

CAMPAIGN IMPACT TOTALS

Total Cost

\$6,958

↑ 31.2%

Total Impressions

375,332

↑ 48.2%

Total Clicks

728

↑ 30.2%

Average CTR

0.14%

↓ -4.4%

SUMMARY

In August we made continued adjustments and optimizations to increase our reach on pre-roll and display during saturated election times, and these efforts have succeeded. We saw an overall 31.2% increase in spend to \$6,958 (up from \$5,304 MoM) along with an overall 48.2% increase in total impressions and a 30.2% increase in clicks to 728 (up from 559 in July). Because we saw a larger increase in impressions than in clicks, we did experience a slight 4.4% decrease in CTR to .14%.

Google Ads demonstrated excellent performance during August, with 23.8% increase in impressions to 1,718 (up from 1,388 MoM,) a 6.6% increase in clicks to 195 (up from 183 MoM) but a 13.9% decrease in CTR to 11.35% (down from 13.18% in July.) 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 August experiencing a 79.4% increase in impressions to 161,979 (up from 90,314 MoM) and a 77.7% increase in clicks to 295 (up from 166 MoM). We did see a very slight .9% decrease in CTR to .18%.

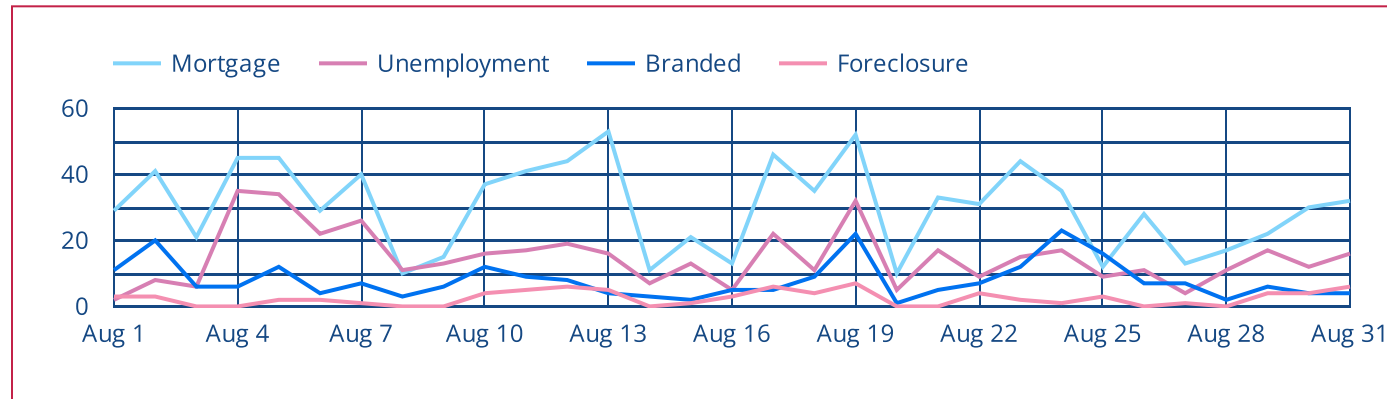
August also saw improved performance in Pre-Roll KPIs, registering a 31% increase in impressions to 211,635 (up from 161,554 MoM) and a 13.3% increase in clicks to 238 (up from 210 in July) resulting from a 13.5% decrease in CTR to .11% (down from .13% MoM). We also saw increases in our total completions and completion rate, 32.7% increase in video completions to 96,484 (up from 72,708 MoM) and a 1.5% increase in VCR to 48.08% (up from 47.36% in July.) 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 September 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

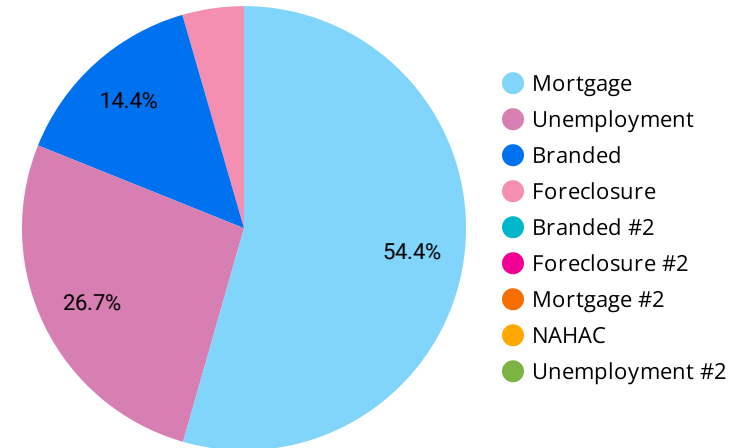
Cost	Impressions	Clicks	CTR	Avg. CPC
\$750	1,718	195	11.35%	\$3.27
↑ 4.9%	↑ 23.8%	↑ 6.6%	↓ -13.9%	↓ -1.6%

	Ad group	Impressions ▾	Clicks	CTR
1.	Mortgage	935	120	12.83%
2.	Unemployment	458	35	7.64%
3.	Branded	248	34	13.71%
4.	Foreclosure	77	6	7.79%

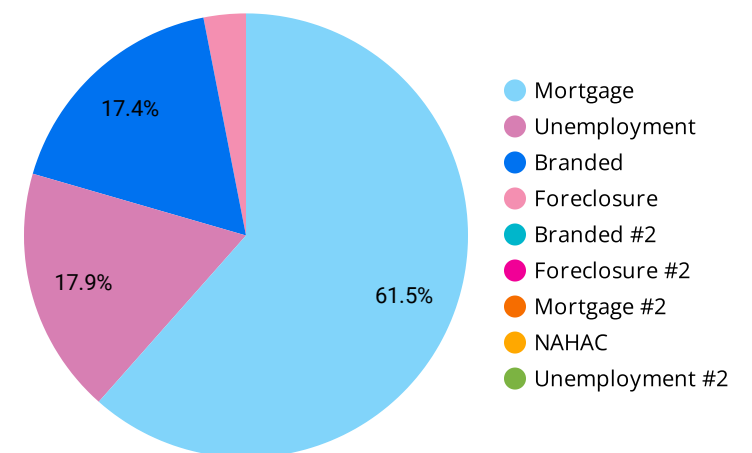


	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	1,473	178	23.83%
2.	Paradise	62	7	11.29%
3.	Henderson	33	4	12.12%
4.	Pahrump	27	3	11.11%
5.	Mesquite	22	1	4.55%
6.	Sunrise Manor	21	0	0%
7.	Enterprise	15	1	6.67%

Impressions by Ad Group



Clicks by Ad Group

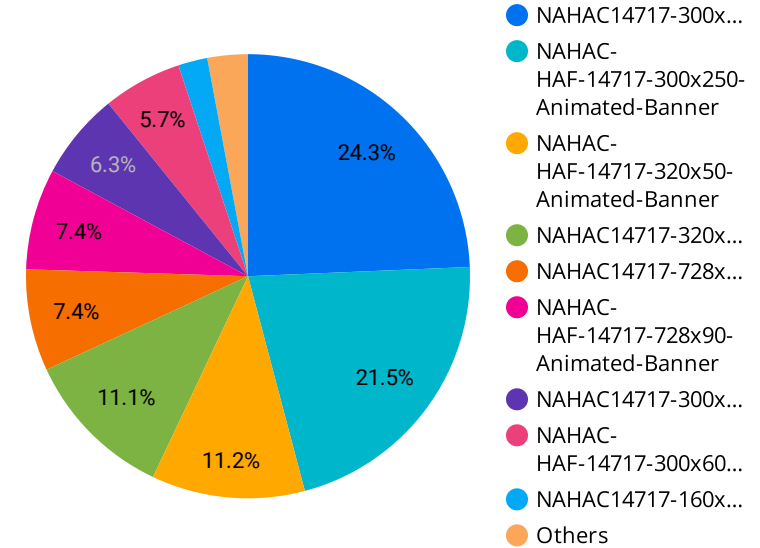


Digital Display

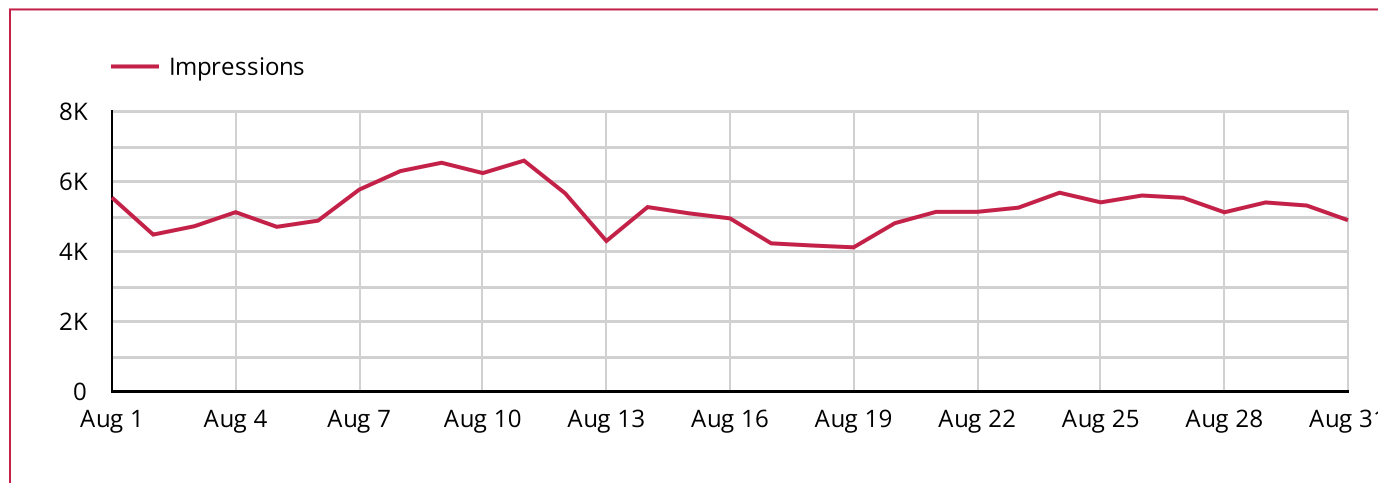
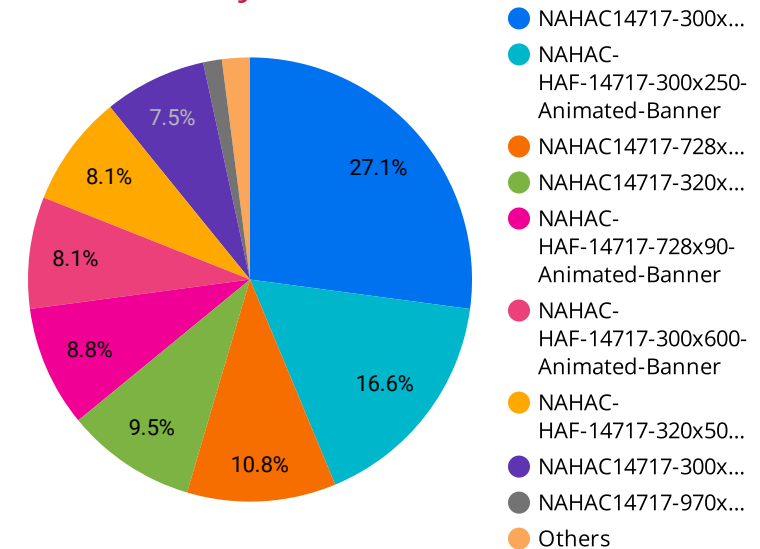
Cost	Impressions	Clicks	CTR	E CPM
\$1,172	161,979	295	0.18%	4.56
↑ 50.3%	↑ 79.4%	↑ 77.7%	↓ -0.9%	↓ -16.2%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	39,420	78.5% ↑	80	1...	0.2%	35.8% ↑	4...	-...
2. NAHAC-HAF-14717-300x250-Animat...	34,891	66.6% ↑	49	9...	0.14%	17.6% ↑	4...	-...
3. NAHAC-HAF-14717-320x50-Animate...	18,078	47.3% ↑	24	0...	0.13%	-32.1% ↓	4...	-...
4. NAHAC14717-320x50-Static-Banner	17,902	48.2% ↑	28	5...	0.16%	5.0% ↑	4...	-...
5. NAHAC14717-728x90-Static-Banner	12,002	82.0% ↑	32	6...	0.27%	-12.1% ↓	4...	-...
6. NAHAC-HAF-14717-728x90-Animate...	11,910	86.8% ↑	26	1...	0.22%	-39.5% ↓	4...	-...
7. NAHAC14717-300x600-Static-Banner	10,246	220.0% ↑	22	1...	0.21%	-23.6% ↓	4...	-...
8. NAHAC-HAF-14717-300x600-Animat...	9,312	214.3% ↑	24	1...	0.26%	-15.1% ↓	5...	-...
Grand total	161,979	79.4% ↑	2...	7...	0.18%	-0.9% ↓	4...	-...

Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$5,036	211,635	238	0.11%	14.98	200,654	96,484	48.08%
⬆ 32.2%	⬆ 31.0%	⬆ 13.3%	⬇ -13.5%	⬆ 0.9%	⬆ 30.7%	⬆ 32.7%	⬆ 1.5%

