

CAMPAIGN IMPACT TOTALS

Total Impressions

606,567

Total Clicks

603

Average CTR

0.09%

SUMMARY

In April the NAHAC HAF campaign saw a total of 606,567 impressions and 603 clicks, resulting from an overall .09% CTR.

Google Ads CTR is still well above the industry standard at 11.75% (vs 2.51%) for a .05% increase from March.

Digital Display saw over 251,000 impressions in April (vs just over 259,000 in March), but saw a decrease in clicks to 184 (down from 506 in March). As a result of the decreased April clicks/CTR, for May we have adjusted the inventory placements and will monitor progress. So far for May we are already seeing an increase in clicks/CTR as a result of these adjustments.

Connected TV & Spotify continued to perform well in April, with a 14% increase in impressions to over 353,000 (vs 325,000 in March). We also saw a 21% increase in clicks to 294 (from 252 in March), resulting from a maintained .08% CTR MoM.



NEVADA HOMEOWNER ASSISTANCE FUND

NEVADA AFFORDABLE HOUSING ASSISTANCE CORPORATION

Apr 1, 2023 - Apr 30, 2023

Google Ads

Impressions

1,064

↓ -0.5%

Clicks

125

0.0%

CTR

11.75%

↑ 0.5%

Avg. CPC

\$3.28

↓ 0.0%

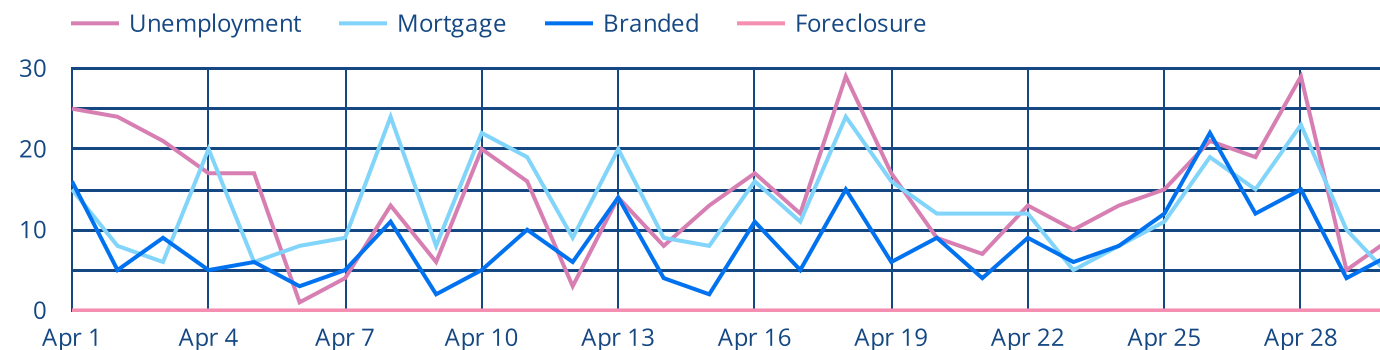
Google Ads performed well in April. We saw an increased 11.75% CTR (up .5% from March).

We saw a slight .5% decrease in impressions and clicks held steady.

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

With a CTR still well above the industry standard, 11.75% 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	427	49	11.48%
2.	Mortgage	389	49	12.6%
3.	Branded	248	27	10.89%



	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	810	98	12.1%
2.	Henderson	66	6	9.09%
3.	North Las Vegas	61	7	11.48%
4.	Paradise	40	3	7.5%
5.	Sunrise Manor	18	3	16.67%
6.	Laughlin	13	1	7.69%
7.	Pahrump	13	1	7.69%

Digital Display

Impressions

251,563

Clicks

184

CTR

0.07%

↓ -62.5%

E CPM

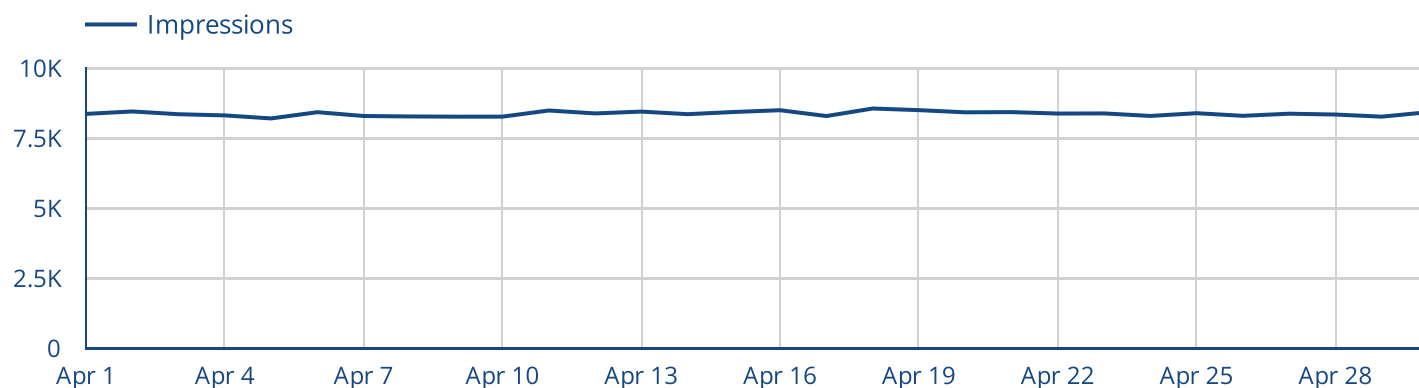
5.85

	Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1.	NAHAC14717-300x250-Static-Banner	57,241	8.0% ↑	35	-5...	0.06%	-61.4% ↓	5...	-...
2.	NAHAC-HAF-14717-300x250-Animat...	55,246	8.6% ↑	44	-4...	0.08%	-52.3% ↓	5...	-...
3.	NAHAC14717-728x90-Static-Banner	31,764	24.7% ↑	5	-8...	0.02%	-91.1% ↓	5...	0...
4.	NAHAC-HAF-14717-728x90-Animate...	31,661	25.3% ↑	9	-8...	0.03%	-84.0% ↓	5...	0...
5.	NAHAC14717-320x50-Static-Banner	28,285	-31.7% ↓	33	-6...	0.12%	-49.1% ↓	5...	0...
6.	NAHAC-HAF-14717-320x50-Animate...	27,741	-34.0% ↓	36	-6...	0.13%	-47.1% ↓	5...	0...
7.	NAHAC14717-160x600-Static-Banner	5,254	-7.3% ↓	4	-6...	0.08%	-60.8% ↓	5...	1...
8.	NAHAC-HAF-14717-160x600-Animat...	5,170	-6.5% ↓	4	0...	0.08%	6.9% ↑	5...	0...
Grand total		251,563	-3.0% ↓	1...	-...	0.07%	-62.5% ↓	5...	-...

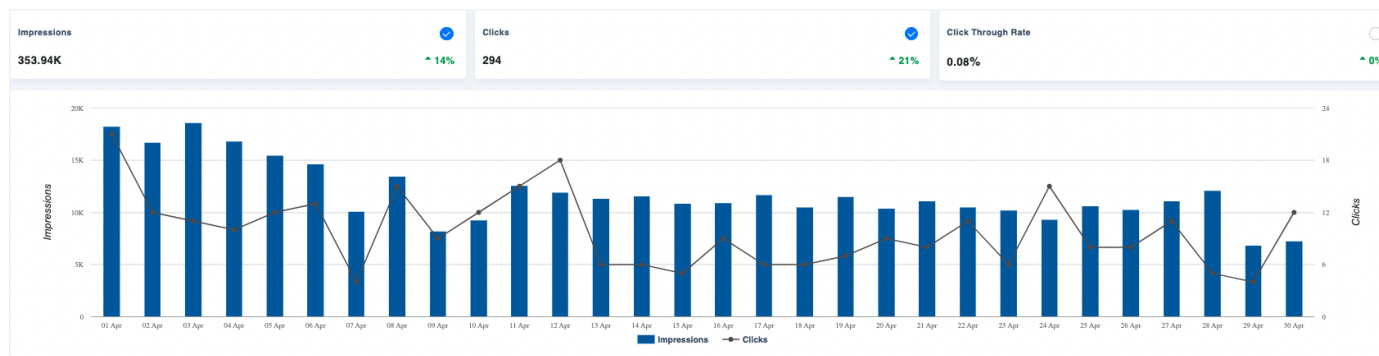
Digital Display in April saw some fluctuation in placements: high impact banners got less impressions and low impact banners got higher impressions.

We saw over 251,000 impressions (vs just over 259,000 in March) and a decrease in clicks to 184 (down from 506 in March), resulting from a decreased CTR of .07%.

As a result of the decreased April clicks/CTR, for May we have adjusted the inventory placements and will monitor progress, and may pause lower performing creative sizes to increase impression share on high impact banner sizes. So far for May we are seeing an increase in clicks/CTR as a result of these adjustments.



Connected TV & Spotify



Connected TV & Spotify continued to perform well in April, with a 14% increase in impressions to over 353,000 (vs 325,000 in March).

We also saw a 21% increase in clicks to 294 (from 252 in March), resulting from a maintained .08% CTR MoM.

Clicks and CTR are not major KPIs for CTV/Spotify as it is an impression-based channel, so the 14% increase in impressions is well above a satisfactory KPI.

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	127.67%	237,209	162,199 ▲ 32%	122 ▲ 82%	0.08% ▲ 60%	156,385 ▲ 32%	96.42%
Connected TV/OTT - Behavioral Targeting	04/26/2023	08/31/2023	CPM	96.24%	88,235	3,317 ▲ 100%	0 ▲ 0%	0.00% ▲ 0%	3,230 ▲ 100%	97.38%
Connected TV - Behavioral Targeting - Universal Pixel (Tagalog))	12/07/2022	08/31/2023	CPM	22.44%	52,632	6,390 ▲ 3%	2 ▼ 33%	0.03% ▼ 40%	6,114 ▲ 2%	95.68%
Connected TV - Behavioral Targeting - Universal Pixel (Spanish)	12/07/2022	08/31/2023	CPM	22.11%	63,158	7,556 ▲ 0%	1 ▲ 0%	0.01% ▲ 0%	7,200 ▼ 0%	95.29%
Connected TV - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	20.92%	183,908	20,813 ▲ 1%	0 ▼ 100%	0.00% ▲ 0%	20,055 ▼ 0%	96.36%
Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	20.52%	194,805	21,626 ▼ 0%	0 ▲ 0%	0.00% ▲ 0%	21,048 ▼ 0%	97.33%
Display - cTV Targeting - Banners	12/07/2022	08/31/2023	CPM	20.15%	1,000,000	109,005 ▲ 0%	157 ▼ 4%	0.14% ▼ 7%	0 ▲ 0%	0.00%
Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	CPM	20.05%	112,360	12,189 ▲ 1%	0 ▲ 0%	0.00% ▲ 0%	11,715 ▲ 0%	96.11%
Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	CPM	20.05%	100,000	10,847 ▲ 0%	12 ▲ 100%	0.11% ▲ 83%	0 ▲ 0%	0.00%
Connected TV - Behavioral Targeting - Q1 Connect [REMOVE]	12/01/2022	04/25/2023	CPM	0.00%	0	0 ▲ 0%	0 ▲ 0%	0.00% ▲ 0%	0 ▲ 0%	0.00%



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Apr 1, 2023 - Apr 30, 2023

Streaming Audio

Spotify

Start Date

12/08/2022

End Date

08/31/2023

Best CTR Creative:

(COPY) NAHAC Dec '22 - Aug '23 (12.19.22)

CTR: 0.08%

Booked Impressions

237,209

Impressions Delivered

162,199

Clicks

122

CTR

0.08%