

NAHAC Monthly Executive Summary March 2019

March Website & Digital Campaign Performance

Website & e-Commerce Summary:

For the month of March, while quiz completions were down year-over-year (220 qualified, 147 disqualified), NAHAC.org had 90 outbound clicks to the Treasury website. The average time spend on page(s) increased by 4% month-over-month, showing a slight increase in the amount of qualified traffic being driven to the site. Additionally, there were 383 total goal completions, breaking down to:

- 220 qualified quiz completions
- 147 disqualified quiz completions
- 16 contact form Submissions
- 0 report fraud submission

Performance Highlights:

Our PPC efforts resulted in an 8.78% click-through rate, over 2.5x the industry standard CTR of 3%. We also saw a high conversion rate of 21.79%, which is 5x the industry average. The pre-roll video ads also performed well in March with an increase of 24% more impressions and 18% more clicks than February.

- PPC Ads received 2,664 impressions and 234 clicks for an 8.78% CTR
- PPC generated 51 conversions, which breaks down to:
 - 33 qualified completed quizzes
 - 14 calls from ads
 - 2 contact form submissions
 - 2 lead form submissions.
- Pre-roll impressions (166,283 impressions, +24% MOM) and clicks (1,181 clicks, +18% MOM) were up from February.

Analytics Insights:

- Direct traffic made up 54.4% of all site visitors, followed by 19.1% from Organic Search and 10.4% from PPC.
- New vs. Returning traffic is at a healthy split of 76.3% new vs. 23.7% returning, meaning our efforts are reaching more people who have never been to the site before.

Next Steps & Recommendations:

- BRAINTRUST will optimize PPC ads to increase impressions and clicks in April. We have already begun to see an increased CTR, conversion rate and decreased cost per conversion in April.
- BRAINTRUST will continue to monitor and optimize Video Display ads to ensure ads are reaching qualified prospects at the right time, in the right place, to continually drive conversions.

March Social Media Performance**Facebook**

For the month of March, we put a heavy focus on engaging our followers. We utilized success stories and related articles, leading to a 14% increase in engagement.

- Facebook page likes increased by one follower.
- The engagement increased by 14% from February, due to more captivating and relevant content.
- The best performing post of the month was on St. Patrick's Day, "Hoping your day is filled with luck, today and every day!" which reached 29 people and resulted in 3 engagements.

Next Steps & Recommendations: Moving forward, we will continue with this strategy and posting relevant content, and add more focus to increasing our page followers.




Twitter

For the month of March, we put a heavy focus on reach. We posted more relatable content for our followers, which led to a skyrocketing increase for impressions.

- Twitter followers remained the same as previous period.
- Twitter engagement remained the same as previous period
- Organic impressions increased by 157% with an average of 67 per day
- The top post for March was about a Las Vegas Career Fair which earned 712 impressions.
- Top media tweet was the money saving tips article with 608 impressions.

Next Steps & Recommendations: Moving forward we will shift more focus on increasing the following and engagement.

Top Facebook Posts:

<p>Nevada Hardest Hit Fund - NAHAC Published by Sprout Social [?] · March 8 ·</p> <p>Learn how to keep yourself protected at today's 4th Annual Consumer Fraud Prevention Fair. For more information: https://nahac.org/nahac_events/03-08-2019/.</p>  <p>NAHAC.ORG Homeowner Event with Money Management International, Inc. NAHAC may be able to help if you are behind on your mortgage after...</p>	<p>Nevada Hardest Hit Fund - NAHAC Published by Sprout Social [?] · March 1 ·</p> <p>"This organization has saved my home, and my life." See how NAHAC helped Renee P. and others at https://nahac.org/success-stories/.</p>  <p>NAHAC.ORG NAHAC Testimonials From Homeowners who Saved their Homes</p>	<p>Nevada Hardest Hit Fund - NAHAC Published by Sprout Social [?] · March 22 at 4:27 PM ·</p> <p>Don't live in fear of losing your home. Give us a call and see if we can help. (888) 320-6526</p> 
<p>5% Engagement 43 People reached</p>	<p>5% Engagement 41 People reached</p>	<p>5.3% Engagement 38 People reached</p>

Top Twitter Posts:

Top Tweet earned 712 impressions

Lose your job and want to get back on track? Check out the Las Vegas Career Fair on March 28! bit.ly/2Cz4jN3
pic.twitter.com/TfuTc8OyPm



Top media Tweet earned 608 impressions

It's time to start planning ahead. Here are some money saving tips to help you.
bit.ly/2ENICKw
pic.twitter.com/dNbEgo29QH



WEBSITE OVERVIEW

TOTAL VISITS

2,566

Previous period

-11% ▼

Previous year

-16% ▼

PAGES PER VISIT

1.99

Previous period

-3% ▼

Previous year

-15% ▼

AVERAGE VISIT TIME

00:01:41

Previous period

4% ▲

Previous year

-0% ▼

BOUNCE RATE

62.82%

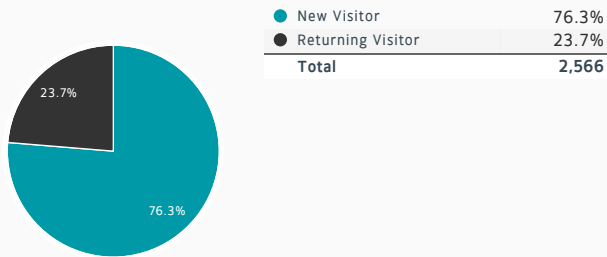
Previous period

7% ▲

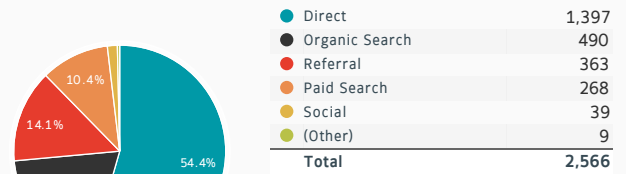
Previous year

13% ▲

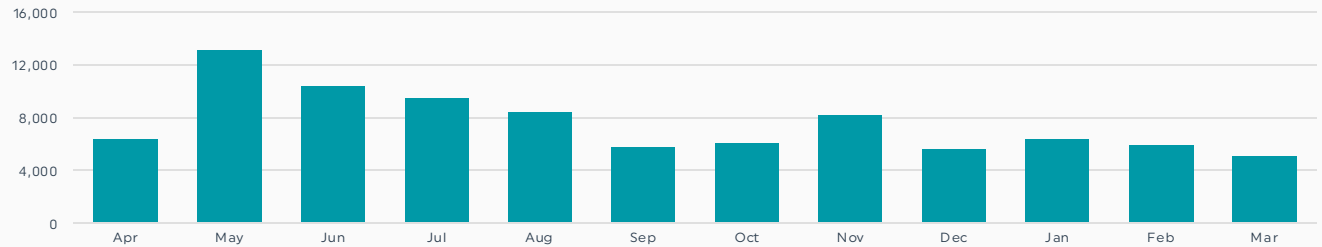
NEW VS RETURNING



VISITS



PAGEVIEWS (TREND)



TOP PAGES (PAGEVIEWS)

/	2,950
/view-programs/unemployment-mortgage-assistance/	368
/view-programs/mortgage-reinstatement-assistance/	248
/view-programs/	245
/faq/	235
/resources/	224
/view-programs/principal-reduction/	188
/contact-us/	151
/success-stories/	94
/public-meetings/	86
/view-programs/second-mortgage-reduction/	68

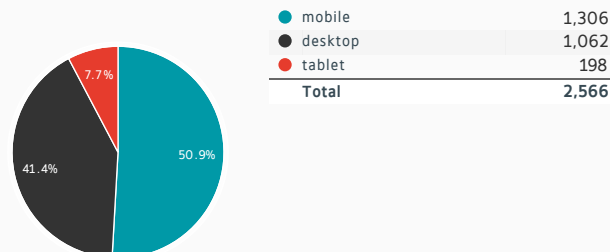
TOP REFERERS

ui.nv.gov	115
business.nv.gov	27
facebook.com	23
tpc.google syndication.com	23
housing.nv.gov	19
nvdetr.org	18
homedmnv.org	16
m.facebook.com	14
detr.state.nv.us	12
www-reviewjournal-com.cdn.ampproject.org	12
icarol.info	10

SOCIAL NETWORKS

Facebook	37
LinkedIn	1
Myspace	1
Total	39

VISITS BY DEVICE TYPE



GOAL COMPLETIONS

383

Previous period

-17% ▼

Previous year

-42% ▼

QUIZ COMPLETIONS					TOP CONVERTING GOALS				
	Qualified Quiz		Disqualified Quiz						
Direct	72	-40	68	+6	● Completed Quiz - Qualified (Goal 4)			220	
Organic Search	60	-9	40	+5	● Completed Quiz Disqualified (Goal 5)			147	
Referral	50	-7	22	-4	● Contact Form Submission (Goal 1)			16	
Paid Search	36	-58	16	-19	● Report Fraud Form Submission (Goal 2)			0	
Social	2	+1	1	=					
(Other)	0	-3	0	=					
Total	220	-116	147	-12					

FACEBOOK

TOTAL PAGE LIKES	NEW PAGE LIKES	OVERALL ENGAGEMENT RATE	PAGE IMPRESSIONS
434	1	32	486
Previous period -0% ▼	Previous period -67% ▼	Previous period -83% ▼	Previous period -96% ▼
Previous year 16% ▲	Previous year -83% ▼	Previous year -76% ▼	Previous year -99% ▼

POST IMPRESSIONS	Post Impressions	Post Engaged Users
"This organization has saved my home, and my life." See how NAHAC helped Renee P. and others at https://nahac.org/success-stories/ .	58 +58	2 +2
Learn how to keep yourself protected at today's 4th Annual Consumer Fraud Prevention Fair. For more information: https://nahac.org/nahac_events/03-08-2019/ .	54 +54	2 +2
Don't live in fear of losing your home. Give us a call and see if we can help. (888) 320-6526	53 +53	2 +2
Hoping your day is filled with luck, today and everyday!	35 +35	3 +3
"We'd like to say thank you to the entire staff for all your effort to assist us." -Tom O. https://nahac.org/success-stories/	33 +33	1 +1
"Sometimes I find myself looking around my home and wondering what I would have done without Nevada Hardest Hit Fund®." -Sarah M. https://nahac.org/success-stories/	26 +26	2 +2
Don't stress. Find out how we may help you with your mortgage. https://nahac.org/#get-qualified	23 +23	1 +1
Don't lose hope. Contact us to find out how we may be able to help you keep your home! https://nahac.org/	22 +22	1 +1
We're here to help you keep your home. https://nahac.org/	18 +18	1 +1
It's time to start planning ahead. Here are some money saving tips to help you. https://bit.ly/2ENICKW	17 +17	1 +1

TWITTER

FOLLOWERS	RETWEETS	FOLLOWER ENGAGEMENT RATE	MENTIONS
12	0	8.33%	0
Previous period 0%	Previous period N/A	Previous period 0%	Previous period N/A
Previous year -14% ▼	Previous year N/A	Previous year N/A	Previous year N/A

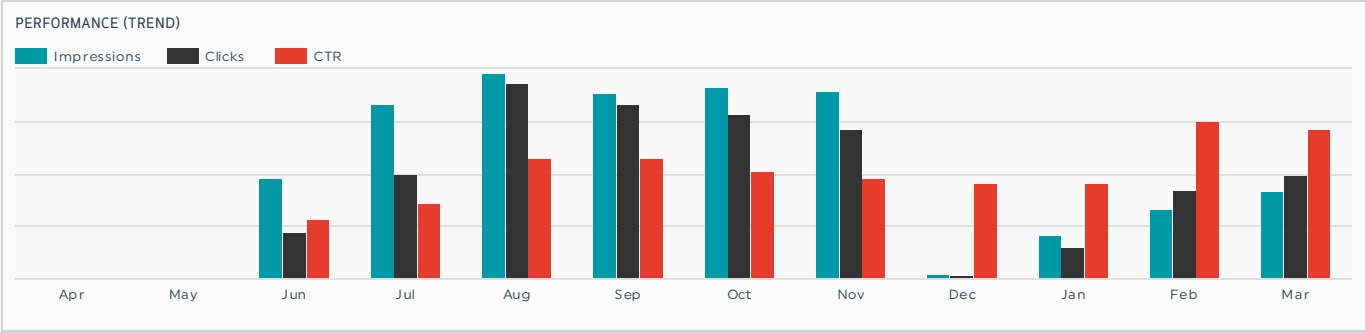
TOP RETWEETED POSTS

There is no data for this period



DISPLAY ADVERTISING

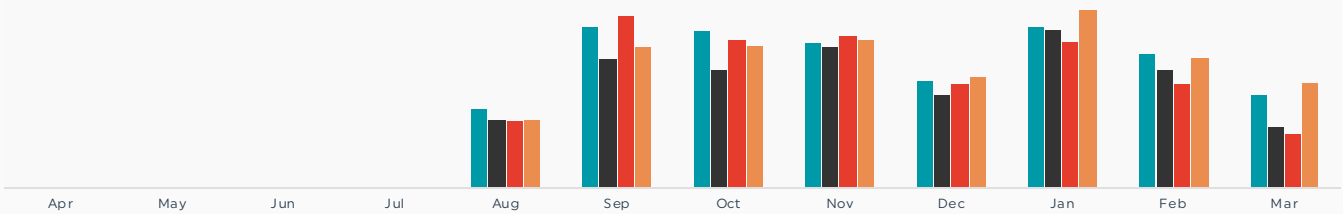
<div>IMPRESSIONS</div> <div>166,283</div> <div><div>Previous period</div>24%<div>Previous year</div>N/A</div>	<div>CLICKS</div> <div>1,181</div> <div><div>Previous period</div>18%<div>Previous year</div>N/A</div>	<div>CTR</div> <div>0.71%</div> <div><div>Previous period</div>-5%<div>Previous year</div>N/A</div>	<div>TOTAL CONVERSIONS</div> <div>0</div> <div><div>Previous period</div>N/A<div>Previous year</div>N/A</div>
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ADWORDS

PERFORMANCE OVER TIME

Impressions Clicks Conversions Cost



IMPRESSIONS

2,664

Previous period -31% Previous year -43%

CLICKS

234

Previous period -48% Previous year -54%

CONVERSIONS

Completed Quiz - Qualified (All Web Site Data)	33
Calls from ads	14
Lead Form Submission	2
Contact Form Submission (All Web Site Data)	2

CTR

8.78%

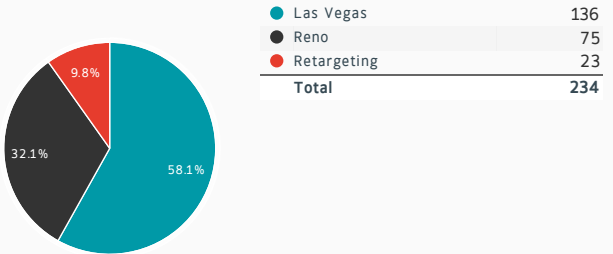
Previous period -25% Previous year -20%

CONVERSIONS

51

Previous period -49% Previous year -69%

TOP CAMPAIGNS (CLICKS)



CONVERSION RATE

21.79%

Previous period -2% Previous year -33%

COST PER CONVERSION

\$11.84

Previous period 58% Previous year 138%

TOP KEYWORDS WITH QUALITY SCORE

	Clicks	Impressions	CTR	Quality Score
mortgage assistance program	46 -11	418 -140	11.00% +0.79%	9 =
mortgage help	41 +5	452 -59	9.07% +2.03%	9 =
nevada hardest hit fund	27 -73	80 -159	33.75% -8.09%	9 =
hardest hit fund nevada	12 -14	36 -40	33.33% -0.88%	9 =
NAHAC	12 -24	34 -52	35.29% -6.57%	9 =
government mortgage assistance	12 +5	148 +19	8.11% +2.68%	6 =
hardest hit fund	10 -40	63 -93	15.87% -16.18%	10 =
mortgage relief program	9 +1	96 -37	9.38% +3.36%	6 =
nevada help with mortgage	8 =	98 -24	8.16% +1.61%	N/A N/A
Nevada Affordable Housing Assistance Corporation	7 -7	36 -65	19.44% +5.58%	8 =
help paying mortgage	7 =	160 -16	4.38% +0.40%	5 =

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