

CAMPAIGN IMPACT TOTALS

Impressions	Clicks	CTR
1,007,673	1,042	3.25%

SUMMARY

In August, we saw approximately 1.1 Million impressions, which is a large increase of almost 400,000. 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 continued to see increases in impressions while maintaining an above industry-standard CTR.

Connected TV and Streaming Audio performed well with over 650,000 impressions, we reached a highly relevant audience across both channels.



Google Ads

Impressions

1,404

↑ 4.5%

Clicks

131

0.0%

CTR

9.33%

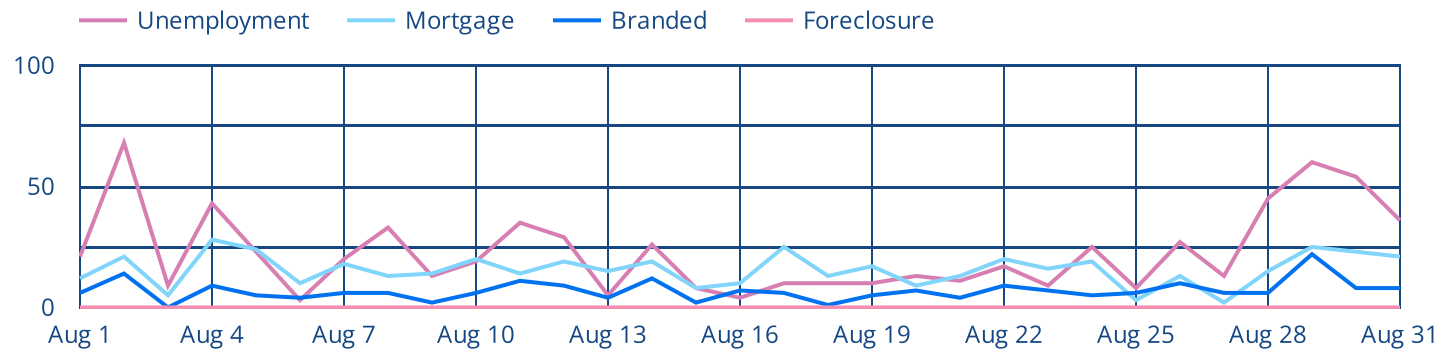
↓ -4.3%

Avg. CPC

\$3.12

↓ -0.2%

Ad group	Impressions	Clicks	CTR
1. Unemployment	707	55	7.78%
2. Mortgage	484	61	12.6%
3. Branded	213	15	7.04%



In August we focused on increasing our total reach on Google. We did see an increase of almost 5%, which is up further from last month's increase of over 20% in impressions for Google.

Google Ads performed exceptionally 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, 9.33% vs 2.51% we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

In September 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	1,035	97	9.37%
2. Henderson	174	9	5.17%
3. North Las Vegas	105	11	10.48%
4. Pahrump	18	3	16.67%
5. Laughlin	15	0	0%
6. Nellis Air Force Ba...	11	3	27.27%
7. Enterprise	7	0	0%

Digital Display

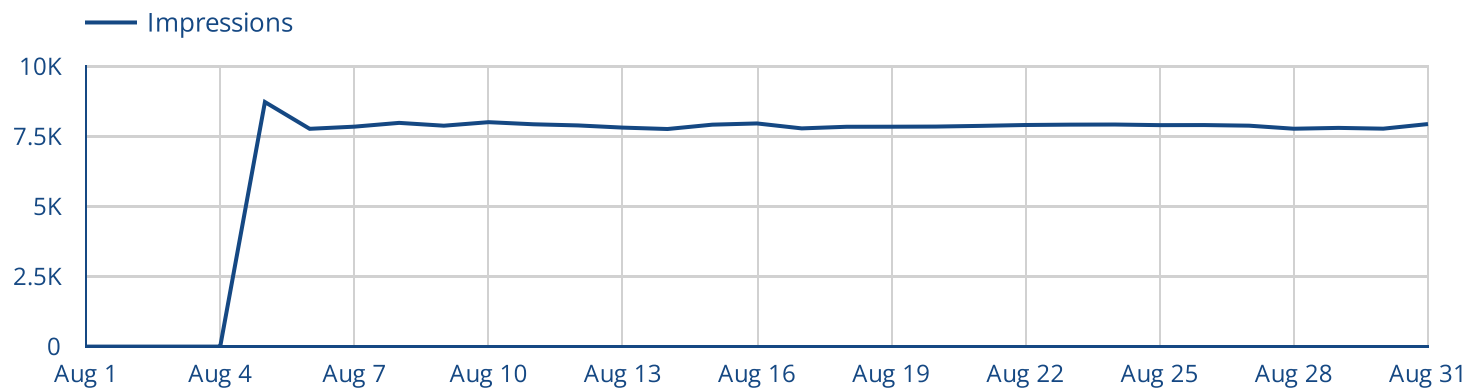
Impressions	Clicks	CTR	E CPM
213,551	347	0.16%	7.53
↑ 1,048.6%	↑ 554.7%	↓ -43.0%	↑ 28.8%

Digital Display campaigns performed well in August with a large increase in total impressions and clicks.

Display metrics are somewhat skewed by the pause on campaigns in mid-July to accommodate additional streaming audio and CTV budgets. However, the pacing numbers still show a total increase MOM.

In September we will focus on continuing to increase CTR and total clicks by optimizing placements.

Banner	Impressions	Clicks	CTR	E CPM
1. NAHAC-HAF-14717-300x250-Animated-Banner	88,948	113	0.13%	7.9
2. NAHAC-HAF-14717-320x50-Animated-Banner	45,892	60	0.13%	7.84
3. NAHAC14717-300x250-Static-Banner	21,666	25	0.12%	6.17
4. NAHAC-HAF-14717-728x90-Animated-Banner	18,888	34	0.18%	7.88
5. NAHAC14717-320x50-Static-Banner	13,378	12	0.09%	6.23
6. NAHAC-HAF-14717-160x600-Animated-Banner	8,915	24	0.27%	7.76
7. NAHAC-HAF-14717-300x600-Animated-Banner	6,025	27	0.45%	8.03
8. NAHAC14717-728x90-Static-Banner	4,096	11	0.27%	6.15
Grand total	213,551	347	0.16%	7.53





NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

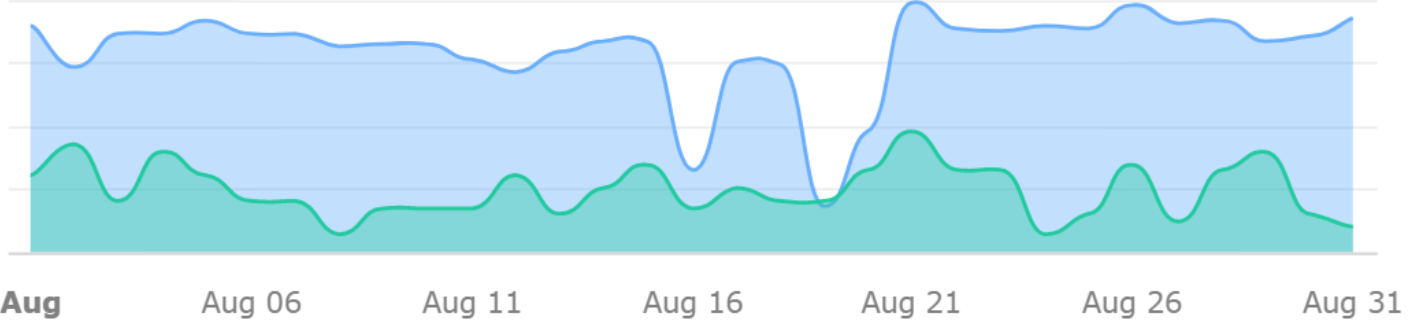
Aug 1, 2022 - Aug 31, 2022

Native Ads			
Impressions	Clicks	CTR	CPM
115,329	305	.26%	\$8.67

Native ads performed exceptionally well in June. With our adjusted Native content, we were able to further increase CTR to .26%.

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

In September we will focus on increasing total impressions by decreasing CPM and maintaining a high CTR to ensure maximum clicks and website engagement.





Connected TV



Connected TV performed well in August with nearly 260,000 impressions. While clicks and CTR are low, this is not an issue as CTV is an impression-based channel.

We saw an increase of 7% in total impressions in August.

Streaming audio performed well with over 400k impressions 200 clicks and an average frequency of 5.

In September, we will focus on continuing to increase impressions. Once we reach peak impressions, we will focus on decreasing our CPM to increase our reach further.

Streaming Audio

Component Name	Ad Comments	Start Date	End Date	Impression Goal	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach	Frequency	
Streaming Select-Audio XP :30 - Audio	Audio	04/01/2022	12/31/2022	1,712,498	248,265	14.50%	-	-	78,353	3.17	
Streaming Select-Audio XP :30 - Banner	Banner	04/01/2022	12/31/2022	-	26,494	-	37	0.14%	14,093	1.88	
Streaming Select-Cross Device Display - Banner	Banner	04/01/2022	12/31/2022	1,510,000	172,164	11.40%	170	0.10%	20,442	8.42	
Total				N/A	3,222,498	420,429	13.05%	207	0.10%	85,196	4.93