

## CAMPAIGN IMPACT TOTALS

Total Impressions

340,054

Total Clicks

651

Average CTR

0.19%

## SUMMARY

Google Ads performed well in July. We saw a 12.7% increase in impressions and a slight decrease in clicks to 125 from a 10.46% CTR (down 13.4% from June.)

With a CTR still well above the industry standard, 10.46% 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.

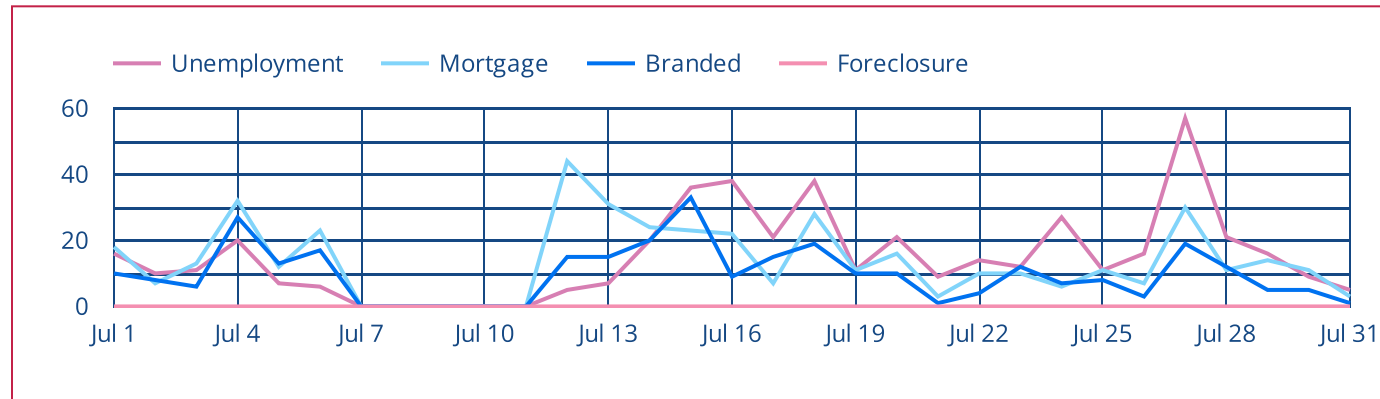
As a result of these adjustments, Digital Display saw another slight increase in impressions to 246,949, and 439 clicks, which is unchanged from June.

Connected TV saw an increase in impressions & clicks (over 91,000 impressions for July and 87 clicks) resulting from a .09% CTR.

## Google Ads

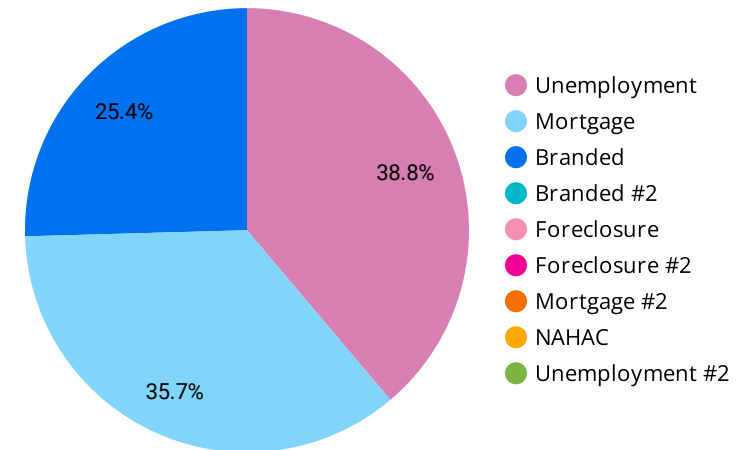
Impressions	Clicks	CTR	Avg. CPC
<b>1,195</b>	<b>125</b>	<b>10.46%</b>	<b>\$3.28</b>
↑ 12.7%	↓ -2.3%	↓ -13.4%	↑ 2.6%

Ad group	Impressions	Clicks	CTR
1. Unemployment	464	51	10.99%
2. Mortgage	427	50	11.71%
3. Branded	304	24	7.89%

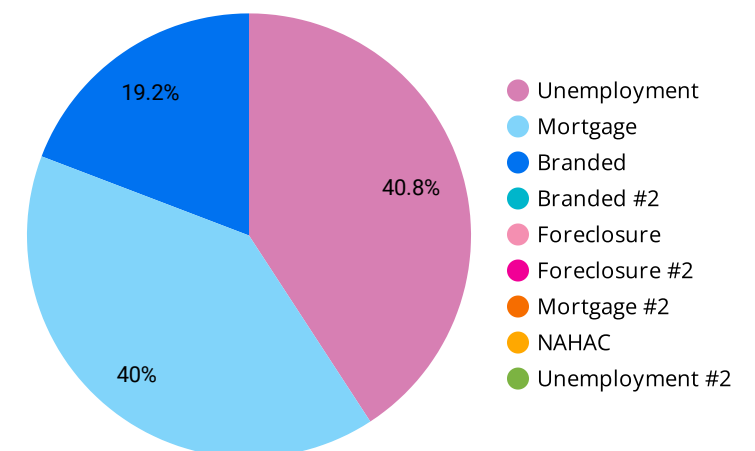


City	Impressions	Clicks	CTR
1. Las Vegas	883	95	10.76%
2. Henderson	84	6	7.14%
3. North Las Vegas	71	11	15.49%
4. Paradise	52	5	9.62%
5. Laughlin	26	1	3.85%
6. Pahrump	18	2	11.11%
7. Sunrise Manor	15	1	6.67%

## Impressions by Ad Group



## Clicks by Ad Group

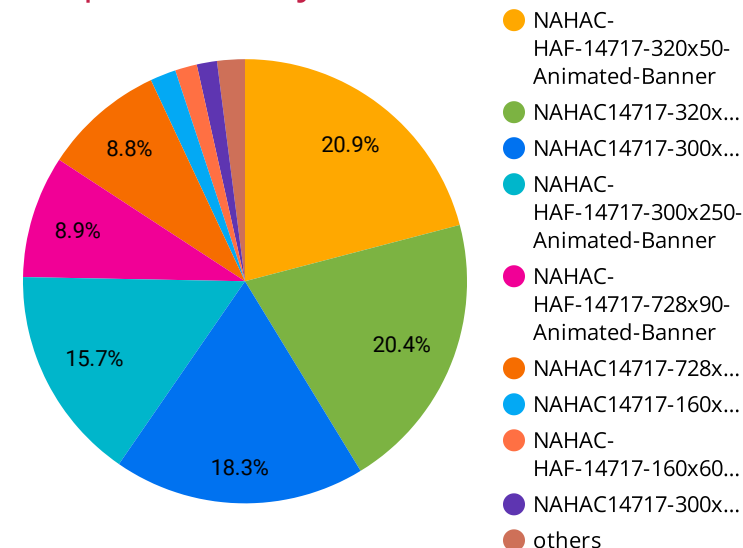


## Digital Display

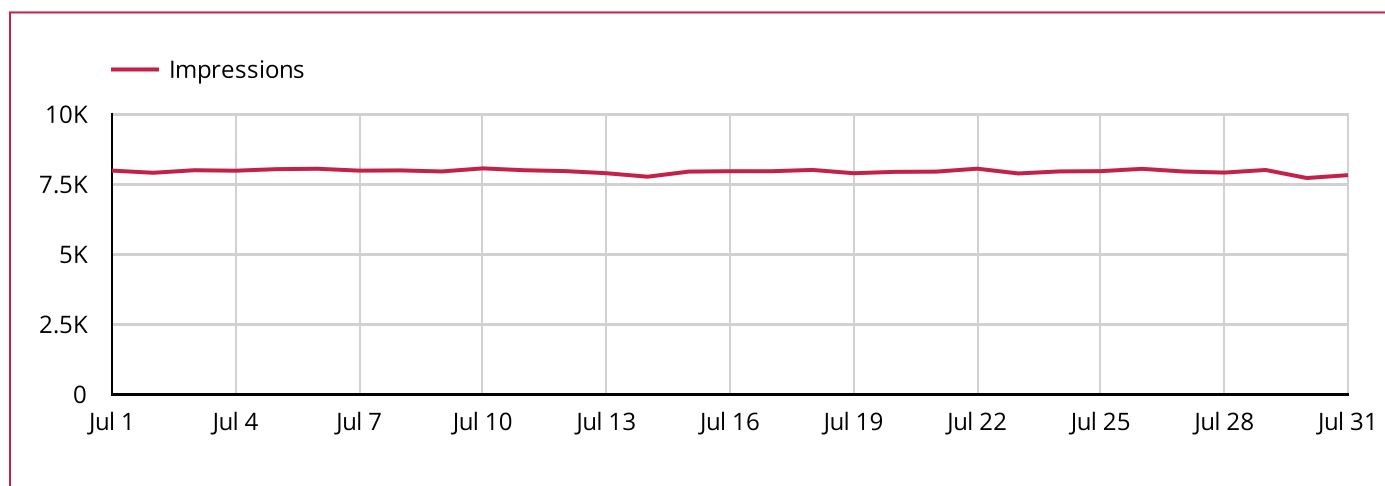
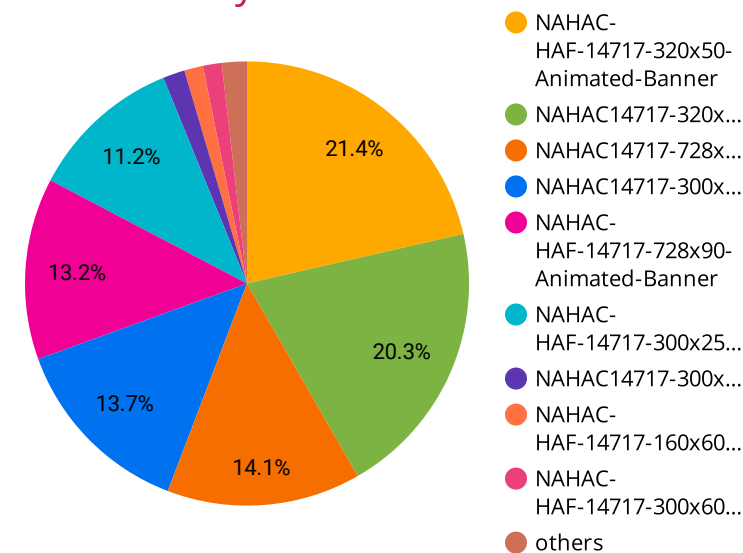
Impressions	Clicks	CTR	E CPM
246,929	439	0.18%	6.16
↑ 1.5%	0.0%	↓ -1.5%	

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC-HAF-14717-320x50-Animate...	51,659	-1.5% ↓	94	6...	0.18%	8.5% ↑	6...	1...
2. NAHAC14717-320x50-Static-Banner	50,274	-2.9% ↓	89	-1...	0.18%	-7.4% ↓	6...	1...
3. NAHAC14717-300x250-Static-Banner	45,257	3.4% ↑	60	-3...	0.13%	-6.4% ↓	6...	1...
4. NAHAC-HAF-14717-300x250-Animat...	38,744	0.3% ↑	49	-9...	0.13%	-9.6% ↓	6...	1...
5. NAHAC-HAF-14717-728x90-Animate...	21,999	12.6% ↑	58	4...	0.26%	28.7% ↑	6...	1...
6. NAHAC14717-728x90-Static-Banner	21,790	8.9% ↑	62	2...	0.28%	16.2% ↑	6...	0...
7. NAHAC14717-160x600-Static-Banner	4,641	12.8% ↑	6	-5...	0.13%	-62.0% ↓	6...	2...
8. NAHAC-HAF-14717-160x600-Animat...	3,939	10.0% ↑	6	1...	0.15%	81.9% ↑	6...	1...
<b>Grand total</b>	<b>246,929</b>	<b>1.5% ↑</b>	<b>4...</b>	<b>0....</b>	<b>0.18%</b>	<b>-1.5% ↓</b>	<b>6...</b>	<b>1...</b>

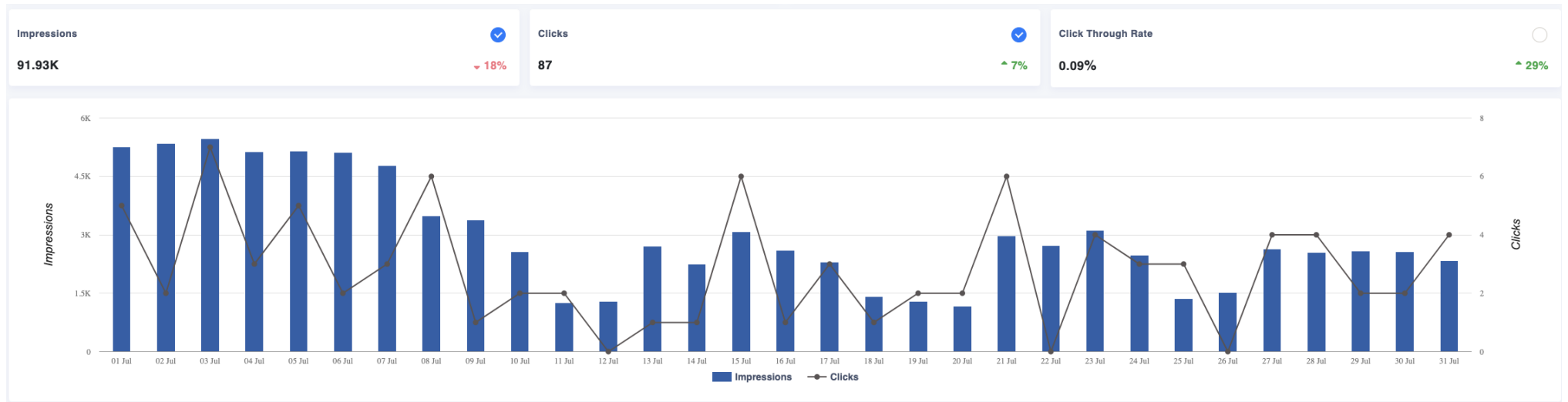
## Impressions by Banner



## Clicks by Banner



## Connected TV & Spotify



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	24.31%	209,302	44,972	38	0.08%	44,069	97.99%
Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	CPM	12.80%	100,000	11,320	8	0.07%	0	0.00%
Connected TV/OTT - Behavioral Targeting	04/26/2023	08/31/2023	CPM	11.60%	32,495	2,857	0	0.00%	2,794	97.79%
Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	CPM	6.08%	81,855	4,401	0	0.00%	4,255	96.68%
Connected TV - Behavioral Targeting - Universal Pixel (Tagalog)	12/07/2022	08/31/2023	CPM	5.54%	38,342	1,879	0	0.00%	1,831	97.45%
Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	4.31%	141,916	5,414	0	0.00%	5,265	97.25%
Connected TV - Behavioral Targeting - Universal Pixel (Spanish)	12/07/2022	08/31/2023	CPM	3.40%	46,011	1,382	1	0.07%	1,341	97.03%
Display - cTV Targeting - Banners	12/07/2022	08/31/2023	CPM	3.06%	728,506	19,709	40	0.20%	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%
Connected TV - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	0.00%	122,749	0	0	0.00%	0	0.00%