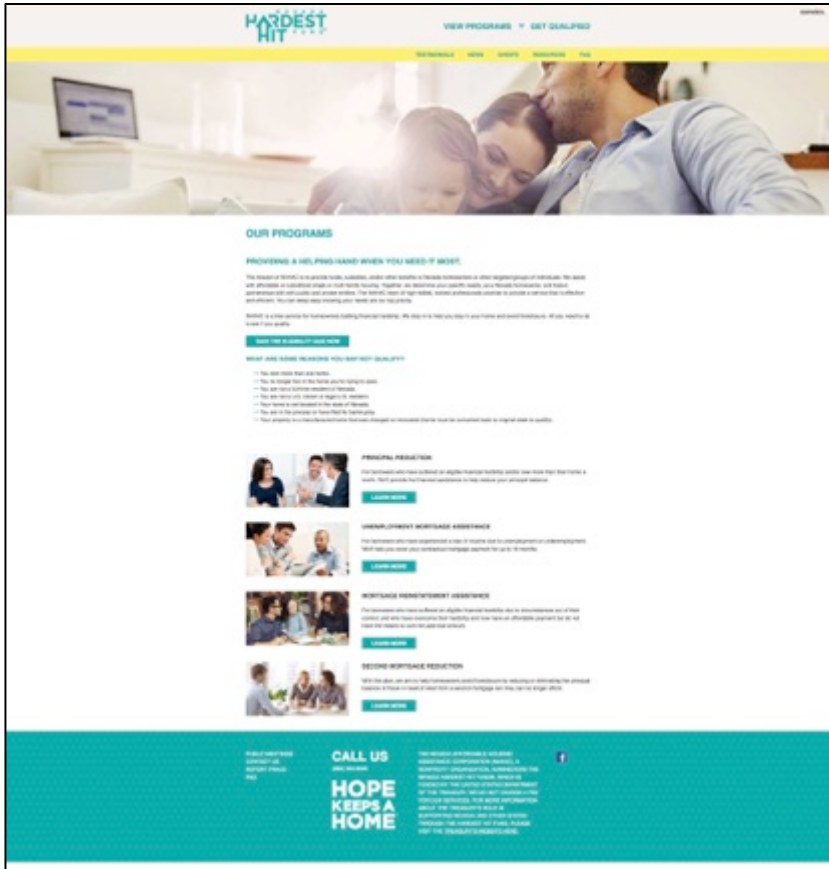


NAHAC DIGITAL RESULTS

DECEMBER 7, 2017

NEVADA
HARDEST
HIT FUND®

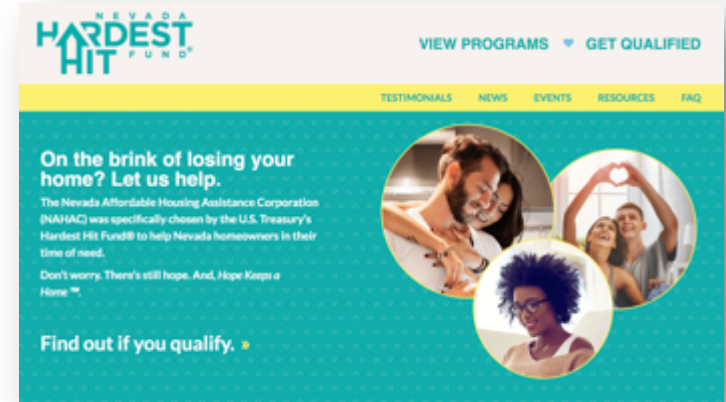
BRAIN
TRUST



DIGITAL MARKETING INITIATIVES

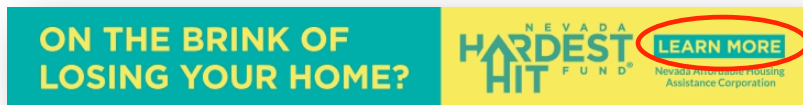
Goal: Generate Qualified Leads for NAHAC Services

- **June 2017** New Website Launched
- **July 2017** Digital Marketing Launched
 - ✓ Online Quiz
 - ✓ Pay-Per-Click
 - ✓ Digital Display
 - ✓ Native Advertising
 - ✓ Social Media (Nov.)

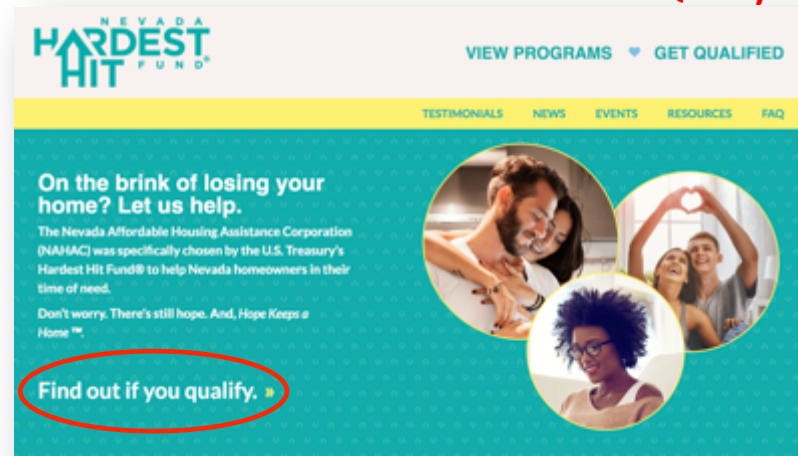


WEB BROWSER FLOW

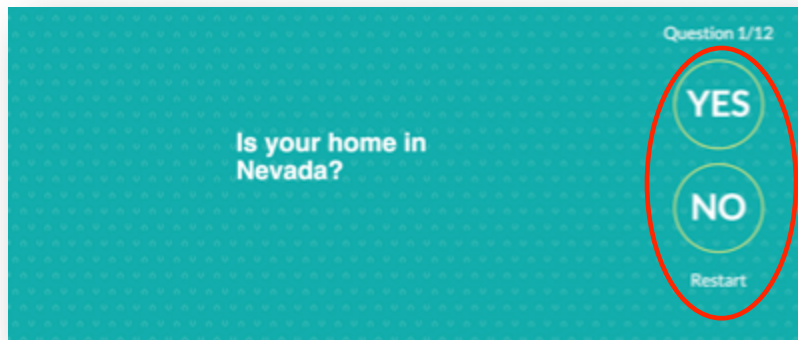
Web Browser Sees and Clicks Ad



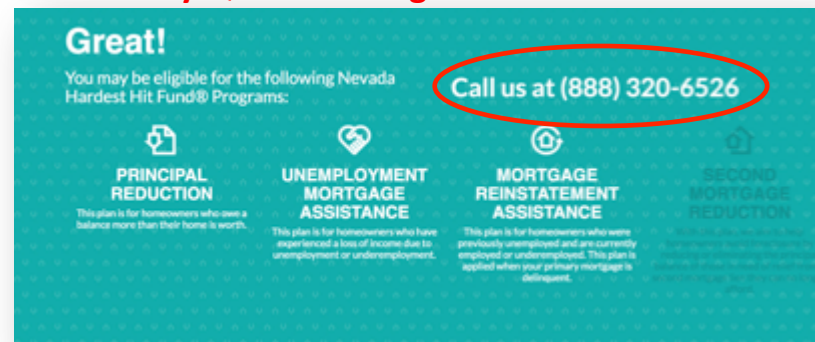
User Lands on Website and Clicks to Qualify



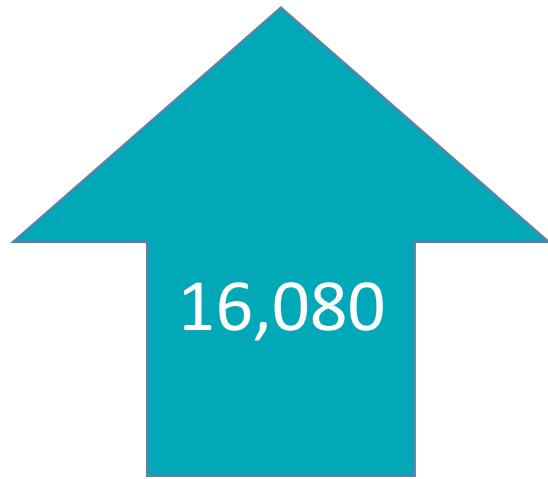
Answers 12 Simple Questions



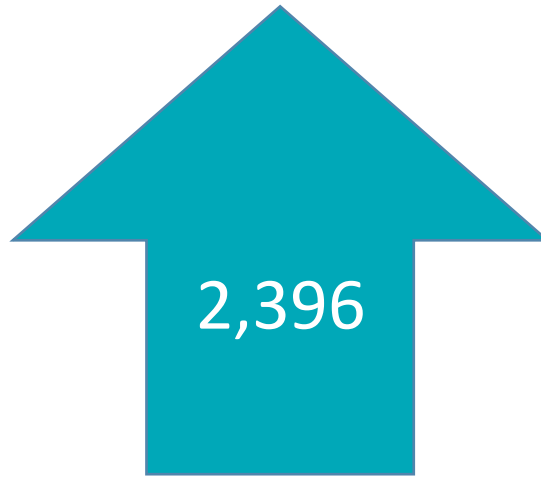
Likely Qualified Programs and Call to Action



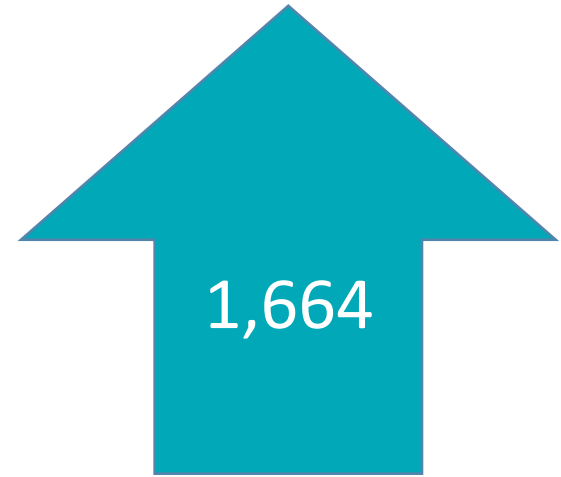
TOP-LINE ONLINE RESULTS (JUNE - NOV)



WEB VISITS



QUIZZES TAKEN



QUALIFIED CANDIDATES
149 PROGRAMS VS 60

DIGITAL MARKETING RESULTS

Conversions: Completed Quizzes

- **394% Lift in Conversions After Digital Media Launch**
 - **Website Launch – June 2017**
 - ✓ 98 Quizzes Completed
 - ✓ 54 Qualified Completions
 - ✓ Qualified Rate: 55%
 - **Digital Marketing Launch - July 2017**
 - ✓ 485 Quizzes Completed
 - ✓ 329 Qualified Completions
 - ✓ Qualified Rate: 68%
- **TOTAL CONVERSIONS SINCE LAUNCH: 2,441**
 - Completed Quizzes: 2,396
 - Form Submissions: 45




PPC RESULT (THUS FAR)

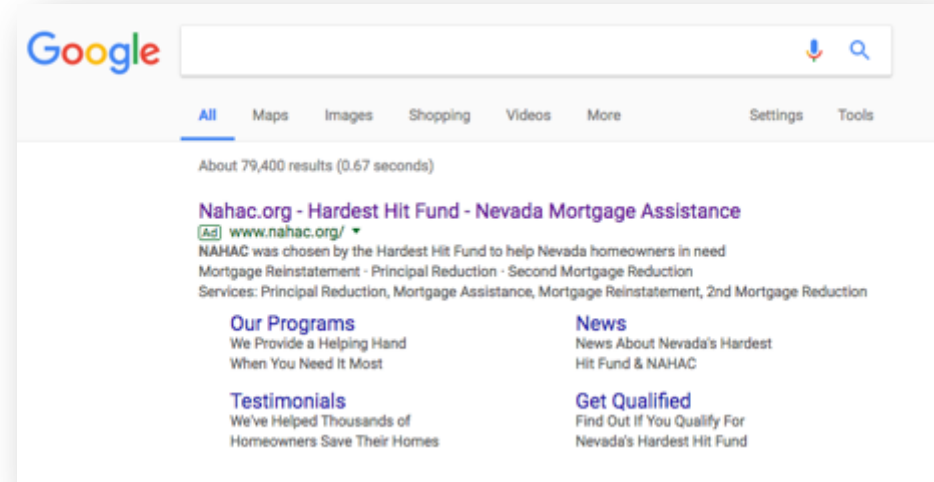
■ PAY-PER-CLICK (ADWORDS/SEM)

✓ Impressions: 21,173

✓ Clicks: 1,552

✓ CTR: 7.33% 

Industry Standard: 2.03%




DISPLAY (THUS FAR)

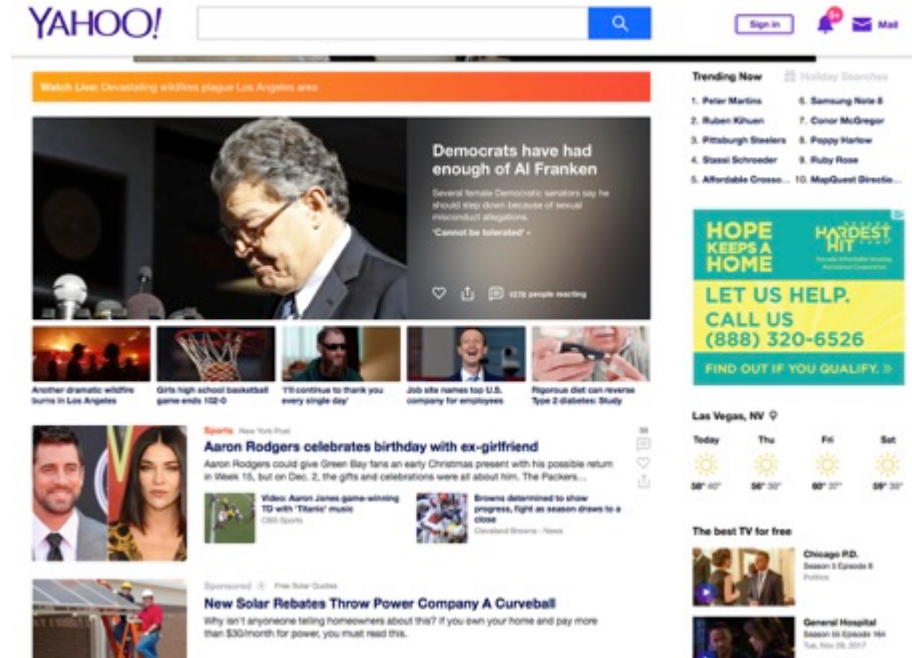
■ DIGITAL DISPLAY

✓ Impressions: 438,765

✓ Clicks: 773

✓ CTR: .18% 

Industry Standard: .05%




NATIVE (THUS FAR)

■ NATIVE ADVERTISING

✓ Impressions: 738,786

✓ Clicks: 1,427

✓ Conversions: .19% 

Industry Standard: .15%



How to answer: "How would your friends describe you?"

Think quick! Do you think you can answer this loaded question during a job interview?

[f Share](#) [T Tweet](#) [G+ Share](#)



Sponsored by NAHAC

Hope Keeps A Home in Nevada

NV homeowners have been impacted by economic downturn. NAHAC is a free service for homeowners and we are here to help.



Fall in Love Again with your Job this Fall

In honour of the impending season change, now is a great time to change your attitude and fall for your job once more. Here are some tips you can use to brighten your 9-to-5.

[f Share](#) [T Tweet](#) [G+ Share](#)

•••• SOCIAL MEDIA (THUS FAR)

▪ BT MANAGEMENT - NOV. 2017

• Twitter

- ✓ # of Tweets Increased 650%
- ✓ Tweet Impressions up 6,653%
- ✓ Profile Visits up 227%

• Facebook

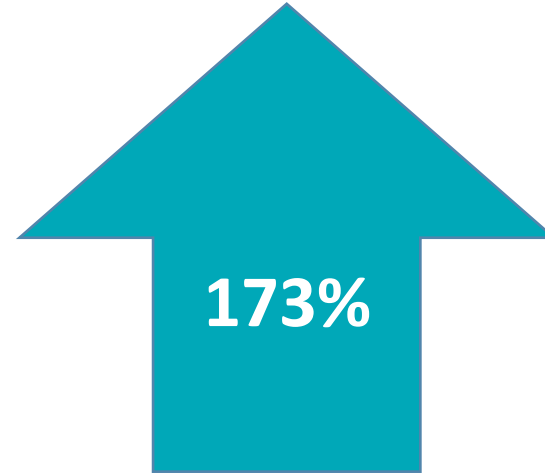
- ✓ Daily Engaged Users Up 290%
- ✓ Daily Reach Increased 372%
- ✓ Daily Impressions Increased 447%



TOP-LINE FINANCIAL RESULTS (JUNE - NOV)

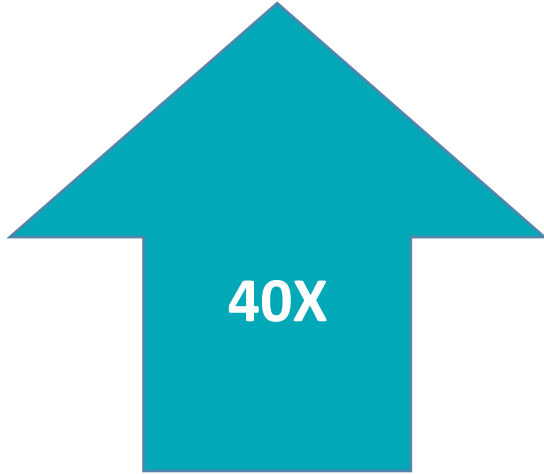


\$ DISTRIBUTED



YOY INCREASE
\$2.36 million

TOP-LINE AD RESULTS



RETURN ON AD SPEND



TOTAL SPEND: \$100,000

PROMOTIONS IN 2018

- ✓ **IN-HOUSE CALL CENTER**
- ✓ **DOWN PAYMENT ASSISTANCE PROGRAM**
- ✓ **NEW COLLATERAL (POST CARD AND BROCHURE)**
- ✓ **TESTIMONIAL TV/ONLINE COMMERICAL**
- ✓ **TRADITIONAL MEDIA SPEND (FROM REMANING BUDGET)**
- ✓ **EVENT SUPPORT AND PROMOTION**

QUESTIONS & DISCUSSION

