

CAMPAIGN IMPACT TOTALS

Total Impressions	Total Clicks	Average CTR
697,145	1,052	4.00%

SUMMARY

The NAHAC HAF campaign saw 697,145 impressions, with a CTR well above industry standard at 4%, leading to 1,052 clicks. This is an increase from 3.84% in November and 2.5% in October.

We were able to effectively increase our CTR on Google Ads to 12%. This is an increase from November (11.5%) and October (8%). This is well above the industry standard of 2.5%.

Native ads saw a 19.4% increase in impressions and a 52.3% increase in clicks which resulted in a 27.6% increase in CTR to .2%, well above the industry standard CTR of .16%.

Connected TV performed well in December with over 250,000 impressions and almost 300 clicks for a CTR of .11%.



Google Ads

Impressions

1,092

↓ -0.8%

Clicks

131

↑ 3.1%

CTR

12.00%

↑ 4.0%

Avg. CPC

\$3.13

↓ -3.0%

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

In December we focused on increasing our CTR on Google search. We effectively increased CTR to 12%, a 4% increase from November.

In an effort to increase CTR, we adjusted our keywords and placements. With the increase in CTR we still saw an increase of 3.1% in total clicks and a 3% decrease in CPC.

With a CTR above the industry standard, 12% vs 2.51% we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

Ad group	Impressions	Clicks	CTR
1. Unemployment	618	78	12.62%
2. Mortgage	266	31	11.65%
3. Branded	208	22	10.58%



City	Impressions	Clicks	CTR
1. Las Vegas	868	99	11.41%
2. North Las Vegas	80	17	21.25%
3. Henderson	59	9	15.25%
4. Laughlin	18	0	0%
5. Pahrump	18	1	5.56%
6. Enterprise	10	1	10%
7. Paradise	8	1	12.5%

Digital Display

Impressions	Clicks	CTR	E CPM
246,207	319	0.13%	7.48
↑ 2.9%	↑ 17.3%	↓ 14.0%	↑ 0.4%

Digital Display campaigns performed well in December. We did see a 2.9% increase in impressions and a 17.3% increase in clicks, which resulted in a CTR decrease of .13%.

Our CTR decreased slightly to .13%. While 13% is still above the industry standard of .10% we would like to see our CTR at a minimum of .15%.

In January 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	99,938	99	0.1%	7.82
2. NAHAC-HAF-14717-320x50-Animated-Banner	42,539	54	0.13%	7.88
3. NAHAC-HAF-14717-728x90-Animated-Banner	30,896	32	0.1%	7.7
4. NAHAC14717-300x250-Static-Banner	27,007	31	0.11%	6.18
5. NAHAC-HAF-14717-160x600-Animated-Banner	11,641	19	0.16%	7.71
6. NAHAC14717-320x50-Static-Banner	10,023	22	0.22%	6.19
7. NAHAC-HAF-14717-300x600-Animated-Banner	8,113	17	0.21%	8.05
8. NAHAC14717-728x90-Static-Banner	7,742	22	0.28%	6.08
Grand total	246,207	319	0.13%	7.48





NEVADA HOMEOWNER ASSISTANCE FUND

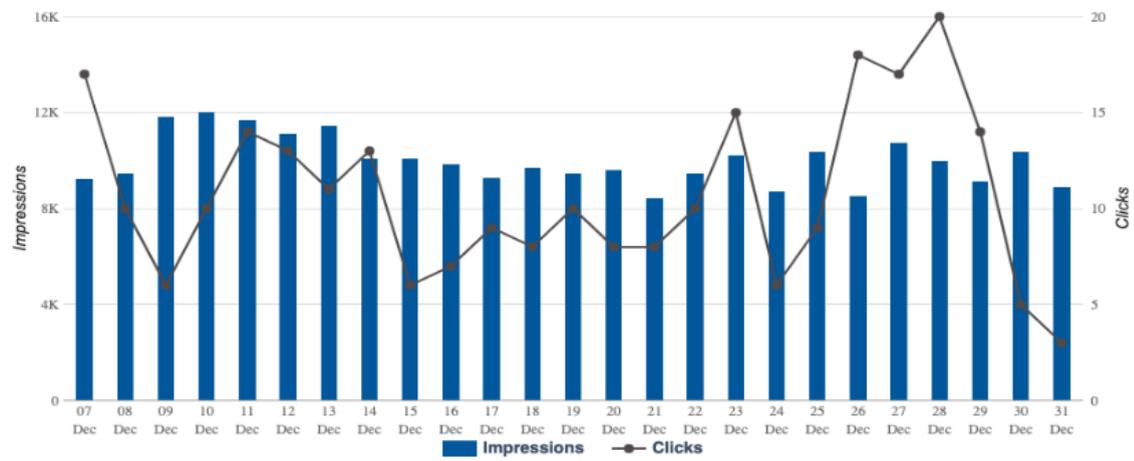
NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Dec 1, 2022 - Dec 31, 2022

Connected TV

Campaign Delivery

Impressions 250.27K ▲ 100%	Clicks 267 ▲ 100%	Click Through Rate 0.11% ▲ 100%
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Connected TV performed well in December with over 250,000 impressions and almost 300 clicks for a CTR of .11%.

While clicks and CTR are not major KPIs for CTV as it is an impression-based channel we did see high clicks of almost 300.

Dates: 01/Dec/2022 - 31/Dec/2022

Campaign: Brain Trust NAHAC Dec 22- Aug 23

Line Item Name	Start Date	End Date	Pacing	Booked Unit	Impressions	Clicks	CTR	Completed View	Completion Rate
Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	125.74%	112,360	13,179	0	0%	12,796	97.09%
Connected TV - Behavioral Targeting - Q1 Connect	12/01/2022	08/31/2023	0.00%	89,552	0	0	0%	0	0%
Connected TV - Behavioral Targeting - Universal Pixel (Spanish)	12/07/2022	08/31/2023	137.09%	63,158	8,077	0	0%	7,807	96.66%
Connected TV - Behavioral Targeting - Universal Pixel (Tagalog)	12/07/2022	08/31/2023	133.19%	52,632	6,539	1	0.02%	6,325	96.73%
Connected TV - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	125.92%	183,908	21,603	1	0%	21,019	97.3%
Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	122.90%	194,805	22,333	0	0%	21,650	96.94%
Display - cTV Targeting - Banners	12/07/2022	08/31/2023	122.35%	1,000,000	114,130	217	0.19%	0	0%
Spotify	12/08/2022	08/31/2023	248.53%	237,209	52,992	38	0.07%	51,882	97.91%
Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	122.36%	100,000	11,414	10	0.09%	0	0%



Streaming Audio

Spotify

Start Date

12/08/2022

End Date

08/31/2023

Best CTR Creative:

NAHAC Dec '22 - Aug '23

CTR: 0.11%

Booked Impressions

237,209

Impressions Delivered

52,992

Clicks

38

CTR

0.07%