

# Digital Marketing Report

NAHAC HAF 2024

B R A I N  
T B U S T.

Jul 1, 2024 - Jul 31, 2024

## CAMPAIGN IMPACT TOTALS

Total Cost

\$5,304

↑ 266.5%

Total Impressions

253,256

↑ 489.4%

Total Clicks

559

↑ 127.2%

Average CTR

0.15%

↑ 2.6%

## SUMMARY

In July we made adjustments and optimizations to increase our reach on pre-roll and display, and these efforts have definitely succeeded. We saw an overall 266.5% increase in spend to \$5,304 along with an overall 489.4% increase in total impressions and a 127.2% increase in clicks to 559.

Google Ads demonstrated consistent performance during July, with 19.8% decrease in impressions to 1,388 (down from 1,730 MoM,) a 1.6% decrease in clicks to 183 (down from 186 MoM) and a 22.6% increase in CTR to 13.18% (up from 10.75% in June.) 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 tremendously improved performance for July experiencing an 851.5% increase in impressions to 90,314 (up from 9,492 MoM) and a 2,666.7% increase in clicks to 166 (up from 6 MoM) along with a 190.8% increase in CTR to .18% (up from .06% in June.)

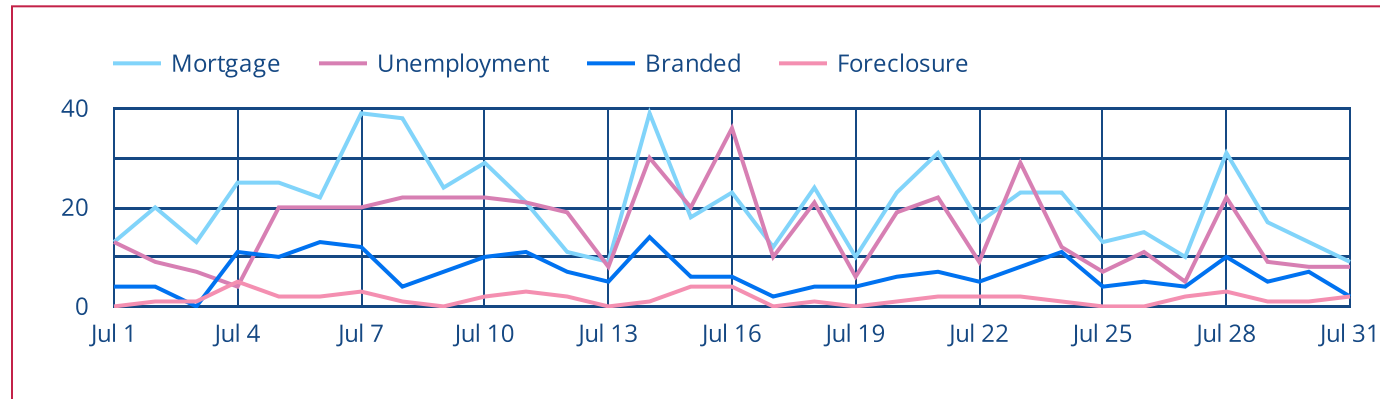
July also saw incredible improved performance in Pre-Roll KPIs, registering a 408.9% increase in impressions to 161,554 (up from 41,238 MoM) and a 288.9% increase in clicks to 210 (up from 60 in June) resulting from a 23.6% decrease in CTR to .13 (down from .15% MoM). We also saw large increases in our total completions and completion rate, 451.9% increase in video completions to 72,708 and a 9.2% increase in VCR to 47.36%. 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 August 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 keeping a steady engagement rate.

## Google Ads

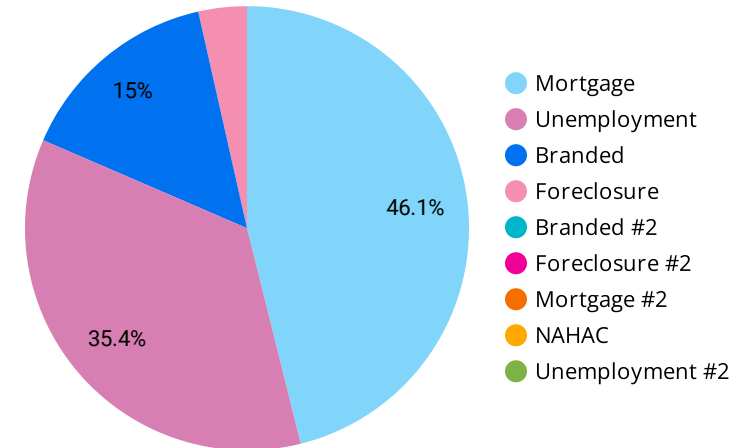
Cost	Impressions	Clicks	CTR	Avg. CPC
<b>\$715</b>	<b>1,388</b>	<b>183</b>	<b>13.18%</b>	<b>\$3.32</b>
↑ 0.1%	↓ -19.8%	↓ -1.6%	↑ 22.6%	↑ 1.8%

Ad group	Impressions	Clicks	CTR
1. Mortgage	640	94	14.69%
2. Unemployment	491	64	13.03%
3. Branded	208	19	9.13%
4. Foreclosure	49	6	12.24%

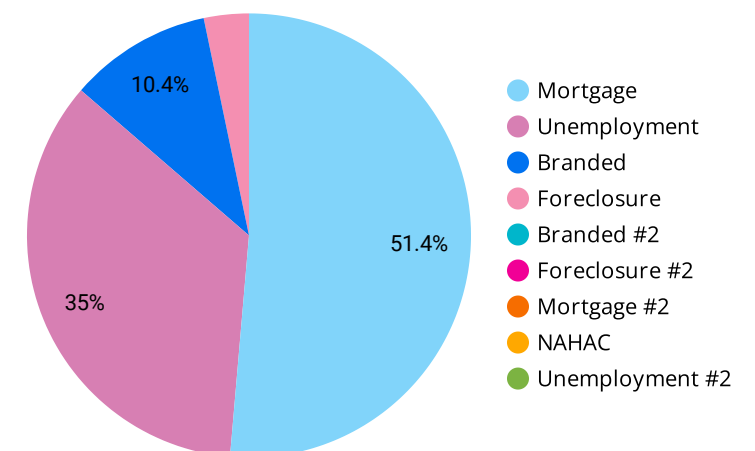


City	Impressions	Clicks	CTR
1. Las Vegas	1,205	158	27.86%
2. Paradise	46	6	13.04%
3. Henderson	24	3	12.5%
4. Sunrise Manor	24	4	16.67%
5. Pahrump	15	4	26.67%
6. Enterprise	13	2	15.38%
7. Laughlin	10	2	20%

## Impressions by Ad Group



## Clicks by Ad Group

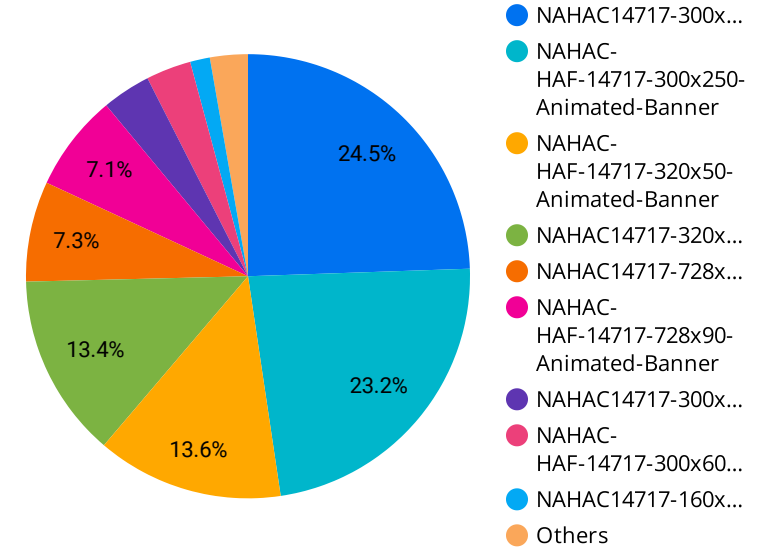


## Digital Display

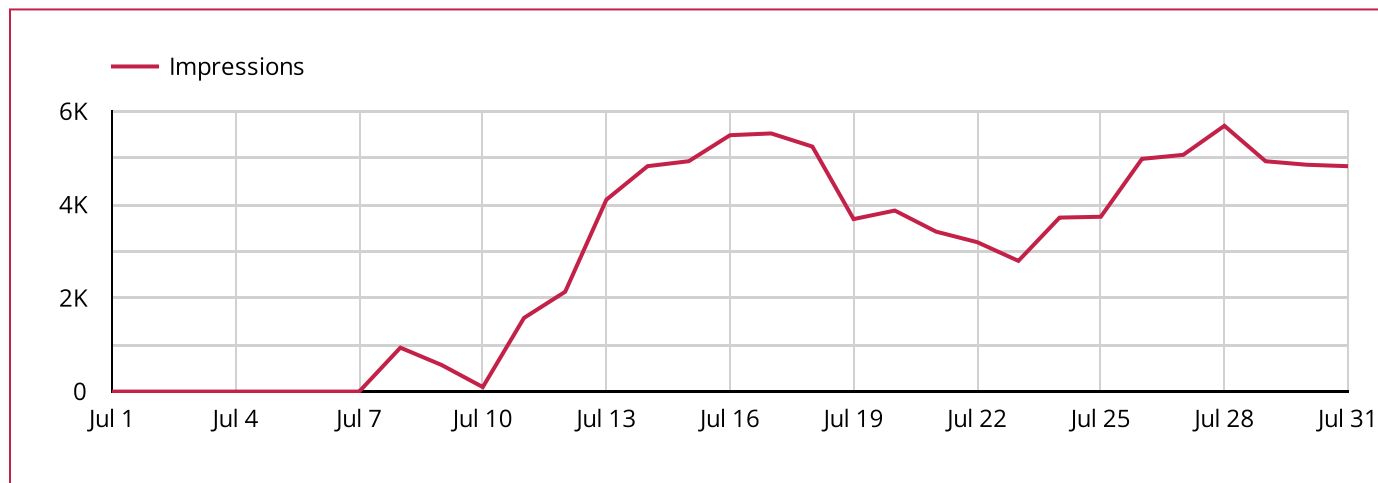
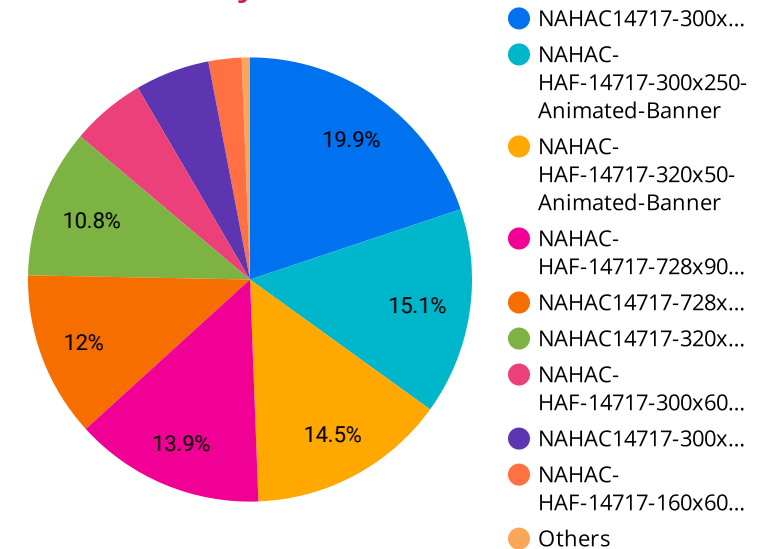
Cost	Impressions	Clicks	CTR	E CPM
<b>\$780</b>	<b>90,314</b>	<b>166</b>	<b>0.18%</b>	<b>5.44</b>
↑ 1,685.1%	↑ 851.5%	↑ 2,666.7%	↑ 190.8%	↑ 87.6%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	22,089	1,078.7...	33	1,...	0.15%	-6.7% ↓	5...	8...
2. NAHAC-HAF-14717-300x250-Animat...	20,941	1,384.1...	25	-	0.12%	-	5...	9...
3. NAHAC-HAF-14717-320x50-Animate...	12,277	976.0% ↑	24	-	0.2%	-	4...	6...
4. NAHAC14717-320x50-Static-Banner	12,079	874.1% ↑	18	1,...	0.15%	84.8% ↑	4...	6...
5. NAHAC14717-728x90-Static-Banner	6,595	344.7% ↑	20	9...	0.3%	124.9% ↑	5...	9...
6. NAHAC-HAF-14717-728x90-Animate...	6,375	351.2% ↑	23	-	0.36%	-	5...	9...
7. NAHAC14717-300x600-Static-Banner	3,202	1,239.7...	9	-	0.28%	-	5...	7...
8. NAHAC-HAF-14717-300x600-Animat...	2,963	1,799.4...	9	-	0.3%	-	5...	8...
<b>Grand total</b>	<b>90,314</b>	<b>851.5% ↑</b>	<b>1...</b>	<b>2,...</b>	<b>0.18%</b>	<b>190.8% ↑</b>	<b>5...</b>	<b>8...</b>

## Impressions by Banner



## Clicks by Banner



## Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM
<b>\$3,808</b>	<b>161,554</b>	<b>210</b>	<b>0.13%</b>	<b>14.84</b>
↑ 452.7%	↑ 408.9%	↑ 288.9%	↓ -23.6%	↑ 8.6%
Video Starts	Video Completions	VCR		
<b>153,523</b>	<b>72,708</b>	<b>47.36%</b>		
↑ 405.5%	↑ 451.9%	↑ 9.2%		

