

## CAMPAIGN IMPACT TOTALS

Total Impressions  
**697,145**

Total Clicks  
**1,052**

Average CTR  
**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%.



# NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Dec 1, 2022 - Dec 31, 2022

## Google Ads

Impressions

1,092

↓ -0.8%

Clicks

131

↑ 3.1%

CTR

12.00%

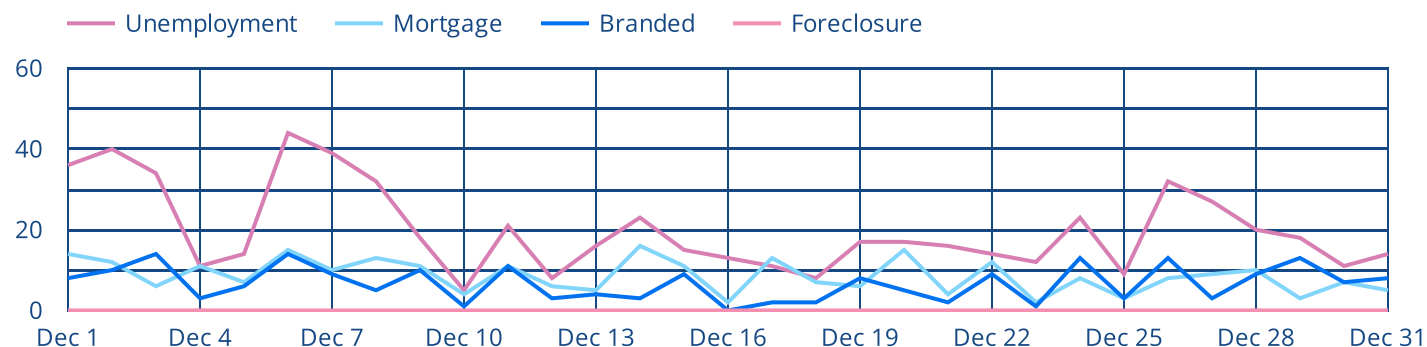
↑ 4.0%

Avg. CPC

\$3.13

↓ -3.0%

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



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.

	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

246,207

↑ 2.9%

Clicks

319

↑ 17.3%

CTR

0.13%

↓ 14.0%

E CPM

7.48

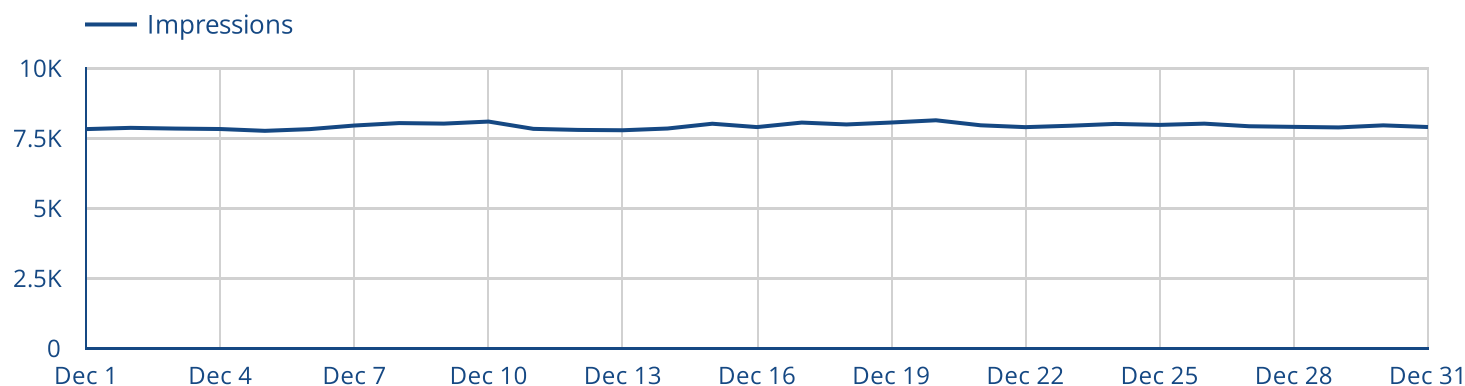
↑ 0.4%

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
	<b>Grand total</b>	<b>246,207</b>	<b>319</b>	<b>0.13%</b>	<b>7.48</b>





# NEVADA HOMEOWNER ASSISTANCE FUND

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Dec 1, 2022 - Dec 31, 2022

## Native Ads

Impressions

146,854

↑ 19.4%

Clicks

297

↑ 52.3%

CTR

0.2

↑ 27.6%

CPM

4.54

↓ -10.1%

Native ads performed well in December. We 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%. Additionally, our CPM dropped 10.1% to 4.54.

In January, we will focus on increasing KPIs. A refresh of the current native content will be helpful in improving engagement metrics as well.

	Campaign	Impressions	Clicks ▾	CTR	CPM
1.	NAHAC - HAF	146,854	297	0.2	4.54

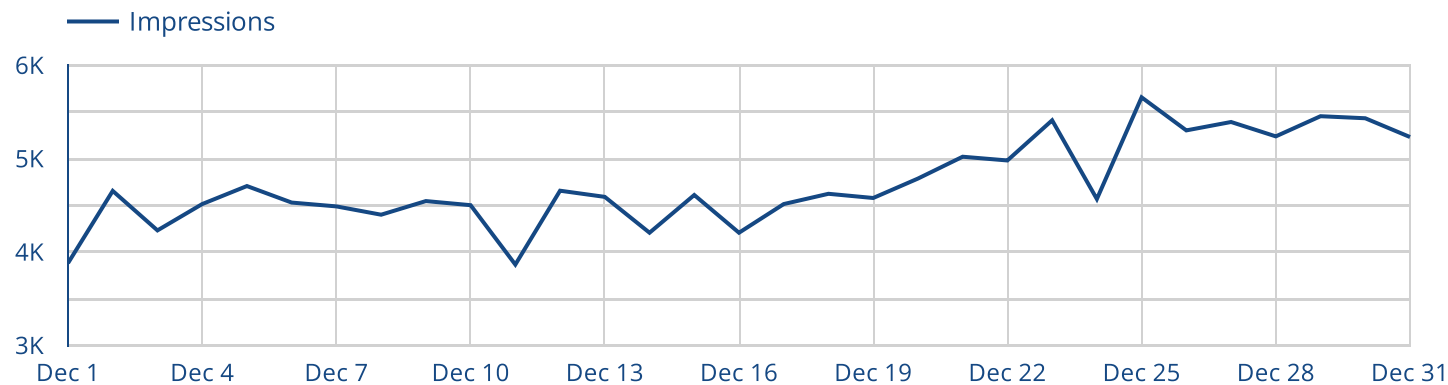
Grand total

146,854

297

0.2

4.54



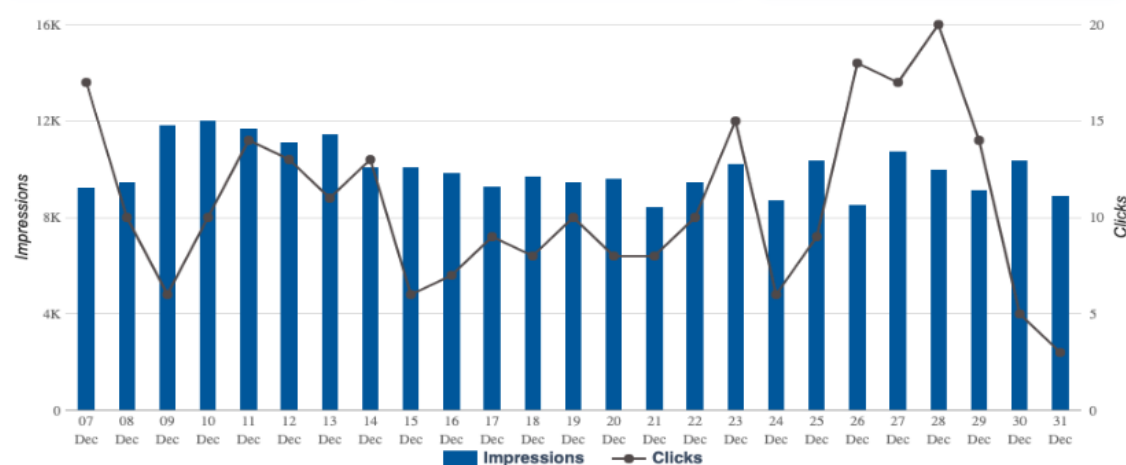
## Connected TV

### Campaign Delivery

**Impressions** ✓  
**250.27K** ▲ 100%

**Clicks** ✓  
**267** ▲ 100%

**Click Through Rate** ○  
**0.11%** ▲ 100%



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									
CPM									
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%



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## 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%