

## CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
2,319.92	116,218	516	0.29%
↑ 5.4%	↑ 9.4%	↓ -8.2%	↓ -18.2%

## SUMMARY

In March, we maintained a strong performance, with a 9.4% increase in overall impressions, totaling just over 116,200 (up from just over 106,000 MoM), but a 8.2% decrease in total clicks, attributed to an 18.2% reduction in the average Click-Through Rate (CTR) to .29%.

Google Ads demonstrated robust performance during March, with a slight .6% increase in impressions to 1,536, countered by a 4.1% decrease in clicks to 187 resulting from a 4.7% decrease in CTR to 12.17%.

Although this is down slightly from February's 12.77 CTR for Google Ads, we've still substantially surpassed the industry standard of 2.51%, successfully bolstering engagement and clicks, leading to increased website traffic and interaction with NAHAC.

Digital Display also exhibited commendable performance last month, experiencing an excellent 16.9% uptick in impressions and a noteworthy 9.1% surge in clicks to 96, driven by slight 6.6% decrease in CTR, however still over 3x the industry standard of .10% for Display.

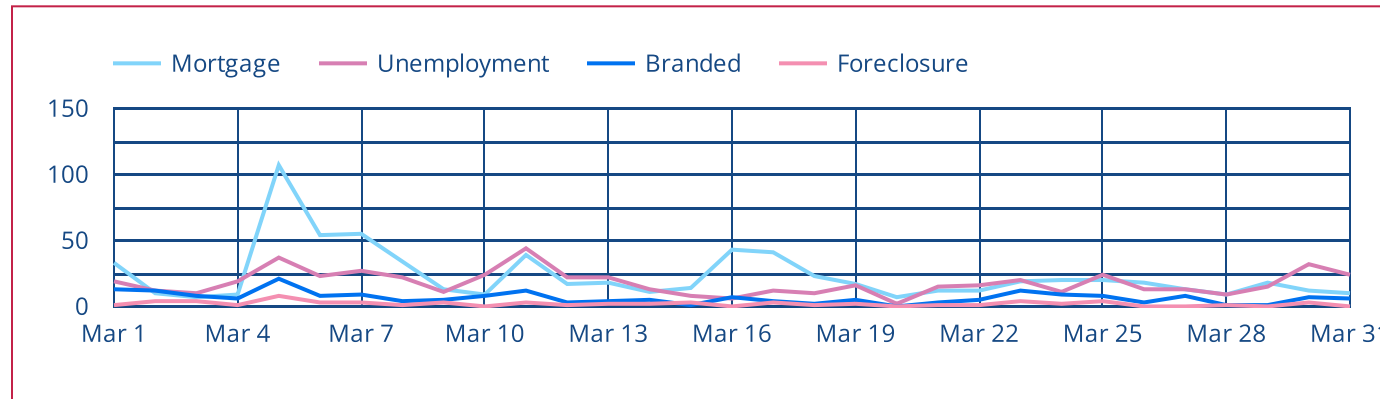
March saw a few slight dips in Pre-Roll KPIs, registering a 9.5% increase in impressions to 114,682 impressions but a 10.4% decrease in clicks to 329 driven by an 18.2% decrease in CTR to .29% (from .35% MoM).

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

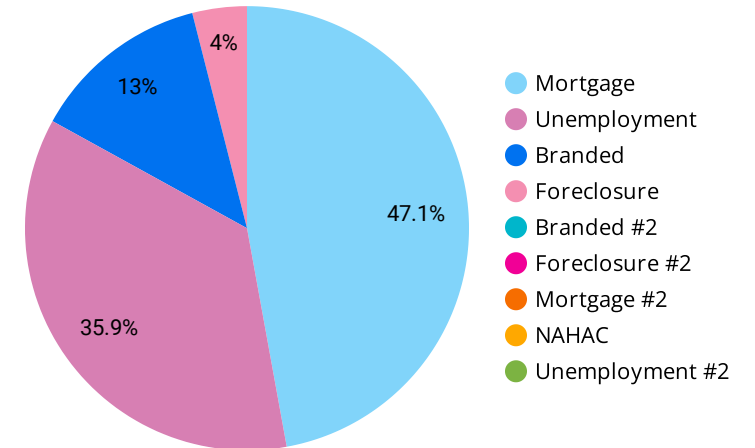
Cost.	Impressions	Clicks	CTR	Avg. CPC
<b>715.23</b>	<b>1,536</b>	<b>187</b>	<b>12.17%</b>	<b>\$3.25</b>
↓ -0.5%	↑ 0.6%	↓ -4.1%	↓ -4.7%	↑ 3.7%

Ad group	Impressions	Clicks	CTR
1. Mortgage	724	67	9.25%
2. Unemployment	551	77	13.97%
3. Branded	200	38	19%
4. Foreclosure	61	5	8.2%

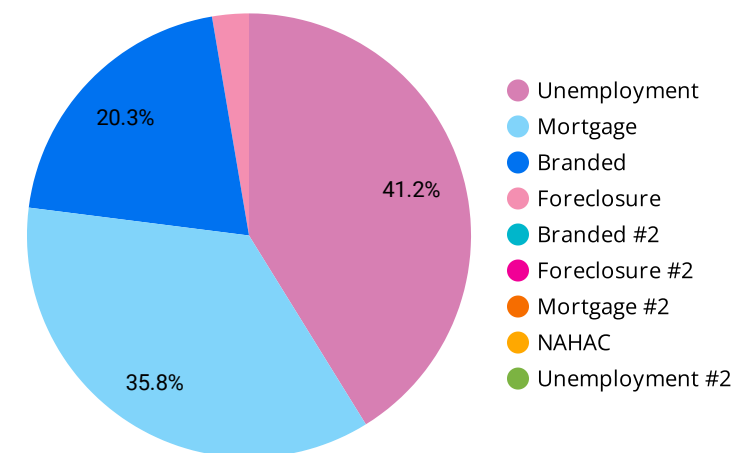


City	Impressions	Clicks	CTR
1. Paradise	689	56	8.13%
2. Las Vegas	625	95	15.2%
3. Henderson	75	18	24%
4. North Las Vegas	59	6	10.17%
5. Sunrise Manor	23	7	30.43%
6. Pahrump	14	0	0%
7. Mesquite	9	0	0%

## Impressions by Ad Group



## Clicks by Ad Group

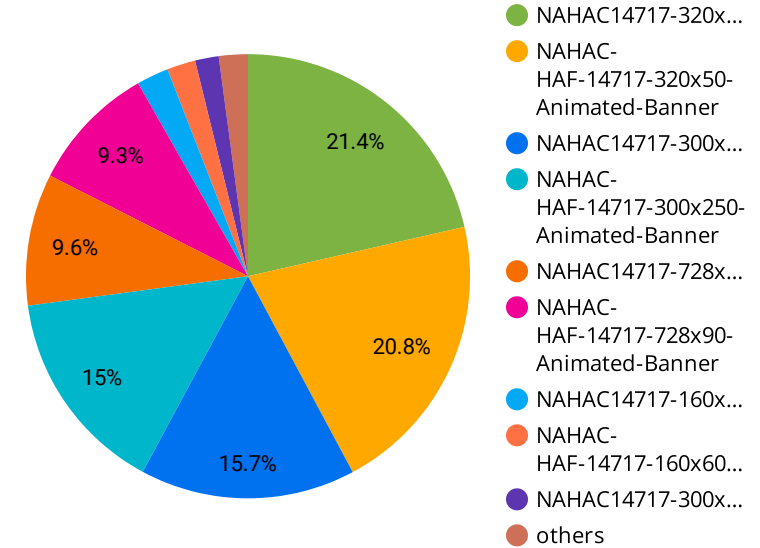


## Digital Display

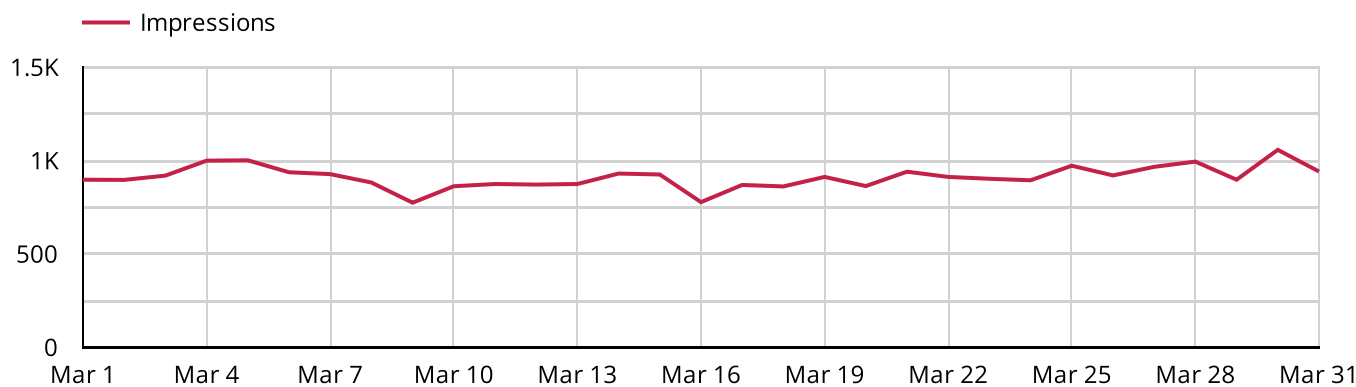
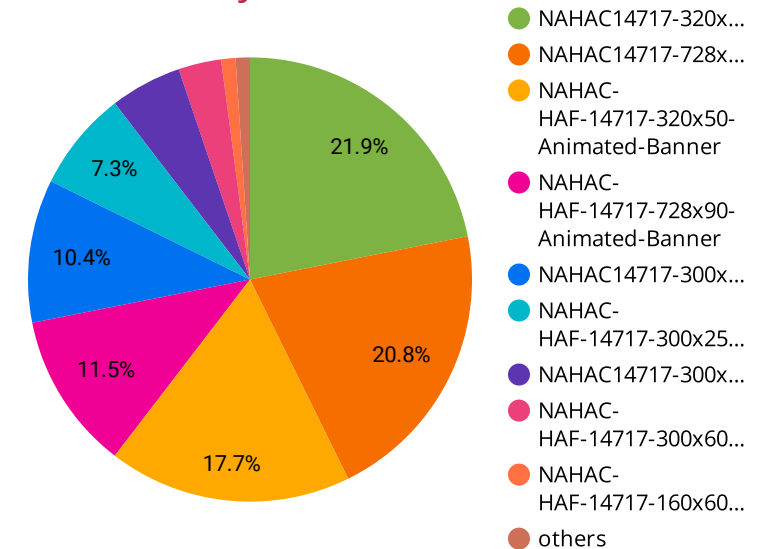
Cost.	Impressions	Clicks	CTR (Click Through Rate)	E CPM
224	28,307	96	0.34%	4.98
↑ 17.1%	↑ 16.9%	↑ 9.1%	↓ -6.6%	↑ 0.3%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-320x50-Static-Banner	6,066	16.5% ↑	21	-1...	0.35%	-30.7% ↓	4...	0...
2. NAHAC-HAF-14717-320x50-Animate...	5,874	14.9% ↑	17	-5...	0.29%	-17.8% ↓	4...	0...
3. NAHAC14717-300x250-Static-Banner	4,438	7.9% ↑	10	-9...	0.23%	-15.7% ↓	4...	0...
4. NAHAC-HAF-14717-300x250-Animat...	4,252	-0.7% ↓	7	-3...	0.16%	-35.9% ↓	4...	0...
5. NAHAC14717-728x90-Static-Banner	2,719	65.8% ↑	20	1...	0.74%	34.0% ↑	4...	0...
6. NAHAC-HAF-14717-728x90-Animate...	2,625	65.4% ↑	11	2...	0.42%	-26.1% ↓	4...	0...
7. NAHAC14717-160x600-Static-Banner	660	6.3% ↑	0	-	0%	-	4...	0...
8. NAHAC-HAF-14717-160x600-Animat...	587	6.7% ↑	1	-	0.17%	-	5	0...
<b>Grand total</b>	<b>28,307</b>	<b>16.9% ↑</b>	<b>96</b>	<b>9...</b>	<b>0.34%</b>	<b>-6.6% ↓</b>	<b>4...</b>	<b>0...</b>

## Impressions by Banner



## Clicks by Banner



# Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
1,604.69	114,682	329	0.29%	8.81
⬆ 8.2%	⬆ 9.5%	⬇ -10.4%	⬇ -18.2%	⬇ -1.2%

