

CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
2,201.72	106,219	562	0.35%
↓ -3.8%	↓ -4.7%	↓ -4.1%	↓ -3.0%

SUMMARY

In February, we maintained a strong performance, with a marginal 4.7% decline in impressions, totaling just over 106,000, alongside a 4.1% decrease in total clicks, attributed to a modest 3% reduction in the average Click-Through Rate (CTR) to .35%.

Google Ads demonstrated robust performance during February, with a slight 4% dip in impressions to 1,527, countered by a 3.2% increase in clicks to 195. This uptick in clicks was propelled by an exceptional 7.5% surge in CTR to 12.77%.

Leveraging a Google Ads CTR substantially surpassing the industry standard at 12.77% compared to 2.51%, we successfully bolstered engagement and clicks, leading to increased website traffic and interaction with NAHAC.

Digital Display also exhibited commendable performance last month, experiencing a modest .8% uptick in impressions and a noteworthy 10% surge in clicks to 88, driven by an impressive 9.1% increase in CTR.

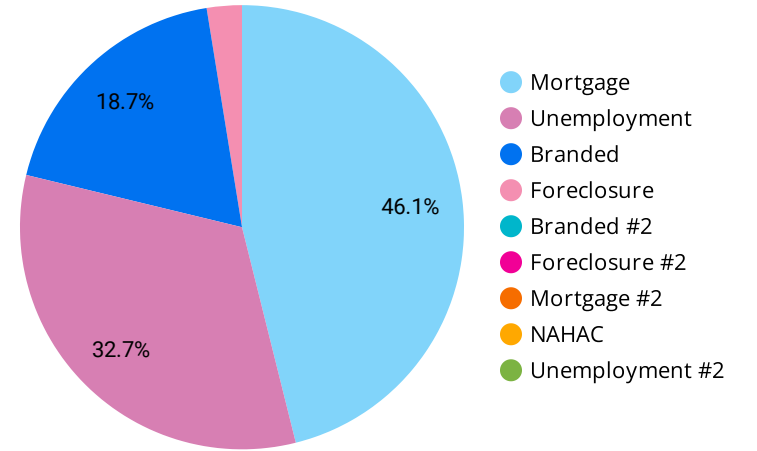
February saw Pre-Roll maintaining its effectiveness, registering over 104,600 impressions and 367 clicks. Despite a marginal 3% decrease in CTR to .35% (down from .36% in January), the platform continued to yield favorable results.

Going forward, our strategy will prioritize retargeting exclusively for Display campaigns, while allocating the majority of the remaining display budget towards English pre-roll videos.

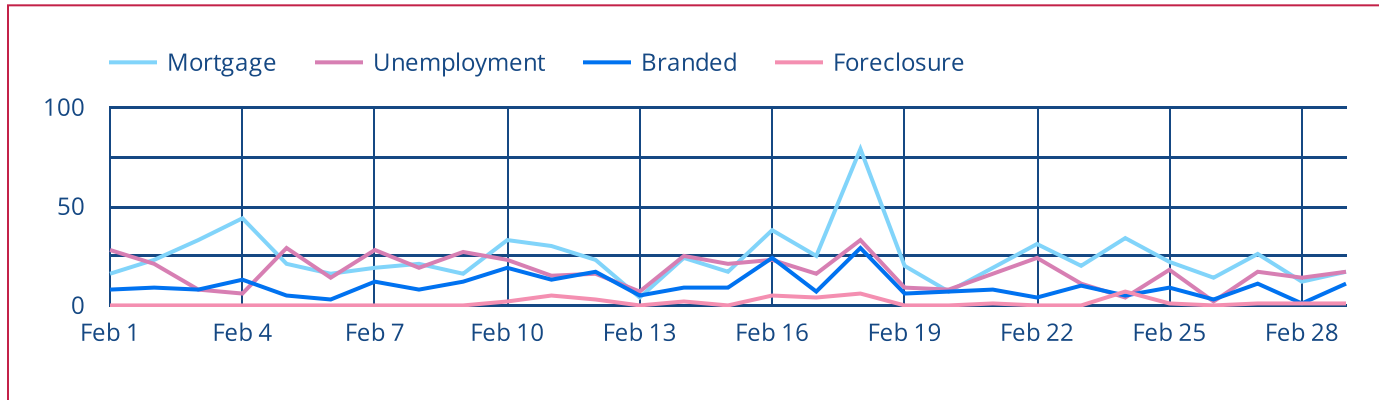
Google Ads

Cost.	Impressions	Clicks	CTR	Avg. CPC
718.88	1,527	195	12.77%	\$3.13
↑ 0.2%	↓ -4.0%	↑ 3.2%	↑ 7.5%	↓ -2.9%

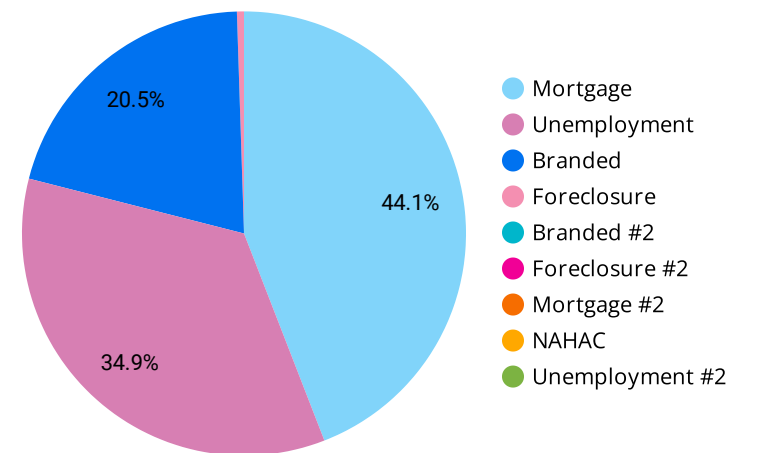
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	704	86	12.22%
2. Unemployment	499	68	13.63%
3. Branded	285	40	14.04%
4. Foreclosure	39	1	2.56%



Clicks by Ad Group

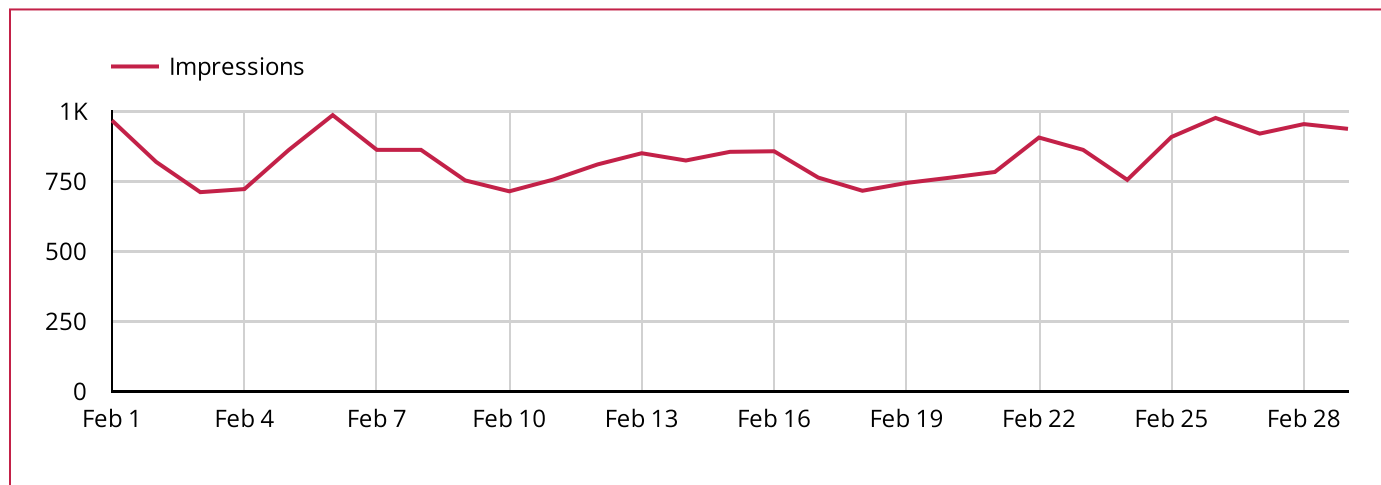


City	Impressions	Clicks	CTR
1. Las Vegas	812	118	14.53%
2. Paradise	428	42	9.81%
3. Henderson	99	8	8.08%
4. North Las Vegas	82	14	17.07%
5. Sunrise Manor	27	9	33.33%
6. Laughlin	17	0	0%
7. Enterprise	14	0	0%

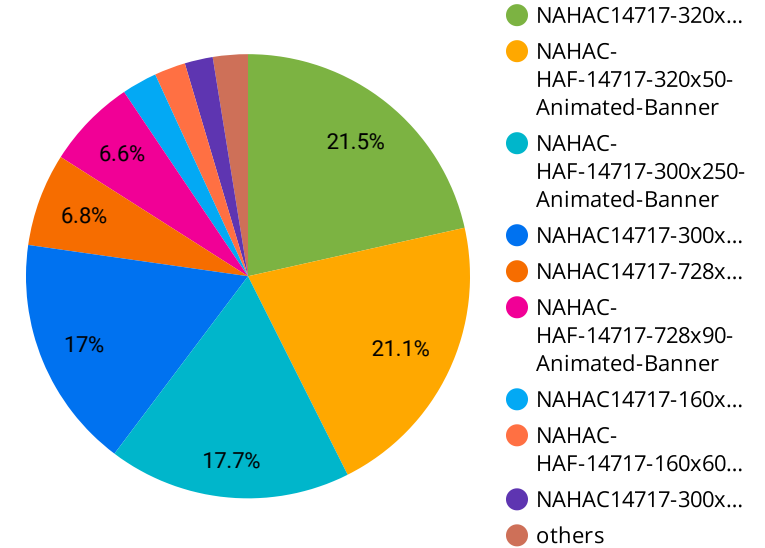
Digital Display

Cost.	Impressions	Clicks	CTR (Click Through Rate)	E CPM
191	24,225	88	0.36%	4.97
↑ 0.9%	↑ 0.8%	↑ 10.0%	↑ 9.1%	↑ 0.1%

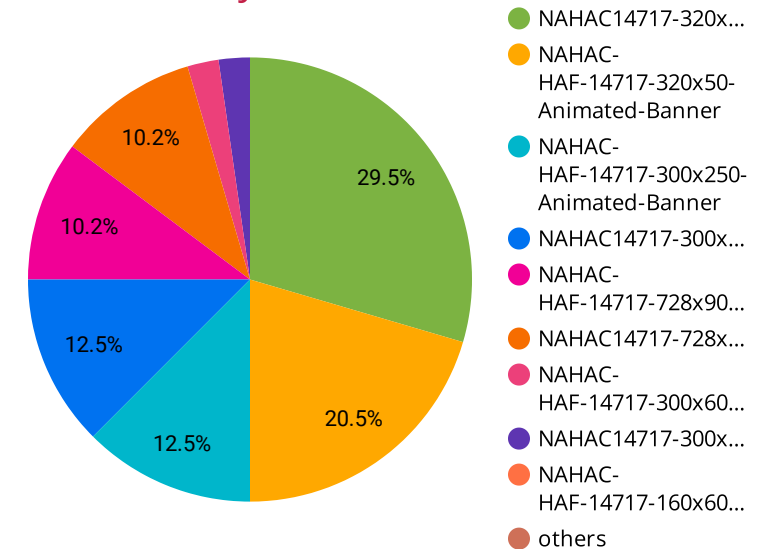
Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-320x50-Static-Banner	5,207	-3.1% ↓	26	3...	0.5%	34.1% ↑	4...	0...
2. NAHAC-HAF-14717-320x50-Animate...	5,111	-3.4% ↓	18	5...	0.35%	9.6% ↑	4...	0...
3. NAHAC-HAF-14717-300x250-Animat...	4,283	2.0% ↑	11	4...	0.26%	439.3% ↑	4...	0...
4. NAHAC14717-300x250-Static-Banner	4,113	1.3% ↑	11	-1...	0.27%	-16.4% ↓	4...	0...
5. NAHAC14717-728x90-Static-Banner	1,640	6.6% ↑	9	-2...	0.55%	-29.7% ↓	4...	0...
6. NAHAC-HAF-14717-728x90-Animate...	1,587	8.9% ↑	9	-2...	0.57%	-31.1% ↓	4...	0...
7. NAHAC14717-160x600-Static-Banner	621	26.5% ↑	0	-1...	0%	-100.0%...	4...	-...
8. NAHAC-HAF-14717-160x600-Animat...	550	20.6% ↑	0	-	0%	-	4...	0...
Grand total	24,225	0.8% ↑	88	1...	0.36%	9.1% ↑	4...	0...



Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
1,482.85	104,692	367	0.35%	8.92
↓ -5.6%	↓ -4.7%	↓ -7.6%	↓ -3.0%	↓ -1.0%

