OUTSNAPPED

The Always-On Photo Experience Playbook

How to Turn Your Venue Into a Destination, Build Your List, and Prove ROI — Every Single Day You're Open

117,128 sessions. 2 years. One permanent installation.

Every day your venue is open without a photo experience is a day of foot traffic, content, and contacts you can't get back. Most venues overthink this. Here's the part that actually matters.

1 WHO THIS PLAYBOOK IS FOR

You're a marketing manager, a guest experience director, or someone who just got handed the question: "How do we get more people through the door and actually prove it's working?"

You've probably seen a photo booth at an event. You thought it was fun. You're here because you suspect there's a version of this that does a lot more than entertain people for four hours on a Saturday night.

You're right. And this playbook is going to show you exactly how to make the case internally, design it correctly, and measure it in a way that gets budget approved, and renewed.

This is not a sales brochure. It's the framework we use with our own venue partners, condensed into something you can read in ten minutes and bring to your next planning meeting.

Let's get into it.

2 THE PROBLEM WORTH SOLVING

Why Venues Are Losing the Attention War — And What Actually Fixes It

Your guests walk in with a supercomputer in their pocket and a social feed full of the most compelling experiences the world has ever produced. They're not impressed easily. They don't share things just because they exist. And they absolutely do not come back unless you give them a reason.

The venues winning right now have figured out something that sounds simple but takes real intention to execute: they've made themselves worth photographing.

Not just pretty. Not just well-designed. Worth stopping for, pulling your phone out for, and telling other people about.

An always-on photo experience is how you build that into your venue's infrastructure — not as a one-time event, not as a seasonal gimmick, but as a permanent asset that works every single day you're open.

Here's what's actually at stake:

- **The foot traffic problem.**

Getting people through the door is harder and more expensive than it has ever been. Paid media costs are up. Organic reach is down. Word-of-mouth — real, peer-to-peer, "you have to go here" word-of-mouth — is the most valuable marketing channel you have and the hardest one to manufacture. A photo experience that guests genuinely love and share is one of the only reliable ways to generate it consistently.

- **The content problem.**

Your marketing team needs a constant stream of fresh, authentic, brand-aligned social content. Producing it professionally is expensive. Hoping guests create it organically is unreliable. A well-designed photo activation solves both problems at once, every session produces branded content your guests are motivated to share.

• **The data problem.**

You need contacts. Not purchased lists. Not passive sign-up forms. Warm, qualified, high-intent contacts from people who just had a great experience at your venue and are happy to hear from you again. The photo exchange, a beautiful branded image in return for an email or phone number, is the highest-converting list-building tool most venues aren't using.

Solve all three, with one installation, running every day. That's the case.

3 WHAT YOU'RE ACTUALLY PROPOSING

A Clear Definition to Bring Into Your Internal Conversations

When you bring this to leadership, you need a crisp definition. Here it is:

An always-on photo experience is a permanent or long-term, branded, self-serve photo installation that is built into your venue as part of the guest journey, designed to drive foot traffic, generate user content, capture guest contacts, and support loyalty enrollment every day the venue is open.

It is not:

• A photo booth rental
• An event activation
• A seasonal display
• A nice-to-have guest amenity

It is:

• A marketing asset with measurable daily output
• A lead generation tool connected to your CRM
• A content machine that runs without a production budget
• A foot traffic driver that compounds value over time

The distinction matters when you're making the budget case. A rental is an expense. This is an investment with a return you can measure, optimize, and report on.

4 THE NUMBERS THAT MAKE THE CASE

Real Results From Real Installations

You don't need to walk into a budget conversation with projections. You can walk in with proof.

Mohegan Sun — 2-Year Permanent Installation

Over two years, a single always-on Outsnapped activation at Mohegan Sun generated:

- 117,128 sessions
- 148,154 total views
- 206,843 detected happy faces — meaning the booth consistently drew groups, not just solo visitors

That's not event traffic. That's what happens when a photo experience becomes part of the rhythm of a venue — something guests seek out, return to, and bring other people to.

Dell — Recurring Corporate Activation

- 2,900+ detected faces
- 5,300+ uploaded photos

Content that lived on long after the activation itself ended — circulating in feeds, inboxes, and internal communications for weeks.

Citizens Bank — 4-Day Expo

- 355 photo sessions
- 290 photos and 65 GIFs produced
- Nearly every person who stepped near the booth stepped into it

Four days. One activation. Hundreds of warm contacts and a content library built without a single production shoot.

5 THE MATH YOUR LEADERSHIP TEAM WILL ASK FOR

You don't need exact numbers to make this work. You need a framework. Here's one you can adapt:

Input	Conservative Estimate	What It Generates
Daily sessions	30–50 per day	10,000–18,000 sessions per year
Opt-in rate	60%	6,000–11,000 new contacts per year
Social share rate	30%	3,000–5,400 branded posts per year
Average post reach	200 followers	600,000–1,000,000+ organic impressions per year
Repeat visit lift	10% of contacts return	Hundreds of incremental visits directly attributable to the activation

**Adjust the numbers for your venue's actual traffic. The structure of the return stays the same.*

6 THE FOUR THINGS THAT MAKE OR BREAK AN INSTALLATION

What We've Learned From Thousands of Sessions Across Every Venue Type

Most installations that underperform don't fail because the concept is wrong. They fail because one of four things was missing from the start.

1. Placement

The single most important decision you'll make. An always-on activation only works when it intercepts natural guest movement — where people already slow down, pause, or transition. A great installation in a low-traffic corner will be ignored. A modest installation in the right spot will outperform it ten times over.

Where to look in your venue: main entry corridors, atrium centers, pre-show or post-experience transition zones, areas adjacent to your highest-traffic amenity.

Rule of thumb: if guests don't naturally pass within fifteen feet of it, move it.

2. Design

Guests have to want to stand in front of it. That means custom fabrication, intentional lighting, and a branded overlay that makes every photo look good. The overlay matters beyond aesthetics — it carries your brand identity into every feed, group chat, and travel forum where that photo lands. That's free media. Invest in making it beautiful.

3. Speed

Discovery to delivery in under 90 seconds. If it takes longer, completion rates drop sharply. The interface should require zero explanation. One action at a time. Frictionless opt-in. Immediate delivery. Sharing prompt while the feeling is still fresh.

4. Freshness

A static installation is a novelty. A dynamic one is a habit. Plan a minimum of four creative refreshes per year — seasonal themes, campaign overlays, holiday experiences, partner integrations. Repeat visitors need a reason to stop again. Give it to them.

7 THE DATA CAPTURE FRAMEWORK

How to Turn Every Session Into a Marketing Asset

The photo experience generates the moment. The data capture turns that moment into a long-term relationship. Here's how to set it up correctly from day one.

The Value Exchange

Guests receive their photo via email or SMS — but only after entering their contact details. This is the exchange. It works because the motivation is genuine: they want the photo. Opt-in rates for this type of capture consistently outperform popups, checkout prompts, and passive sign-up forms.

What to Capture

- Email address (minimum)
- Phone number (optional, higher value)
- Loyalty membership ID (if applicable)
- Marketing consent (clearly presented, easy to decline while still receiving the photo)

How to Connect It

The contact should flow directly into your existing CRM or email platform in real time — not into a spreadsheet you export once a month. Every session should be a live data point, not a batch update.

The Loyalty Integration

If you have a loyalty program, this is where the activation earns its most measurable ROI. Connect membership scan to premium experience access. Track session frequency per member. Use that behavioral data to inform re-engagement campaigns. Guests who interact with the activation on multiple visits are your highest-value audience — treat them accordingly.

8 THE OPERATIONAL CHECKLIST

What Needs to Be True Before You Launch — and After

Before Launch

- [ ] Placement confirmed through traffic flow analysis, not assumption
- [ ] Brand design brief completed (colors, logo, aesthetic direction)
- [ ] CRM or email platform integration tested and confirmed
- [ ] Loyalty program connection mapped (if applicable)
- [ ] Internal owner assigned — one person, clearly accountable
- [ ] Content refresh calendar planned for first 12 months
- [ ] Guest consent and privacy compliance reviewed
- [ ] Staff briefed on what the activation is and how to direct guests to it
- [ ] KPIs defined and reporting cadence set before launch, not after

Weekly

- [ ] Review usage session numbers against foot traffic
- [ ] Confirm email and SMS delivery is functioning correctly
- [ ] Check opt-in rate — flag anything below 50%
- [ ] Physical inspection: screen, lens, backdrop, lighting

Monthly

- [ ] Pull core KPI dashboard (sessions, opt-ins, shares, loyalty enrollments)
- [ ] Assess creative freshness — is it still compelling or starting to feel stale?
- [ ] Review CRM data quality — are contacts flowing correctly?
- [ ] Identify one underperforming metric and make one change to address it

Quarterly

- [ ] Full performance review against original goals
- [ ] Placement reassessment — is the current location still optimal?
- [ ] Major creative refresh or campaign update
- [ ] Repeat engagement rate review — are guests coming back?

9 THE INTERNAL APPROVAL FRAMEWORK

How to Get This Approved Without Fighting for Every Dollar

The budget conversation goes better when you frame this correctly from the start. Here's the framing that works:

• Lead with the problem, not the solution. Don't open with "we want to install a photo experience."

• Open with "we have a foot traffic problem, a content problem, and a data problem — and I want to show you one investment that addresses all three."

• Anchor to existing budget lines. This activation replaces or supplements: content production budget, list-building spend, experiential marketing budget, and loyalty acquisition cost. Frame it as a reallocation and consolidation, not a new expense.

• Use the numbers from Section 3. Adapt the conservative estimates to your venue's actual traffic. Present a range, not a guarantee. Leadership respects honesty more than optimistic projections.

• Present the compounding case. Month one looks modest. Month twelve looks very different. Show the trajectory, not just the starting point. An always-on activation appreciates over time — the list grows, the content library grows, the data gets richer.

That's the investment case.

Address the dealbreakers before they're raised. Leadership will ask about maintenance, downtime, data ownership, and ongoing costs. Get ahead of those questions. The answers are good — use them.

Likely Objection	How to Address It
"What happens when it breaks?"	Remote monitoring, proactive maintenance, and a clear SLA mean downtime is minimal and response is fast
"Who manages this internally?"	One assigned owner, supported by the vendor — not a second job for your whole team
"How long until we see ROI?"	The data starts on day one. Meaningful trends are visible within 60–90 days
"What if guests don't use it?"	Placement strategy and design are the primary drivers of usage — both are addressed before launch
"Is our guest data safe?"	The venue owns the data. Consent is built into the flow. Full GDPR and CCPA compliance is standard

10 IS YOUR VENUE READY?

A Honest Self-Assessment Before You Move Forward

Answer these honestly. They're not requirements — they're a conversation starter.

Question	If Yes	If Not Yet
Do you have consistent daily foot traffic?	Strong foundation for high session volume	A rotating seasonal activation may be the right starting point
Do guests have meaningful dwell time?	The activation will be discovered naturally	Placement strategy becomes even more critical
Is there a visually compelling spot in your space?	You have a natural home for the installation	A site assessment will find one — they're almost always there
Do you have a CRM or loyalty platform to connect to?	The activation feeds directly into existing infrastructure	The activation can become the enrollment gateway itself
Do you have someone who can own this operationally?	You're set up to maintain the experience properly	Budget for dedicated ownership before launch, not after
Is leadership open to measuring experiential ROI?	The reporting framework will land well	Lead with the problem framing from Section 7

Four or more yes answers: You're ready. The next step is a site assessment and a conversation about goals.

Two or three yes answers: You're close. A few structural things need to be in place first — and we can help you identify which ones matter most for your specific venue.

One or fewer yes answers: An always-on installation may not be the right first step. A high-frequency rotating activation could build the internal case over time.

11 YOUR NEXT STEP

You've got the framework. You've got the numbers. You've got the checklist and the objection responses.

What you need now is a conversation with someone who has actually done this — across casino floors, museum atriums, mall corridors, hotel lobbies, arenas, and everywhere in between — and can look at your specific space and tell you honestly what's possible.

That's what we do at Outsnapped.

We're based in Brooklyn. We've been building photo experiences for over fifteen years. We've worked with some of the biggest names in entertainment, hospitality, retail, and culture. We take this seriously, we're good at it, and we genuinely love it.

Book a free 20-minute strategy call with our team. No pressure. No pitch deck. Just a real conversation about your venue, your goals, and whether this is the right fit.

Book Your Free Strategy Call

Not ready for a call yet?

Request a Custom Proposal

We'll put together a tailored recommendation for your space based on your venue type, traffic, and goals.