

CAMPAIGN IMPACT TOTALS

Total Impressions

350,182

↑ 2.8%

Total Clicks

638

↓ -5.5%

Average CTR

0.18%

↓ -12.9%

SUMMARY

Google Ads performed well in August. We saw a slight 0.9% decrease in impressions but a 4% increase in clicks to 130 from a 10.98% CTR (up 5% from July).

With a Google CTR still well above the industry standard, 10.98% vs 2.51%, we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

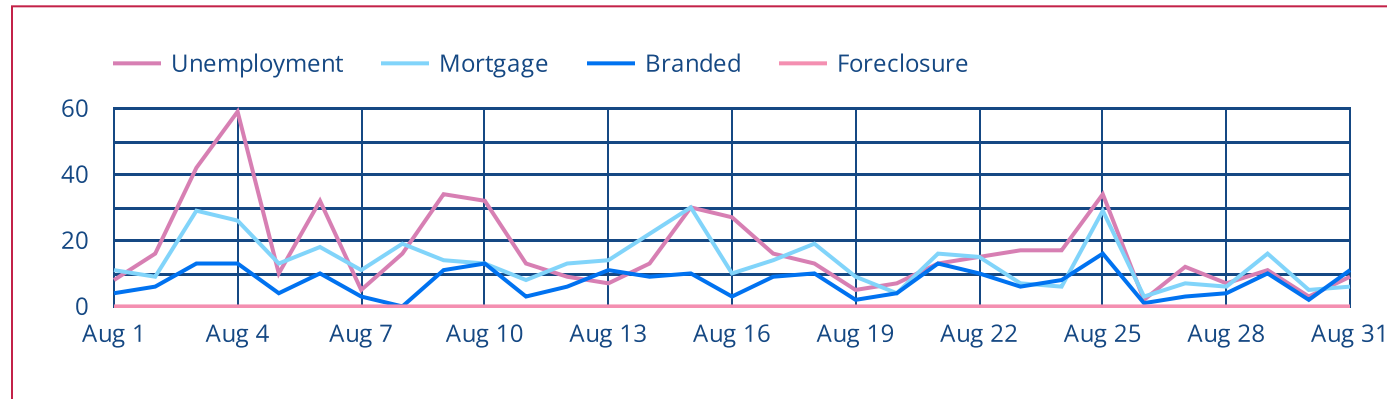
Digital Display saw a slight increase in impressions to 256,388, and a 9.6% decrease in clicks to 397, resulting from a decreased CTR of .15%.

Connected TV saw an increase in impressions & clicks (over 92,600 impressions for August and 111 clicks) resulting from an increased .12% CTR, up 33% from July.

Google Ads

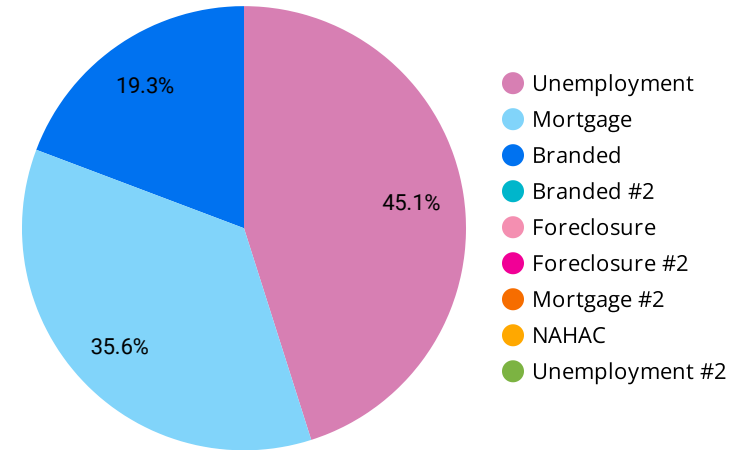
Impressions	Clicks	CTR	Avg. CPC
1,184	130	10.98%	\$3.16
↓ -0.9%	↑ 4.0%	↑ 5.0%	↓ -3.8%

Ad group	Impressions	Clicks	CTR
1. Unemployment	534	48	8.99%
2. Mortgage	422	52	12.32%
3. Branded	228	30	13.16%

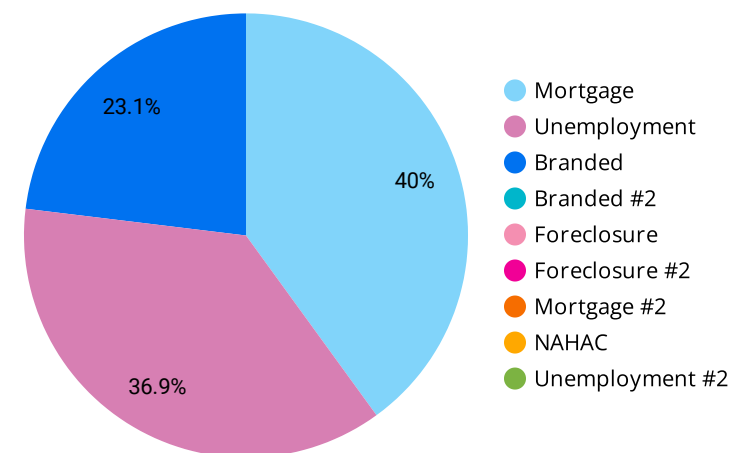


City	Impressions	Clicks	CTR
1. Las Vegas	758	78	10.29%
2. Paradise	184	24	13.04%
3. North Las Vegas	85	9	10.59%
4. Henderson	64	10	15.63%
5. Sunrise Manor	26	2	7.69%
6. Laughlin	22	2	9.09%
7. Enterprise	8	2	25%

Impressions by Ad Group



Clicks by Ad Group

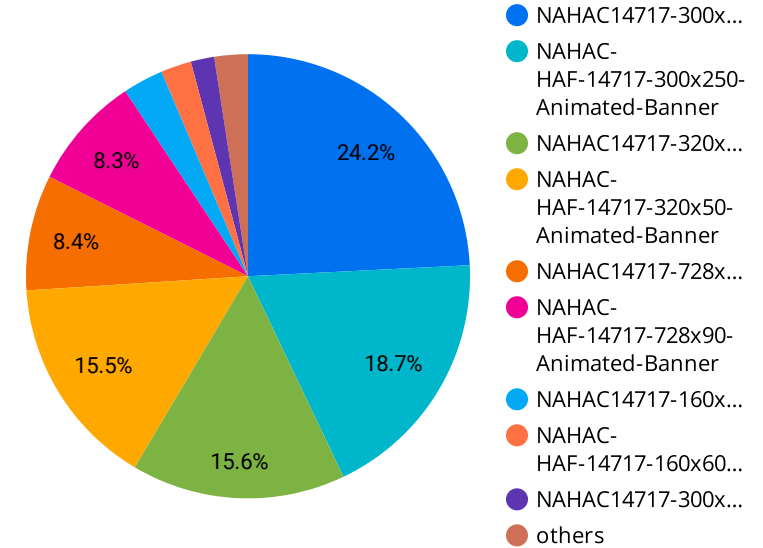


Digital Display

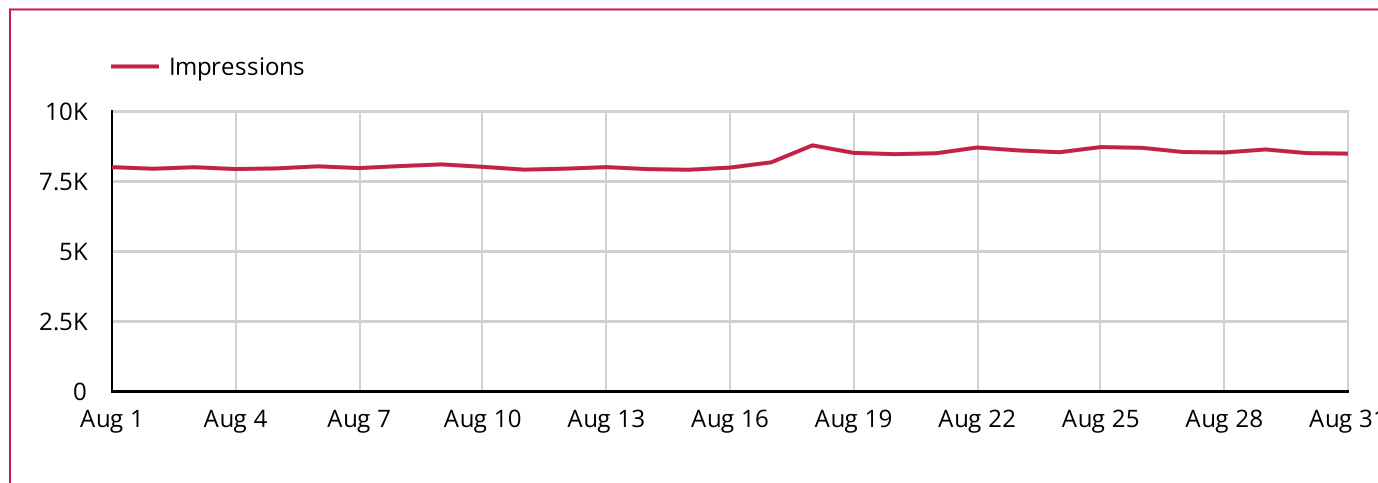
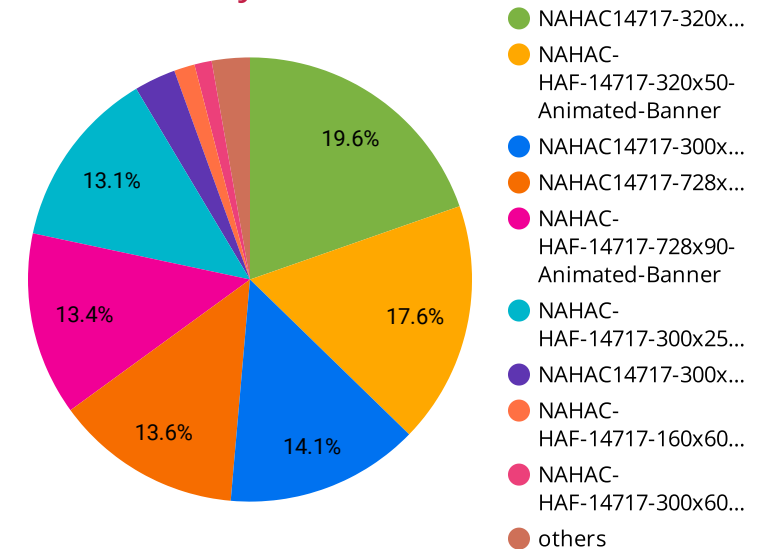
Impressions	Clicks	CTR	E CPM
256,388	397	0.15%	5.9
↑ 3.8%	↓ -9.6%	↓ -12.9%	

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	62,070	37.2% ↑	56	-6...	0.09%	-31.9% ↓	5...	-...
2. NAHAC-HAF-14717-300x250-Animat...	47,977	23.8% ↑	52	6...	0.11%	-14.3% ↓	5...	-...
3. NAHAC14717-320x50-Static-Banner	39,973	-20.5% ↓	78	-1...	0.2%	10.2% ↑	5...	-...
4. NAHAC-HAF-14717-320x50-Animate...	39,658	-23.2% ↓	70	-2...	0.18%	-3.0% ↓	5...	-...
5. NAHAC14717-728x90-Static-Banner	21,555	-1.1% ↓	54	-1...	0.25%	-12.0% ↓	5...	-...
6. NAHAC-HAF-14717-728x90-Animate...	21,233	-3.5% ↓	53	-8...	0.25%	-5.3% ↓	5...	-...
7. NAHAC14717-160x600-Static-Banner	7,578	63.3% ↑	5	-1...	0.07%	-49.0% ↓	5...	-...
8. NAHAC-HAF-14717-160x600-Animat...	5,706	44.9% ↑	6	0...	0.11%	-31.0% ↓	5...	-...
Grand total	256,388	3.8% ↑	3...	-...	0.15%	-12.9% ↓	5...	-...

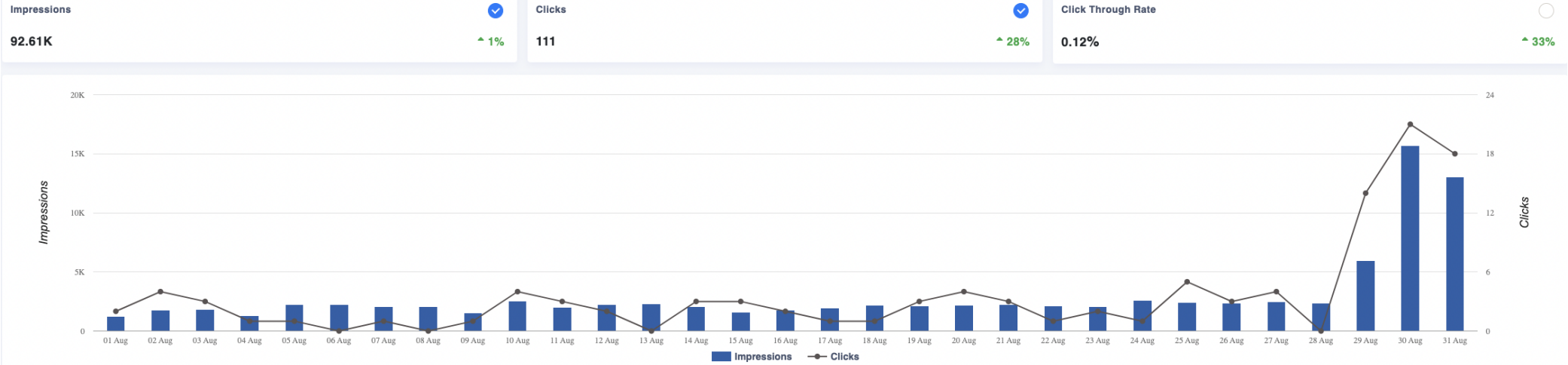
Impressions by Banner



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	13.04%	209,302	27,286 ▼ 39%	17 ▼ 55%	0.06% ▼ 25%	26,765 ▼ 39%	98.09%
Added Value: Display - Behavioral Targeting - Banners	12/07/2022	08/31/2023	CPM	10.65%	100,000	10,648 ▼ 6%	12 ▲ 50%	0.11% ▲ 57%	0 ▲ 0%	0.00%
Display - cTV Targeting - Banners	12/07/2022	08/31/2023	CPM	5.92%	728,506	43,121 ▲ 119%	80 ▲ 100%	0.19% ▼ 5%	0 ▲ 0%	0.00%
Connected TV - Behavioral Targeting - Universal Pixel	12/07/2022	08/31/2023	CPM	5.34%	81,855	4,370 ▼ 1%	0 ▲ 0%	0.00% ▲ 0%	4,249 ▼ 0%	97.23%
Connected TV - Behavioral Targeting - Universal Pixel (Tagalog))	12/07/2022	08/31/2023	CPM	4.91%	38,342	1,882 ▲ 0%	2 ▲ 100%	0.11% ▲ 100%	1,848 ▲ 1%	98.19%
Connected TV/OTT - Behavioral Targeting - Universal Pixel (open Audience)	12/07/2022	08/31/2023	CPM	3.22%	141,916	4,568 ▼ 16%	0 ▲ 0%	0.00% ▲ 0%	4,422 ▼ 16%	96.80%
Connected TV - Behavioral Targeting - Universal Pixel (Spanish)	12/07/2022	08/31/2023	CPM	1.60%	46,011	735 ▼ 47%	0 ▼ 100%	0.00% ▼ 100%	719 ▼ 46%	97.82%