

## CAMPAIGN IMPACT TOTALS

Impressions	Clicks	CTR
665,798	741	3.43%

## SUMMARY

In July, we saw maintained our average impressions with approximately 660,000 impressions, this is maintaining an increase of over 200,000 from the previous month. The campaign saw an increasing 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 slight increase in CTR, with a slight decrease in Impressions. In August, we will focus on increasing total impressions and CTR to increase total reach and engagement.

Connected TV and Streaming Audio performed well with over 500,000 impressions; we reached a highly relevant audience across both channels. This is an increase of 50 impressions from the previous month.



### Google Ads

Impressions

**1,344**

↓ -2.3%

Clicks

**131**

↓ -1.5%

CTR

**9.75%**

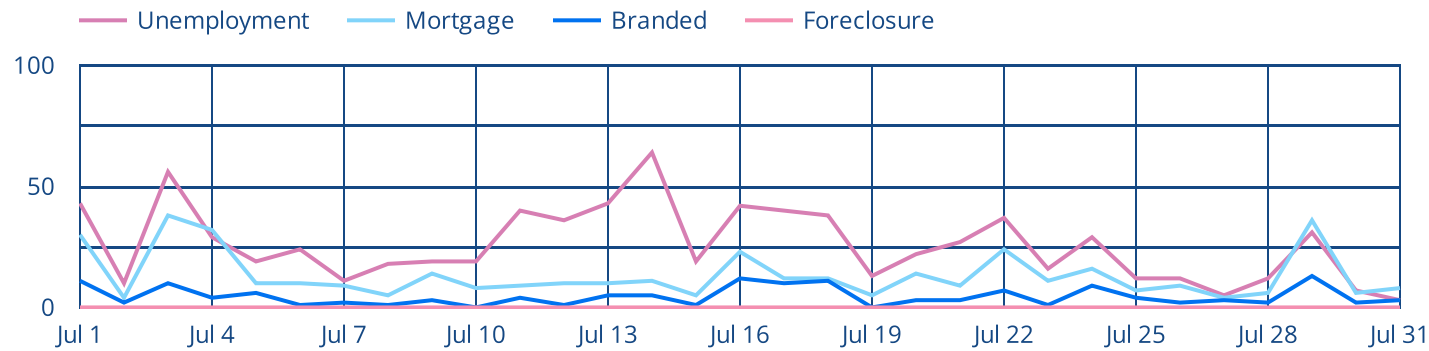
↑ 0.8%

Avg. CPC

**\$3.13**

↑ 0.1%

Ad group	Impressions	Clicks	CTR
1. Unemployment	796	85	10.68%
2. Mortgage	407	34	8.35%
3. Branded	141	12	8.51%



In July we focused on increasing our CTR on PPC. We did see a slight increase in CTR up to 9.75%, which is near 4x the industry standard.

We did see a slight decrease in impressions in July, however, an increased CTR signifies reaching a qualified audience with relevant content.

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 August we will focus on increasing total impressions and increasing our CTR to improve our total reach and clicks.,

City	Impressions	Clicks	CTR
1. Las Vegas	941	96	10.2%
2. Henderson	249	17	6.83%
3. North Las Vegas	84	13	15.48%
4. Laughlin	20	1	5%
5. Nellis Air Force Ba...	10	1	10%
6. Enterprise	10	2	20%
7. Pahrump	9	0	0%

## Digital Display

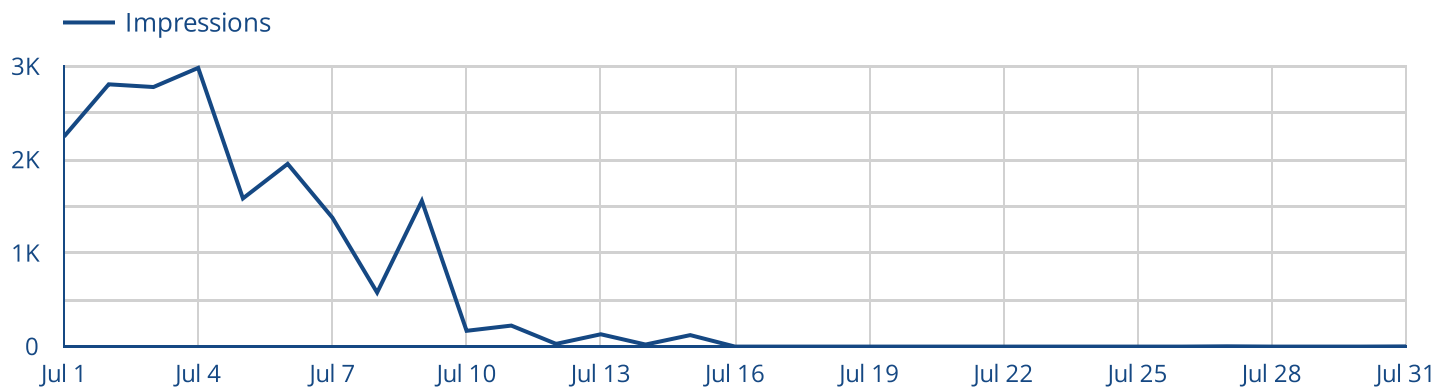
Impressions	Clicks	CTR	E CPM
<b>18,592</b>	<b>53</b>	<b>0.29%</b>	<b>5.85</b>
↓ -77.0%	↓ -48.0%	↑ 126.3%	↓ -4.8%

Digital Display campaigns performed well in general, however, there was a drop-off in total impressions due to a campaign pause to accommodate Streaming Audio and CTV spending.

During this time we focused on increase total CTR which increase to .29%, nearly 3x the industry standard.

In August Display campaigns will turn back on and remain uninterrupted throughout the campaign. In August we will focus on maintaining the higher CTR achieved in July.

Banner	Impressions	Clicks	CTR	E CPM
1. NAHAC-HAF-14717-320x50-Animated-Banner	7,060	12	0.17%	5.8
2. NAHAC14717-320x50-Static-Banner	6,912	8	0.12%	5.77
3. NAHAC14717-300x250-Static-Banner	1,389	10	0.72%	5.99
4. NAHAC-HAF-14717-300x250-Animated-Banner	1,277	8	0.63%	5.97
5. NAHAC-HAF-14717-728x90-Animated-Banner	978	9	0.92%	6.12
6. NAHAC14717-728x90-Static-Banner	963	5	0.52%	6.1
7. NAHAC14717-300x600-Static-Banner	7	0	0%	5.74
8. NAHAC-HAF-14717-300x600-Animated-Banner	5	0	0%	6.08
<b>Grand total</b>	<b>18,592</b>	<b>53</b>	<b>0.29%</b>	<b>5.85</b>





# NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Jul 1, 2022 - Jul 31, 2022

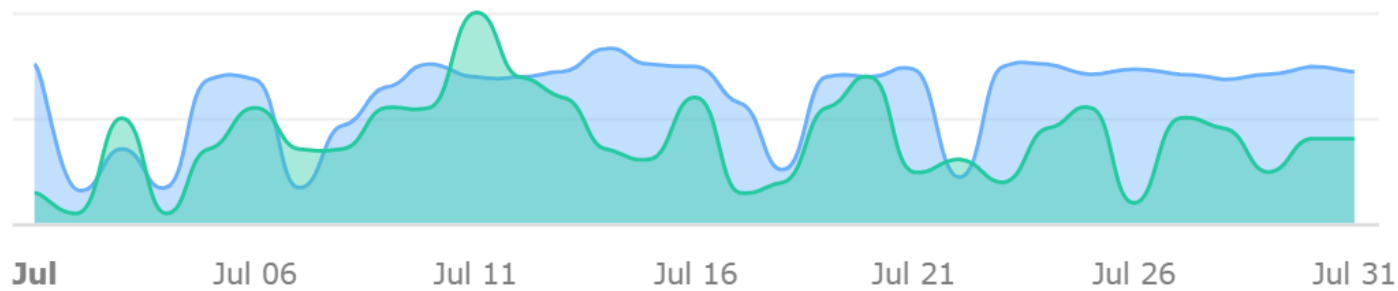
## Native Ads

Impressions	Clicks	CTR	CPM
111,918	249	.22%	\$8.67

Native ads performed well in July. With our adjusted Native content, we were able to maintain a higher CTR of .22%.

This is an increase from the previous month's CTR of .20%. An increase in CTR signifies relevant content being served to a highly relevant audience.

Our focus for August will be on increasing total impressions by decreasing CPM and increasing our CTR to at least .25%.



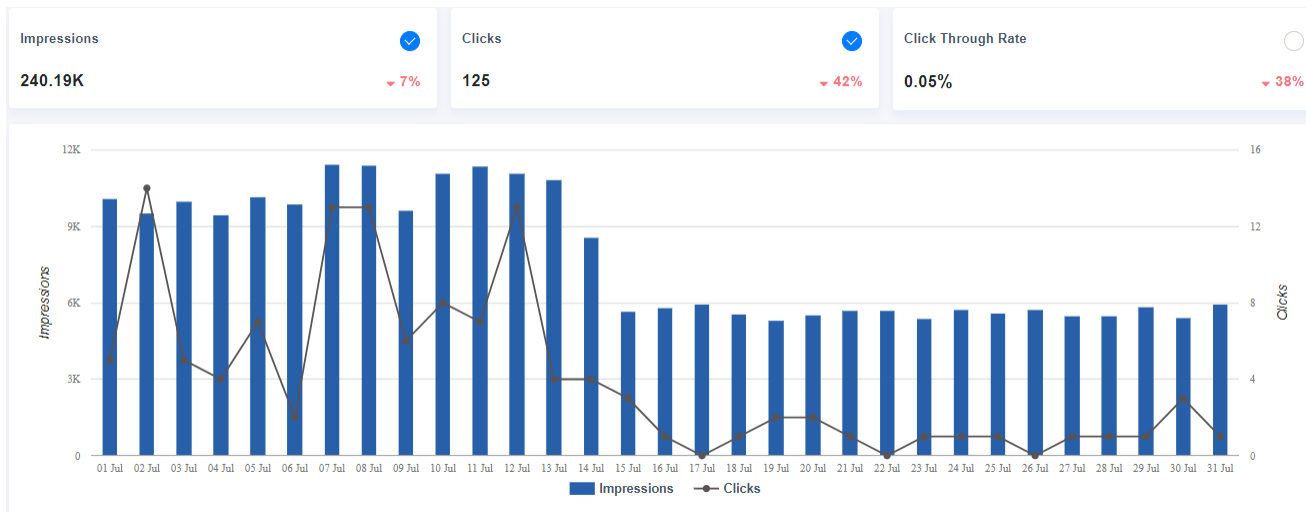


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## Connected TV



Connected TV performed well in July with 240,190 impressions. While clicks and CTR are low, this is not an issue as CTV is an impression-based channel.

We did see a slight decrease in total impressions in July but expect to see an increase in August based upon optimizations.

Streaming audio continued to perform well with over 273,033 impressions and 200 clicks.

In August 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.

## Streaming Audio

<b>Streaming Everywhere-Audio :30 - Audio</b>	07/18/2022-08/07/2022, 21-65+, Nevada - Audio	07/18/2022	08/07/2022	-	216,666	218,348
Streaming Everywhere-Audio :30 - Banner	07/18/2022-08/07/2022, 21-65+, Nevada - Banner	07/18/2022	08/07/2022	-	-	12,724
<b>Streaming Select-Audio XP :30 - Audio</b>	07/18/2022-08/07/2022, 21-65+, Nevada, 1P: MC Affinity - Latin Intensive, 1P: MC Affinity - SoundCloud Latin Intensive, 1P: MC Affinity - Latin Enthusiasts, 3P: MC Affinity - SoundCloud Latin Enthusiasts - Audio	07/18/2022	08/07/2022	-	41,666	41,981
Streaming Select-Audio XP :30 - Banner	07/18/2022-08/07/2022, 21-65+, Nevada, 1P: MC Affinity - Latin Intensive, 1P: MC Affinity - SoundCloud Latin Intensive, 1P: MC Affinity - Latin Enthusiasts, 3P: MC Affinity - SoundCloud Latin Enthusiasts - Banner	07/18/2022	08/07/2022	-	-	3,587