

Jan 1, 2023 - Jan 31, 2023

CAMPAIGN IMPACT TOTALS

Total Impressions	Total Clicks	Average CTR
404,644	1,626	0.42%

SUMMARY

The NAHAC HAF campaign saw 404,644 impressions, with a CTR well above industry standard at 4%, leading to 1,626 clicks.

Google Ads CTR is still well above the industry standard, 10.57% vs 2.51%, we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

Connected TV performed well in January with over 310,000 impressions and 357 clicks for a CTR of .11%.

Spotify performed well with over 92,000 impressions and 39 clicks for a CTR of .04%.



Google Ads

Impressions

1,230

↑ 12.6%

Clicks

130

↓ -0.8%

CTR

10.57%

↓ -11.9%

Avg. CPC

\$3.16

↑ 0.8%

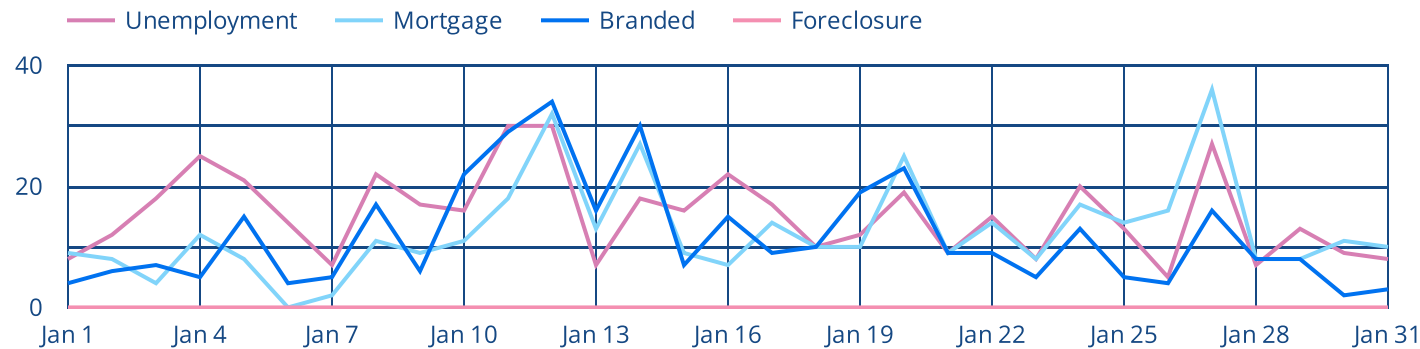
In January we focused on balancing our CTR with impressions. We focused on increasing impressions while maintaining our higher CTR.

While we achieved increased overall impressions by 12.6% from December, we did see a slight decrease in clicks of about 0.8%.

We also saw a decrease in CTR to 10.57%. In an effort to increase CTR, we will adjust our keywords and placements.

With a CTR still well above the industry standard, 10.57% 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	475	63	13.26%
2. Mortgage	390	38	9.74%
3. Branded	365	29	7.95%



City	Impressions	Clicks	CTR
1. Las Vegas	982	104	10.59%
2. Henderson	91	7	7.69%
3. North Las Vegas	69	9	13.04%
4. Laughlin	23	2	8.7%
5. Pahrump	16	1	6.25%
6. Paradise	13	0	0%
7. Boulder City	6	2	33.33%



NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

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Connected TV



Connected TV performed well in January with over 310,000 impressions and over 350 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 357, a 34% increase from December.

Dates: 01/Jan/2023 - 31/Jan/2023											
Campaign: Brain Trust NAHAC Dec 22- Aug 23											
CPM											
Line Item Name	Start Date	End Date	Pacing	Booked Unit	Impressions	Clicks	CTR	Completed Vie	Completion		
Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	61.08%	112,360	14,341	2	0.01%	13,820	96.37%		
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	67.93%	63,158	8,965	1	0.01%	8,703	97.08%		
Connected TV - Behavioral Targeting - Universal Pixel (Tagalog)	12/07/2022	08/31/2023	63.52%	52,632	6,986	2	0.03%	6,797	97.29%		
Connected TV - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	62.30%	183,908	23,940	2	0.01%	23,340	97.49%		
Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	62.01%	194,805	25,243	0	0%	24,488	97.01%		
Display - cTV Targeting - Banners	12/07/2022	08/31/2023	60.12%	1,000,000	125,622	288	0.23%	0	0%		
Spotify	12/08/2022	08/31/2023	190.09%	237,209	92,884	39	0.04%	90,365	97.29%		
Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	60.06%	100,000	12,549	23	0.18%	0	0%		



Streaming Audio

Spotify

Start Date
12/08/2022

End Date
08/31/2023

Best CTR Creative:
(COPY) NAHAC Dec '22 - Aug '23
CTR: 0.04%

Booked Impressions
237,209

Impressions Delivered
92,884

Clicks
39

CTR
0.04%

Completed View
90,365