

CAMPAIGN IMPACT TOTALS

Cost	Total Impressions	Total Clicks	Average CTR
1,776.22	91,395	450	0.29%
↓ -23.4%	↓ -21.4%	↓ -12.8%	↑ 2.8%

SUMMARY

In April we maintained a strong performance but did experience a few KPI decreases, including a 21.4% decrease in total impressions to 91,395 (down from 116,200 MoM) which corresponds with the 23.4% decrease in total spend for April. The overall CTR however did see a 2.8% increase to .29%.

Google Ads demonstrated robust performance during April, with very slight KPI decreases including a .1% decrease in impressions to 1,534 (down from 1,536 Mom,) a 1.1% decrease in clicks to 185 (down from 187 Mom) and a .9% decrease in CTR to 12.06%.

Although this is down slightly from March's 12.17 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 exhibited good performance for April, however also experienced KPI decreases comparable to the 36.7% decrease in spend for display, experiencing a 16.2% decrease in impressions to 23,714 and a 40.6% decrease in clicks to 57 (down from 96 MoM) along with a 29.1% decrease in CTR to .24%. This is still more than double the .10% industry standard for display.

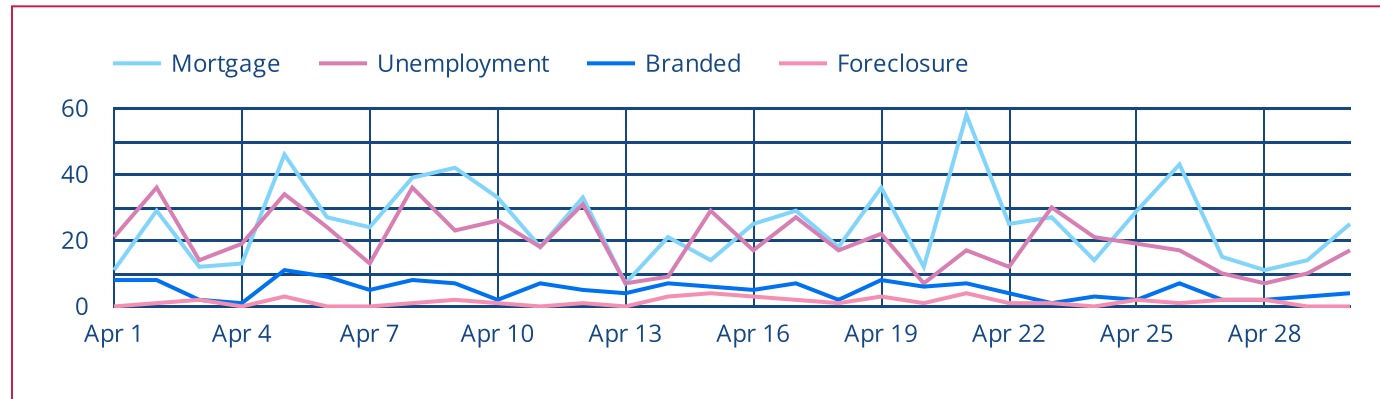
April also saw a few dips in Pre-Roll KPIs, registering a 21.6% decrease in impressions to 89,861 (down from 114,682 MoM) and a 19.5% decrease in clicks to 265 (down from 329 MoM) resulting from a 2.8% increase in CTR to .29%. These decreases are consistent with the 33.8% decrease in spend for PreRoll for April.

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

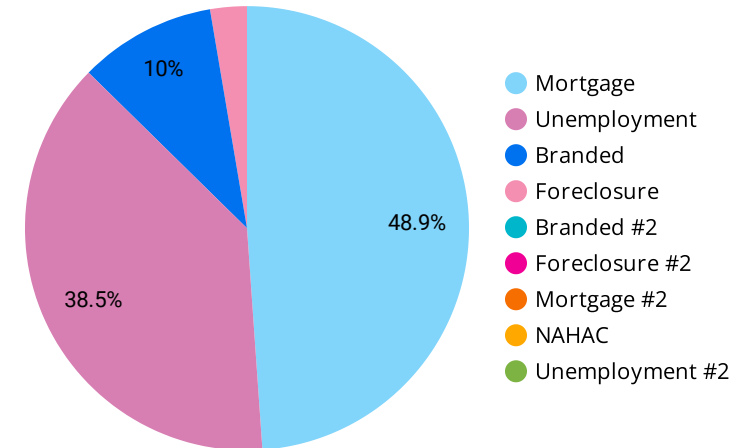
Cost.	Impressions	Clicks	CTR	Avg. CPC
714.36	1,534	185	12.06%	\$3.28
↓ -0.1%	↓ -0.1%	↓ -1.1%	↓ -0.9%	↑ 1.0%

Ad group	Impressions	Clicks	CTR
1. Mortgage	750	92	12.27%
2. Unemployment	590	67	11.36%
3. Branded	153	22	14.38%
4. Foreclosure	41	4	9.76%

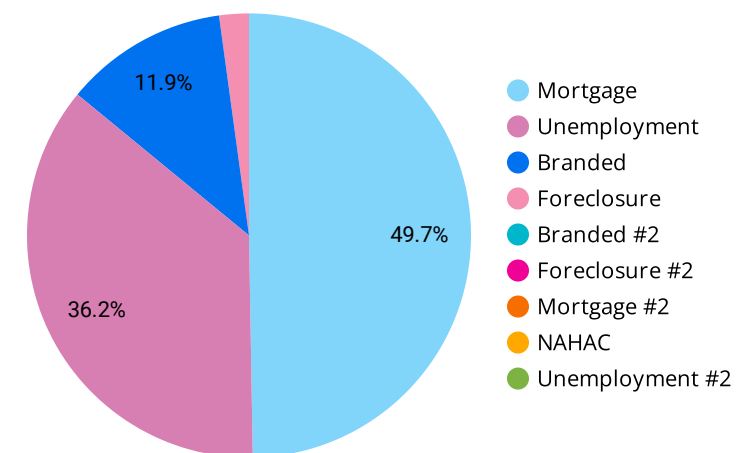


City	Impressions	Clicks	CTR
1. Las Vegas	879	114	12.97%
2. Paradise	443	44	9.93%
3. Henderson	67	7	10.45%
4. North Las Vegas	60	9	15%
5. Sunrise Manor	26	2	7.69%
6. Pahrump	18	1	5.56%
7. Laughlin	11	1	9.09%

Impressions by Ad Group



Clicks by Ad Group

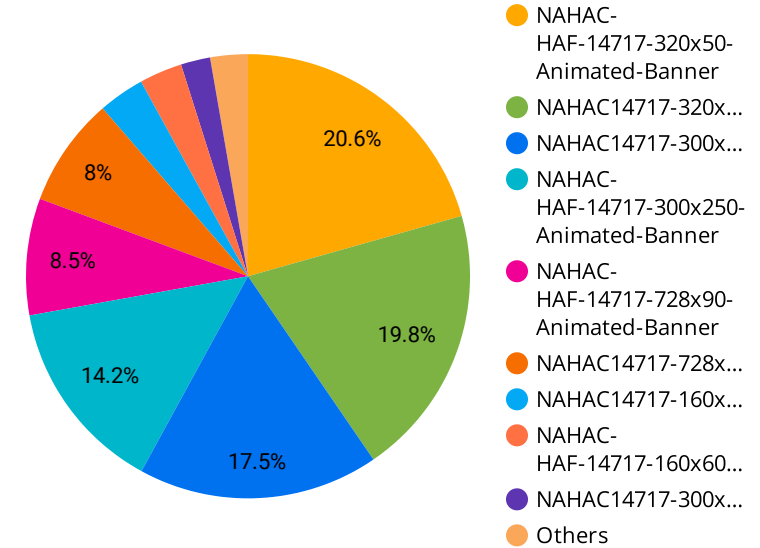


Digital Display

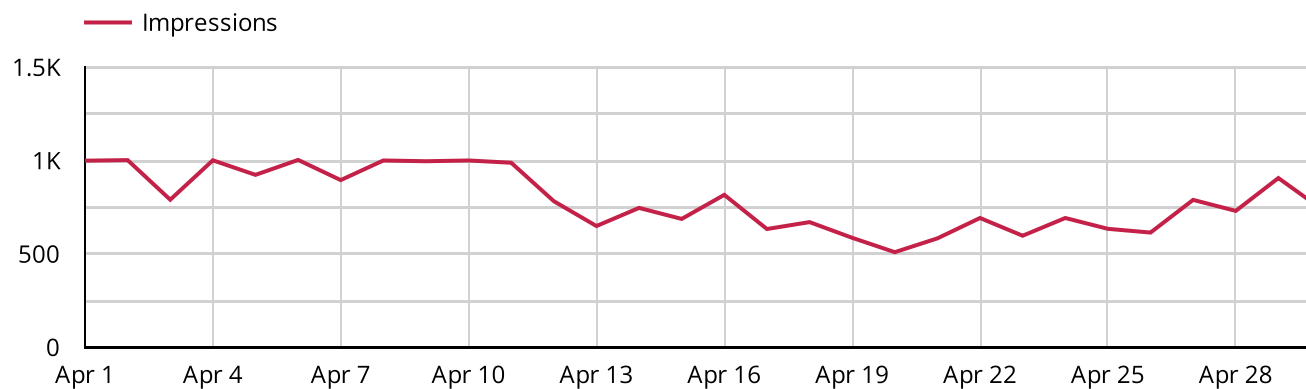
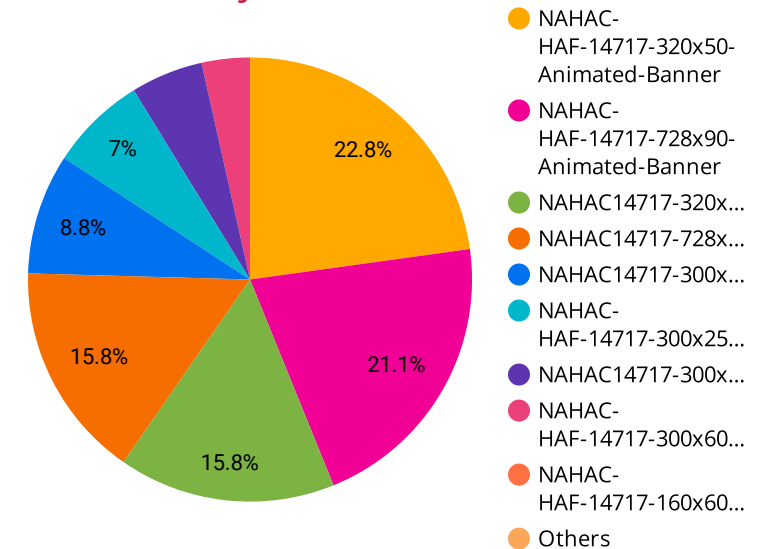
Cost.	Impressions	Clicks	CTR (Click Through Rate)	E CPM
142	23,714	57	0.24%	3.76
↓ -36.7%	↓ -16.2%	↓ -40.6%	↓ -29.1%	↓ -24.4%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC-HAF-14717-320x50-Animate...	4,890	-16.8% ↓	13	-2...	0.27%	-8.1% ↓	3...	-...
2. NAHAC14717-320x50-Static-Banner	4,701	-22.5% ↓	9	-5...	0.19%	-44.7% ↓	3...	-...
3. NAHAC14717-300x250-Static-Banner	4,154	-6.4% ↓	5	-5...	0.12%	-46.6% ↓	3...	-...
4. NAHAC-HAF-14717-300x250-Animat...	3,370	-20.7% ↓	4	-4...	0.12%	-27.9% ↓	3...	-...
5. NAHAC-HAF-14717-728x90-Animate...	2,014	-23.3% ↓	12	9...	0.6%	42.2% ↑	3...	-...
6. NAHAC14717-728x90-Static-Banner	1,890	-30.5% ↓	9	-5...	0.48%	-35.3% ↓	3...	-...
7. NAHAC14717-160x600-Static-Banner	797	20.8% ↑	0	-	0%	-	3...	-...
8. NAHAC-HAF-14717-160x600-Animat...	741	26.2% ↑	0	-1...	0%	-100.0%...	3...	-...
Grand total	23,714	-16.2% ↓	57	-...	0.24%	-29.1% ↓	3...	-...

Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
1,061.86	89,861	265	0.29%	7.44
↓ -33.8%	↓ -21.6%	↓ -19.5%	↑ 2.8%	↓ -15.5%

