

CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
2,234.48	116,496	561	0.32%
↓ -4.7%	↓ -17.4%	↑ 10.2%	↑ 41.3%

SUMMARY

Overall we saw good performance in November with a slight 17% decrease in impressions to just over 116,000, but a 10% increase in clicks to 561 resulting from an outstanding 41.3% overall increase in CTR to .32%.

Google Ads performed well for the month. We saw a 9.7% increase in impressions to 1,896 and held steady at 189 clicks, resulting from a 9.97% CTR.

With a Google Ads CTR still well above the industry standard, 9.97% 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 performed well in November with over 10,000 impressions and 67 clicks. As suspected, in October we initially saw a sizable CTR decrease because the October clicks increase wasn't as substantial as the large impressions increase. We anticipated this would improve in November and it has with a large increase in CTR to .65%.

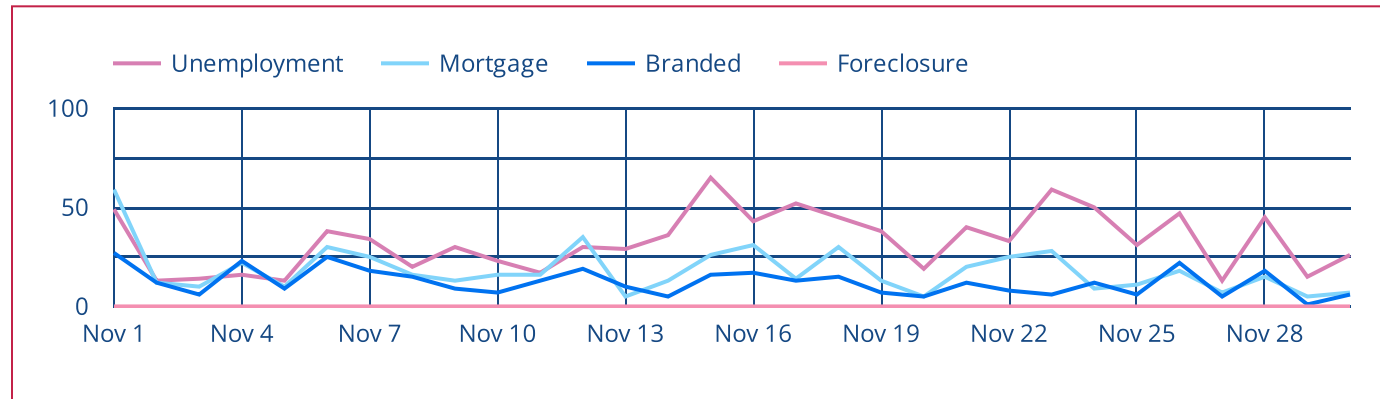
Pre-Roll performed as expected for November with just over 104,000 impressions and 305 clicks resulting from a .29% CTR.

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

Google Ads

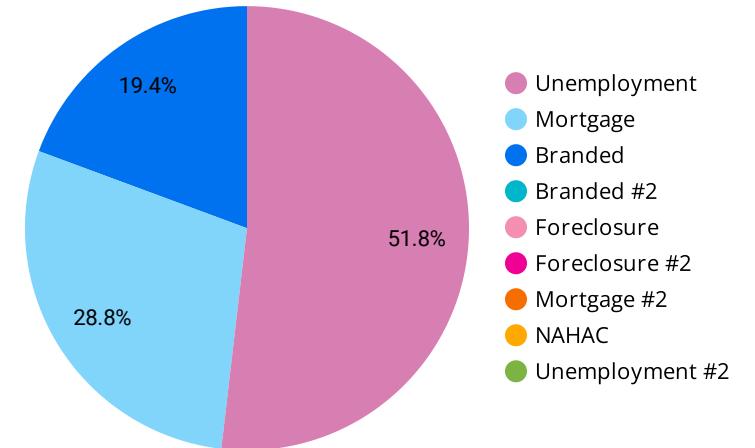
Cost.	Impressions	Clicks	CTR	Avg. CPC
713.86	1,896	189	9.97%	\$3.21
↓ -0.1%	↑ 9.7%	0.0%	↓ -8.9%	↓ -0.1%

Ad group	Impressions	Clicks	CTR
1. Unemployment	983	80	8.14%
2. Mortgage	546	68	12.45%
3. Branded	367	41	11.17%

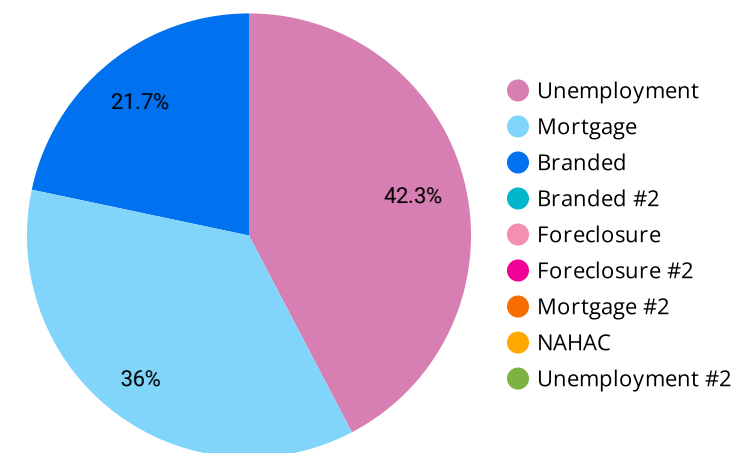


City	Impressions	Clicks	CTR
1. Las Vegas	1,161	128	11.02%
2. Paradise	325	24	7.38%
3. Henderson	135	11	8.15%
4. North Las Vegas	132	18	13.64%
5. Sunrise Manor	35	2	5.71%
6. Laughlin	31	2	6.45%
7. Pahrump	17	1	5.88%

Impressions by Ad Group



Clicks by Ad Group

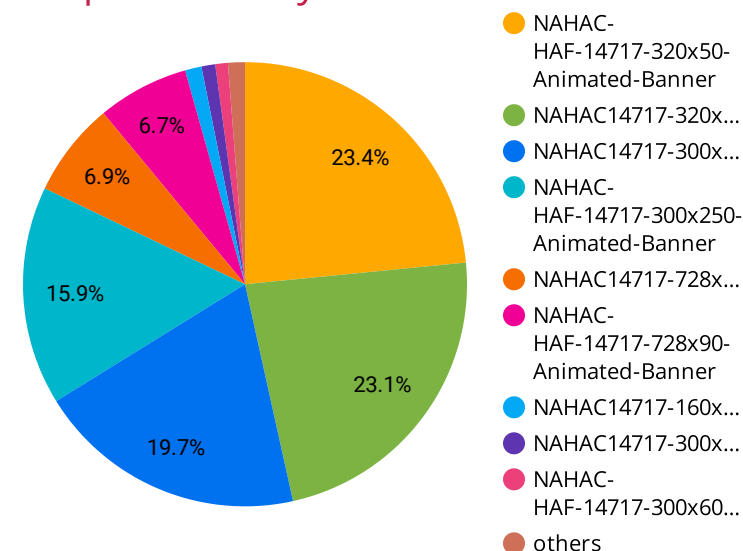


Digital Display

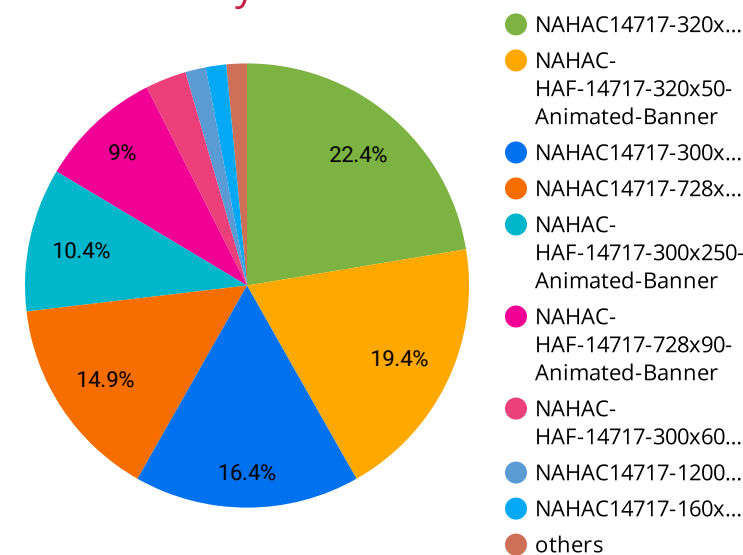
Cost	Impressions	Clicks	CTR	E CPM
81.59	10,340	67	0.65%	4.97

	Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1.	NAHAC-HAF-14717-320x50-Animate...	2,424	-	13	-	0.54%	-	4...	-
2.	NAHAC14717-320x50-Static-Banner	2,387	-	15	-	0.63%	-	4...	-
3.	NAHAC14717-300x250-Static-Banner	2,032	-	11	-	0.54%	-	4...	-
4.	NAHAC-HAF-14717-300x250-Animat...	1,646	-	7	-	0.43%	-	4...	-
5.	NAHAC14717-728x90-Static-Banner	713	-	10	-	1.4%	-	4...	-
6.	NAHAC-HAF-14717-728x90-Animate...	688	-	6	-	0.87%	-	4...	-
7.	NAHAC14717-160x600-Static-Banner	124	-	1	-	0.81%	-	5	-
8.	NAHAC14717-300x600-Static-Banner	104	-	1	-	0.96%	-	5	-
	Grand total	10,340	-	67	-	0.65%	-	4...	-

Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
1,439.02	104,260	305	0.29%	8.69

