

CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
2,310.26	114,528	521	0.29%
↑ 3.4%	↓ -1.7%	↓ -7.1%	↓ -11.8%

SUMMARY

Overall we saw good performance again in December with a slight overall 1.7% decrease in impressions to just over 114,000 along with a 7.1% decrease in total clicks resulting from an 11.8% decrease in the average CTR.

Google Ads performed well for December. We saw an 11.7% decrease in impressions to 1,675 along with a 4.8% increase in clicks to 198 resulting from an outstanding 18.6% increase in CTR. Additionally, we saw a 3.9% decrease in CPC (Cost Per Click) to \$3.08.

With a Google Ads CTR well above the industry standard, 11.82% 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 also performed well in December with over 176.6% increase in impressions to 28,600 and a 26.9% increase in clicks to 85. Because the December clicks increase wasn't as substantial as the large impressions increase, we did however see a 54.1% decrease in CTR to .30%.

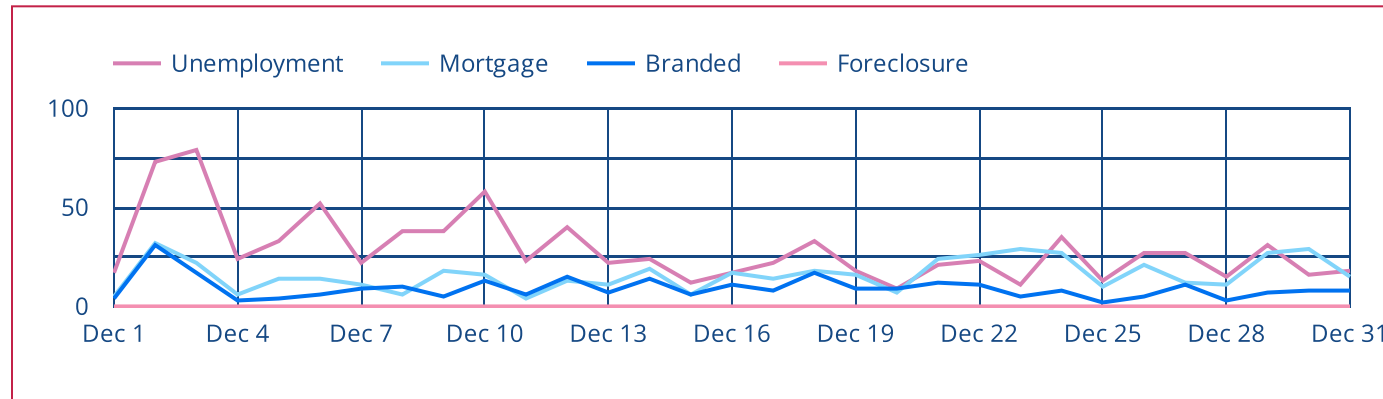
Pre-Roll performed as expected for December with just over 84,200 impressions and 238 clicks resulting from a slightly decreased 28% CTR.

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

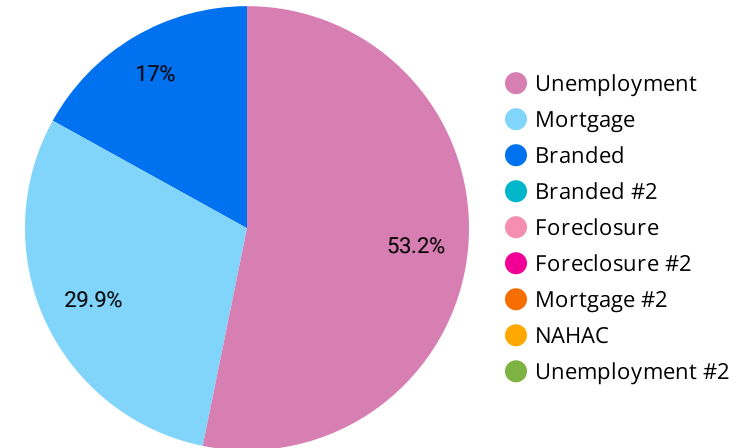
Cost.	Impressions	Clicks	CTR	Avg. CPC
718.51	1,675	198	11.82%	\$3.08
↑ 0.7%	↓ -11.7%	↑ 4.8%	↑ 18.6%	↓ -3.9%

Ad group	Impressions	Clicks	CTR
1. Unemployment	891	96	10.77%
2. Mortgage	500	51	10.2%
3. Branded	284	51	17.96%

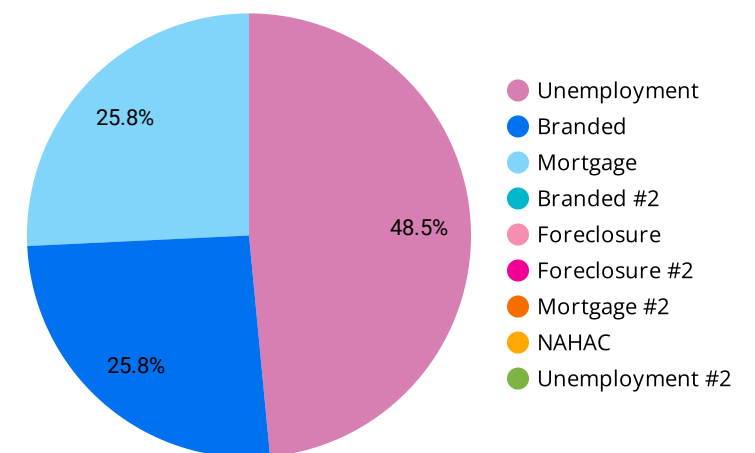


City	Impressions	Clicks	CTR
1. Las Vegas	961	114	11.86%
2. Paradise	320	34	10.63%
3. Henderson	122	17	13.93%
4. North Las Vegas	109	13	11.93%
5. Sunrise Manor	40	6	15%
6. Laughlin	34	3	8.82%
7. Pahrump	20	3	15%

Impressions by Ad Group



Clicks by Ad Group

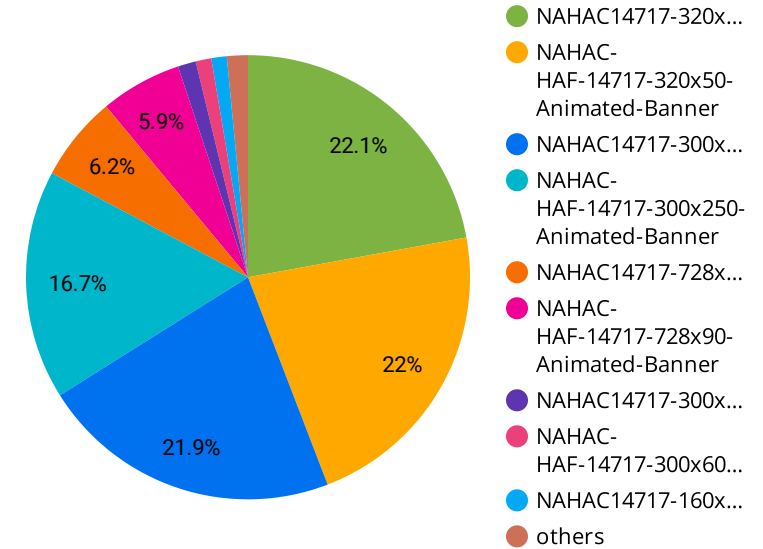


Digital Display

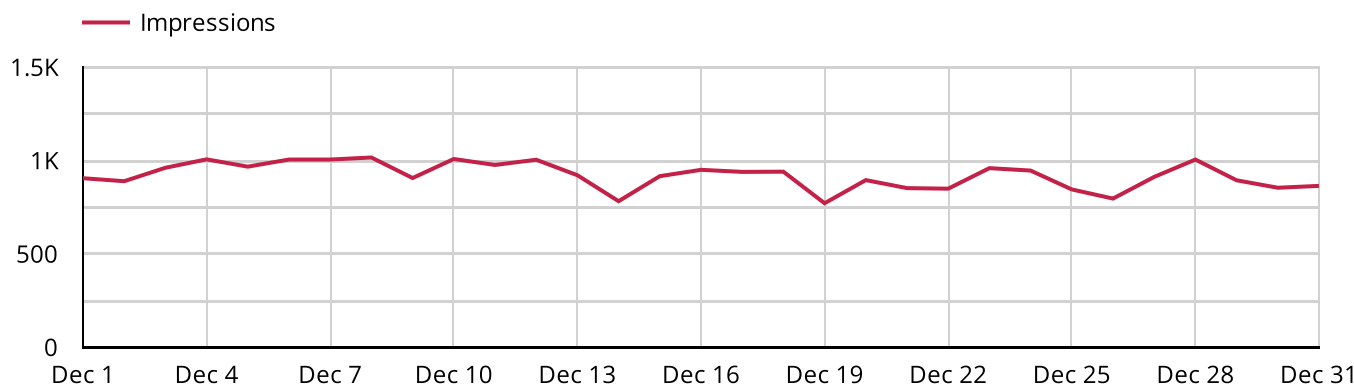
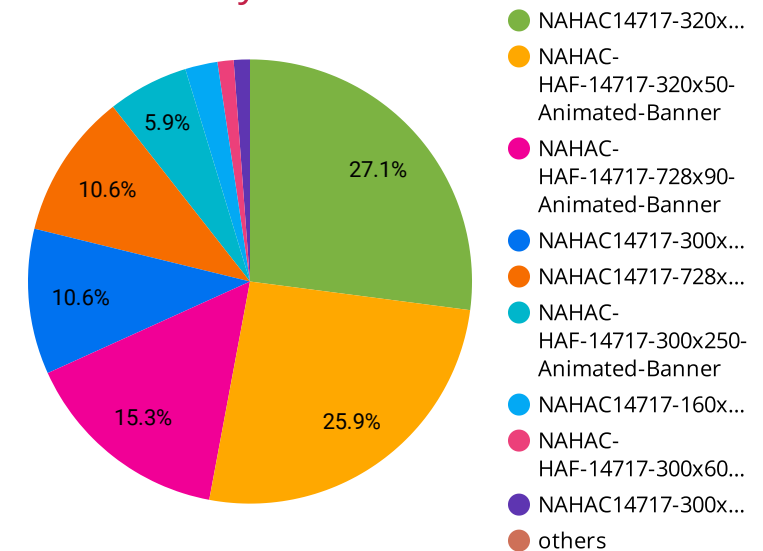
Cost	Impressions	Clicks	CTR	E CPM
225.84	28,600	85	0.30%	4.97
↑ 176.8%	↑ 176.6%	↑ 26.9%	↓ -54.1%	↑ 0.1%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-320x50-Static-Banner	6,330	165.2% ↑	23	5...	0.36%	-42.2% ↓	4...	0...
2. NAHAC-HAF-14717-320x50-Animate...	6,300	159.9% ↑	22	6...	0.35%	-34.9% ↓	4...	-...
3. NAHAC14717-300x250-Static-Banner	6,269	208.5% ↑	9	-1...	0.14%	-73.5% ↓	4...	0...
4. NAHAC-HAF-14717-300x250-Animat...	4,771	189.9% ↑	5	-2...	0.1%	-75.4% ↓	4...	0...
5. NAHAC14717-728x90-Static-Banner	1,774	148.8% ↑	9	-1...	0.51%	-63.8% ↓	4...	0...
6. NAHAC-HAF-14717-728x90-Animate...	1,696	146.5% ↑	13	1...	0.77%	-12.1% ↓	4...	0...
7. NAHAC14717-300x600-Static-Banner	376	261.5% ↑	1	0...	0.27%	-72.3% ↓	4...	-...
8. NAHAC-HAF-14717-300x600-Animat...	326	243.2% ↑	1	-5...	0.31%	-85.4% ↓	5	0...
Grand total	28,600	176.6% ↑	85	2...	0.3%	-54.1% ↓	4...	0...

Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
1,365.9	84,253	238	0.28%	10.21
↓ -5.1%	↓ -19.2%	↓ -22.0%	↓ -3.4%	↑ 17.5%

