

Find your Next Adventure



**WORK WITH US:
SALES INQUIRIES:**
sales@visitorfun.com

CONTENT SUBMISSIONS:
editor@visitorfun.com

EXPLOREBOARD TECH SUPPORT:
ebsupport@visitorfun.com

1-888-303-0615
ctmmediagroup
visitorfun.com

ACCESS TO USER DATA:

ExploreBoards are shared devices installed at public locations. Users are not required to provide e-mail addresses or phone numbers to access content. We don't collect personal demographic data on individual ExploreBoard users through cookies, cameras or other tracking methods. Please refer to our full privacy policy at visitorfun.com.

TRACKING ONLINE CONVERSIONS FROM EXPLOREBOARDS:

We put you on a visitor's radar during the moments when they are making plans for vacation activities. Knowing your business name typically triggers searches to your website from their personal devices.

ExploreBoards are not Internet browsers and don't navigate to third-party websites during user sessions. Some users do opt to send profiles to themselves by e-mail or SMS. (Your website and booking URLs are promoted at visitorfun.com.)

Research shows that users visit multiple websites before making a purchase decision. Even when someone is especially interested in *your* business, a visit to a third-party review or discounted ticketing site as part of their additional research is common.

CAMPAIGN APPEARANCES:

Campaign activity varies depending on the following: 1.) Number of ad campaigns running on the same networks 2.) Times the boards are in heavy use 3.) Number of active screens within a network. Monthly activity reporting is provided for campaigns across both touchless and touch-activated screens

SINGLE SCREEN CAMPAIGNS:

Campaigns are sold by network, not by individual screen. Rest assured that your content targets in-market visitors who may be planning a visit to your part of town, even if their lodging accommodations aren't located within a few blocks of your business.

A very popular user feature is the "Around Here" filter. Users plan itineraries based on geographic proximity, so be sure your profile details how you are worth the trip.

BUSINESSES WITH MULTIPLE LOCATIONS:

Mapping and directions are some of the most popular ExploreBoard features. Visitors explore what is "around here" based on their current coordinates or activities in close proximity to another profile under consideration.

For these reasons, we limit one physical address (recognized by Google) per profile. Additional locations can be promoted in your profile copy, inside up to three PDF documents, or by purchasing individual profiles for each location.

MEMBERSHIP-BASED ORGANIZATIONS:

We work with Chambers of Commerce, DMOs, and CVBs across North America. Many run visually stunning banner ad and screen-takeover campaigns with videos to promote their destination.

Consider launching your own white label ExploreBoard network through a VisitorFun license program. We offer a turnkey solution to generate additional membership revenue on our proven platform.

SUBMISSION OF COPY AND MEDIA FILES:

All submissions are reviewed and published by our staff to ensure company editorial standards and practices are met. CTM works with thousands of clients, and profile content across *all* ExploreBoard networks is also published on visitorfun.com.

Minor edits for content, clarity, grammar, and an active and consistent voice are common.

If you have more to share than our CMS (Content Management System) allows, take advantage of your profile's three PDF document option to include your own marketing materials.

We are happy to write your content once we know a little bit more about your business. Schedule a screen share call with a VisitorFun Content Coordinator at editor@visitorfun.com to discuss options for content collection that work best for you

FAQS | FREQUENTLY ASKED QUESTIONS

UPDATING YOUR CONTENT:

We love fresh content! Do you have a new video, seasonal photos or updated safety protocols, exhibit information, etc.? Most submissions are turned around within one business day of receipt.

Photos and video showing the fun your business offers must be yours to use (i.e. free of copyrights) and may be submitted by e-mail, FTP or your preferred file sharing service.

EVENT CALENDAR:

Adding events to your profile creates additional urgency and excitement. ExploreBoard touchscreen home screens and visitorfun.com destination pages highlight upcoming events in a calendar feed format for extra exposure.

All events require a start and end time to be published. Events can be scheduled out up to a year in advance as long as your paid campaign is active. Submissions must be exclusive to your own business and should be relevant to someone who is already on their vacation.

HOSTING YOUR OWN EXPLOREBOARD:

CTM Media Group is always seeking high-traffic visitor locations to promote local tourism businesses. Reliable Internet access, power sources and our ability to provide service and support to your location will be considered. Contact your closest CTM office to see if you qualify.

MAXIMIZING YOUR DOOH MARKETING INVESTMENT:

Your first impression should elicit an emotion related to the experience you offer. Most ExploreBoard users will have never heard of your business, so your thumbnail image should generate interest and spark their imagination. Thumbnail photos of buildings or logos, and profiles with a few sentences of copy often under-perform.

The more content you provide, the more touch points you activate! Include a video, events, fun facts, insider info, special offers, etc. Content Coordinators provide plenty of great ideas, just ask! Consider adding a banner ad or screen take-over to your campaign to stand out even more.