

CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
970.77	33,639	313	0.48%
↓ -66.4%	↓ -86.9%	↓ -40.6%	↑ 207.0%

SUMMARY

Overall spend and impressions decreased in September mostly due to re-launching campaigns for the new fiscal year.

Google Ads performed well in September. We saw a 23% increase in impressions and clicks, resulting from a .1% increased CTR.

With a Google CTR still well above the industry standard, 10.99% 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 large decreases across the board due to re-launching campaigns for the new fiscal year. October numbers are normalized and seeing increases.

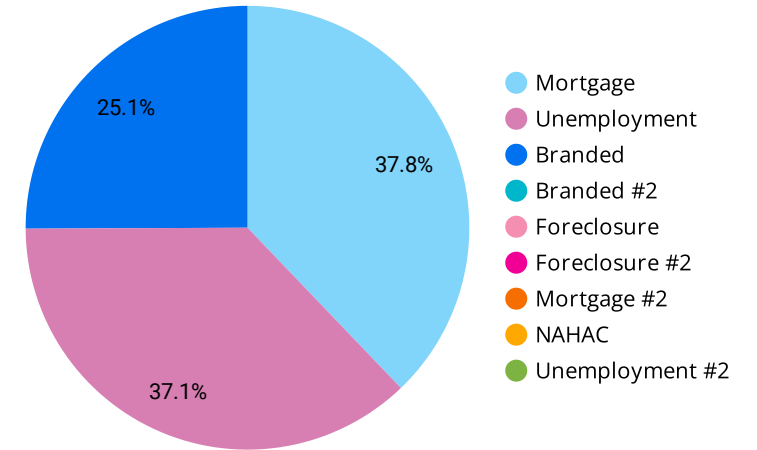
2023-24 budgets for PPC and Display will remain flat (within \$500), so we should not see major fluctuations due to budget moving forward.

Spotify/CTV campaigns ended in August.

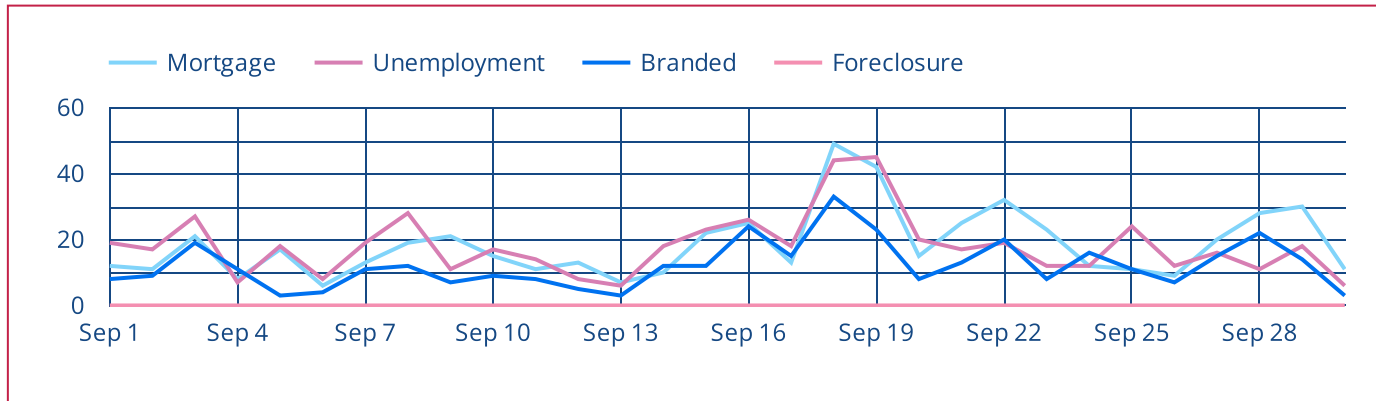
Google Ads

Cost.	Impressions	Clicks	CTR	Avg. CPC
600	1,456	160	10.99%	\$3.19
↑ 24.3%	↑ 23.0%	↑ 23.1%	↑ 0.1%	↑ 1.0%

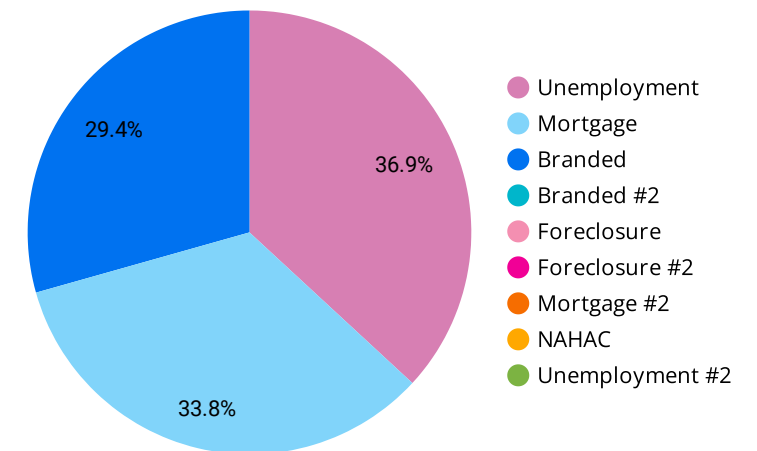
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	551	54	9.8%
2. Unemployment	540	59	10.93%
3. Branded	365	47	12.88%



Clicks by Ad Group

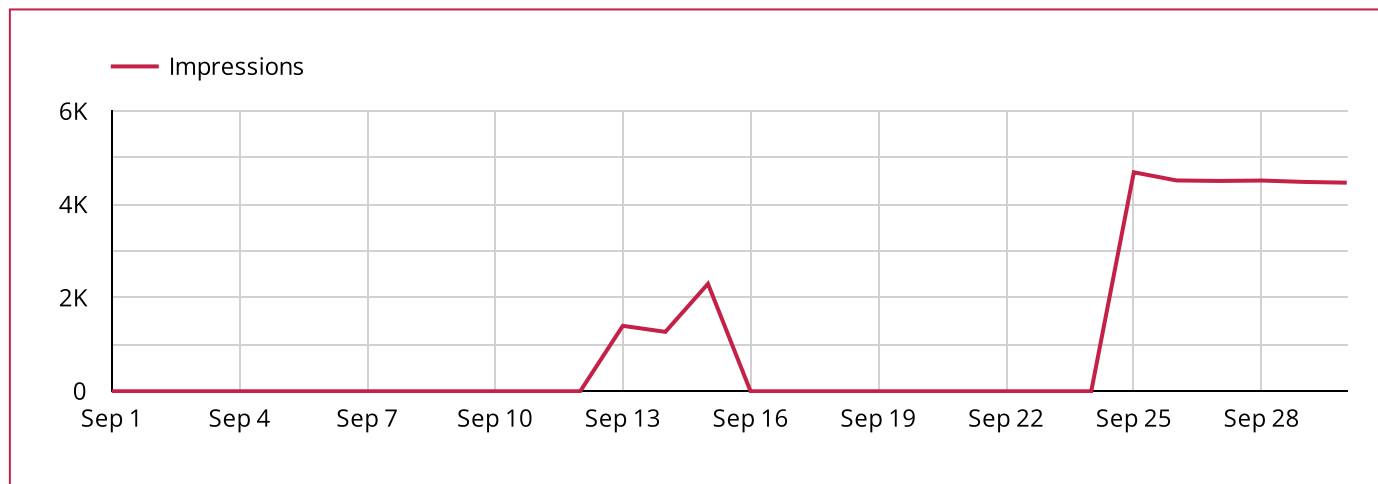


City	Impressions	Clicks	CTR
1. Las Vegas	681	89	13.07%
2. Paradise	535	47	8.79%
3. Henderson	73	7	9.59%
4. North Las Vegas	72	10	13.89%
5. Sunrise Manor	28	3	10.71%
6. Laughlin	20	2	10%
7. Enterprise	10	2	20%

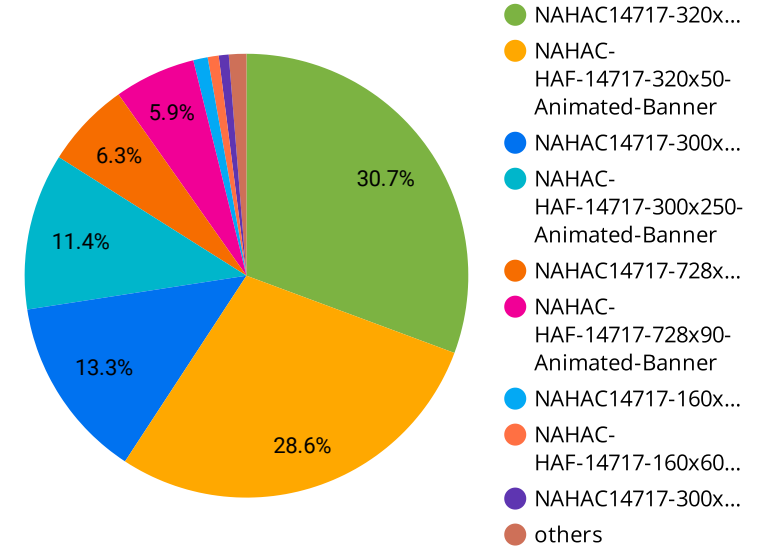
Digital Display

Cost	Impressions	Clicks	CTR	E CPM
370.77	32,183	153	0.48%	7.25
↓ -84.6%	↓ -87.4%	↓ -61.5%	↑ 207.0%	↑ 22.9%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-320x50-Static-Banner	9,867	-75.3% ↓	39	-5...	0.4%	102.6% ↑	7...	2...
2. NAHAC-HAF-14717-320x50-Animate...	9,192	-76.8% ↓	31	-5...	0.34%	91.1% ↑	7...	2...
3. NAHAC14717-300x250-Static-Banner	4,293	-93.1% ↓	19	-6...	0.44%	390.6% ↑	7...	2...
4. NAHAC-HAF-14717-300x250-Animat...	3,669	-92.4% ↓	20	-6...	0.55%	402.9% ↑	7...	2...
5. NAHAC14717-728x90-Static-Banner	2,012	-90.7% ↓	22	-5...	1.09%	336.5% ↑	7...	2...
6. NAHAC-HAF-14717-728x90-Animate...	1,908	-91.0% ↓	16	-6...	0.84%	236.0% ↑	7...	2...
7. NAHAC14717-160x600-Static-Banner	339	-95.5% ↓	3	-4...	0.88%	1,241.2...	7...	2...
8. NAHAC-HAF-14717-160x600-Animat...	258	-95.5% ↓	0	-1...	0%	-100.0%...	7...	2...
Grand total	32,183	-87.4% ↓	1...	-...	0.48%	207.0% ↑	7...	2...



Impressions by Banner



Clicks by Banner

