

CAMPAIGN IMPACT TOTALS

Total Impressions

317,908

Total Clicks

634

Average CTR

0.19%

SUMMARY

Google Ads performed well in June. We saw a slight decrease in impressions, but an increase in clicks resulting from an increased 12.08% CTR (up 2.6% from May.)

With a CTR still well above the industry standard, 12.08% 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.

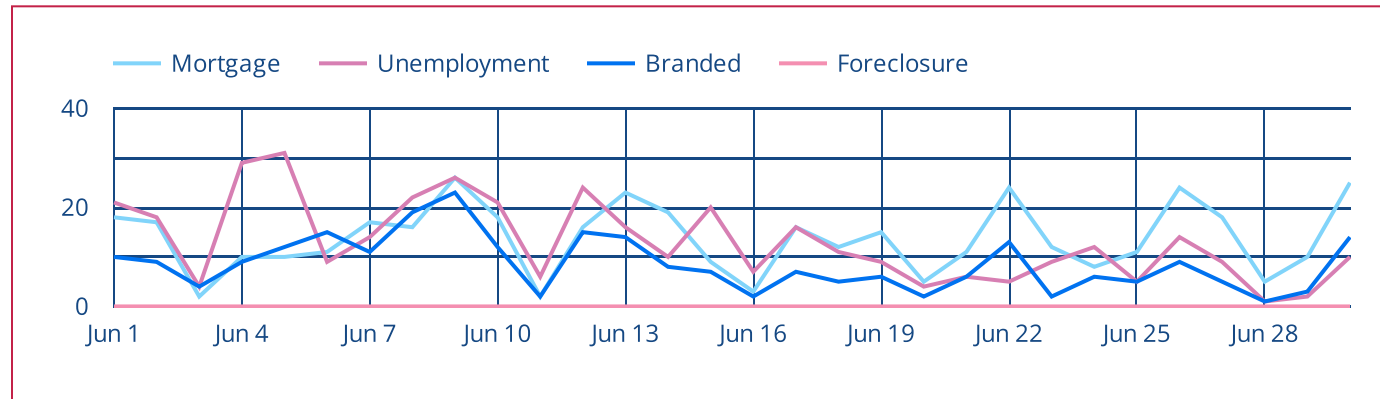
As a result of these adjustments, Digital Display saw over 243,000 impressions, down just slightly from May, and 439 clicks, up an astounding 55.6% from May.

Connected TV saw over 73,500 impressions for June, and 67 clicks resulting from a .09% CTR, up from .07% in May.

Google Ads

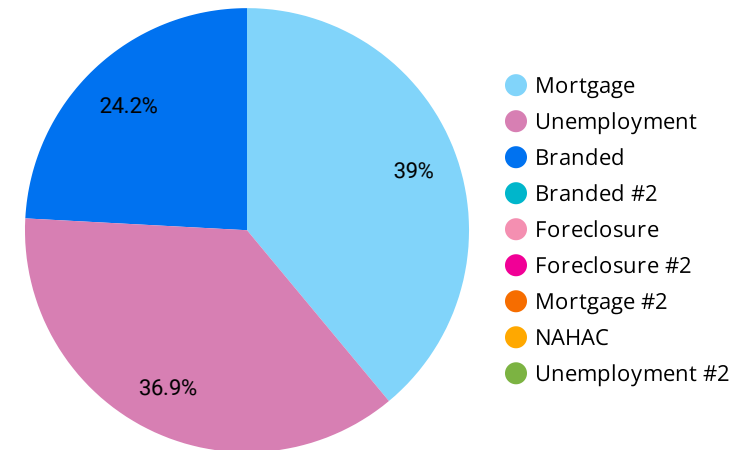
Impressions	Clicks	CTR	Avg. CPC
1,060	128	12.08%	\$3.20
↓ -1.8%	↑ 0.8%	↑ 2.6%	↓ -1.1%

Ad group	Impressions	Clicks	CTR
1. Mortgage	413	52	12.59%
2. Unemployment	391	46	11.76%
3. Branded	256	30	11.72%

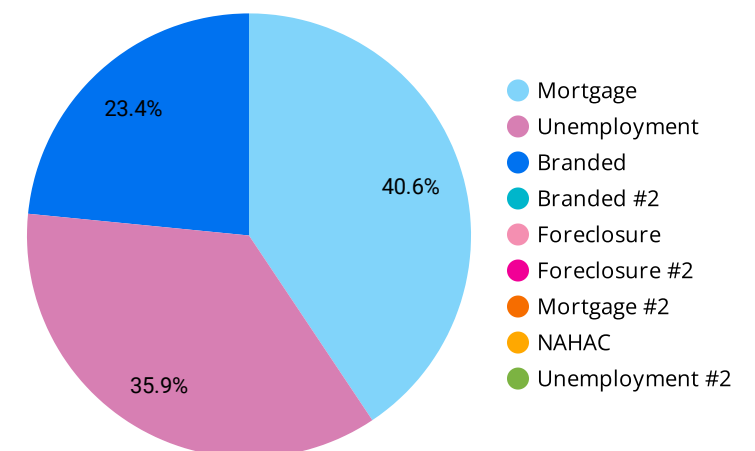


City	Impressions	Clicks	CTR
1. Las Vegas	805	96	11.93%
2. North Las Vegas	80	12	15%
3. Henderson	64	6	9.38%
4. Paradise	33	7	21.21%
5. Sunrise Manor	17	2	11.76%
6. Pahrump	10	0	0%
7. Enterprise	9	1	11.11%

Impressions by Ad Group



Clicks by Ad Group

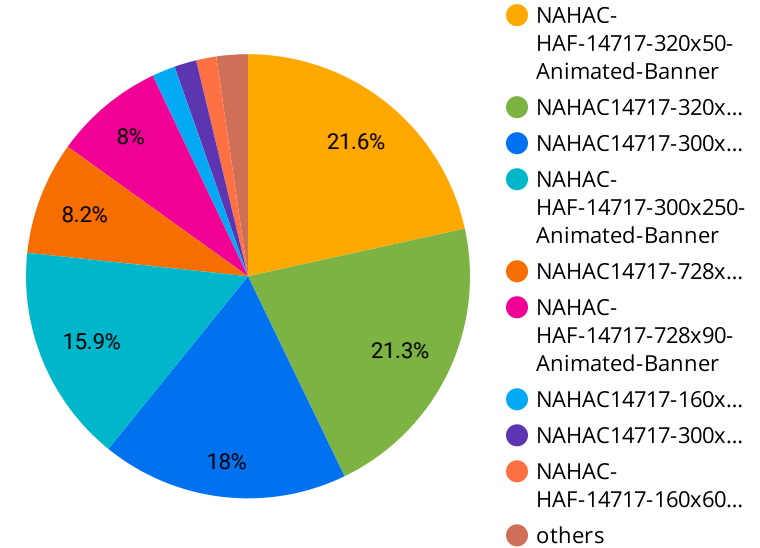


Digital Display

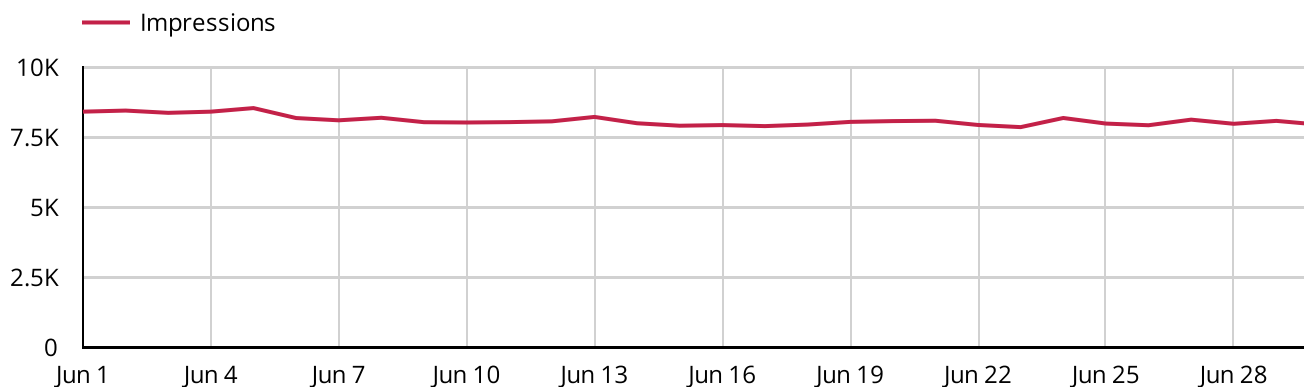
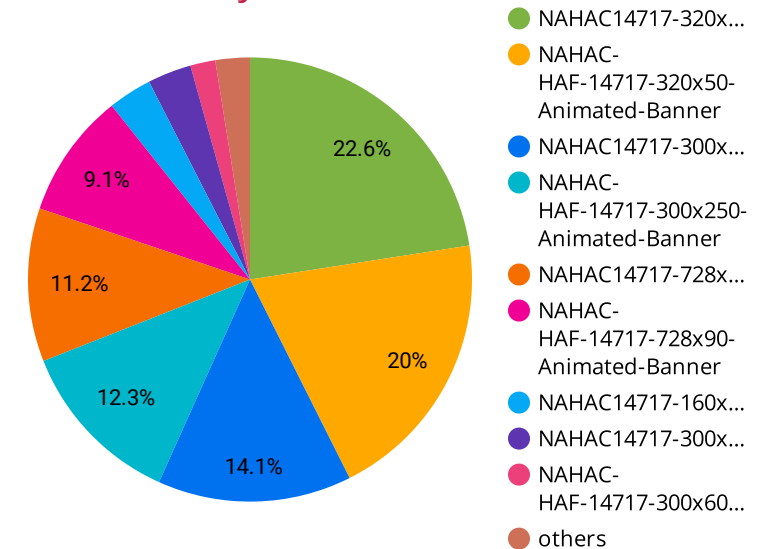
Impressions	Clicks	CTR	E CPM
243,318	439	0.18%	6.06
↓ -6.9%	↑ 44.9%	↑ 55.6%	

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC-HAF-14717-320x50-Animate...	52,453	58.6% ↑	88	8...	0.17%	15.6% ↑	6...	2...
2. NAHAC14717-320x50-Static-Banner	51,771	57.3% ↑	99	1...	0.19%	28.4% ↑	6...	2...
3. NAHAC14717-300x250-Static-Banner	43,756	-15.2% ↓	62	1...	0.14%	40.7% ↑	6...	4...
4. NAHAC-HAF-14717-300x250-Animat...	38,611	-19.8% ↓	54	-3...	0.14%	20.2% ↑	6...	4...
5. NAHAC14717-728x90-Static-Banner	20,013	-42.9% ↓	49	2...	0.24%	125.8% ↑	6...	5...
6. NAHAC-HAF-14717-728x90-Animate...	19,531	-44.8% ↓	40	3...	0.2%	141.3% ↑	6...	5...
7. NAHAC14717-160x600-Static-Banner	4,116	-24.2% ↓	14	1...	0.34%	208.0% ↑	6...	4...
8. NAHAC14717-300x600-Static-Banner	3,935	-34.1% ↓	14	4...	0.36%	112.3% ↑	6...	4...
Grand total	243,318	-6.9% ↓	4...	4...	0.18%	55.6% ↑	6...	4...

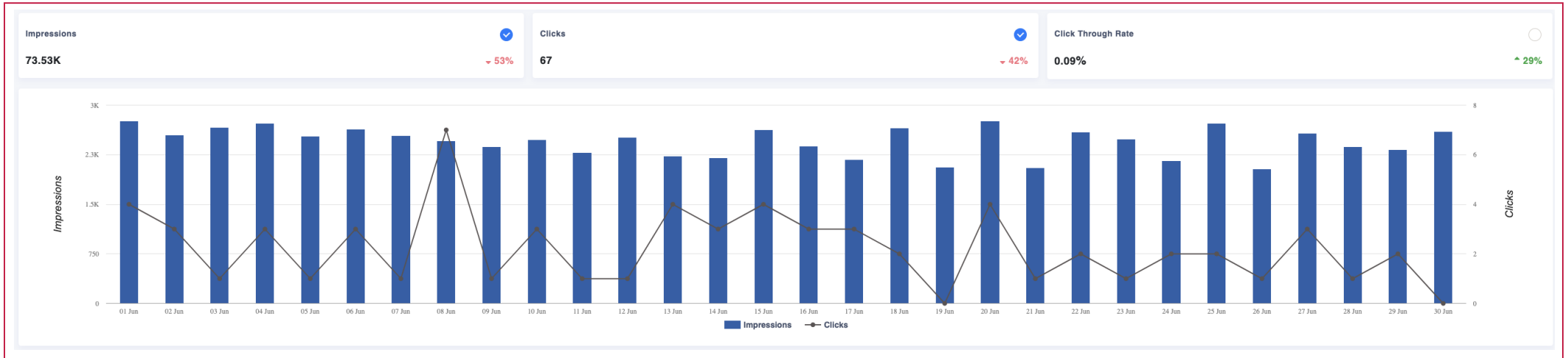
Impressions by Banner



Clicks by Banner



Connected TV & Spotify



<input checked="" type="checkbox"/>	Line Item Name	Start Date	End Date	Type	Pacing	Booked Units	Impressions	Clicks	CTR	Completed Views	Completion Rate
<input checked="" type="checkbox"/>	Connected TV/OTT - Behavioral Targeting	04/26/2023	08/31/2023	CPM	83.66%	32,495	14,018 ▼ 26%	1 ▲ 100%	0.01% ▲ 100%	13,719 ▼ 26%	97.87%
<input checked="" type="checkbox"/>	Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	CPM	13.97%	100,000	10,737 ▼ 1%	11 ▲ 450%	0.10% ▲ 400%	0 ▲ 0%	0.00%
<input checked="" type="checkbox"/>	Connected TV - Behavioral Targeting - Universal Pixel (Spanish)	12/07/2022	08/31/2023	CPM	9.48%	46,011	3,353 ▼ 43%	1 ▲ 100%	0.03% ▲ 100%	3,267 ▼ 43%	97.44%
<input checked="" type="checkbox"/>	Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	6.88%	141,916	7,502 ▼ 52%	1 ▲ 100%	0.01% ▲ 100%	7,337 ▼ 52%	97.80%
<input checked="" type="checkbox"/>	Connected TV - Behavioral Targeting - Universal Pixel (Tagalog)	12/07/2022	08/31/2023	CPM	5.81%	38,342	1,713 ▼ 60%	0 ▲ 0%	0.00% ▲ 0%	1,645 ▼ 60%	96.03%
<input checked="" type="checkbox"/>	Display - cTV Targeting - Banners	12/07/2022	08/31/2023	CPM	5.61%	728,506	31,401 ▼ 59%	53 ▼ 53%	0.17% ▲ 13%	0 ▲ 0%	0.00%
<input checked="" type="checkbox"/>	Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	CPM	5.23%	81,855	3,289 ▼ 62%	0 ▼ 100%	0.00% ▼ 100%	3,148 ▼ 62%	95.71%
<input checked="" type="checkbox"/>	Connected TV - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	1.62%	122,749	1,517 ▼ 90%	0 ▲ 0%	0.00% ▲ 0%	1,480 ▼ 90%	97.56%
<input checked="" type="checkbox"/>	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%
<input checked="" type="checkbox"/>	Spotify	12/08/2022	08/31/2023	CPM	0.00%	209,302	0 ▲ 0%	0 ▲ 0%	0.00% ▲ 0%	0 ▲ 0%	0.00%