

CAMPAIGN IMPACT TOTALS

Total Cost	Total Impressions	Total Clicks	Average CTR
\$1,447	42,968	246	0.15%
↑ 22.3%	↓ -20.5%	↓ -32.4%	↓ -57.0%

SUMMARY

In June we experienced KPI decreases, including a 20.5% decrease in total impressions to 42,968 (down from 54,046 MoM) and a 32.4% decrease in total clicks to 246. 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 also saw a 57% decrease to .15% (down from .34% in May.)

Google Ads demonstrated consistent performance during June, with a slight 1.6% decrease in impressions to 1,730 (down from 1,758 MoM,) a .5% decrease in clicks to 186 (down from 187 MoM) and a 1.1% increase in CTR to 10.75% (up from 10.64% in May.) We 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 decreased performance for June, however also experienced KPI decreases comparable to the 57.6% decrease in spend for display, experiencing 58.4% decrease in impressions to 9,492 (down from 22,816 MoM) and an 80% decrease in clicks to 6 (down from 30 MoM) along with a 51.9% decrease in CTR to .06% (down from .13% in May.)

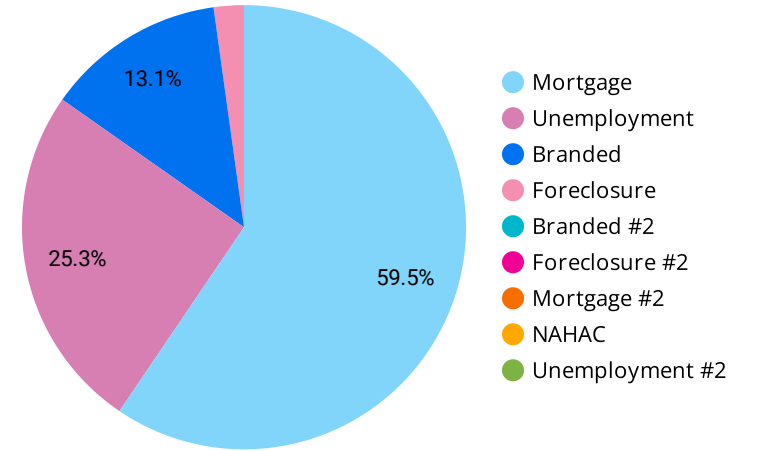
June also saw a dips in Pre-Roll KPIs, registering a 21.1% decrease in impressions to 41,238 (down from 52,288 MoM) and a 66.1% decrease in clicks to 60 (down from 177 in May) resulting from a 57% decrease in CTR to .15% (down from .34% MoM.). We did however see an increase in our total completions and completion rate. These metrics are typically inverse as more people watch the full video, less click through and vice versa. Both KPIs have value and are not negative. We are also seeing an increased CPM due to increasing our OTT spend to increase our reach which has resulted in higher completions but lower total impressions.

In July we will continue to focus on increasing our reach on pre-roll and display while balancing our CPM and CTR to maximize our reach while keepign a steady engagement rate.

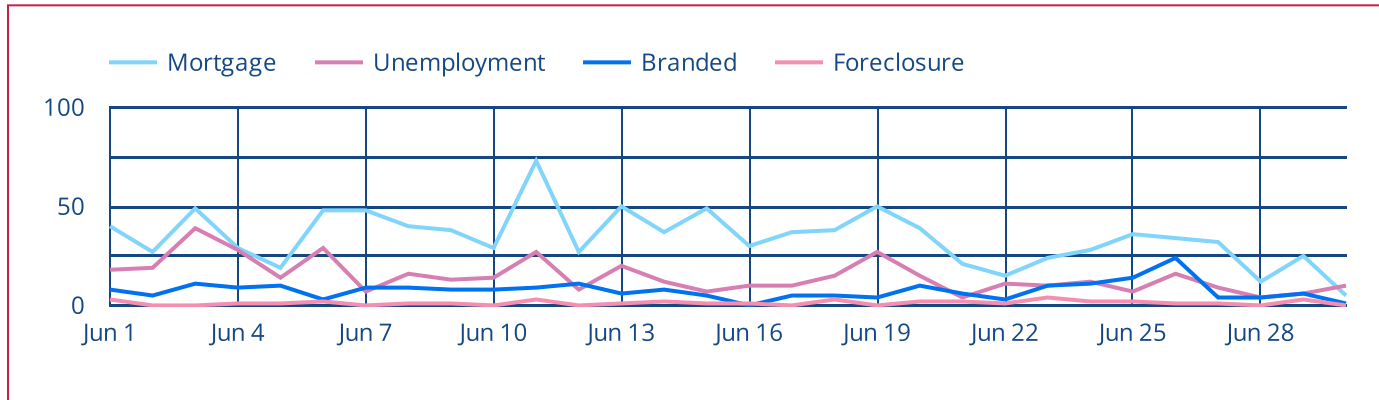
Google Ads

Cost	Impressions	Clicks	CTR	Avg. CPC
\$714	1,730	186	10.75%	\$3.26
↓ -0.1%	↓ -1.6%	↓ -0.5%	↑ 1.1%	↑ 0.4%

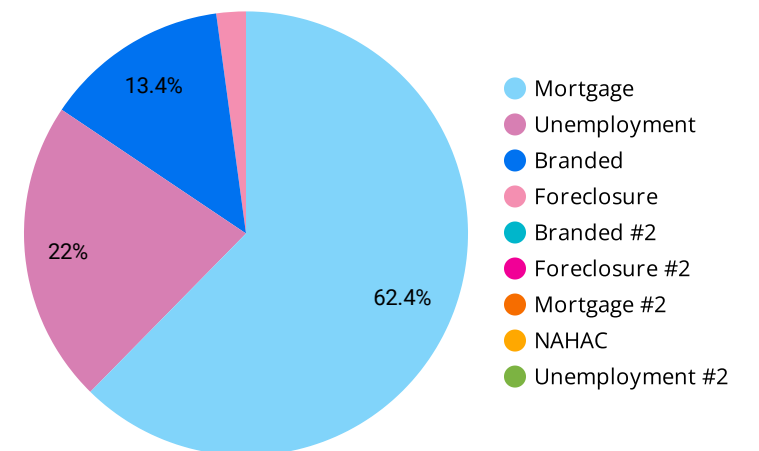
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	1,029	116	11.27%
2. Unemployment	437	41	9.38%
3. Branded	226	25	11.06%
4. Foreclosure	38	4	10.53%



Clicks by Ad Group



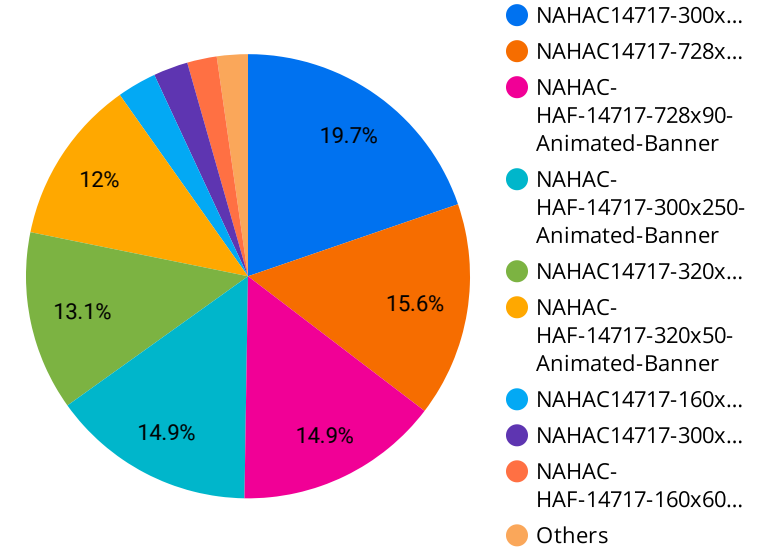
City	Impressions	Clicks	CTR
1. Las Vegas	1,518	165	20.96%
2. Paradise	62	6	9.68%
3. Henderson	43	3	6.98%
4. Sunrise Manor	25	3	12%
5. Pahrump	17	2	11.76%
6. Laughlin	15	1	6.67%
7. Mesquite	13	0	0%

Digital Display

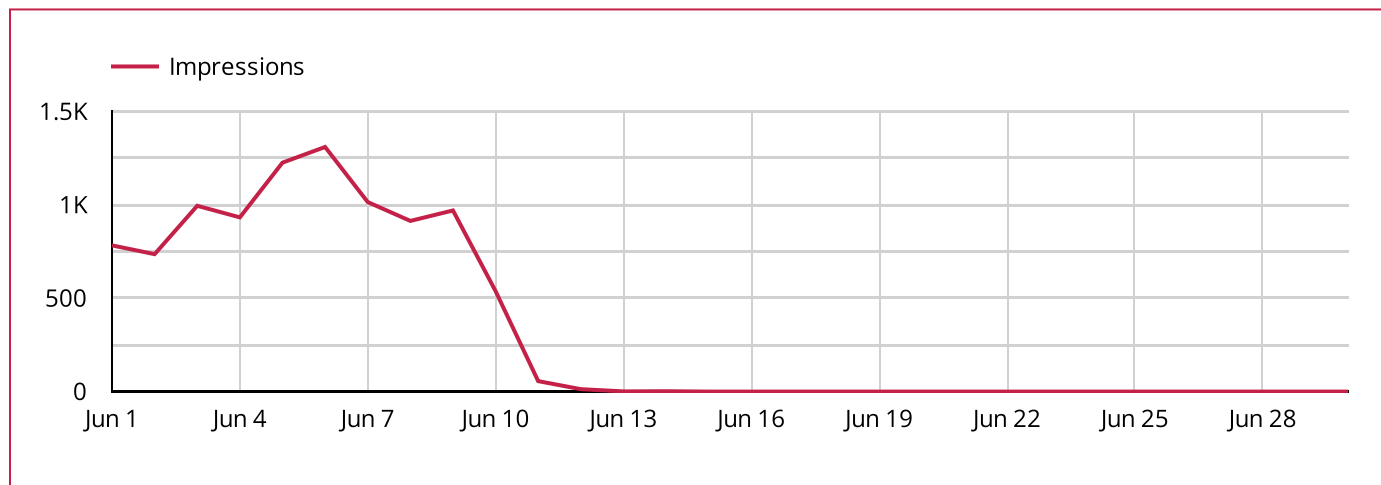
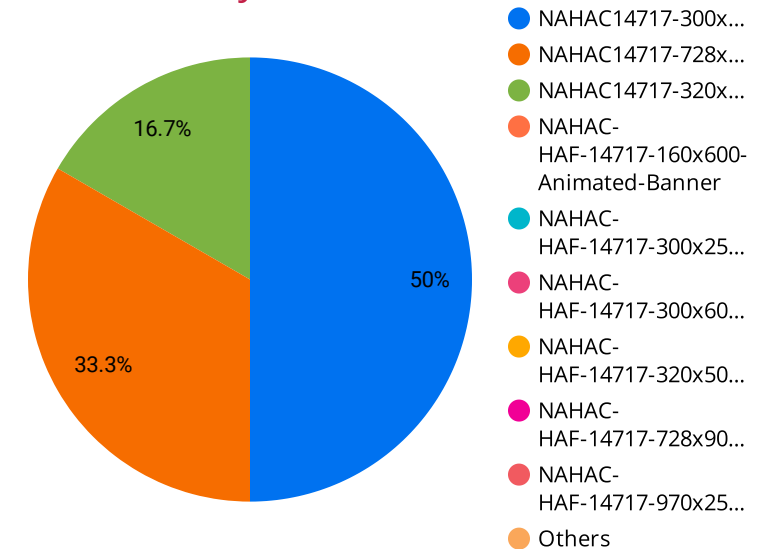
Cost	Impressions	Clicks	CTR	E CPM
\$44	9,492	6	0.06%	2.9
↓ -57.6%	↓ -58.4%	↓ -80.0%	↓ -51.9%	↑ 2.0%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	1,874	-61.9% ↓	3	0...	0.16%	162.3% ↑	2...	4...
2. NAHAC14717-728x90-Static-Banner	1,483	-26.8% ↓	2	-7...	0.13%	-65.8% ↓	2...	-...
3. NAHAC-HAF-14717-728x90-Animate...	1,413	-29.7% ↓	0	-	0%	-	2...	-...
4. NAHAC-HAF-14717-300x250-Animat...	1,411	-62.6% ↓	0	-1...	0%	-100.0%...	2...	3...
5. NAHAC14717-320x50-Static-Banner	1,240	-68.5% ↓	1	-8...	0.08%	-60.3% ↓	2...	4...
6. NAHAC-HAF-14717-320x50-Animate...	1,141	-68.6% ↓	0	-1...	0%	-100.0%...	2...	3...
7. NAHAC14717-160x600-Static-Banner	272	-66.3% ↓	0	-1...	0%	-100.0%...	3...	4...
8. NAHAC14717-300x600-Static-Banner	239	-47.7% ↓	0	-1...	0%	-100.0%...	3...	5...
Grand total	9,492	-58.4% ↓	6	-...	0.06%	-51.9% ↓	2...	2...

Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
\$733	41,238	60	0.15%	11.19
↑ 56.5%	↓ -21.1%	↓ -66.1%	↓ -57.0%	↑ 98.4%
Video Completions	Video Completion Rate			
13,175	0.43%			
↑ 16.6%	↑ 7.0%			

