

CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
2,288.31	111,420	586	0.36%
↓ -1.0%	↓ -2.7%	↑ 12.5%	↑ 26.3%

SUMMARY

Overall we saw good performance again in January with a slight overall 2.7% decrease in impressions to just over 111,000 but an overall 12.5% increase in total clicks resulting from an outstanding 26.3% increase in the average CTR to .36%.

Google Ads performed well for January. We saw a slight 5% decrease in impressions to 1,591 along with a 4.5% decrease in clicks to 189 resulting from a .5% increase in CTR.

With a Google Ads CTR well above the industry standard, 11.88% 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 January. Despite a 16% decrease in spend and impressions and a 5.9% decrease in clicks, we did see a 12% increase in CTR to .33%, up from .30% in December.

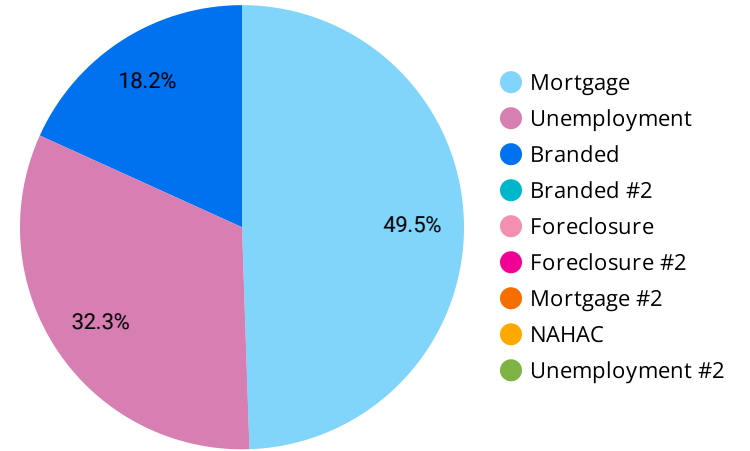
Pre-Roll performed very well for January with just over 109,800 impressions and 397 clicks (up from 84,200 impressions and 238 clicks in December) resulting from a 26.3% increase in CTR to .36% (up from .28% in December).

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.

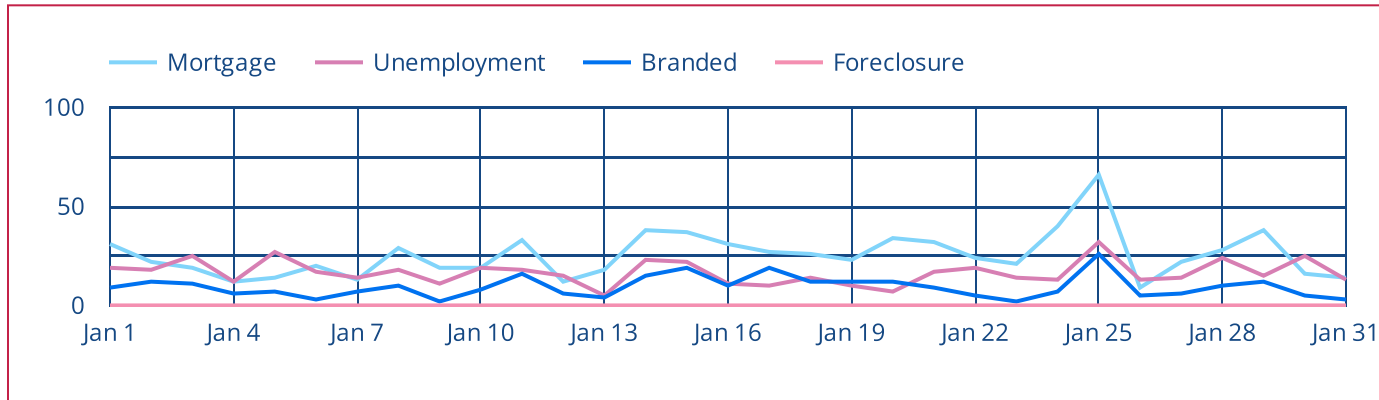
Google Ads

Cost.	Impressions	Clicks	CTR	Avg. CPC
717.49	1,591	189	11.88%	\$3.23
↓ -0.1%	↓ -5.0%	↓ -4.5%	↑ 0.5%	↑ 4.6%

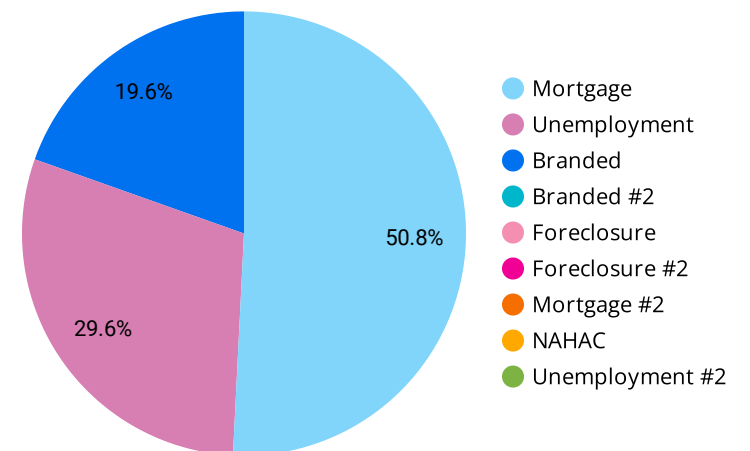
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	787	96	12.2%
2. Unemployment	514	56	10.89%
3. Branded	290	37	12.76%



Clicks by Ad Group

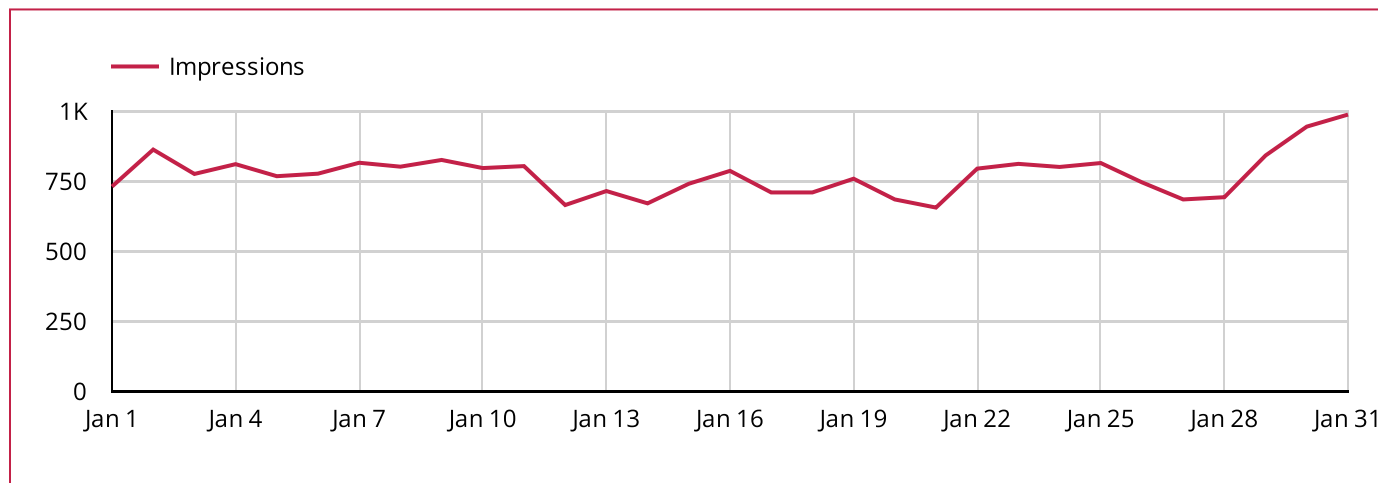


City	Impressions	Clicks	CTR
1. Las Vegas	905	106	11.71%
2. Paradise	321	30	9.35%
3. North Las Vegas	119	21	17.65%
4. Henderson	115	14	12.17%
5. Laughlin	29	2	6.9%
6. Sunrise Manor	26	7	26.92%
7. Pahrump	23	5	21.74%

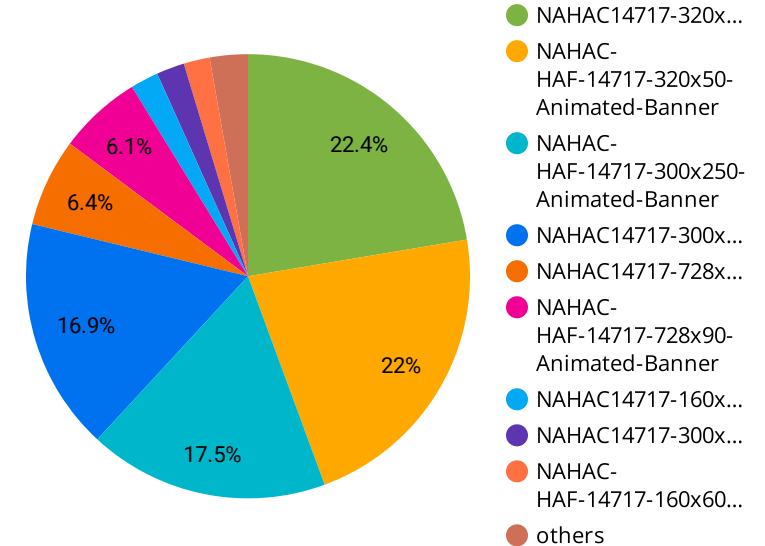
Digital Display

Cost.	Impressions	Clicks	CTR (Click Through Rate)	E CPM
189	24,023	80	0.33%	4.96
↓ -16.2%	↓ -16.0%	↓ -5.9%	↑ 12.0%	↓ -0.2%

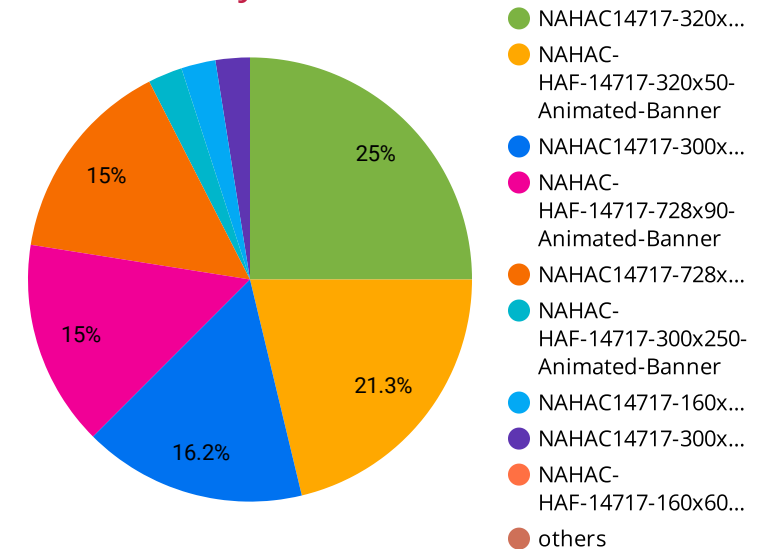
Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-320x50-Static-Banner	5,371	-15.2% ↓	20	-1...	0.37%	2.5% ↑	4...	-...
2. NAHAC-HAF-14717-320x50-Animate...	5,292	-16.0% ↓	17	-2...	0.32%	-8.0% ↓	4...	-...
3. NAHAC-HAF-14717-300x250-Animat...	4,200	-12.0% ↓	2	-6...	0.05%	-54.6% ↓	4...	0...
4. NAHAC14717-300x250-Static-Banner	4,062	-35.2% ↓	13	4...	0.32%	122.9% ↑	4...	-...
5. NAHAC14717-728x90-Static-Banner	1,538	-13.3% ↓	12	3...	0.78%	53.8% ↑	4...	-...
6. NAHAC-HAF-14717-728x90-Animate...	1,457	-14.1% ↓	12	-7...	0.82%	7.4% ↑	4...	-...
7. NAHAC14717-160x600-Static-Banner	491	53.0% ↑	2	0...	0.41%	-34.6% ↓	4...	-...
8. NAHAC14717-300x600-Static-Banner	490	30.3% ↑	2	1...	0.41%	53.5% ↑	4...	0...
Grand total	24,023	-16.0% ↓	80	-...	0.33%	12.0% ↑	4...	-...



Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
1,570.82	109,829	397	0.36%	9
↓ -1.3%	↓ -2.7%	↑ 22.9%	↑ 26.3%	↑ 1.4%

