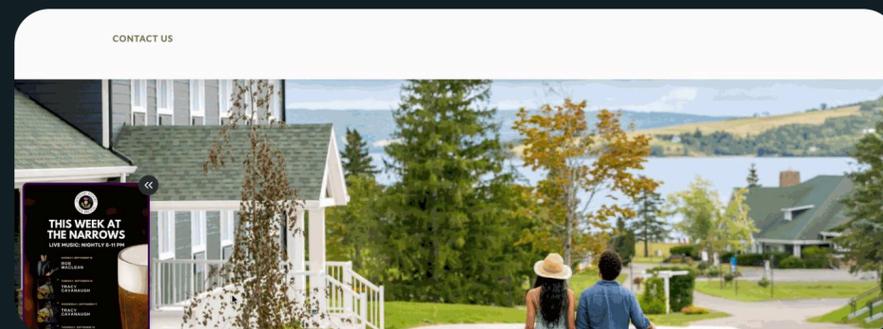
Contextual Alignment

Align Moments with page context to attract attention



Variety & Testing

Avoid "banner blindness" by using a variety of moment types



Client Spotlight

Optimizing for Impressions

Pink Shell Resort

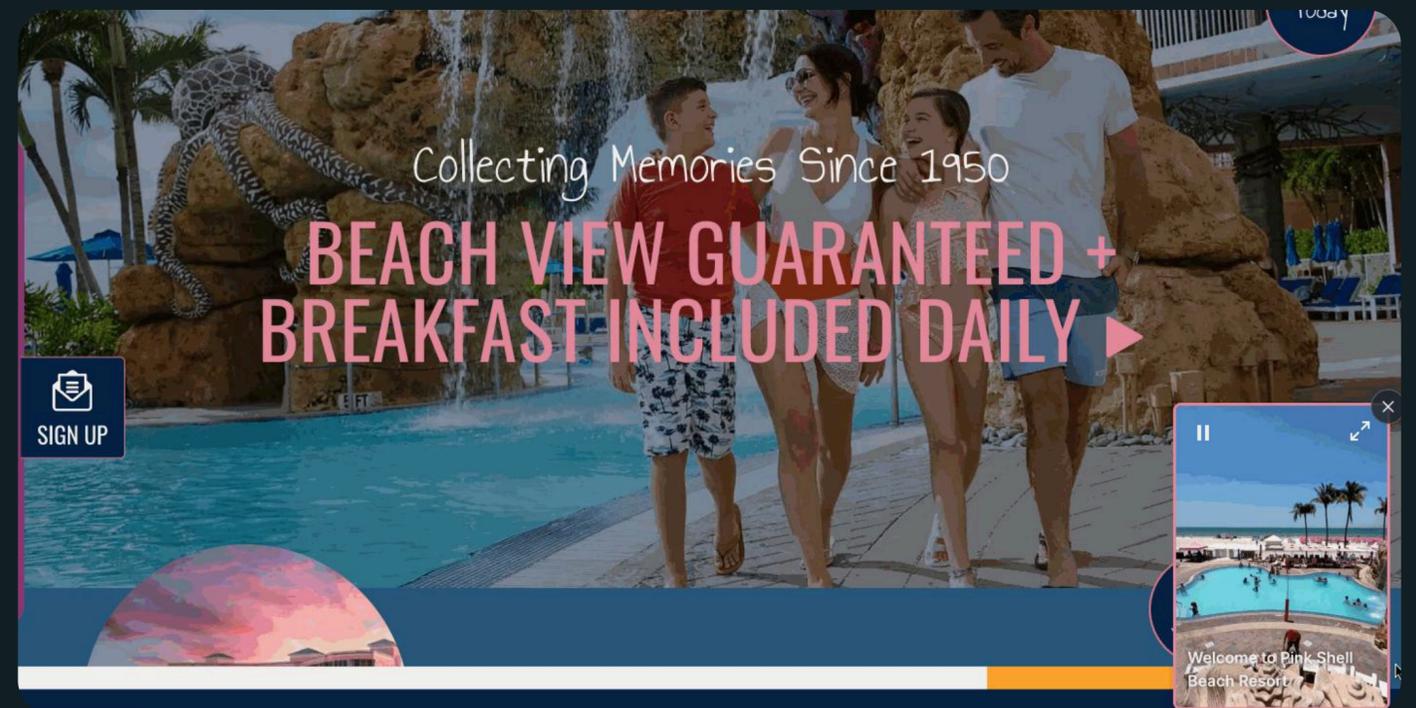
Why it Works

The three moments are positioned within the top third of the homepage, ensuring they are visible to visitors immediately upon landing.

Pin
15.03%
CTR

Highlight
26.62%
CTR

Anchor
38.52%
CTR



Tracking in the Hovr Moments Library

Use the Moments library to *discover insights* and make *real time* updates

Engagement

Engagement is where creativity comes in - optimize colors, animations, and design details across each Moment type to draw attention and inspire interaction.

The screenshot displays the 'Godfrey Hotel Chicago Moments' dashboard. At the top, it shows 'Data Refreshed: 9/22/2025 03:21 PM' and an 'On-Site Editor' link. The main table lists various moments with columns for Impressions, State, Schedule, Engagement, Style, Animation, Views, Content, Avg CTR, Primary CTA, and Secondary CTA. A summary row at the bottom shows 'SUM 21.43k' for impressions, 'AVG 9.54%' for engagement, 'SUM 1.34k' for views, and 'AVG 10.83%' for CTR. Below the main table, there is a section for 'Expired (9)' moments and another section for 'Live' moments, currently showing 14 moments.

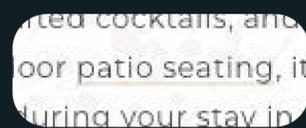
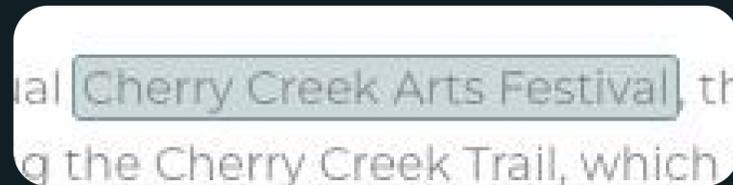
Impressions	State	Schedule	Engagement	Style	Animation	Views	Content	Avg CTR	Primary CTA	Secondary CTA
659 seen	👁️		15.33% 101 hovers	A	Pulse	22 2.23s	Meeting Video Homepage	14.29% 1 clicks	View Meeting Spaces ↳ https://www.godfreyhotelchicago.co...	Book a Meeting ↳ https://www.godfreyhotelchicago.co...
476 seen	👁️		47.27% 225	👁️		221 1.13s	IO Rooftop Vibes	5.19% 8 clicks	Make a Reservation ↳ https://www.exploretock.com/iogodf...	View Menus ↳ https://iogodfrey.com/menus/
948 seen	👁️		11.5% 109	👁️		92 0.86s	King ADA Room No Transition 9.9.25	1.59% 1 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...
1.06k seen	👁️		18.64% 197	👁️		173 1.4s	Executive King Room No Transition 9.9.25	2.14% 3 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...
1.12k seen	👁️		11.07% 124	👁️		97 1.97s	Deluxe King Room No Transition 9.9.25	3.7% 3 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...
91 seen	👁️	09/22/2025	9.89% 9	👁️		4 3.25s	Full Curse of the Nile	0% 0 clicks	Buy Tickets Now ↳ https://www.eventbrite.com/e/lo-go...	Learn More ↳ https://iogodfrey.com/halloween/
0 seen	👁️		0% 0 hovers	A	Shimmer	0	Luxury Boutique Hotel	0% 0 clicks	Check Availability ↳ https://www.godfreyhotelchicago.co...	View Offers ↳ https://www.godfreyhotelchicago.co...
2.6k seen	👁️		4.54% 118 hovers	A	Pulse	70 2.04s	Deluxe King Room 6.10.25	25% 3 clicks	Check Availability ↳ https://www.godfreyhotelchicago.co...	Explore Rooms ↳ https://www.godfreyhotelchicago.co...
1.09k seen	👁️		2.76% 30 hovers	A	Shimmer	30 1.3s	IO Rooftop Vibes	33.33% 3 clicks	Make a Reservation ↳ https://www.exploretock.com/iogodf...	View Menus ↳ https://iogodfrey.com/menus/
0 seen	👁️		0% 0 hovers	A	Pulse	0	One Bedroom King Suite 6.10.25	0% 0 clicks	Check Availability ↳ https://www.godfreyhotelchicago.co...	Explore Rooms ↳ https://www.godfreyhotelchicago.co...
SUM 21.43k			AVG 9.54%			SUM 1.34k		AVG 10.83%		
Expired (9)										
..//i-o-rooftop-lounge										
2.79k seen	👁️		11.01% 307 hovers	A	Pulse	113 2.3s	IO Godfrey Rooftop 8.4.25	24.14% 7 clicks	Make a Reservation ↳ https://www.exploretock.com/iogodf...	View Menus ↳ https://iogodfrey.com/menus/



Best Practices for Optimizing Engagement

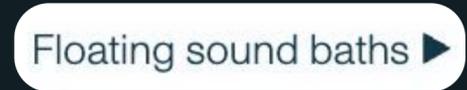
Update Animations

A powerful way to catch your visitor's attention



Leverage Visual Design

Visual design can significantly impact engagement



Incorporate Teasers

Teaser videos or short previews creates curiosity



Best Practices for Optimizing Engagement (Cont)

Size & Placement

Size and placement play a huge role in a moment's engagement

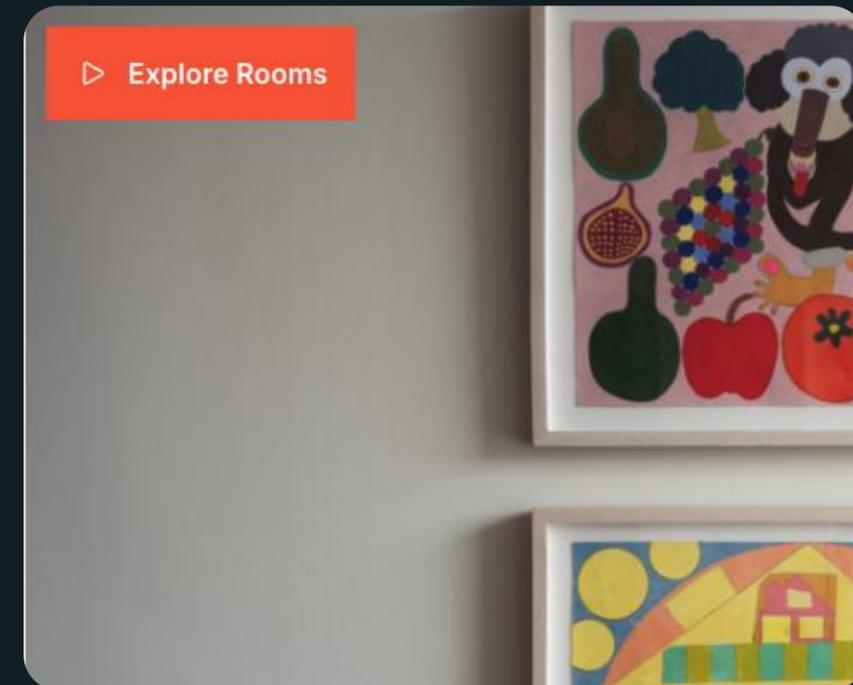


LEARN MORE

VIEW SUITE

Iterate Based on Data

An ongoing process of discovering what resonates



Client Spotlight

Optimizing Engagement

Bahia Hotel Booking Engine

Why it Works

Placing a Moment in the Bahia booking engine engages guests at the final decision point - adding context, building confidence, and guiding them to book.

Bahia Hotel Booking Engine

18.85%

Engagement

3

Influenced
Checkouts

\$1,625

Avg Value

The screenshot displays a hotel booking interface. At the top, it shows search criteria: 1 adult, 0 children; check-in on Tue, Apr 21, 2026; and check-out on Fri, Apr 24, 2026. Below this is a 'Select a Room' section with filters for 'View By: Guestrooms & Suites', 'Sort By: Recommended', and 'Filters'. The main content area features a room photo of a 'Resort View Room' with a king bed, a desk, and a view of the resort grounds. To the right of the photo, there are room selection buttons: 'Resort King' (selected), 'Garden View King', 'Courtside Queens', and 'Resort Q'. Below the buttons, the room details are listed: '1 King bed • Sleeps 2 • 320 sq ft' and 'Resort View 1 King Bed 318 Square Feet'. A 'Room Details' section is also visible. The pricing section shows a 'Member Only Rate' of \$270.00 per night, with a note that it includes resort fees and offers a 10% discount on the Best Flexible Rate. A '+ EARN \$41 CASH REWARDS' button is present. At the bottom right, there is a prominent 'BOOK NOW' button.

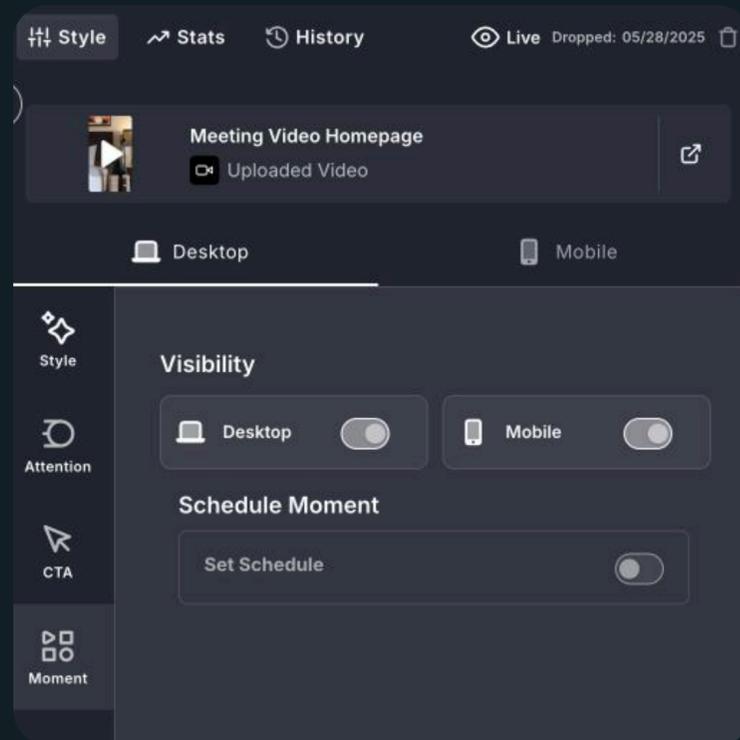


Tracking in the Hovr Moments Library

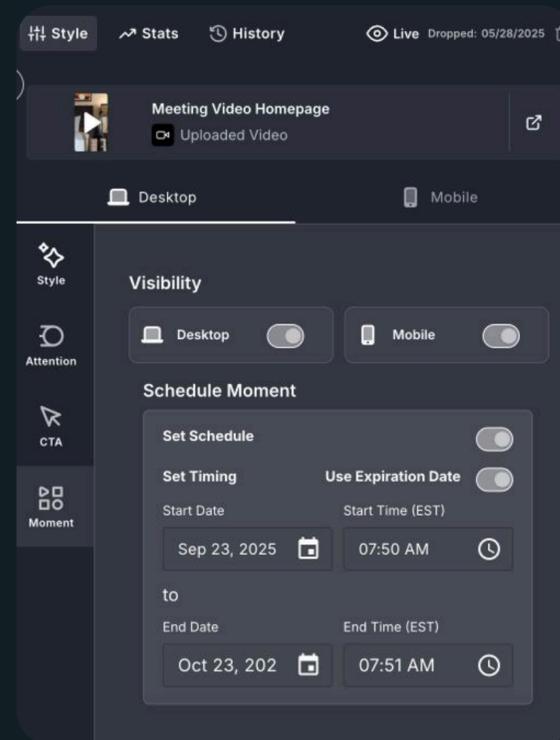
Use the Moments library to *discover insights* and make *real time* updates

Management Panel

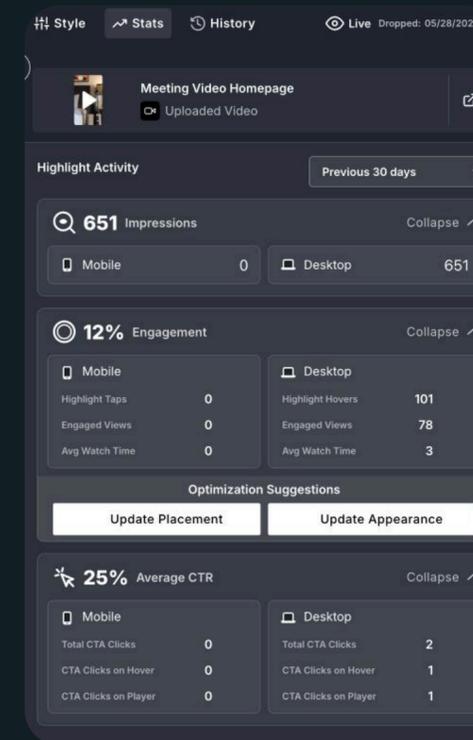
Streamline Moment management, hide, schedule, or expire content, refine styles and CTAs, and unlock deeper analytics with device-level views, custom date ranges, and version history.



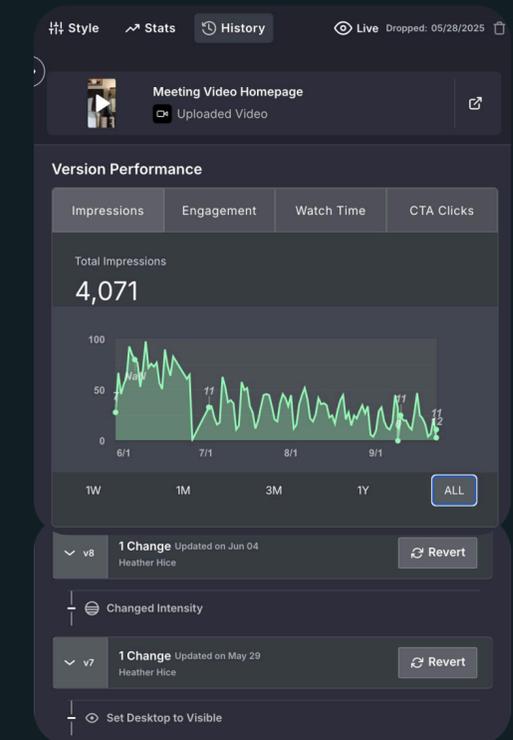
Visibility



Scheduler



Stats



Version History



Tracking in the Hovr Moments Library

Use the Moments library to *discover insights* and make *real time* updates

Content

Create videos that capture attention and drive engagement - keep them short, focus on the most impactful moments, and use a mix of professional and authentic content.

Impressions	State	Schedule	Engagement	Style	Animation	Views	Content	Avg CTR	Primary CTA	Secondary CTA		
https://www.godfreyhotelchicago.com Edit Page Info							Optimize watch time and view counts by using shorter Content with better hooks or images			Live <input checked="" type="checkbox"/>	20 Moments	Create Moment
660 seen			15.45% 102 hovers		Pulse	24 2.25s	Meeting Video Homepage	25% 2 clicks	View Meeting Spaces ↳ https://www.godfreyhotelchicago.co...	Book a Meeting ↳ https://www.godfreyhotelchicago.co...		
477 seen			47.17% 225			221 1.13s	IO Rooftop Trim Content Swap Content	5.19% 8 clicks	Make a Reservation ↳ https://www.exploretock.com/iogodf...	View Menus ↳ https://iogodfrey.com/menus/		
951 seen			11.57% 110			93 0.85s	King ADA Room No Transition 9.9.25	3.13% 2 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...		
1.06k seen			18.66% 198			174 1.39s	Executive King Room No Transition 9.9.25	2.84% 4 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...		
1.12k seen			11.21% 126			101 2.17s	Deluxe King Room No Transition 9.9.25	4.82% 4 clicks	Read More ↳ https://www.godfreyhotelchicago.co...	Book Now ↳ https://www.godfreyhotelchicago.co...		
100 seen		09/22/2025	11% 11			7 4.43s	Full Curse of the Nile	33.33% 1 clicks	Buy Tickets Now ↳ https://www.eventbrite.com/e/io-go...	Learn More ↳ https://iogodfrey.com/halloween/		



Best Practices for Optimizing Content

Short & Impactful

Lead with your most compelling content



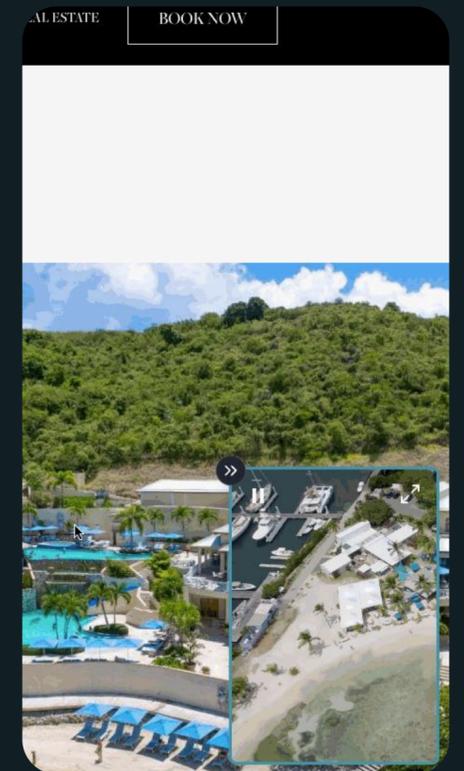
Simplify Content

Remove any distractions like logos or intros



Mix Formats

Combine different video assets to appeal to a wide audience



Client Spotlight

Optimizing Content

La Casa del Zorro

Why it Works

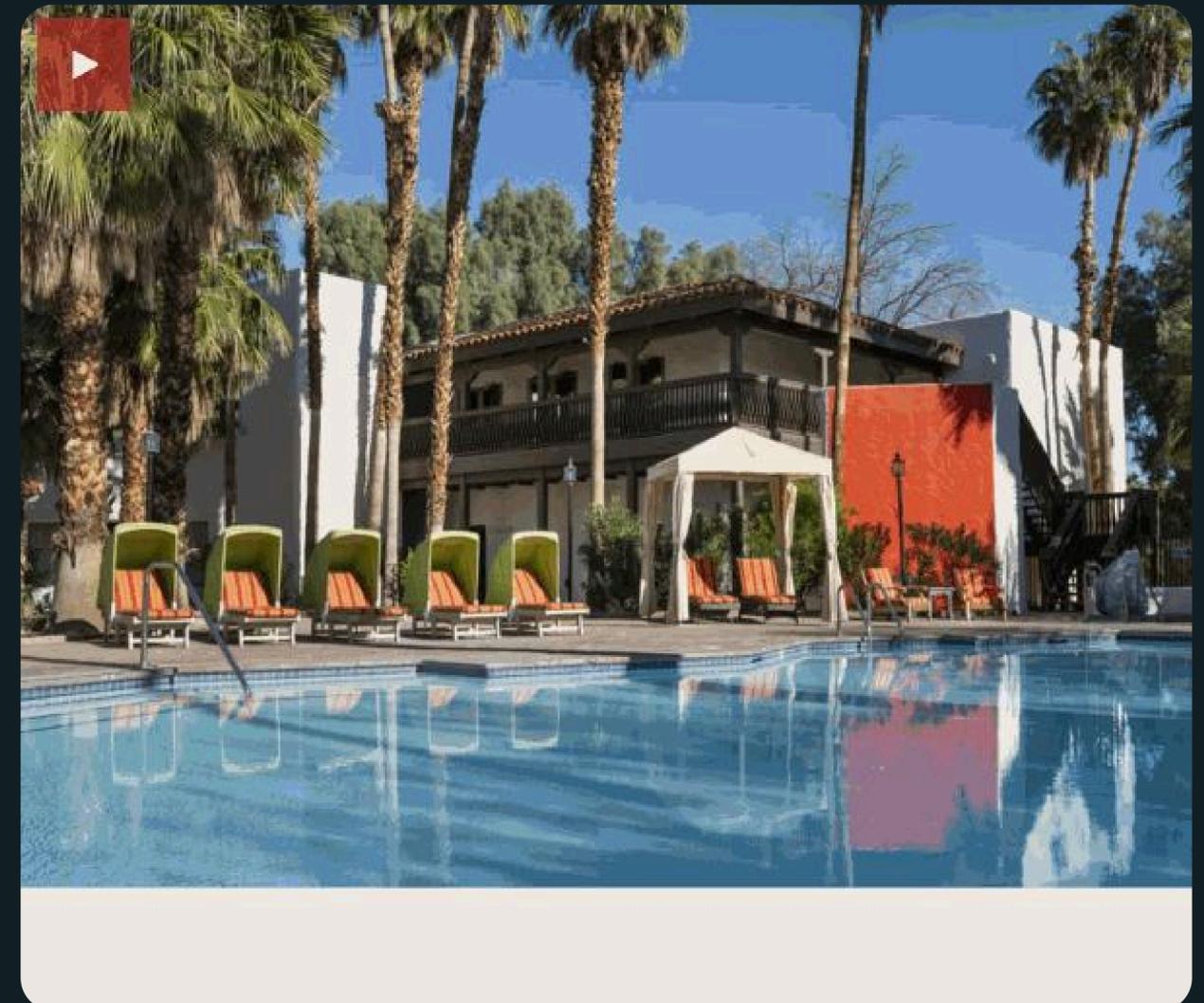
The 'Book Direct & Save' Fill Moment uses bold visuals, overlay text, and strategic placement on the Special Offers page to highlight direct bookings with clarity and urgency.

Special Offers Page

18.69%
Engagement

324
Views

2.11s
Watch Time



Best Practices for Optimizing CTAs

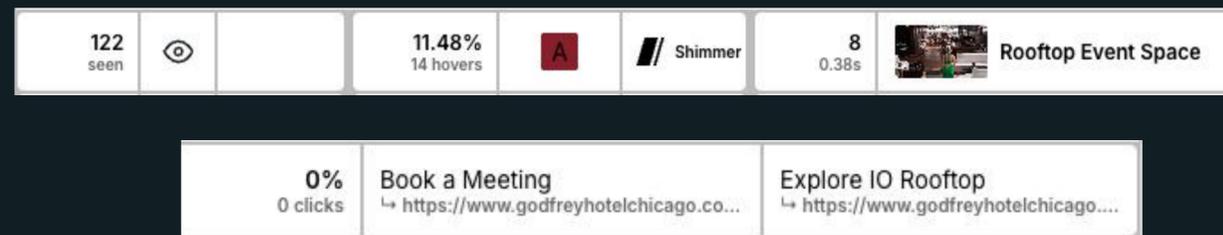
Prioritize Primary CTA

Make your main CTA the most prominent



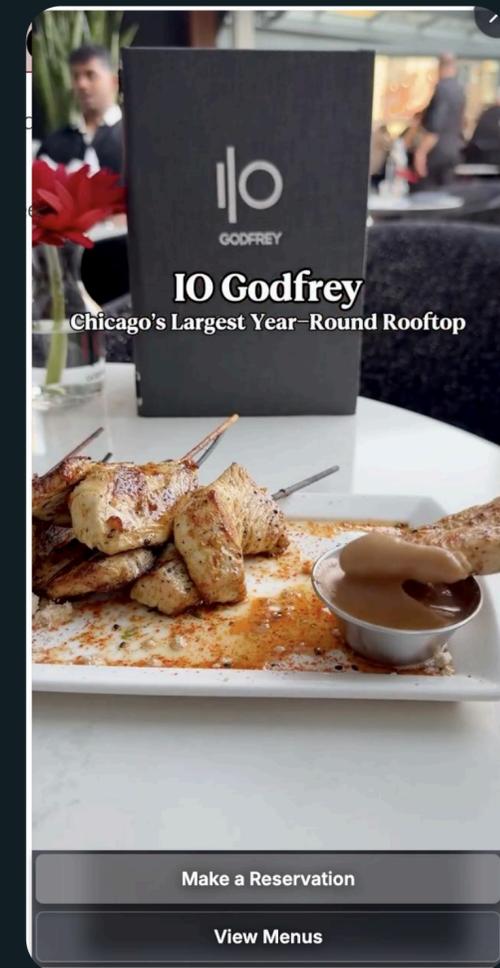
Test, Track Refine

Your CTA strategy should evolve with the data



Personalize Content

Place CTAs where they align with guest intent



Client Spotlight

Optimizing CTAs

LondonHouse

Why it Works

This worked because the client kept the focus on the primary action—‘Book Now.’ By not distracting with options like ‘View Menu,’ the path to conversion was clear and effective.

Summer on the Rooftop Highlight

<i>49,390</i>	<i>12.11%</i>	<i>13.04%</i>
Impressions	Engagement	CTR



Tips to Implement Data Driven Insights Today

- Analyze Your Rollup Numbers
- Save the Analytics View
- Review the Moments Library
- Make Incremental Updates
- Test Variations and Run A/B Tests
- Prioritize High-Impact Opportunities
- Talk to 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.

