

CAMPAIGN IMPACT TOTALS

Total Impressions

585,887

Total Clicks

883

Average CTR

0.15%

SUMMARY

In March the NAHAC HAF campaign saw a total of 585,887 impressions and 883 clicks.

Google Ads CTR is still well above the industry standard at 11.69% (vs 2.51%) for a 17% increase from February. We were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

Digital Display saw over 259,000 impressions (vs 169,000 in February) and a slight decrease in clicks to 506 (vs 548 in February).

Connected TV & Spotify performed decently in March with a large increase in impressions (up over 20% to 325,000 in March vs just over 270,000 in February).



NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Mar 1, 2023 - Mar 31, 2023

Google Ads

Impressions

1,069

↓ -17.9%

Clicks

125

↓ -3.8%

CTR

11.69%

↑ 17.1%

Avg. CPC

\$3.28

↑ 4.3%

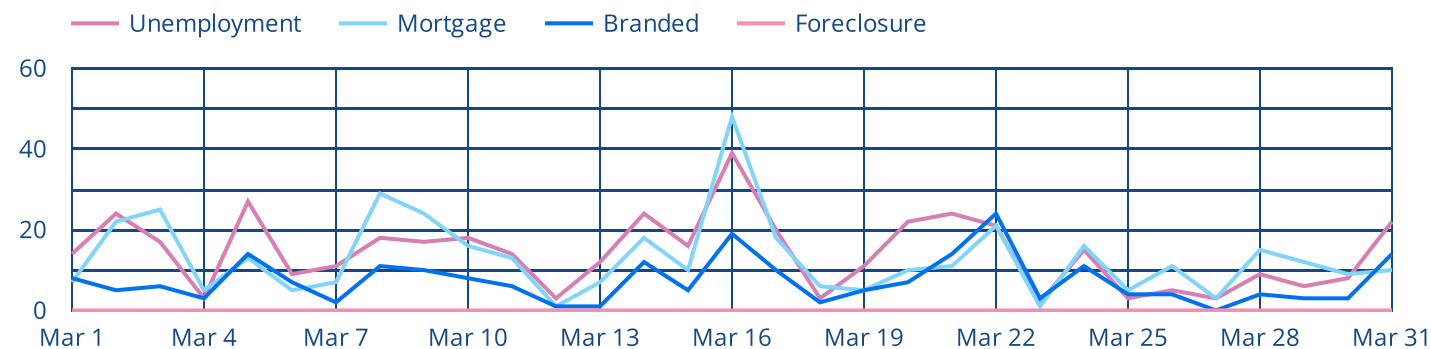
Google Ads performed well in March. We saw an increased 11.69% CTR (up over 17% from February).

We did see a 17% decrease in impressions, along with a slight 3.8% decrease in clicks.

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

With a CTR still well above the industry standard, 11.69% 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	440	50	11.36%
2.	Mortgage	403	43	10.67%
3.	Branded	226	32	14.16%



	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	832	97	11.66%
2.	North Las Vegas	71	11	15.49%
3.	Henderson	63	7	11.11%
4.	Paradise	31	2	6.45%
5.	Enterprise	12	1	8.33%
6.	Pahrump	11	2	18.18%
7.	Sunrise Manor	11	1	9.09%

Digital Display

Impressions

259,218

Clicks

506

CTR

0.20%

E CPM

5.86

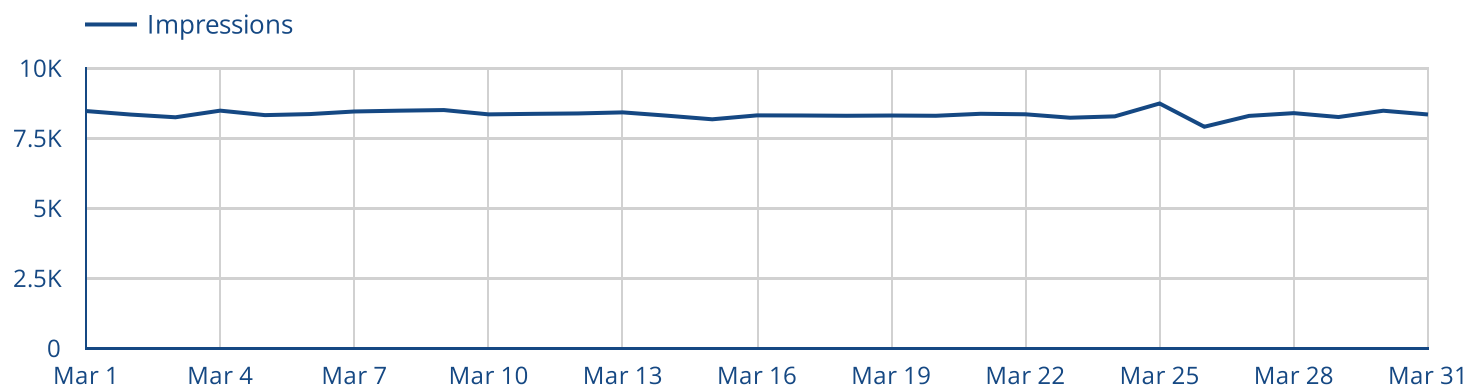
Digital Display performed well in March.

We saw over 259,000 impressions (vs 169,000 in February) and a slight decrease in clicks to 506 (vs 548 in February).

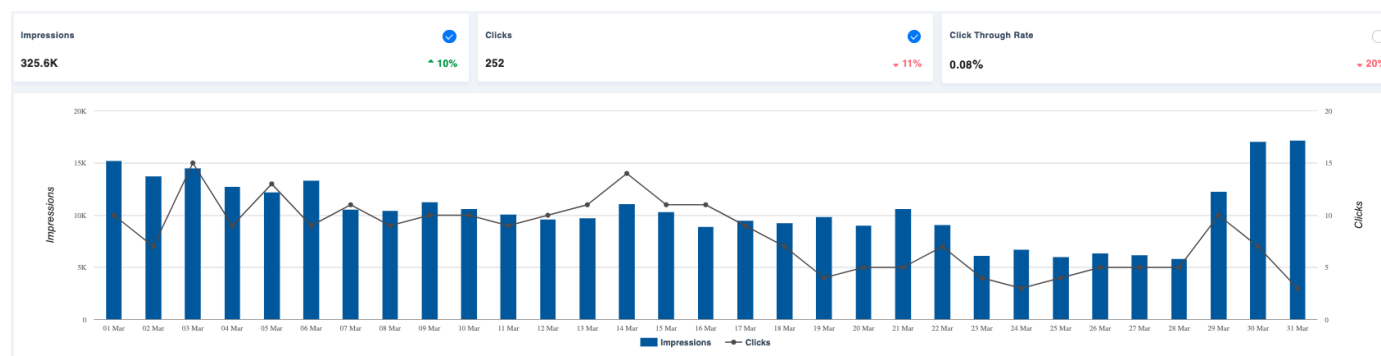
With the huge increase in impressions & decrease in overall CTR, it resulted in a clicks decrease to 506. However, our CTR was still 2x the industry standard

In April we will focus on increasing our CTR while maintaining impressions to increase our total clicks.

	Banner	Impressions ▾	Clicks	CTR	E CPM
1.	NAHAC14717-300x250-Static-Banner	52,996	84	0.16%	5.88
2.	NAHAC-HAF-14717-300x250-Animated-Banner	50,871	85	0.17%	5.9
3.	NAHAC-HAF-14717-320x50-Animated-Banner	42,009	103	0.25%	5.9
4.	NAHAC14717-320x50-Static-Banner	41,417	95	0.23%	5.89
5.	NAHAC14717-728x90-Static-Banner	25,480	45	0.18%	5.76
6.	NAHAC-HAF-14717-728x90-Animated-Banner	25,259	45	0.18%	5.76
7.	NAHAC14717-160x600-Static-Banner	5,670	11	0.19%	5.82
8.	NAHAC-HAF-14717-160x600-Animated-Banner	5,529	4	0.07%	5.84
	Grand total	259,218	506	0.2%	5.86



Connected TV & Spotify



Connected TV & Spotify performed decently in March with a large increase in impressions (up over 20% to 325,000 in March vs just over 270,000 in February).

We saw a 20% decrease in CTR to .08% (from .10% in Feb) resulting in 252 clicks, down 3% from 260 clicks in February.

While clicks and CTR are not major KPIs for CTV as it is an impression-based channel we did see high clicks of 252.

Line Item Name	Start Date	End Date	Type	Pacing	Booked Units	Impressions	Clicks	CTR	Completed Views	Completion Rate
Spotify	12/08/2022	08/31/2023	CPM	129.65%	237,209	131,306	74	0.06%	127,188	96.86%
Connected TV - Behavioral Targeting - Universal Pixel (Spanish)	12/07/2022	08/31/2023	CPM	28.66%	63,158	7,768	1	0.01%	7,463	96.07%
Connected TV - Behavioral Targeting - Universal Pixel (Tagalog))	12/07/2022	08/31/2023	CPM	28.26%	52,632	6,382	3	0.05%	6,205	97.23%
Connected TV - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	27.16%	183,908	21,436	1	0.00%	20,853	97.28%
Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	26.83%	194,805	22,431	0	0.00%	21,796	97.17%
Display - cTV Targeting - Banners	12/07/2022	08/31/2023	CPM	26.23%	1,000,000	112,570	166	0.15%	0	0.00%
Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	CPM	26.06%	112,360	12,565	0	0.00%	12,087	96.20%
Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	CPM	25.98%	100,000	11,146	7	0.06%	0	0.00%
Connected TV - Behavioral Targeting - Q1 Connect	12/01/2022	08/31/2023	CPM	0.00%	89,552	0	0	0.00%	0	0.00%



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Mar 1, 2023 - Mar 31, 2023

Streaming Audio

Spotify

Start Date

12/08/2022

End Date

08/31/2023

Best CTR Creative:

(COPY) NAHAC Dec '22 - Aug '23

CTR: 0.06%

Booked Impressions

237,209

Impressions Delivered

131,306

Clicks

74

CTR

0.06%