

## CAMPAIGN IMPACT TOTALS

Total Cost

\$1,183

↓ -33.4%

Total Impressions

54,046

↓ -40.9%

Total Clicks

364

↓ -19.1%

Average CTR

0.34%

↑ 14.8%

## SUMMARY

In May we maintained a strong performance but did experience a few KPI decreases, including a 40.9% decrease in total impressions to 54,046 (down from 91,395 MoM) which corresponds with the 33.4% decrease in total spend for May. This is due to regular balancing of the budget and pacing. While this may seem like a large decrease it is a small amount in terms of dollars due to the small overall budget. The overall CTR however did see a 14.8% increase to .34% (up from .29% in April.)

Google Ads demonstrated robust performance during May, with a 14.6% increase in impressions to 1,758 (up from 1,534 MoM,) a 1.1% increase in clicks to 187 (up from 185 MoM) and an .11.8% decrease in CTR to 10.64% (down from 12.06% in April.)

Although this is down slightly from April's 12.06% 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 May, however also experienced KPI decreases comparable to the 27.4% decrease in spend for display, experiencing a slight 3.8% decrease in impressions to 22,816 (down from 23,714 MoM) and a 47.4% decrease in clicks to 30 (down from 57 MoM) along with a 45.3% decrease in CTR to .13% (down from .24% in April.) This is still above the .10% industry standard for display.

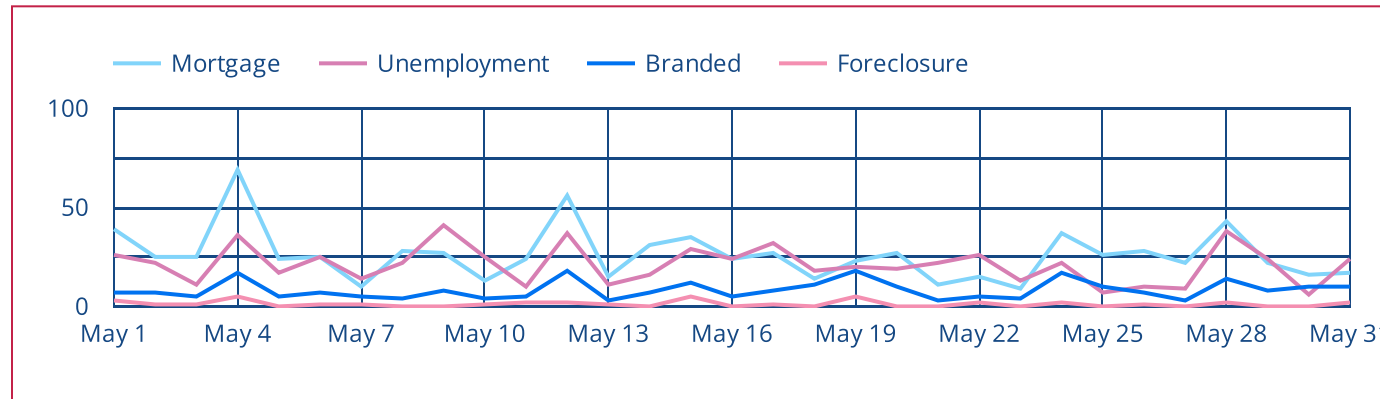
May also saw a few dips in Pre-Roll KPIs, registering a 41.8% decrease in impressions to 52,288 (down from 89,861 MoM) and a 33.2% decrease in clicks to 177 (down from 265 in April,) resulting from a 14.8% increase in CTR to .34%. These decreases are consistent with the 55.9% decrease in spend for PreRoll for May.

In June we will continue to focus on improving our CTR while also increasing impressions if possible while maintaining pace.

## Google Ads

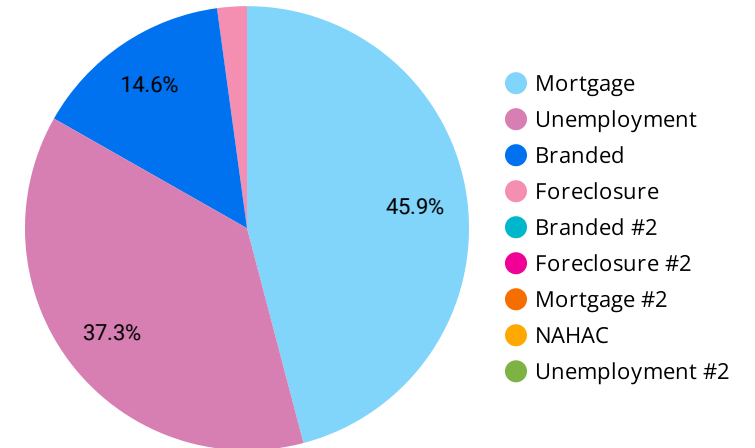
Cost	Impressions	Clicks	CTR	Avg. CPC
<b>\$715</b>	<b>1,758</b>	<b>187</b>	<b>10.64%</b>	<b>\$3.25</b>
↑ 0.1%	↑ 14.6%	↑ 1.1%	↓ -11.8%	↓ -0.9%

Ad group	Impressions	Clicks	CTR
1. Mortgage	807	91	11.28%
2. Unemployment	656	72	10.98%
3. Branded	257	22	8.56%
4. Foreclosure	38	2	5.26%

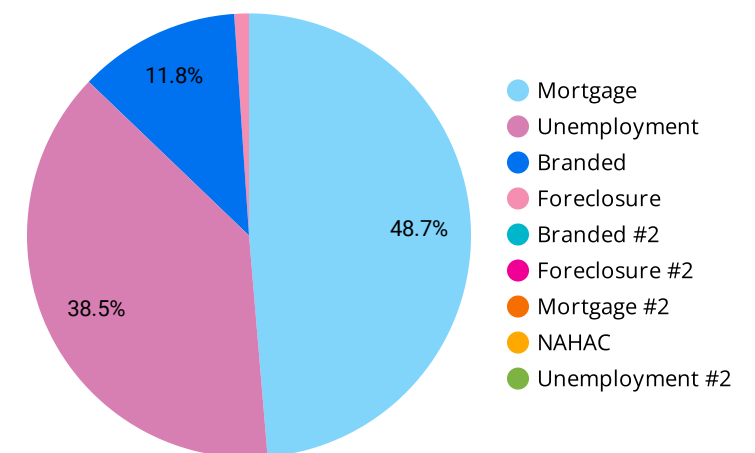


City	Impressions	Clicks	CTR
1. Paradise	864	82	9.49%
2. Las Vegas	678	78	11.5%
3. Henderson	76	10	13.16%
4. North Las Vegas	72	9	12.5%
5. Sunrise Manor	18	2	11.11%
6. Laughlin	10	1	10%
7. Pahrump	10	2	20%

## Impressions by Ad Group



## Clicks by Ad Group

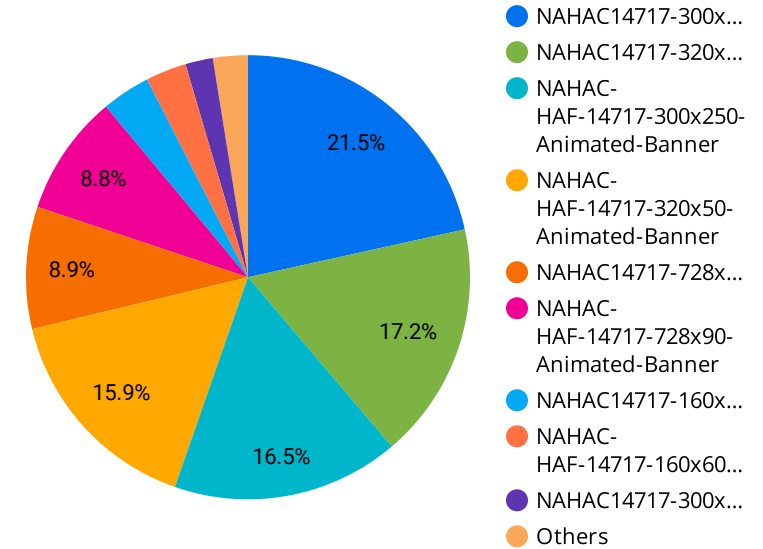


## Digital Display

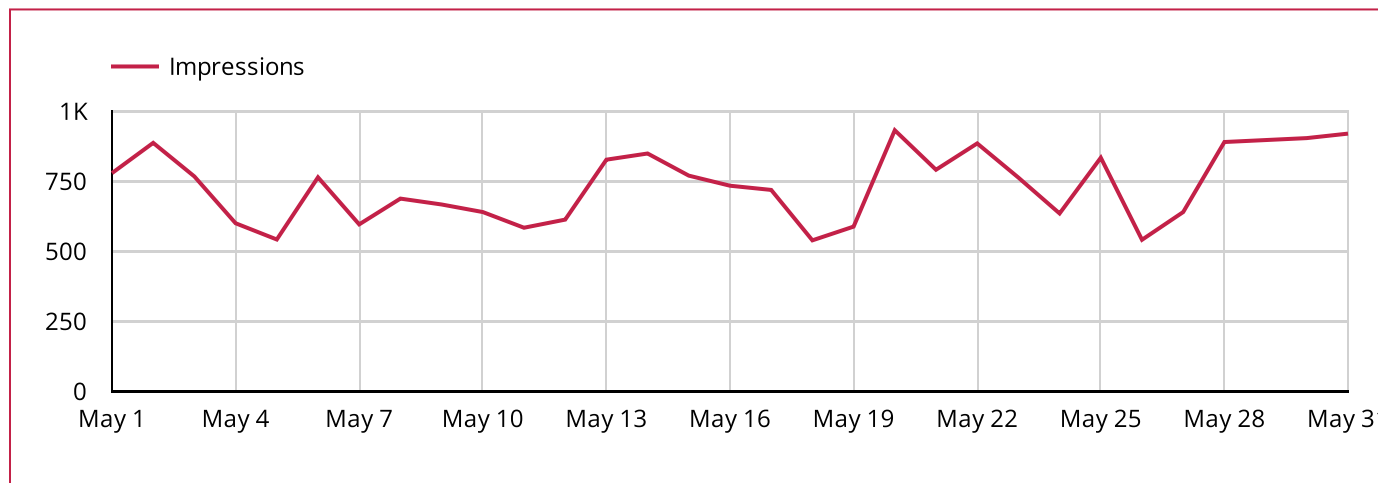
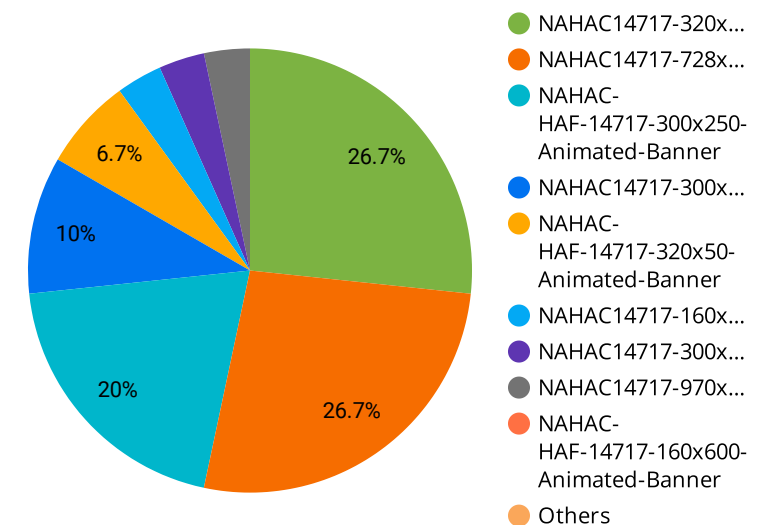
Cost	Impressions	Clicks	CTR	E CPM
<b>\$103</b>	<b>22,816</b>	<b>30</b>	<b>0.13%</b>	<b>2.84</b>
↓ -27.4%	↓ -3.8%	↓ -47.4%	↓ -45.3%	↓ -24.5%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	4,915	18.3% ↑	3	-4...	0.06%	-49.3% ↓	2...	-...
2. NAHAC14717-320x50-Static-Banner	3,935	-16.3% ↓	8	-1...	0.2%	6.2% ↑	2...	-...
3. NAHAC-HAF-14717-300x250-Animat...	3,776	12.0% ↑	6	5...	0.16%	33.9% ↑	2...	-...
4. NAHAC-HAF-14717-320x50-Animate...	3,630	-25.8% ↓	2	-8...	0.06%	-79.3% ↓	2...	-...
5. NAHAC14717-728x90-Static-Banner	2,027	7.2% ↑	8	-1...	0.39%	-17.1% ↓	2...	-...
6. NAHAC-HAF-14717-728x90-Animate...	2,010	-0.2% ↓	0	-1...	0%	-100.0%...	2...	-...
7. NAHAC14717-160x600-Static-Banner	808	1.4% ↑	1	-	0.12%	-	2...	-...
8. NAHAC-HAF-14717-160x600-Animat...	678	-8.5% ↓	0	-	0%	-	2...	-...
<b>Grand total</b>	<b>22,816</b>	<b>-3.8% ↓</b>	<b>30</b>	<b>-...</b>	<b>0.13%</b>	<b>-45.3% ↓</b>	<b>2...</b>	<b>-...</b>

## Impressions by Banner



## Clicks by Banner



## Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
\$468	52,288	177	0.34%	5.64
↓ -55.9%	↓ -41.8%	↓ -33.2%	↑ 14.8%	↓ -24.2%

