

NAHAC Monthly Executive Summary January 2019

January Website & Digital Campaign Performance

Website & e-Commerce Summary:

Website traffic was down slightly year-over-year by 1%, with a total of 2,928 total visits. Although visits were down Y-O-Y, the quality of site visitors has improved as indicated by the 15% increase in pages per visit and 24% increase in average time spent on site. Site visitors went to 2.21 pages per visit and stayed on site an average of 1:57 minutes.

- Goal Completions were up 22% Y-O-Y with a total of 614 conversions.
- 359 Qualified Quiz Completions
- 220 Disqualified Quizzes
- 35 Contact Form Submissions

January Performance Highlights:

- Pay-per-click generated 4,597 impressions and 605 clicks for a 13.16% click-through rate, over 4X the industry standard CTR of 3%.
 - PPC ads lead to 89 Qualified quiz completions, 35 calls from ads, 9 Lead form submissions and 6 contact form submissions for a total of 139 conversions, up 42% Y-O-Y.
 - The average cost per conversion decreased 10% Y-O-Y for an average of \$7.34.
- The top campaign by clicks was Retargeting, making up 49.3% of all clicks, followed by the Las Vegas DMA campaign, with 34.7% and Reno DMA with 16%.
- Video Display campaigns saw a CTR of .45% (4.5x industry average).
- Video Display received 82,768 impressions and 369 clicks (+760% M-O-M!).

Analytics Insights:

- Direct traffic generated the most site visitors, with 1,129 or 38.6% of all site visitors. This is followed by PPC with 22.8% of traffic and Organic Search with 21.3%.

Next Steps & Recommendations:

BRAINTRUST will continue running PPC and Video ads, which are working together to generate quality traffic to the site and conversions.

January Social Media Performance

Facebook

For the month of January, we focused efforts on brand awareness. This led to an increase in our followers. Next month, we will shift focus to push for engagement by creating more captivating content.

- Page likes increased by 1% (+1 follower), leaving the page with 433 followers.
- Engagement decreased by 50% from previous period due to less testimonials and posts. Moving forward, we will re-strategize optimal posting times and more engaging content.
- The best performing post of the month was the "don't lose your home, call us" post (Reach: 32, 1 engagement).

Twitter

This was another great month for Twitter. With the recent change in platform, we focused on maintaining engagement with the active followers. We also put a heavier focus on brand awareness, which led to an increase in following. Next month, we will push for more followers and engagement by including additional testimonials and captivating content.


- Following increased by 10%.
- Follower engagement increased by 25% with a total of 15 engagements.
- January's top post was Nancy's testimonial (425 impressions, 1 like, 9 clicks).
- Top media tweet was the "Navicore event" tweet with 419 impressions, 1 like and 1 retweet.

Top Facebook Posts:

32 Reach:

Nevada Hardest Hit Fund - NAHAC
Published by Sprout Social (7) · January 4 · 🌐

Don't lose your home! Help is just a phone call away!
888-320-6526



✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 22,000 people.

32 People Reached **1** Engagement [Boost Post](#)


Francesca Machado

👍 Like 💬 Comment ➦ Share 🌐

28 Reach:

Nevada Hardest Hit Fund - NAHAC
Published by Sprout Social (7) · January 20 at 9:11 AM · 🌐

"I was in a car accident, and recently lost my job and was unable to pay my mortgage, and I was in dire need of assistance. This program saved me and my daughter, our family home." - Athena A.
<https://bit.ly/2AEyxwg>



✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 22,000 people.


28 People Reached **1** Engagement [Boost Post](#)

Francesca Machado

25 Reach:

Nevada Hardest Hit Fund - NAHAC
Published by Sprout Social (7) · January 13 at 9:07 AM · 🌐

The game is not over yet. Get ahead today. <https://nahac.org/>



✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 22,000 people.

25 People Reached **1** Engagement [Boost Post](#)

Francesca Machado

👍 Like 💬 Comment ➦ Share 🌐

Top Twitter Posts:

Top Tweet earned 425 impressions


"I can't describe my gratitude for your empathy, patience, and hard work." - Nancy J. bit.ly/2AEyxwg
pic.twitter.com/R2F9sTfiPD



♥ 1

Top media Tweet earned 419 impressions

Are you falling behind on your mortgage payments and need some help? Join NAHAC and [@navicorePR](https://twitter.com/navicorePR) this Saturday 1/12 for an exciting home event! For more information please visit bit.ly/2S8SrQE.
pic.twitter.com/0g4ovKc6tz



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January TV Campaign

The NAHAC TV campaign ended with 1.6M impressions, a total market reach of 46% in Las Vegas, and 79% market reach in Reno, with over \$27k in total added value. Please reference the attached recap.

WEBSITE OVERVIEW

TOTAL VISITS

2,928

Previous period 20% ↑ Previous year -1% ↓

PAGES PER VISIT

2.21

Previous period -3% ↓ Previous year 15% ↑

AVERAGE VISIT TIME

00:01:57

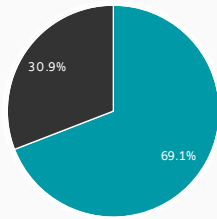
Previous period -17% ↓ Previous year 24% ↑

BOUNCE RATE

52.25%

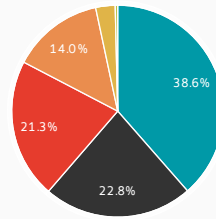
Previous period 9% ↑ Previous year -14% ↓

NEW VS RETURNING



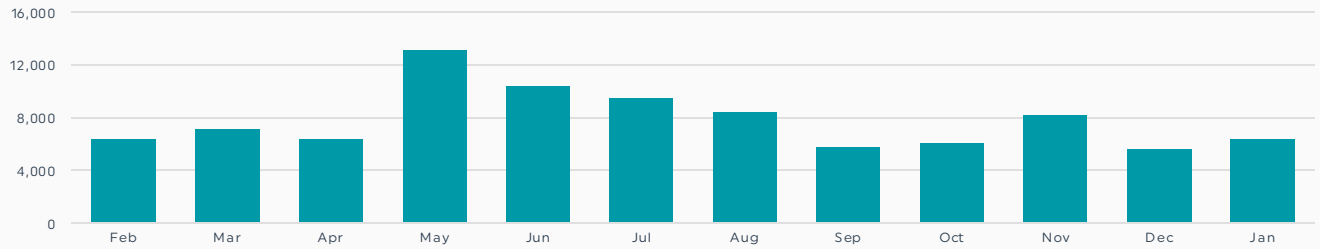
New Visitor	69.1%
Returning Visitor	30.9%
Total	2,928

VISITS



Direct	1,129
Paid Search	667
Organic Search	624
Referral	410
Social	87
(Other)	11
Total	2,928

PAGEVIEWS (TREND)



TOP PAGES (PAGEVIEWS)

/	3,364
/view-programs/unemployment-mortgage-assistance/	581
/view-programs/mortgage-reinstatement-assistance/	395
/view-programs/	379
/view-programs/principal-reduction/	314
/faq/	294
/resources/	256
/contact-us/	225
/success-stories/	110
/public-meetings/	104
/news/	103

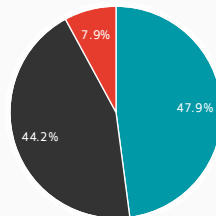
TOP REFERERS

ui.nv.gov	95
business.nv.gov	52
m.facebook.com	41
facebook.com	39
notice.nv.gov	33
www-reviewjournal-com.cdn.ampproject.org	22
housing.nv.gov	19
icarol.info	19
nvdetr.org	18
tpc.google syndication.com	16
detr.state.nv.us	14

SOCIAL NETWORKS

Facebook	86
Instagram	1
Total	87

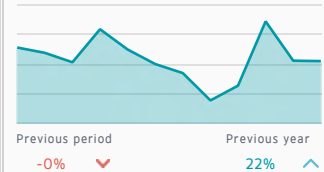
VISITS BY DEVICE TYPE



mobile	1,403
desktop	1,293
tablet	232
Total	2,928

GOAL COMPLETIONS

614



QUIZ COMPLETIONS	Qualified Quiz	Disqualified Quiz
Direct	109 +38	78 +38
Paid Search	90 +17	56 +9
Organic Search	80 +25	53 +35
Referral	73 +22	29 +6
Social	7 +6	4 +4
(Other)	0 -1	0 =
Total	359 +107	220 +92

TOP CONVERTING GOALS	Count
Completed Quiz - Qualified (Goal 4)	359
Completed Quiz Disqualified (Goal 5)	220
Contact Form Submission (Goal 1)	35
Report Fraud Form Submission (Goal 2)	0

FACEBOOK

TOTAL PAGE LIKES <div style="text-align: center; font-size: 24pt; font-weight: bold;">433</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period 0% ^ Previous year 19% ^ </div>	NEW PAGE LIKES <div style="text-align: center; font-size: 24pt; font-weight: bold;">1</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period -75% v Previous year -67% v </div>	OVERALL ENGAGEMENT RATE <div style="text-align: center; font-size: 24pt; font-weight: bold;">31</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period -34% v Previous year -26% v </div>	PAGE IMPRESSIONS <div style="text-align: center; font-size: 24pt; font-weight: bold;">652</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period -5% v Previous year 25% ^ </div>
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POST IMPRESSIONS	Post Impressions	Post Engaged Users
Don't lose your home! Help is just a phone call away! 888-320-6526	43 +43	1 +1
"I was in a car accident, and recently lost my job and was unable to pay my mortgage, and I was in dire need of assistance. This program saved me and my daughter, our family home." - Athena A. https://bit.ly/2AEyxwg	34 +34	1 +1
Can't pay your mortgage and don't know what to do? Read about your options. https://nahac.org/view-programs/	33 +33	1 +1
The game is not over yet. Get ahead today. https://nahac.org/	33 +33	1 +1
Happy New Year! https://nahac.org/	31 +31	1 +1
Don't lose your home when there's help available. https://nahac.org/	30 +30	1 +1
New Year, New Goals. Here are some tips to start you off right. https://bit.ly/2QoH4gL	25 +25	0 =
"I got a big yes and if I can get a yes, so can you!" - Allison B. https://nahac.org/view-programs/	24 +24	2 +2
Did the holidays put you behind on your mortgage? Take our quiz and find out if we can help you. https://bit.ly/2AAaO2g	24 +24	2 +2
Hope Keeps a Home. https://nahac.org/	23 +23	1 +1
Begin the year stress free. See how we can help with your mortgage. https://nahac.org/	19 +19	1 +1

TWITTER

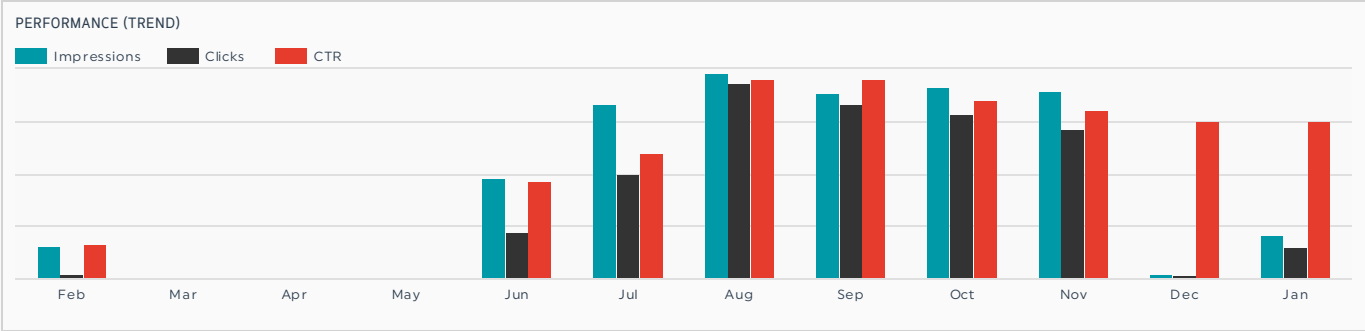
FOLLOWERS <div style="text-align: center; font-size: 24pt; font-weight: bold;">12</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period 9% ^ Previous year 33% ^ </div>	RETWEETS <div style="text-align: center; font-size: 24pt; font-weight: bold;">1</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period 0% Previous year N/A </div>	FOLLOWER ENGAGEMENT RATE <div style="text-align: center; font-size: 24pt; font-weight: bold;">16.67%</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period -8% v Previous year 50% ^ </div>	MENTIONS <div style="text-align: center; font-size: 24pt; font-weight: bold;">0</div> <div style="display: flex; justify-content: space-between; font-size: 10pt;"> Previous period N/A Previous year N/A </div>
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TOP RETWEETED POSTS	Count
Are you falling behind on your mortgage payments and need some help? Join NAHAC and @navicorePR this Saturday 1/12... https://t.co/4Fv0ItJm6z	1



DISPLAY ADVERTISING

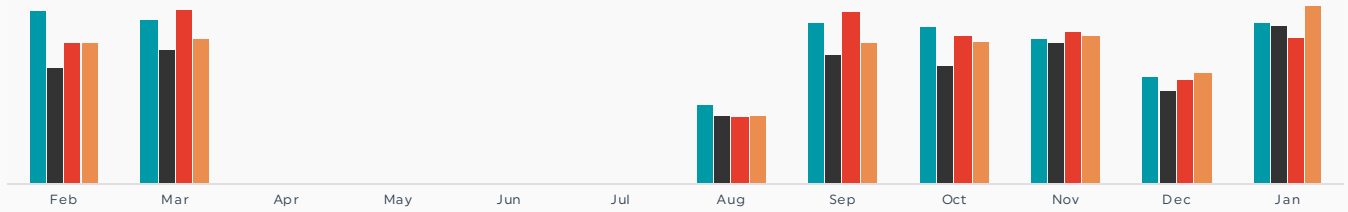
<p>IMPRESSIONS</p> <p>82,768</p> <p>Previous period: 760% ^ Previous year: 0%</p>	<p>CLICKS</p> <p>369</p> <p>Previous period: 758% ^ Previous year: 0%</p>	<p>CTR</p> <p>0.45%</p> <p>Previous period: 0% Previous year: 0%</p>	<p>TOTAL CONVERSIONS</p> <p>0</p> <p>Previous period: N/A Previous year: N/A</p>
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ADWORDS

PERFORMANCE OVER TIME

Impressions Clicks Conversions Cost



IMPRESSIONS

4,597

Previous period 50% ↑ Previous year -16% ↓

CLICKS

605

Previous period 69% ↑ Previous year 41% ↑

CONVERSIONS

Completed Quiz - Qualified (All Web Site Data)	89
Calls from ads	35
Lead Form Submission	9
Contact Form Submission (All Web Site Data)	6

CTR

13.16%

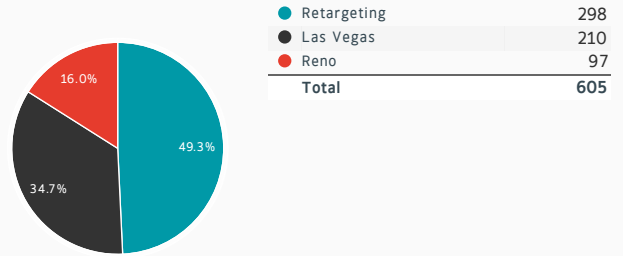
Previous period 13% ↑ Previous year 68% ↑

CONVERSIONS

139

Previous period 40% ↑ Previous year 42% ↑

TOP CAMPAIGNS (CLICKS)



CONVERSION RATE

22.98%

Previous period -17% ↓ Previous year 1% ↑

COST PER CONVERSION

\$7.34

Previous period 15% ↑ Previous year -10% ↓

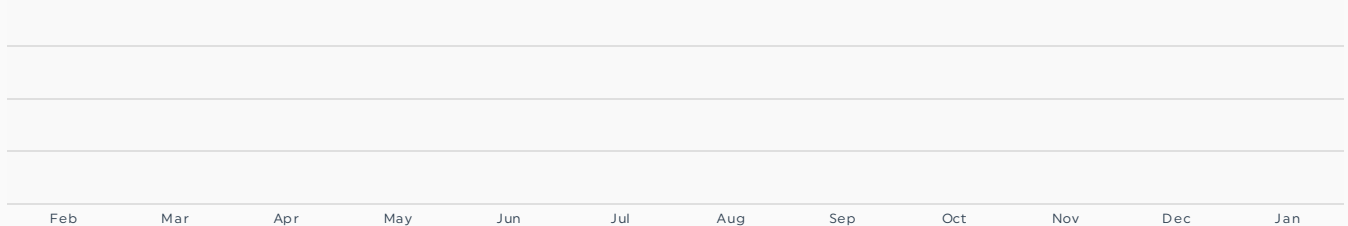
TOP KEYWORDS WITH QUALITY SCORE

	Clicks	Impressions	CTR	Quality Score
nevada hardest hit fund	107 +30	261 +83	41.00% -2.26%	9 =
mortgage assistance program	103 +65	768 +309	13.41% +5.13%	9 =
hardest hit fund nevada	58 +12	112 +28	51.79% -2.98%	9 =
NAHAC	49 +35	118 +80	41.53% +4.68%	9 =
hardest hit fund	47 +29	170 +115	27.65% -5.08%	10 =
nevada's hardest hit fund	46 +41	114 +106	40.35% -22.15%	9 =
mortgage help	27 +1	475 +58	5.68% -0.55%	9 =
Nevada Affordable Housing Assistance Corporation	24 +11	128 +91	18.75% -16.39%	8 =
government mortgage assistance	24 +11	172 +78	13.95% +0.12%	7 =
help paying mortgage	17 +4	246 +88	6.91% -1.32%	6 =
nevada help with mortgage	14 +5	140 +63	10.00% -1.69%	N/A N/A

NATIVE ADVERTISING

PERFORMANCE (TREND)

Impressions Clicks Conversions



IMPRESSIONS

0

Previous period N/A Previous year N/A

CLICKS

0

Previous period N/A Previous year N/A

CTR

0.00%

Previous period N/A Previous year N/A

CONVERSIONS

0

Previous period N/A Previous year N/A

TV RECAP: LAS VEGAS & RENO

CLIENT NAHAC
 CAMPAIGN FLIGHT 1/21/19-2/10/19
 APPROVED BUDGET \$18,000

LAS VEGAS	SPOTS	IMPRESSIONS	CPM	REACH	FREQUENCY	GROSS COST	NET COST	ADDITIONAL INFORMATION
KVVU (FOX 5)	80 + OTT (IMP)	697,500	\$10.32	35%	2	\$8,470	\$7,200	ADDED VALUE: TO INCLUDE :05 BILLBOARDS AND N/C SPOTS WHEN AVAILABLE - EST 20x (VALUED AT \$9,000)
KINC (SPANISH)	111	463,800	\$13.19	11%	4	\$7,200	\$6,120	ADDED VALUE: TO INCLUDE COMMUNITY CALENDAR MENTIONS (60X), 2X RADIO INTERVIEWS, AND BONUS SPOTS (VALUED AT \$16,775)

RENO	SPOTS	IMPRESSIONS	CPM	REACH	FREQUENCY	GROSS COST	NET COST	ADDITIONAL INFORMATION
KOLO (ABC)	121	464,772	\$9.89	79%	3	\$5,410	\$4,598	ADDED VALUE: TO INCLUDE N/C SPOTS WHEN AVAILABLE. (VALUED AT \$1,600)

TOTAL SPOTS	312
NAHAC NET SPEND	\$17,918
TOTAL IMPRESSIONS	1,626,072
AVERAGE CPM	\$11.01
TOTAL ADDED VALUE	\$27,375