

## CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
2,344.37	141,049	509	0.23%
↑ 141.5%	↑ 319.3%	↑ 62.6%	↓ -51.7%

## SUMMARY

Overall spend and impressions are back on track in October after re-launching campaigns for the new fiscal year.

Google Ads performed well in October. We saw just over an 18% increase in impressions and clicks, resulting from a 10.94% CTR.

With a Google CTR still well above the industry standard, 10.94% vs 2.51%, we were able to achieve high engagement and clicks with ads leading to increased website traffic and engagement with NAHAC.

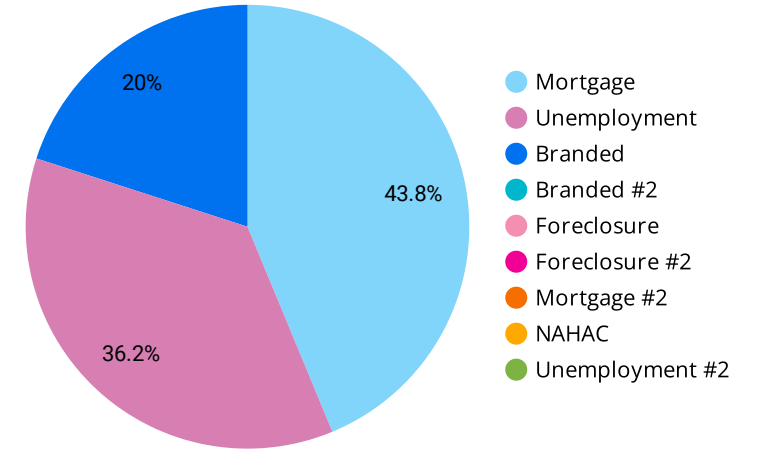
Digital Display saw large increases in impressions & clicks due to re-launching campaigns for the new fiscal year. October numbers are normalized and steadily increasing, with a large 332% increase in impressions vs September along with a 109% increase in clicks. Because the clicks increase wasn't as substantial as the impressions increase, we did see a sizable 51.7% decrease in CTR to .23% but we anticipate this will improve in November.

We expect to see a drastic drop in impressions and clicks for Display in November. We have adjusted budgets to allow for pre-roll video to be re-launched. We will focus on retargeting only for Display moving forward and use the majority of the remaining display budget for English pre-roll videos.

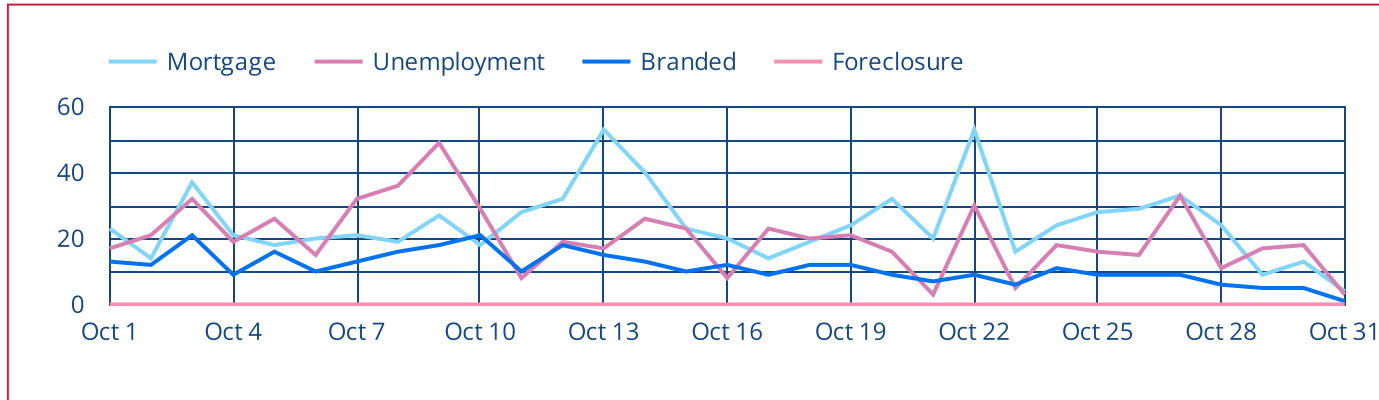
## Google Ads

Cost.	Impressions	Clicks	CTR	Avg. CPC
<b>714.76</b>	<b>1,728</b>	<b>189</b>	<b>10.94%</b>	<b>\$3.21</b>
↑ 19.1%	↑ 18.7%	↑ 18.1%	↓ -0.5%	↑ 0.8%

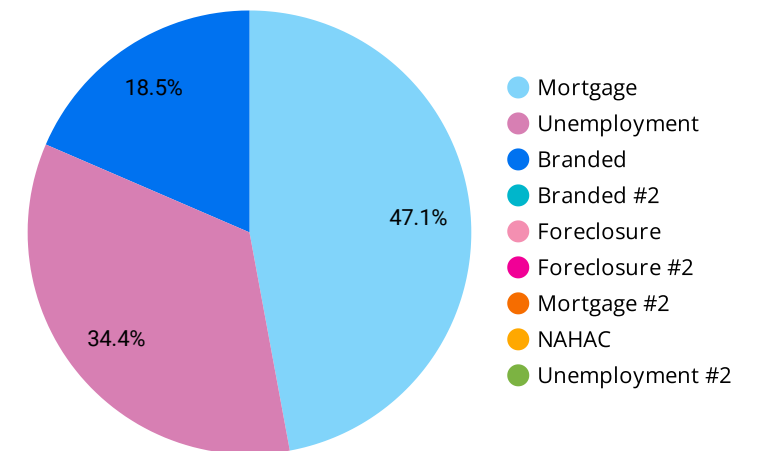
## Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	756	89	11.77%
2. Unemployment	626	65	10.38%
3. Branded	346	35	10.12%



## Clicks by Ad Group

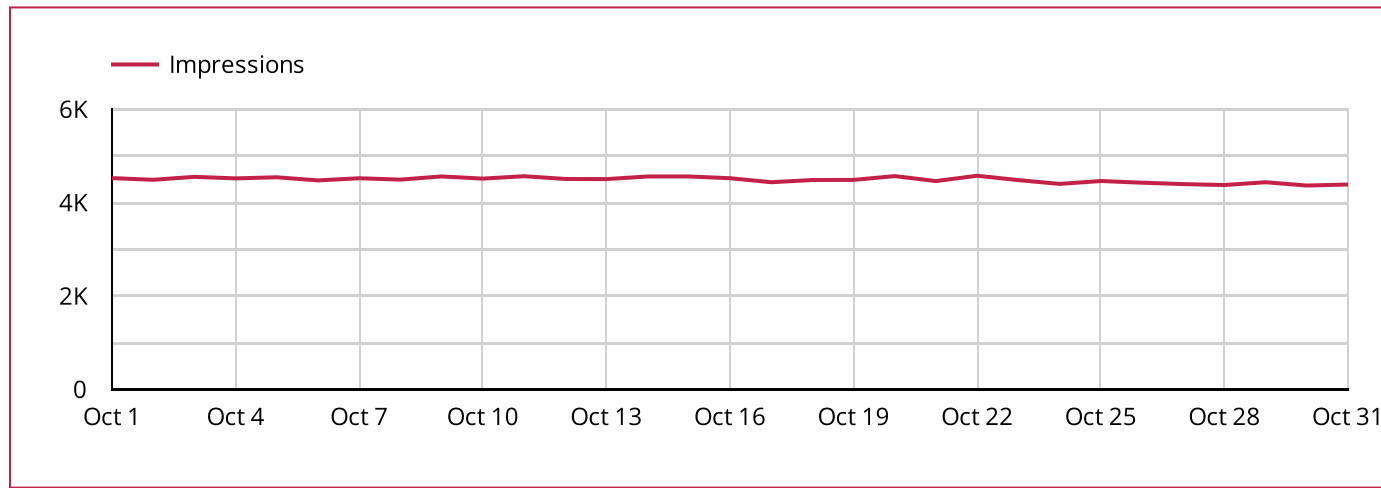


City	Impressions	Clicks	CTR
1. Las Vegas	900	102	11.33%
2. Paradise	468	44	9.4%
3. North Las Vegas	115	17	14.78%
4. Henderson	100	10	10%
5. Laughlin	35	3	8.57%
6. Pahrump	23	3	13.04%
7. Sunrise Manor	19	2	10.53%

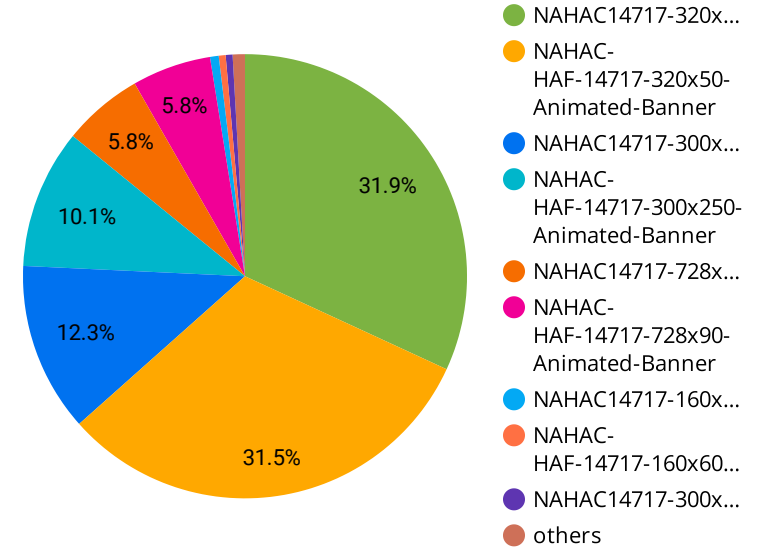
## Digital Display

Cost	Impressions	Clicks	CTR	E CPM
1,629.61	139,321	320	0.23%	7.36
↑ 339.5%	↑ 332.9%	↑ 109.2%	↓ -51.7%	↑ 1.5%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-320x50-Static-Banner	44,410	350.1% ↑	78	1...	0.18%	-55.6% ↓	7...	1...
2. NAHAC-HAF-14717-320x50-Animate...	43,954	378.2% ↑	83	1...	0.19%	-44.0% ↓	7...	1...
3. NAHAC14717-300x250-Static-Banner	17,159	299.7% ↑	46	1...	0.27%	-39.4% ↓	7...	2...
4. NAHAC-HAF-14717-300x250-Animat...	14,117	284.8% ↑	30	5...	0.21%	-61.0% ↓	7...	1...
5. NAHAC14717-728x90-Static-Banner	8,144	304.8% ↑	34	5...	0.42%	-61.8% ↓	7...	3...
6. NAHAC-HAF-14717-728x90-Animate...	8,015	320.1% ↑	41	1...	0.51%	-39.0% ↓	7...	2...
7. NAHAC14717-160x600-Static-Banner	884	160.8% ↑	0	-1...	0%	-100.0%...	7...	3...
8. NAHAC-HAF-14717-160x600-Animat...	697	170.2% ↑	2	-	0.29%	-	7...	1...
<b>Grand total</b>	<b>139,321</b>	<b>332.9% ↑</b>	<b>3...</b>	<b>1...</b>	<b>0.23%</b>	<b>-51.7% ↓</b>	<b>7...</b>	<b>1...</b>



## Impressions by Banner



## Clicks by Banner

