

CAMPAIGN IMPACT TOTALS

Total Impressions

424,333

Total Clicks

632

Average CTR

3.83%

SUMMARY

In May we saw approximately 425,000 impressions, which is a large increase of almost 200,000. The campaign saw an increase in serving and engagement KPIs across the board with a CTR well above industry standard.

Pay-Per-Click ads performed extremely well with an increase in engagement KPIs. Our CTR was +500% vs. industry benchmarks

CTV got more traction in may with 230,000 impressions. This was expected as the campaign had only just started in April with 33,000 impressions.

We continued to see improved engagement metrics on Native with increased CTR. This is in response to adjusting Native content and placements.



Google Ads

Impressions

1,141

↓ -14.8%

Clicks

131

↑ 0.8%

CTR

11.48%

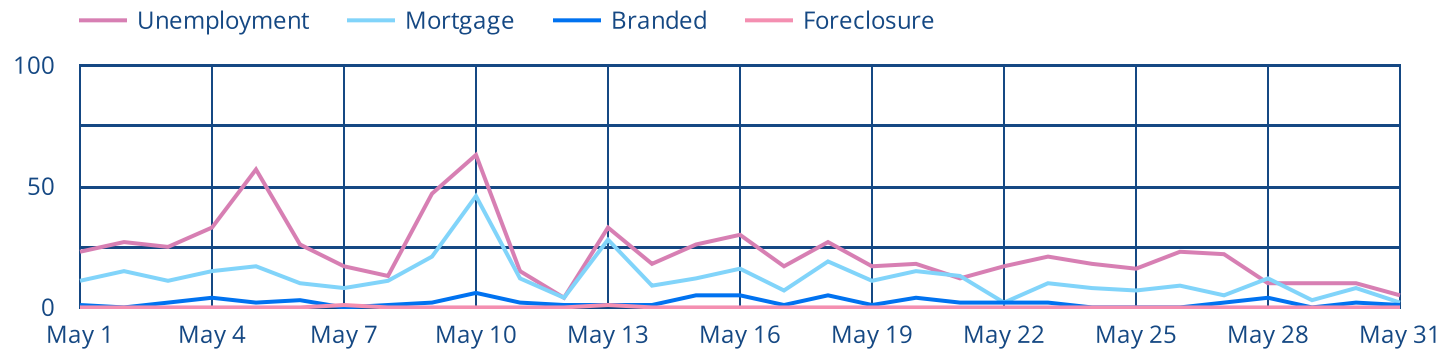
↑ 18.3%

Avg. CPC

\$3.13

↓ -0.7%

Ad group	Impressions	Clicks	CTR
1. Unemployment	700	93	13.29%
2. Mortgage	377	35	9.28%
3. Branded	62	2	3.23%
4. Foreclosure	2	1	50%



In May we focused on increasing our engagement KPIs. We did see an increase of 18% in CTR and a slight increase in clicks. We also saw a slight decrease in CPC.

Google Ads performed extremely well in reaching our desired audience. As shown in the charts to the left we were able to reach individuals searching for highly relevant keywords and serve relevant ads to encourage clicks and engagement.

With a CTR above industry standard, 11.48% vs 2.51% we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

In June we will focus on increasing impressions and clicks further while maintaining the increase in CTR.

City	Impressions	Clicks	CTR
1. Las Vegas	775	87	11.23%
2. Henderson	220	22	10%
3. North Las Vegas	84	13	15.48%
4. Laughlin	16	2	12.5%
5. Pahrump	11	4	36.36%
6. Enterprise	9	1	11.11%
7. Nellis Air Force Ba...	7	1	14.29%

Digital Display

Impressions

84,028

↑ 2.8%

Clicks

78

↑ 30.0%

CTR

0.09%

↑ 26.5%

E CPM

6.14

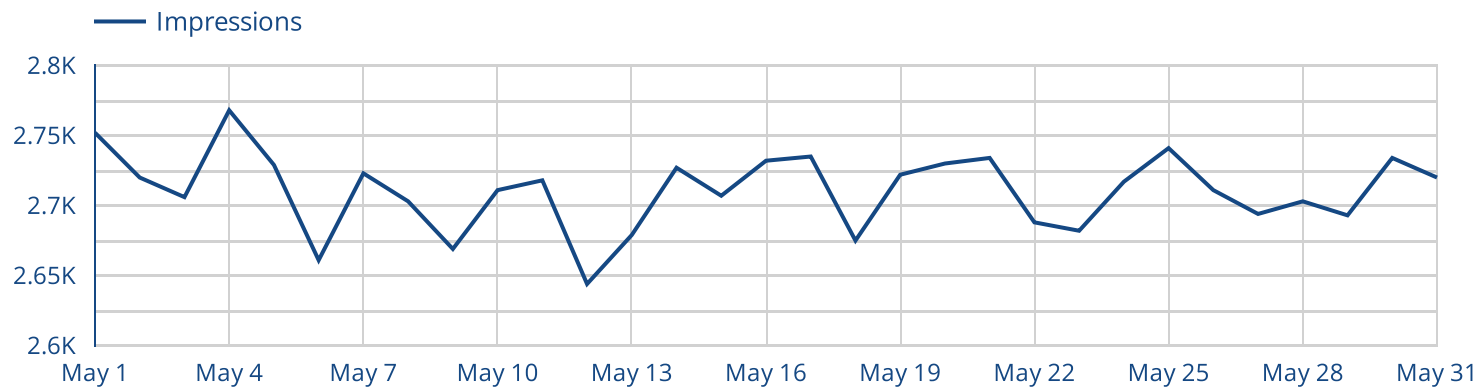
↑ 0.5%

Digital Display campaigns performed well in May with a slight increase in impressions and a large increase in clicks.

A 27% increase in CTR led to an increase in total clicks. S320x50 animated banners saw a low CTR.

In June we will focus on optimizing our higher-performing creatives to continually improve CTR and overall clicks.

	Banner	Impressions	Clicks	CTR	E CPM
1.	NAHAC14717-320x50-Static-Banner	33,695	35	0.1%	6.13
2.	NAHAC-HAF-14717-320x50-Animated-Banner	33,415	21	0.06%	6.13
3.	NAHAC-HAF-14717-728x90-Animated-Banner	4,733	6	0.13%	6.12
4.	NAHAC14717-728x90-Static-Banner	4,578	8	0.17%	6.11
5.	NAHAC14717-300x250-Static-Banner	3,879	5	0.13%	6.2
6.	NAHAC-HAF-14717-300x250-Animated-Banner	3,708	3	0.08%	6.23
7.	NAHAC14717-970x250-Static-Banner	7	0	0%	6.6
8.	NAHAC14717-300x600-Static-Banner	6	0	0%	6.27
	Grand total	84,028	78	0.09%	6.14





NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

May 1, 2022 - May 31, 2022

Native Ads

Impressions

111,364

↑ 3.8%

Clicks

252

↑ 38.5%

CTR

0.23

↑ 33.4%

CPM

5.8

↓ -0.4%

Native ads performed extremely well in May. Adjusting the native content allowed us to see a large increase in CTR of almost 30%.

In addition to an increased CTR we saw a decrease in total CPM and an increase in total clicks.

Or focus for June will be increasing total impressions by decreasing CPM and still maintaining a high CTR to ensure maximum clicks and website engagement.

Campaign	Impressions	Clicks	CTR	CPM
1. NAHAC - HAF	111,364	252	0.23	5.8

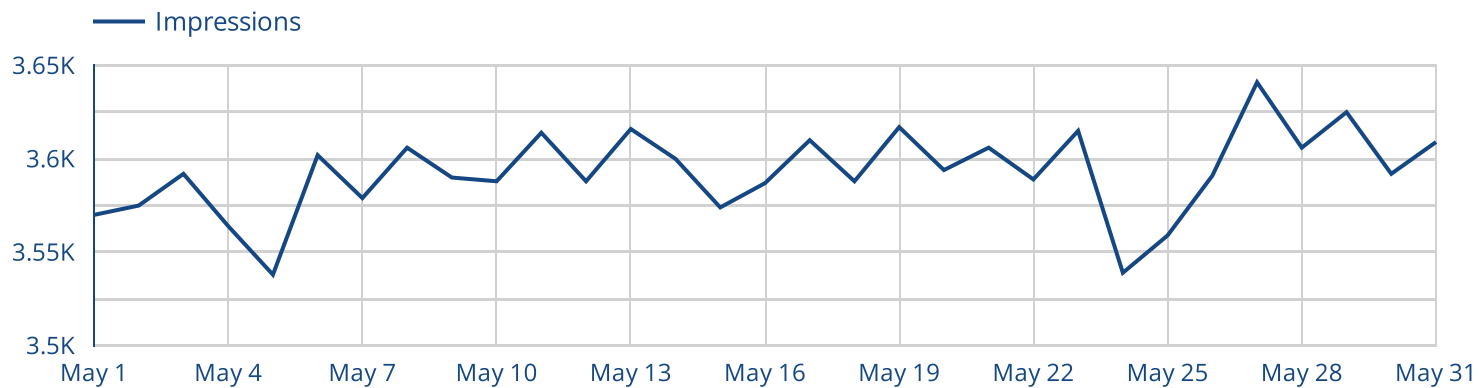
Grand total

111,364

252

0.23

5.8





Connected TV



Connected TV performed well in May with 227,000 impressions. While clicks and CTR are low, this is not an issue as CTV is an impression-based channel.

In June we will focus on continuing to increase impressions. Once we reach peak impressions we will be focusing on decreasing our CPM to increase our reach further.

Line Item Name	Start Date	End Date	Type	Pacing
CTV - Spanish Only	04/29/2022	09/30/2022	CPM	107.47%
Cross Platform Display - Added Value	04/25/2022	09/30/2022	CPM	94.14%
CTV - Q1Connect	04/25/2022	09/30/2022	CPM	88.73%
CTV - Tagalog Only	04/25/2022	09/30/2022	CPM	87.79%
CTV - Standard Audience	04/25/2022	09/30/2022	CPM	86.95%
CTV/OTT	04/25/2022	09/30/2022	CPM	85.82%
CTV	04/25/2022	09/30/2022	CPM	79.93%
Cross Platform Display - CTV RT	04/25/2022	09/30/2022	CPM	25.71%