

CAMPAIGN IMPACT TOTALS

Total Impressions

424,239

Total Clicks

551

Average CTR

0.12%

SUMMARY

Google Ads performed well in May. We saw increased impressions and clicks, resulting from an increased 11.77% CTR (up .2% from April).

With a CTR still well above the industry standard, 11.77% vs 2.51%, we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

Because we saw decreased clicks and CTR for Digital Display ads in April, we adjusted the inventory placements on high impact banner sizes in May.

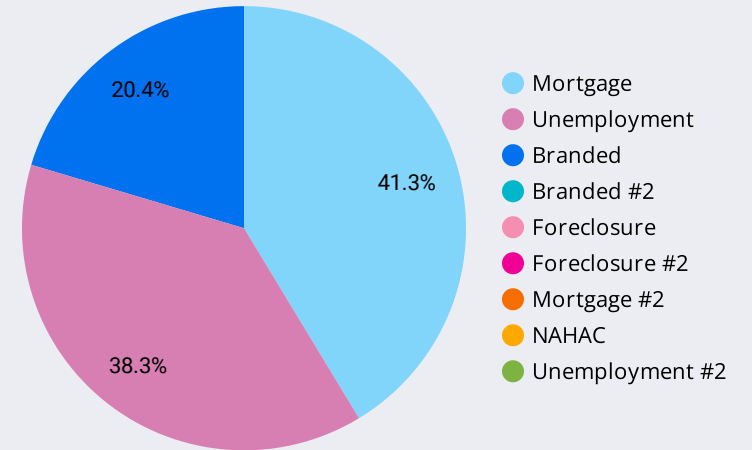
As a result of these adjustments, Digital Display saw over 261,000 impressions, up 3.8% from April and 303 clicks, up an astounding 64% from April.

Connected TV & Spotify saw over 161,000 impressions for May, and 121 clicks resulting from a .07% CTR. This is a slight decline from April's CTR of .08%.

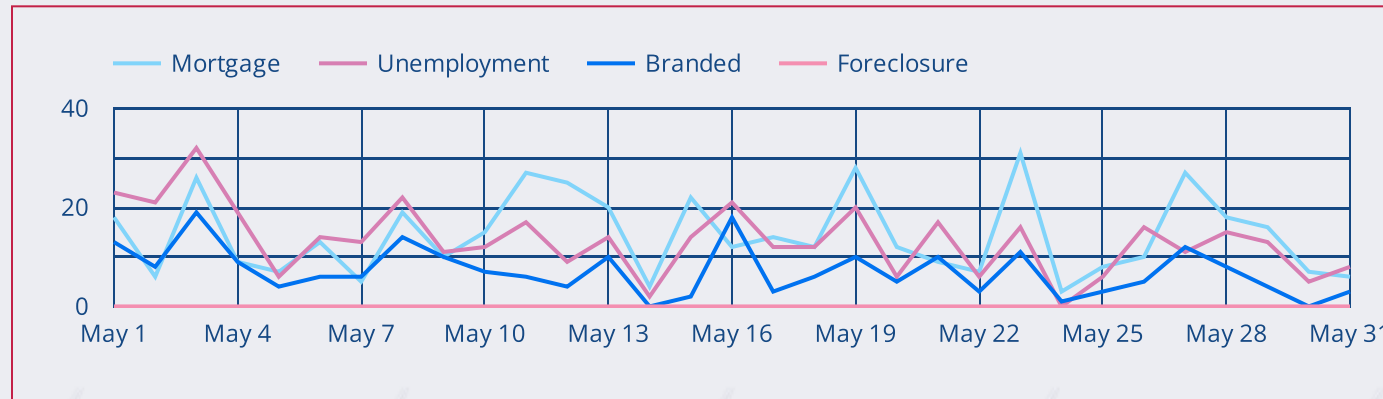
Google Ads

Impressions	Clicks	CTR	Avg. CPC
1,079	127	11.77%	\$3.23
↑ 1.4%	↑ 1.6%	↑ 0.2%	↓ -1.6%

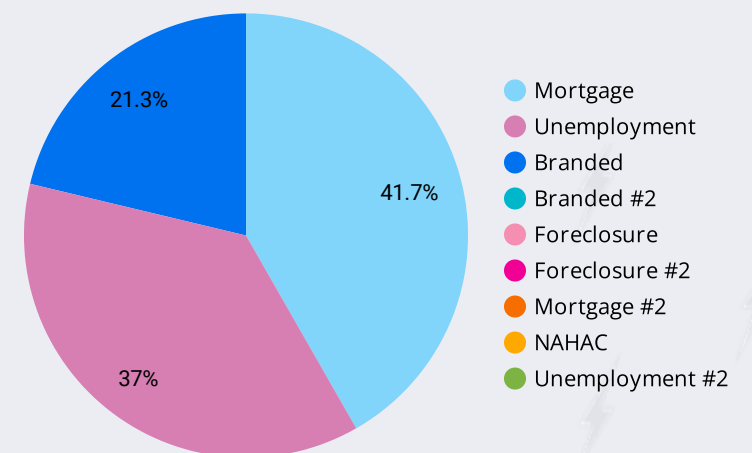
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	446	53	11.88%
2. Unemployment	413	47	11.38%
3. Branded	220	27	12.27%



Clicks by Ad Group



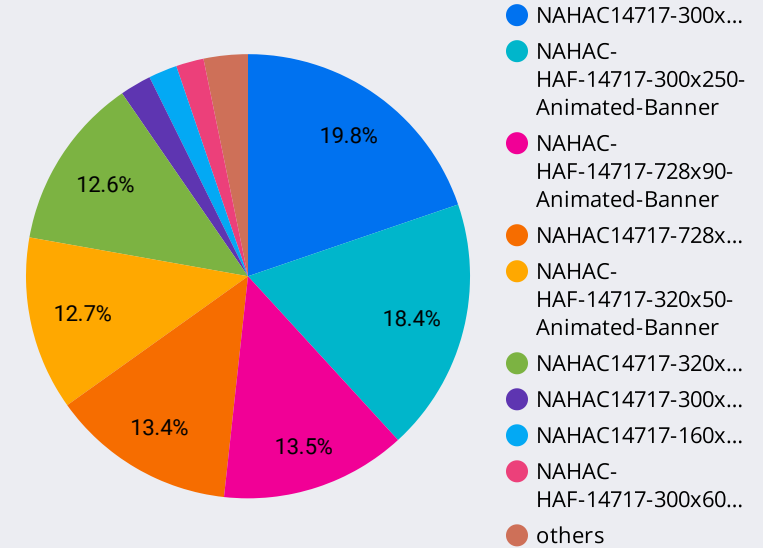
City	Impressions	Clicks	CTR
1. Las Vegas	810	99	12.22%
2. North Las Vegas	80	8	10%
3. Henderson	68	8	11.76%
4. Paradise	46	6	13.04%
5. Sunrise Manor	23	1	4.35%
6. Pahrump	13	1	7.69%
7. Laughlin	9	1	11.11%

Digital Display

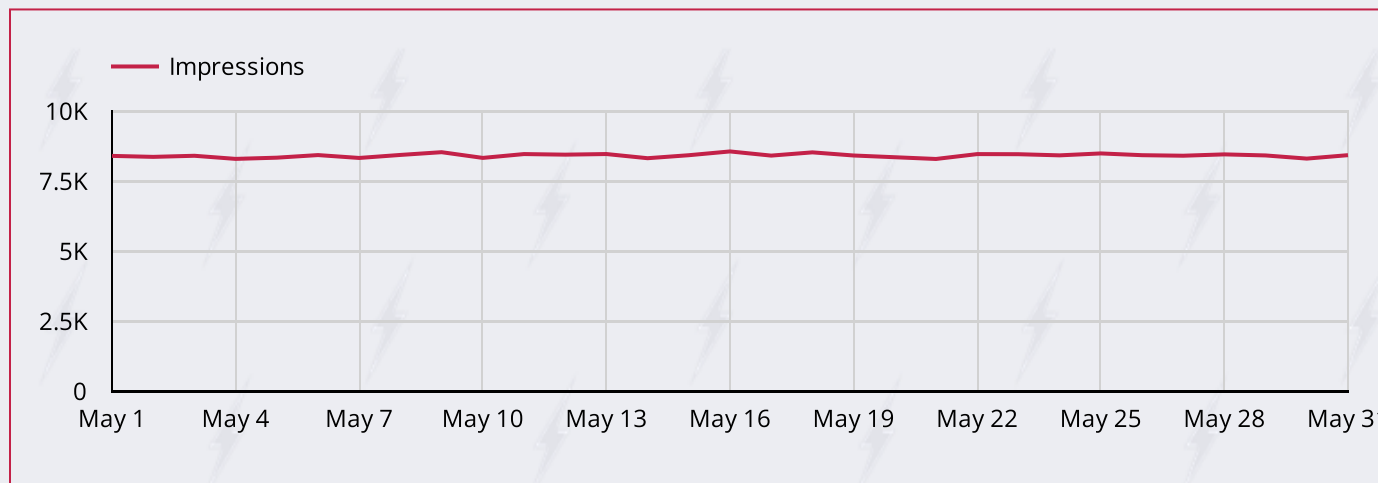
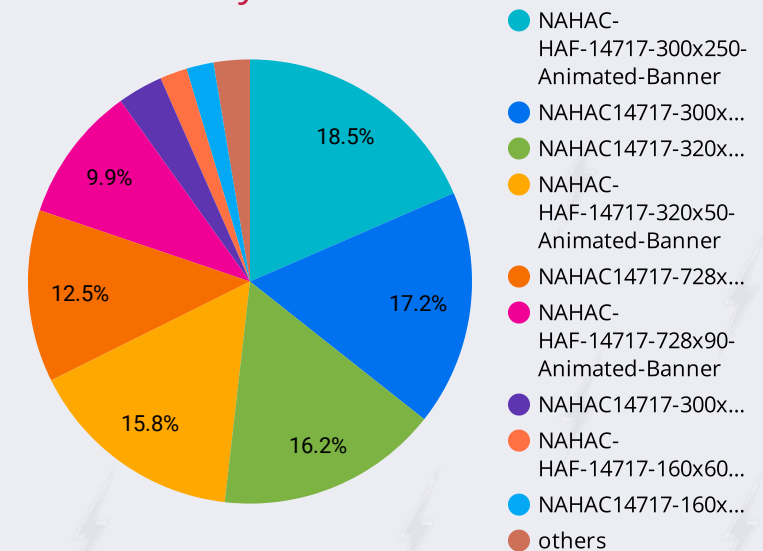
Impressions	Clicks	CTR	E CPM
261,240	303	0.12%	5.82
↑ 3.8%	↑ 64.7%	↑ 58.6%	

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	51,629	-9.8% ↓	52	4...	0.1%	64.7% ↑	5...	-...
2. NAHAC-HAF-14717-300x250-Animat...	48,146	-12.9% ↓	56	2...	0.12%	46.0% ↑	5...	-...
3. NAHAC-HAF-14717-728x90-Animate...	35,351	11.7% ↑	30	2...	0.08%	198.5% ↑	5...	-...
4. NAHAC14717-728x90-Static-Banner	35,052	10.4% ↑	38	6...	0.11%	588.7% ↑	5...	-...
5. NAHAC-HAF-14717-320x50-Animate...	33,069	19.2% ↑	48	3...	0.15%	11.9% ↑	5...	-...
6. NAHAC14717-320x50-Static-Banner	32,908	16.3% ↑	49	4...	0.15%	27.6% ↑	5...	-...
7. NAHAC14717-300x600-Static-Banner	5,967	51.1% ↑	10	2...	0.17%	-17.3% ↓	5...	-...
8. NAHAC14717-160x600-Static-Banner	5,433	3.4% ↑	6	5...	0.11%	45.1% ↑	5...	-...
Grand total	261,240	3.8% ↑	3...	6...	0.12%	58.6% ↑	5...	-...

Impressions by Banner



Clicks by Banner



Connected TV & Spotify

Impressions

161.92K

▼ 56%

Clicks

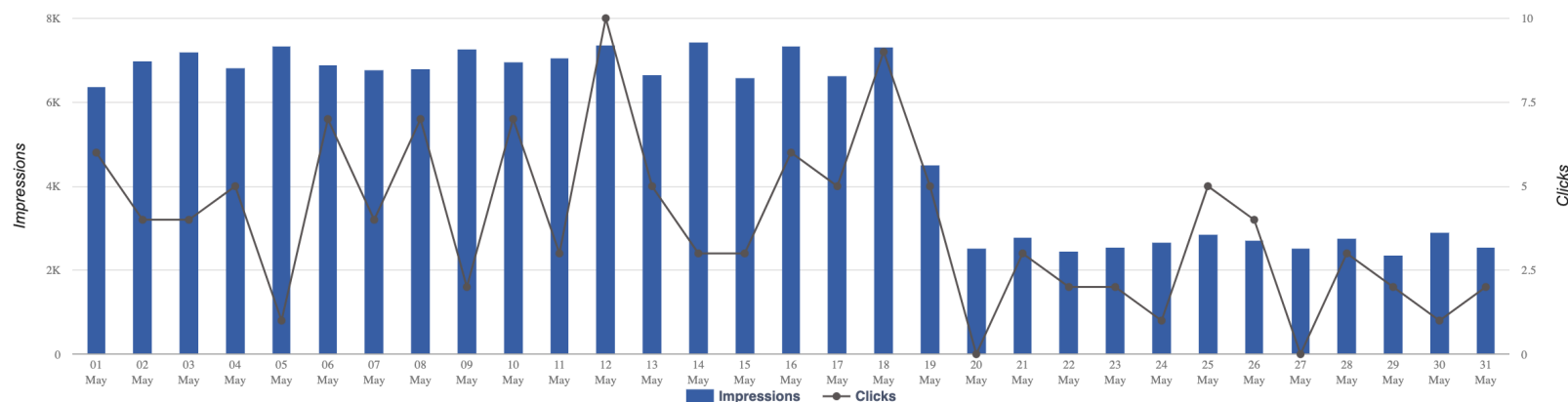
121

▼ 59%

Click Through Rate

0.07%

▼ 13%



Line Item Name	Start Date	End Date	Type	Pacing	Booked Units	Impressions	Clicks	CTR	Completed Views	Completion Rate
Connected TV/OTT - Behavioral Targeting	04/26/2023	08/31/2023	CPM	108.27%	64,279	19,574	0	0.00%	19,095	97.55%
Connected TV - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	24.51%	97,903	15,759	0	0.00%	15,246	96.74%
Connected TV - Behavioral Targeting - Universal Pixel (Spanish)	12/07/2022	08/31/2023	CPM	19.77%	46,011	5,974	1	0.02%	5,823	97.47%
Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	17.69%	141,916	16,486	0	0.00%	16,141	97.91%
Connected TV - Behavioral Targeting - Universal Pixel (Tagalog)	12/07/2022	08/31/2023	CPM	17.62%	38,342	4,436	0	0.00%	4,278	96.44%
Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	CPM	17.07%	100,000	11,213	3	0.03%	0	0.00%
Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	CPM	16.88%	81,855	9,076	1	0.01%	8,806	97.03%
Display - cTV Targeting - Banners	12/07/2022	08/31/2023	CPM	16.60%	728,506	79,398	116	0.15%	0	0.00%
Connected TV - Behavioral Targeting - Q1 Connect [REMOVE]	12/01/2022	04/25/2023	CPM	0.00%	0	0	0	0.00%	0	0.00%
Spotify	12/08/2022	08/31/2023	CPM	0.00%	209,302	0	0	0.00%	0	0.00%