

Timing is everything.  
Right now someone  
somewhere is wondering  
what to do next...

### EXPLOREBOARD TOUCHSCREEN CAMPAIGNS



**DIGITAL SIGNAGE:**  
A single **Screen Take-over** ad spot is activated every two minutes when the touch screen is not in an active user session.

**ExploreBoard Banner Ads** rotate in 20 second intervals on the home screen as content is refreshed.

**BUSINESS PROFILES:**  
Profile thumbnails rotate on the home screen and are activated a user session with a visitor's self-selected touch.

### TOUCHLESS EXPLOREBOARD CAMPAIGNS



**DIGITAL SIGNAGE:**  
A single **Screen Take-over** ad spot is activated every two minutes.

**BUSINESS PROFILES:**  
Network profiles appear in a continuous loop. Each receives 30 seconds of screen time during each appearance.

### VisitorFun.com ADDED VALUE



**BUSINESS PROFILES:**  
Regardless of your ExploreBoard network selection, all business profile campaign content is published and easily accessible at visitorfun.com for reference on a visitor's personal device.

#### EXPLOREBOARD DIGITAL SIGNAGE:

Screen Take-Over Ad (Appearances & Touches)  
ExploreBoard Banner Ad (Appearances & Touches)

#### BUSINESS PROFILES:

Profile Thumbnail Image  
5-10 Profile Photos (Appearances & Touches)  
Profile Video (Appearances & Touches)  
Physical Street Address  
Map & Directions (Business)  
Map & Directions (Event)  
Contact Phone Number  
Booking Phone Number  
Booking Message  
"Why You Should Go" Copy  
Days and Hours of Operation, Cost, Payment Options,  
Discounts Offered, Access, Parking, On-Site Amenities  
Up to 3 Special Offers  
Up to 3 Insider Info Tips  
Up to 3 PDF Documents  
VisitorFun Events: (Event Name, Date, Start/End Time,  
(1) Event Photo, Location, Booking Info, and  
Event Description)

VisitorFun.com website  
Touchless ExploreBoards  
ExploreBoard Touchscreens  
Activity Reporting

	VisitorFun.com website	Touchless ExploreBoards	ExploreBoard Touchscreens	Activity Reporting
Screen Take-Over Ad (Appearances & Touches)	✓	✓	● ●	● ●
ExploreBoard Banner Ad (Appearances & Touches)		✓	● ●	● ●
Profile Thumbnail Image	✓	✓	✓	●
5-10 Profile Photos (Appearances & Touches)	✓	✓	✓	● ●
Profile Video (Appearances & Touches)	✓	✓	✓	● ●
Physical Street Address	✓	✓	✓	●
Map & Directions (Business)	✓	✓	✓	●
Map & Directions (Event)	✓	✓	✓	●
Contact Phone Number	✓	✓	✓	●
Booking Phone Number	✓	✓	✓	●
Booking Message	✓	✓	✓	●
"Why You Should Go" Copy	✓	✓	✓	●
Days and Hours of Operation, Cost, Payment Options, Discounts Offered, Access, Parking, On-Site Amenities	✓	✓	✓	●
Up to 3 Special Offers	✓	✓	✓	●
Up to 3 Insider Info Tips	✓	✓	✓	●
Up to 3 PDF Documents	✓	✓	✓	●
VisitorFun Events: (Event Name, Date, Start/End Time, (1) Event Photo, Location, Booking Info, and Event Description)	✓	✓	✓	●

#### EACH JOURNEY BEGINS WITH A MOMENT OF DISCOVERY...

Create a moment of discovery through a digital signage or profile campaign. A visitor becomes aware of the unique experience you offer at the same time they are open to suggestions on activities for their vacation itinerary.

Your potential customer can easily consider your experience when your profile answers many important questions relevant to their itinerary planning. Capturing their interest, high-intent signals including requests for directions and booking details continue their path to a moment of commitment.

## MOMENT OF DISCOVERY

#### APPEARANCES

Recorded when ad or profile appears on screen in the network's content rotation loop.

#### PROFILE ENGAGEMENTS | OPENS:

Recorded number of user self-selections to your ad or profile on visitorfun.com or on an ExploreBoard touchscreen triggering your business profile to open in full-view.

#### BUSINESS DETAILS | INTERACTIONS:

Providing this additional profile content keeps the user engaged. Addressing questions and concerns now can eliminate additional searches where competitors may take their attention, or the user bounces from your website when this information is found across multiple landing pages.

#### NEXT STEPS | ACTIONS:

Understanding the visitor is using an in-market ExploreBoard and requesting specific details related to directions, booking and anything related to saving or sending your business info to their phone or e-mail are tracked as high intent signals.

## MOMENT OF COMMITMENT