

CAMPAIGN IMPACT TOTALS

Total Impressions

1,576,288

Total Clicks

1,744

Average CTR

3.22%

SUMMARY

In September we saw over 1.5 million impressions, which is a large increase of almost 500,000 MOM. With a large increase in impressions, we were able to still maintain a high, above-industry standard CTR of 3.22%

Pay-Per-Click ads performed extremely well as we continued to see increases in CTR. (9.67% vs. 9.33%)

Native Ads performed adequately. We maintained an above-industry standard CTR, however, we would like to increase CTR further.

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

Google Ads

Impressions

1,324

↓ -5.7%

Clicks

128

↓ -2.3%

CTR

9.67%

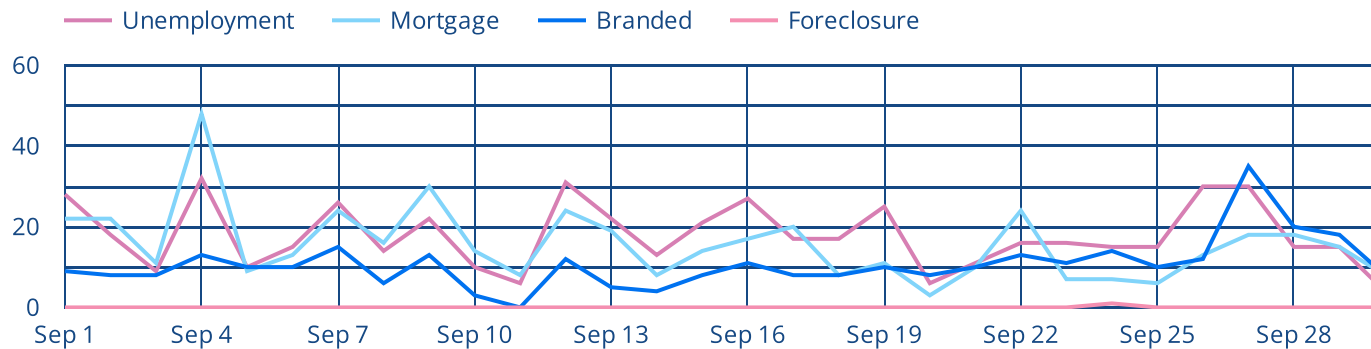
↑ 3.6%

Avg. CPC

\$3.21

↑ 2.7%

Ad group	Impressions	Clicks	CTR
1. Unemployment	536	57	10.63%
2. Mortgage	467	38	8.14%
3. Branded	320	33	10.31%
4. Foreclosure	1	0	0%



In September we focused on maintaining impressions while continuing to increase CTR. We were able to maintain impressions with just a slight drop of 5.7%. We did see a further increase in our CTR to 9.67% from 9.33% in August.

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 the industry standard, 9.67% vs 2.51% we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

In October 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	1,059	97	9.16%
2. Henderson	97	8	8.25%
3. North Las Vegas	96	17	17.71%
4. Laughlin	22	1	4.55%
5. Pahrump	14	0	0%
6. Boulder City	8	4	50%
7. Mesquite	7	0	0%

Digital Display

Impressions

241,626

↑ 13.1%

Clicks

337

↓ -2.9%

CTR

0.14%

↓ -14.2%

E CPM

7.39

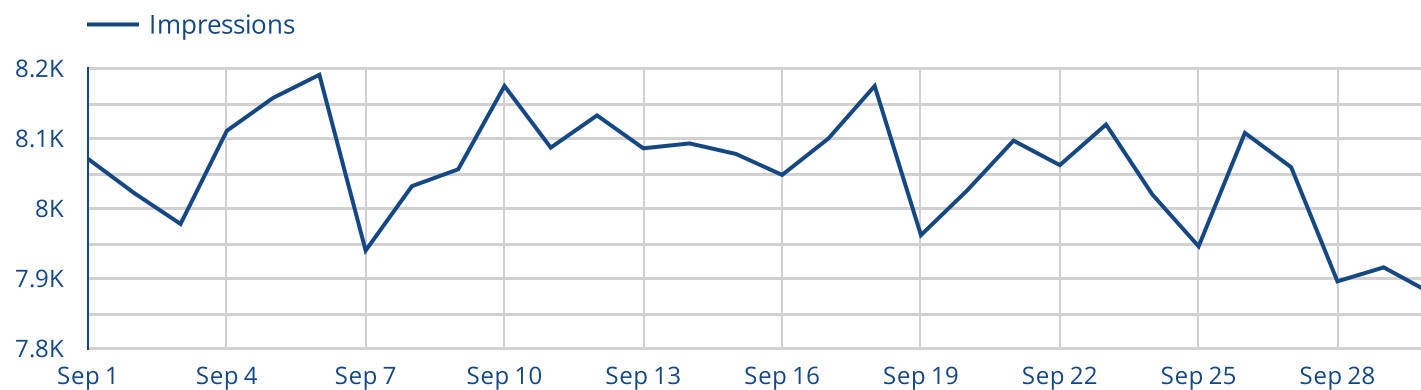
↓ -1.9%

Digital Display campaigns performed well in September. We were able to increase our total impressions by 13%; however, extending our reach did lead to a decrease in our overall CTR to .14%.

While .14% is still above the industry standard of .10% we would like to see this at .15-.20%.

In October we will focus on maintaining higher impressions while improving CTR to increase overall clicks and engagement.

	Banner	Impressions ▾	Clicks	CTR	E CPM
1.	NAHAC-HAF-14717-300x250-Animated-Banner	99,618	97	0.1%	7.73
2.	NAHAC-HAF-14717-320x50-Animated-Banner	48,740	62	0.13%	7.86
3.	NAHAC14717-300x250-Static-Banner	25,707	28	0.11%	6.02
4.	NAHAC-HAF-14717-728x90-Animated-Banner	25,491	35	0.14%	7.54
5.	NAHAC14717-320x50-Static-Banner	12,681	17	0.13%	6.16
6.	NAHAC-HAF-14717-160x600-Animated-Banner	10,168	22	0.22%	7.5
7.	NAHAC-HAF-14717-300x600-Animated-Banner	6,747	19	0.28%	7.94
8.	NAHAC14717-728x90-Static-Banner	5,920	11	0.19%	5.97
	Grand total	241,626	337	0.14%	7.39





NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Sep 1, 2022 - Sep 30, 2022

Native Ads

Impressions

114,609

↓ -0.6%

Clicks

286

↓ -6.2%

CTR

0.25

↓ -5.6%

CPM

5.45

↓ -2.5%

	Campaign	Impressions	Clicks ▾	CTR	CPM
1.	NAHAC - HAF	114,609	286	0.25	5.45

Native ads performed adequately in September. We maintained our impressions with a very slight decrease of .6%. We did also see a slight decrease in CTR, leading to lower clicks for September. We did however see a slight decrease in CPM as well.

Our CTR of .25% is still 2x the industry average, however, we would like to see this at .30%-.45%.

In October we will focus on increasing CTR to we can increase total engagements and website visits.

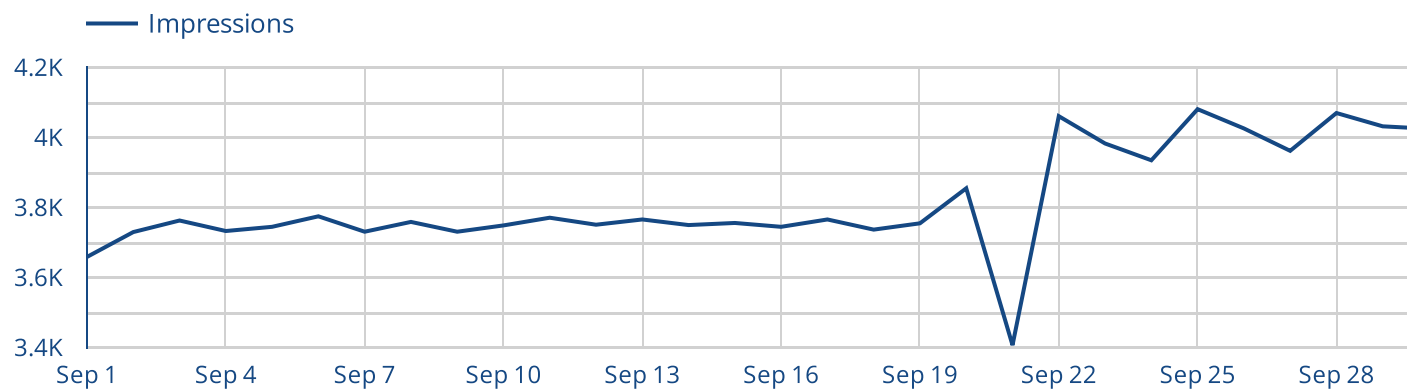
Grand total

114,609

286

0.25

5.45





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Sep 1, 2022 - Sep 30, 2022

Connected TV



Connected TV performed well in September with 760,000 impressions. While clicks and CTR are not major KPIs for CTV as it is an impression-based channel we did see high clicks of almost 900.

Impressions increase greatly due to the budget schedule that allowed for more impressions in September.

Booked Units	Impressions	Clicks	CTR
600,000	431,836 ▲ 6,401%	865 ▲ 5,667%	0.20% ▼ 13%
73,684	30,201 ▲ 10%	0 ▼ 100%	0.00% ▼ 100%
179,775	71,946 ▲ 97%	2 ▲ 0%	0.00% ▼ 100%
311,688	104,706 ▲ 62%	1 ▲ 0%	0.00% ▲ 0%
179,104	54,737 ▲ 93%	3 ▲ 200%	0.01% ▲ 100%
206,910	50,388 ▼ 1%	2 ▲ 100%	0.00% ▲ 0%
93,186	17,947 ▼ 14%	14 ▼ 53%	0.08% ▼ 43%
138,526	404 ▼ 97%	1 ▲ 100%	0.25% ▲ 100%



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Sep 1, 2022 - Sep 30, 2022

Streaming Audio

Component Name	Ad Comments	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach	Frequency
Streaming Select-Audio XP :30 - Audio - September	35-65+ MF, White Collar Professionals, Finance Professionals, Health Services Professionals, Healthcare Decision Makers, Healthcare Professionals, Business Influencers, Corporate Executives, C-Suite and Executives, Business Owners of Company Size 100-500 Employees, SMB <100 Employees, Small Business Owners 1-49 Employees, Small Business Owners 50-100 Employees, Small Business Owners, <100 Employees, Small Business Owners, <50 Employees, Nevada state - Audio	241,151	14.08%	-	-	76,418	3.16
Streaming Select-Audio XP :30 - Banner - September	35-65+ MF, White Collar Professionals, Finance Professionals, Health Services Professionals, Healthcare Decision Makers, Healthcare Professionals, Business Influencers, Corporate Executives, C-Suite and Executives, Business Owners of Company Size 100-500 Employees, SMB <100 Employees, Small Business Owners 1-49 Employees, Small Business Owners 50-100 Employees, Small Business Owners, <100 Employees, Small Business Owners, <50 Employees, Nevada state - Banner	45,350	-	23	0.05%	21,848	2.08
Streaming Select-Cross Device Display - Banner - September	White Collar Professionals, Finance Professionals, Health Services Professionals, Healthcare Decision Makers, Healthcare Professionals, Business Influencers, Corporate Executives, C-Suite and Executives, Business Owners of Company Size 100-500 Employees, SMB <100 Employees, Small Business Owners 1-49 Employees, Small Business Owners 50-100 Employees, Small Business Owners, <100 Employees, Small Business Owners, <50 Employees, 35-65+ MF, Nevada state- Banner	170,068	11.26%	82	0.05%	12,128	14.02
		456,569	14.17%	105	0.05%	80,550	5.11