

## CAMPAIGN IMPACT TOTALS

Total Impressions  
**374,183**

Total Clicks  
**643**

Average CTR  
**2.67%**

## SUMMARY

The NAHAC HAF campaign saw 374,000 impressions, with a CTR well above industry standard at 2.67%, leading to 650 clicks.

Pay-Per-Click ads performed extremely well with a CTR of 8%, nearly 4x the industry standard. Paid search ads allowed us to reach highly relevant prospects that were searching for terms related to NAHAC HAF services.

Native ads budget was decreased in October to allow for funding to be diverted to CTV and Streaming Audio in 2023. This led to much lower impressions from this channel.

Connected TV was paused in October while we were getting approval on the new budget. It will be live again in December.



### Google Ads

Impressions

**1,560**

↑ 12.3%

Clicks

**125**

↓ -4.6%

CTR

**8.01%**

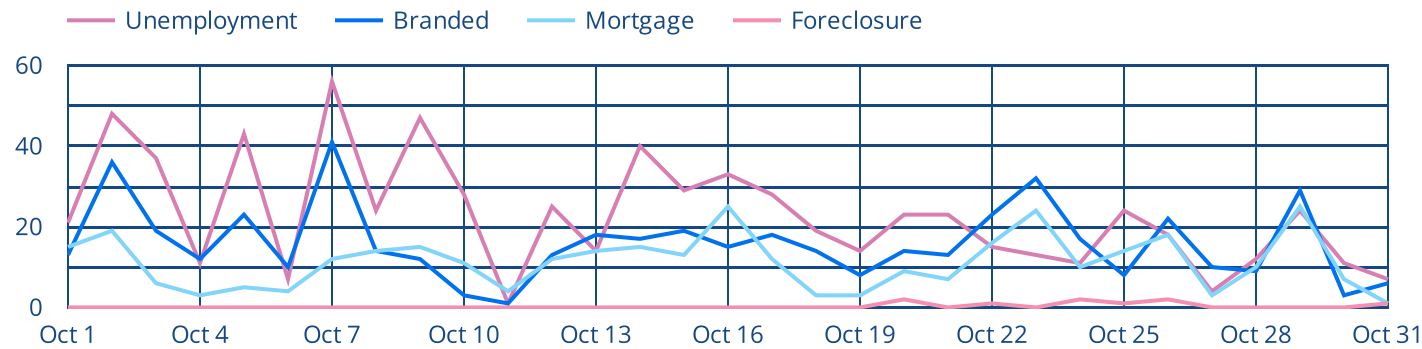
↓ -15.0%

Avg. CPC

**\$3.28**

↑ 2.8%

Ad group	Impressions	Clicks	CTR
1. Unemployment	710	50	7.04%
2. Branded	492	43	8.74%
3. Mortgage	349	31	8.88%
4. Foreclosure	9	1	11.11%



In October we focused on maintaining impressions while continuing to increase CTR. We were able to increase impressions by 12%. We did see a slight drop in CTR with the increase in impressions.

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, 8% vs 2.51% we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

In November 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	1,242	96	7.73%
2. North Las Vegas	117	11	9.4%
3. Henderson	87	9	10.34%
4. Laughlin	17	0	0%
5. Pahrump	17	1	5.88%
6. Paradise	16	2	12.5%
7. Enterprise	12	3	25%

### Digital Display

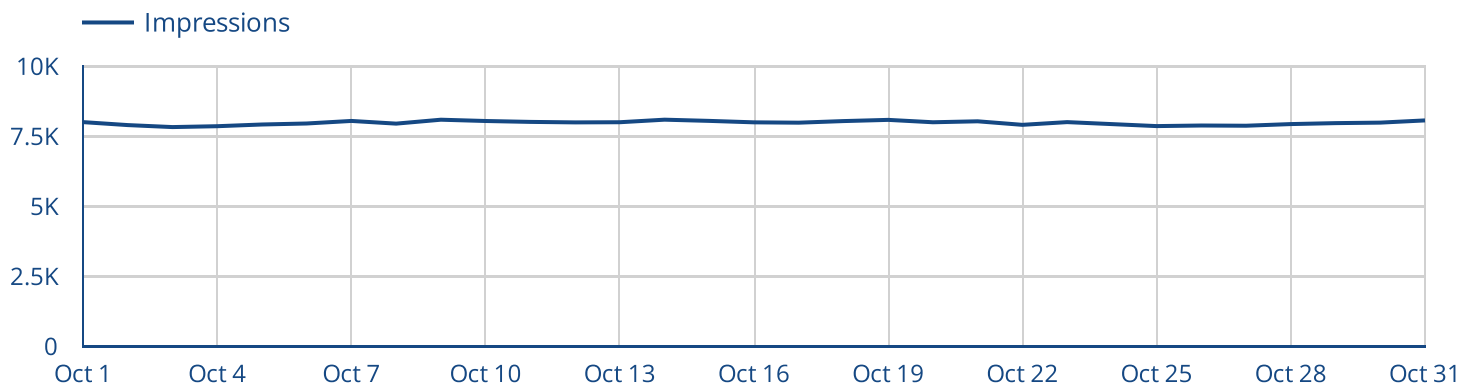
Impressions	Clicks	CTR	E CPM
<b>247,600</b>	<b>288</b>	<b>0.12%</b>	<b>7.45</b>
↓ -0.8%	↓ -16.3%	↓ -15.6%	↑ 0.8%

Digital Display campaigns performed well in October. We were able to maintain our impressions, CTR and CPM compared to November.

While .12% is above the industry standard of .10% we would like to see this at .15-.20%.

In November 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	101,247	113	0.11%	7.83
2.	NAHAC-HAF-14717-320x50-Animated-Banner	43,275	50	0.12%	7.94
3.	NAHAC-HAF-14717-728x90-Animated-Banner	29,901	24	0.08%	7.6
4.	NAHAC14717-300x250-Static-Banner	26,172	23	0.09%	6.08
5.	NAHAC-HAF-14717-160x600-Animated-Banner	11,257	13	0.12%	7.51
6.	NAHAC14717-320x50-Static-Banner	10,326	14	0.14%	6.15
7.	NAHAC-HAF-14717-300x600-Animated-Banner	9,252	24	0.26%	7.94
8.	NAHAC14717-728x90-Static-Banner	7,676	5	0.07%	5.99
	<b>Grand total</b>	<b>247,600</b>	<b>288</b>	<b>0.12%</b>	<b>7.45</b>





### Native Ads

Impressions	Clicks	CTR	CPM
<b>125,023</b>	<b>230</b>	<b>0.18</b>	<b>5.18</b>
↑ 5.6%	↓ -20.7%	↓ -24.9%	↓ -5.1%

Campaign	Impressions	Clicks	CTR	CPM
1. NAHAC - HAF	125,023	230	0.18	5.18

Native ads performed adequately in October. We increased our impressions slightly by .6%. We did see a decrease in CTR to .18%. A refresh of content in the new year should allow us to improve our KPIs.

Our CTR of .18% is still 2x the industry average, however, we would like to see this at .30%-.45%.

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

**Grand total**                      **125,023**                      **230**                      **0.18**                      **5.18**

