

## CAMPAIGN IMPACT TOTALS

Total Impressions

658,234

Total Clicks

718

Average CTR

3.19%

## SUMMARY

In June we saw approximately 660,000 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 +400% vs. industry benchmarks

Google Ads saw a large increase in impressions while maintaining an above industry-standard CTR.

Connected TV and Streaming Audio performed well with over 450,000 impressions, we reached a highly relevant audience across both channels.



# NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Jun 1, 2022 - Jun 30, 2022

## Google Ads

Impressions

1,368

↑ 19.9%

Clicks

131

0.0%

CTR

9.58%

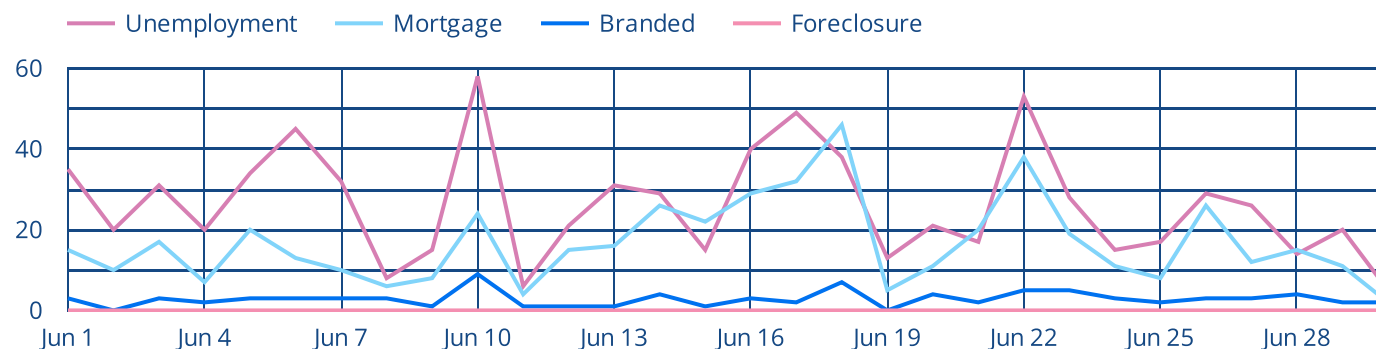
↓ -16.6%

Avg. CPC

\$3.13

↓ 0.0%

	Ad group	Impressions ▾	Clicks	CTR
1.	Unemployment	785	83	10.57%
2.	Mortgage	498	40	8.03%
3.	Branded	85	8	9.41%



In June we focused on increasing our total reach on Google. We did see an increase of almost 20% in impressions for Google.

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, 9.58% vs 2.51% we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

In July we will focus on balancing our CTR with impressions again while we continually make an effort to increase reach while maintaining high KPIs.

	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	928	95	10.24%
2.	Henderson	283	23	8.13%
3.	North Las Vegas	91	9	9.89%
4.	Laughlin	15	1	6.67%
5.	Pahrump	12	0	0%
6.	Mesquite	7	1	14.29%
7.	Nellis Air Force Ba...	6	0	0%

## Digital Display

Impressions

**78,254**

↓ -6.9%

Clicks

**102**

↑ 30.8%

CTR

**0.13%**

↑ 40.4%

E CPM

**6.14**

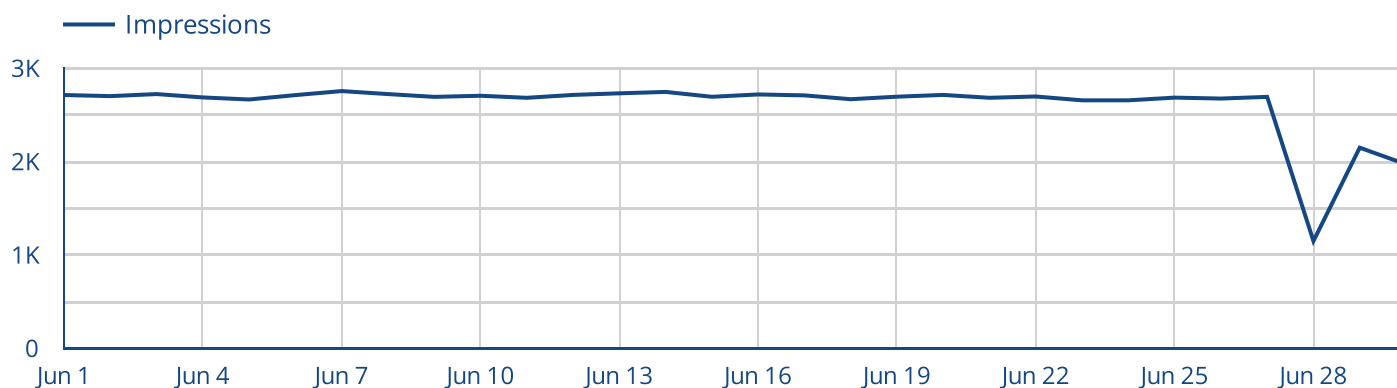
↑ 0.1%

Digital Display campaigns performed well in June with a slight decrease in impressions but a large increase in clicks and CTR.

A 40% increase in CTR led to a 30% increase in total clicks.

In July 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	31,212	38	0.12%	6.13
2.	NAHAC-HAF-14717-320x50-Animated-Banner	30,588	34	0.11%	6.14
3.	NAHAC-HAF-14717-300x250-Animated-Banner	5,634	16	0.28%	6.2
4.	NAHAC14717-300x250-Static-Banner	5,474	8	0.15%	6.2
5.	NAHAC-HAF-14717-728x90-Animated-Banner	2,691	2	0.07%	6.09
6.	NAHAC14717-728x90-Static-Banner	2,652	4	0.15%	6.07
7.	NAHAC14717-300x600-Static-Banner	2	0	0%	6.55
8.	NAHAC-HAF-14717-300x600-Animated-Banner	1	0	0%	3.8
	<b>Grand total</b>	<b>78,254</b>	<b>102</b>	<b>0.13%</b>	<b>6.14</b>





# NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Jun 1, 2022 - Jun 30, 2022

## Native Ads

Impressions

109,798

↓ -1.4%

Clicks

227

↓ -9.9%

CTR

0.21

↓ -8.6%

CPM

5.68

↓ -2.1%

Native ads performed extremely well in June. With our adjusted Native content, we were able to maintain a higher CTR of above .20%.

In addition to maintaining CTR, we saw a decrease in total CPM while maintaining clicks.

Our focus for July 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	109,798	227	0.21	5.68

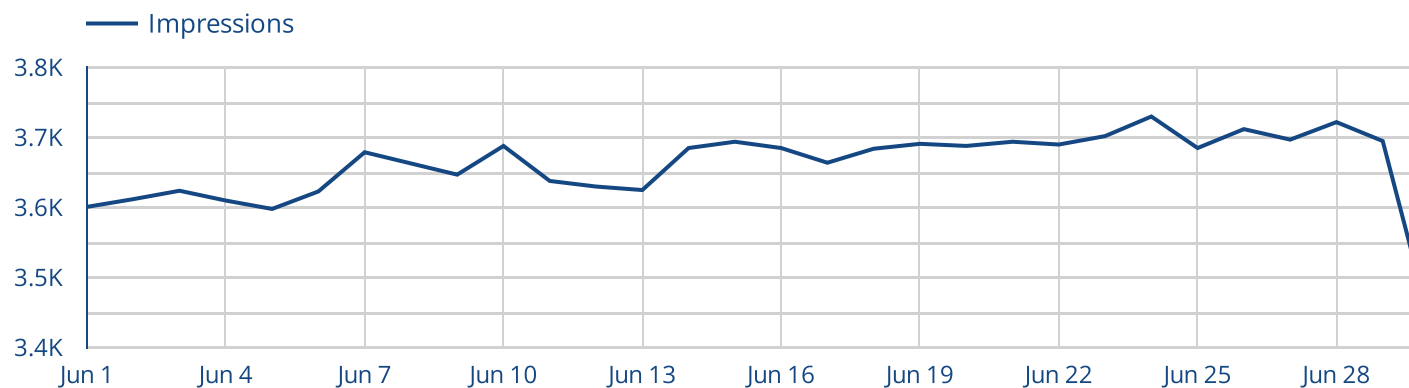
Grand total

109,798

227

0.21

5.68



## Connected TV



Connected TV performed well in June with 250,000 impressions. While clicks and CTR are low, this is not an issue as CTV is an impression-based channel.

We saw an increase of 13% in total impressions and 25% in clicks in June.

In July 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	Booked Units	Impressions	
CTV - Spanish Only	04/29/2022	09/30/2022	CPM	52.60%	84,211	18,003	▼ 3%
Cross Platform Display - Added Value	04/25/2022	09/30/2022	CPM	50.07%	80,316	16,946	▲ 0%
CTV - Tagalog Only	04/25/2022	09/30/2022	CPM	46.48%	31,579	6,185	▼ 1%
CTV - Standard Audience	04/25/2022	09/30/2022	CPM	46.23%	123,596	24,076	▼ 1%
CTV - Q1Connect	04/25/2022	09/30/2022	CPM	46.12%	149,254	29,007	▼ 3%
CTV/OTT	04/25/2022	09/30/2022	CPM	45.71%	233,766	45,027	▼ 0%
CTV	04/25/2022	09/30/2022	CPM	42.48%	183,908	32,923	▼ 0%
Cross Platform Display - CTV RT	04/25/2022	09/30/2022	CPM	23.26%	800,000	78,422	▲ 65%



## Streaming Audio

Component Name	Breakdown	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach	Frequency
<b>Streaming Everywhere-Audio :30 - Audio</b>		218,224	100.72%	-	-	-	-
	Pandora	98,133	45.29%	-	-	53,302	1.84
	Idobi	28,126	12.98%	-	-	5,214	5.39
	TuneIn	19,285	8.90%	-	-	7,782	2.48
	SiriusXM	14,572	6.73%	-	-	10,866	1.34
	SoundCloud	9,120	4.21%	-	-	5,863	1.56
	Sonos	6,899	3.18%	-	-	1,019	6.77
	Audiomack	6,573	3.03%	-	-	4,859	1.35
	SBS	24	0.01%	-	-	17	1.41
	Univision	6,918	3.19%	-	-	4,266	1.62
	Empire Streaming	5,424	2.50%	-	-	2,910	1.86
	Shaq Fu Radio	4,657	2.15%	-	-	3,009	1.55
	Pureplayradio	2,135	0.99%	-	-	790	2.70
	Cox	1,829	0.84%	-	-	1,047	1.75
	otherwortb	1,538	0.71%	-	-	815	1.89
	live365	1,255	0.58%	-	-	503	2.50
	181.FM	1,160	0.54%	-	-	509	2.28
	TD	1,128	0.52%	-	-	829	1.36
	jbmedia	960	0.44%	-	-	623	1.54
	Publisher 1	2,036	0.94%	-	-	887	2.30
	Publisher 2	37	0.02%	-	-	6	6.17
	Publisher 3	13	0.01%	-	-	5	2.60
	Publisher 4	3	-	-	-	3	1.00
	OTHERS	6,398	2.95%	-	-	3,777	1.69
<b>Streaming Everywhere-Audio :30 - Banner</b>		12,368	-	33	0.27%	-	-
	Pandora	10,850	-	9	0.08%	6,520	1.66
	SoundCloud	1,220	-	19	1.56%	929	1.31
	Audiomack	298	-	5	1.68%	267	1.12
<b>Streaming Select-Audio XP :30 - Audio</b>		42,046	100.91%	-	-	-	-
	Pandora	35,629	85.51%	-	-	18,740	1.90
	SoundCloud	6,417	15.40%	-	-	3,629	1.77
<b>Streaming Select-Audio XP :30 - Banner</b>		3,282	-	16	0.49%	-	-
	Pandora	2,749	-	4	0.15%	2,072	1.33
	SoundCloud	533	-	12	2.25%	447	1.19
		<b>260,270</b>	<b>#REF!</b>	<b>49</b>	<b>0.31%</b>	<b>123,682</b>	<b>2.10</b>