

CAMPAIGN IMPACT TOTALS

Total Impressions
535,063

Total Clicks
992

Average CTR
0.18%

SUMMARY

In February the NAHAC HAF campaign saw a total of 535,063 impressions, with 992 clicks.

Google Ads CTR is still well above the industry standard, 9.98% 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 also performed well in February with over 270,000 impressions and 260 clicks for a CTR of .10%.

Spotify performed well with 94,299 impressions and 54 clicks for a CTR of .06%, up from .04% in January.



NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Feb 1, 2023 - Feb 28, 2023

Google Ads

Impressions

1,302

↑ 5.9%

Clicks

130

0.0%

CTR

9.98%

↓ -5.5%

Avg. CPC

\$3.15

↓ -0.3%

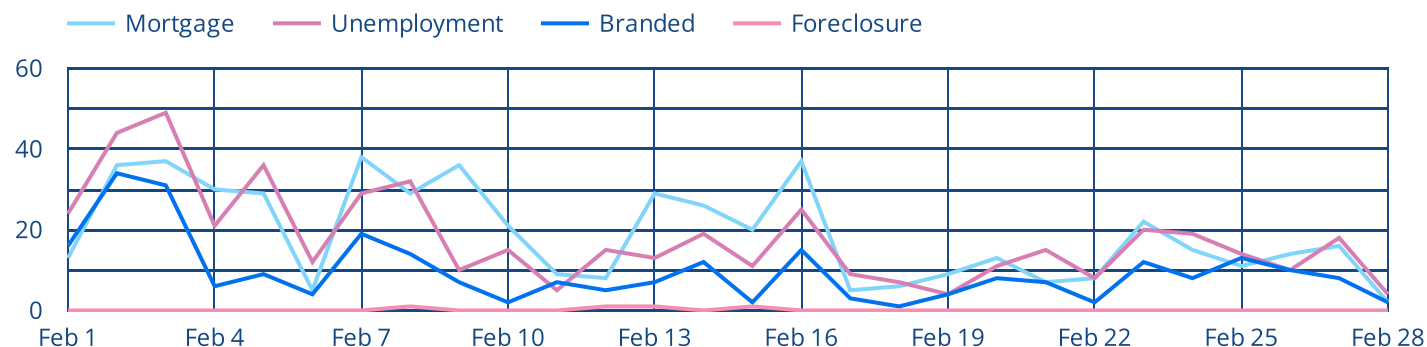
In February we focused on balancing our CTR with impressions. We focused on increasing impressions while maintaining our higher CTR.

We achieved increased overall impressions by almost 6% from January, and maintained our click rate at 130, which resulted in a slight decrease in CTR to 9.98%.

In an effort to increase CTR, we will adjust our keywords and placements.

With a CTR still well above the industry standard, 9.98% 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.	Mortgage	531	58	10.92%
2.	Unemployment	499	50	10.02%
3.	Branded	268	22	8.21%
4.	Foreclosure	4	0	0%



	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	1,009	93	9.22%
2.	North Las Vegas	110	14	12.73%
3.	Henderson	78	11	14.1%
4.	Laughlin	27	1	3.7%
5.	Paradise	15	2	13.33%
6.	Pahrump	14	3	21.43%
7.	Nellis Air Force Base	9	1	11.11%

Digital Display

Impressions

169,282

Clicks

548

CTR

0.32%

E CPM

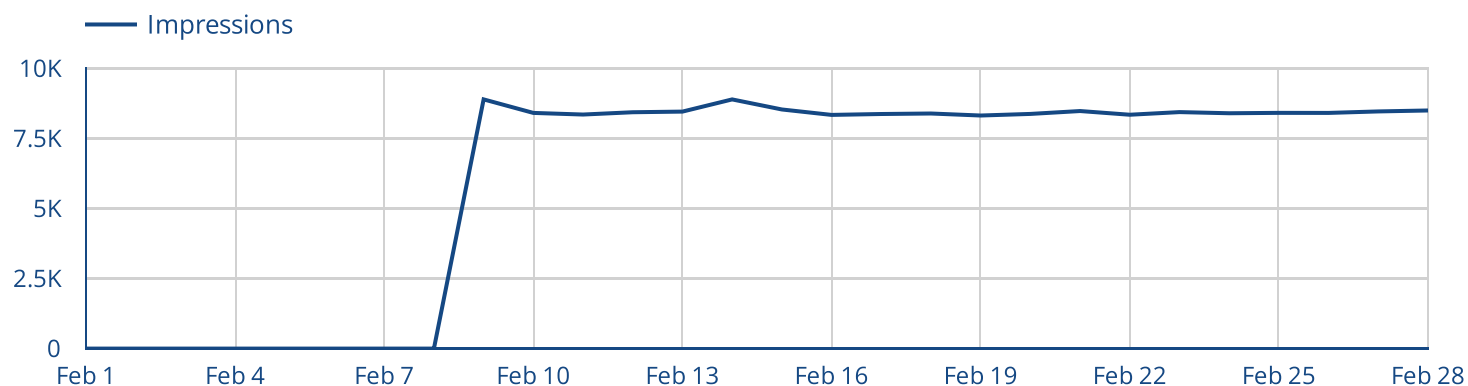
5.79

Digital Display campaigns performed very well in February.

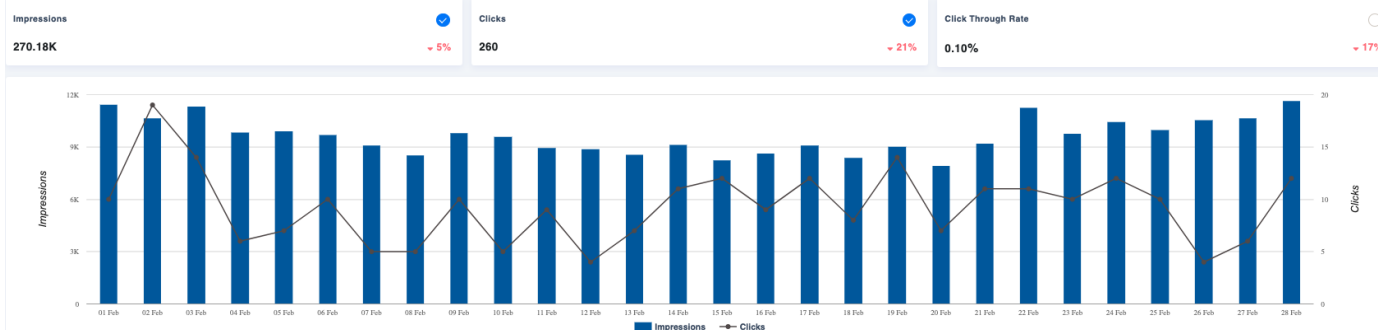
We saw over 169,000 impressions and 548 clicks, which resulted in a further CTR increase to .32%. This is up from .13% 60 days ago. This is an outstanding 146% CTR increase over 60 days.

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

	Banner	Impressions ▾	Clicks	CTR	E CPM
1.	NAHAC14717-300x250-Static-Banner	34,275	77	0.22%	5.83
2.	NAHAC-HAF-14717-300x250-Animated-Banner	33,545	92	0.27%	5.84
3.	NAHAC14717-320x50-Static-Banner	29,514	107	0.36%	5.85
4.	NAHAC-HAF-14717-320x50-Animated-Banner	29,164	104	0.36%	5.85
5.	NAHAC14717-728x90-Static-Banner	13,531	44	0.33%	5.63
6.	NAHAC-HAF-14717-728x90-Animated-Banner	13,522	48	0.35%	5.62
7.	NAHAC14717-160x600-Static-Banner	3,966	13	0.33%	5.7
8.	NAHAC-HAF-14717-160x600-Animated-Banner	3,804	18	0.47%	5.67
	Grand total	169,282	548	0.32%	5.79



Connected TV



Connected TV performed well in February with over 270,000 impressions and 260 clicks for a CTR of .10%. This was a slight decrease of 5% from January in impressions and a 21% decrease in clicks.

While clicks and CTR are not major KPIs for CTV as it is an impression-based channel we did see high clicks of 260.

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 View	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%



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Feb 1, 2023 - Feb 28, 2023

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