

CAMPAIGN IMPACT TOTALS

Total Impressions
363,472

Total Clicks
594

Average CTR
3.84%

SUMMARY

The NAHAC HAF campaign saw 363,000 impressions, with a CTR well above industry standard at 3.84%, leading to 594 clicks. This is a large increase in CTR MOM from 2.5% in October to 3.84% in November.

We were able to effectively increase our CTR on Google Ads to 11.5%. This is a sharp increase from our October CTR of 8%. This is well above the industry standard of 2.5%.

Native ads budget was decreased in November to allow for funding to be diverted to CTV and Streaming Audio in December 2022 - 2023. This led to much lower impressions from this channel.

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



Google Ads

Impressions

1,101

↓ -29.4%

Clicks

127

↑ 1.6%

CTR

11.53%

↑ 44.0%

Avg. CPC

\$3.23

↓ -1.6%

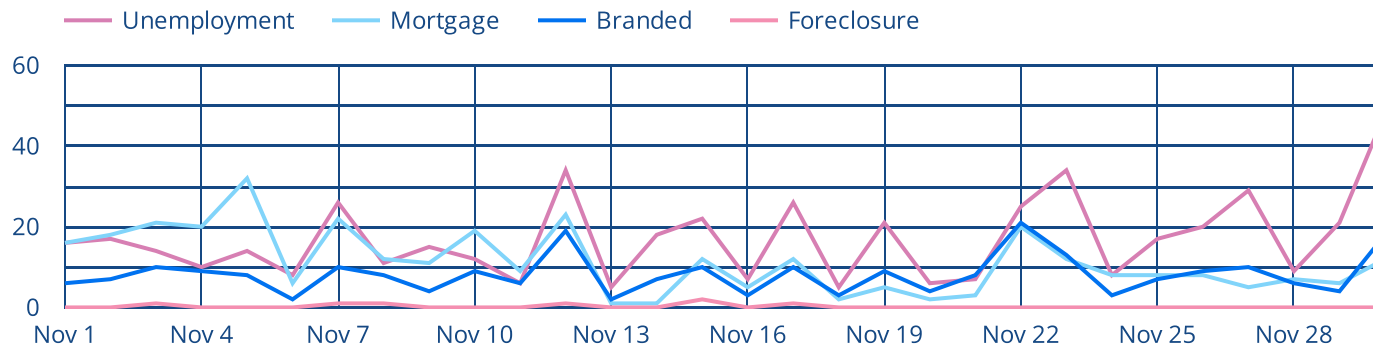
In November we focused on increasing our CTR on Google search. We effectively increased CTR to 11.53% (+44% MOM).

In an effort to increase CTR, we adjusted our keywords and placements, which decreased our impressions by about 30%. However, with the increase in CTR we still saw an increase of 1.6% in total clicks and a decrease in CPC.

With a CTR above the industry standard, 11.5% vs 2.51% we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

In December we will focus on balancing our CTR with impressions. We will focus on increasing impressions while still maintaining our higher CTR to further increase total clicks.

Ad group	Impressions	Clicks	CTR
1. Unemployment	511	57	11.15%
2. Mortgage	338	45	13.31%
3. Branded	245	25	10.2%
4. Foreclosure	7	0	0%



City	Impressions	Clicks	CTR
1. Las Vegas	822	98	11.92%
2. North Las Vegas	84	11	13.1%
3. Henderson	76	6	7.89%
4. Pahrump	21	1	4.76%
5. Paradise	19	1	5.26%
6. Laughlin	14	2	14.29%
7. Enterprise	9	0	0%

Digital Display

Impressions	Clicks	CTR	E CPM
239,366	272	0.11%	7.45
↓ -3.3%	↓ -5.6%	↓ -2.3%	↓ 0.0%

Digital Display campaigns performed well in November. We did see a slight decrease in our total impressions by just 3.3%.

Our CTR also decreased slightly to .11%. While 11% is still above the industry standard of .10% we would like to see our CTR at a minimum of .15%.

In December we will focus on continuing to increase our CTR while maintaining impressions to increase our total clicks.

Banner	Impressions	Clicks	CTR	E CPM
1. NAHAC-HAF-14717-300x250-Animated-Banner	94,438	104	0.11%	7.83
2. NAHAC-HAF-14717-320x50-Animated-Banner	40,493	27	0.07%	7.96
3. NAHAC-HAF-14717-728x90-Animated-Banner	30,906	29	0.09%	7.54
4. NAHAC14717-300x250-Static-Banner	24,783	16	0.06%	6.13
5. NAHAC-HAF-14717-160x600-Animated-Banner	14,506	24	0.17%	7.52
6. NAHAC14717-320x50-Static-Banner	9,532	10	0.1%	6.21
7. NAHAC14717-728x90-Static-Banner	8,085	8	0.1%	6.04
8. NAHAC-HAF-14717-300x600-Animated-Banner	8,024	18	0.22%	7.89
Grand total	239,366	272	0.11%	7.45

