



CAMPAIGN IMPACT TOTALS

Total Cost	Total Impressions	Total Clicks	Average CTR
\$3,486	217,908	497	0.13%
↓ -49.9%	↓ -41.9%	↓ -31.7%	↓ -8.0%

SUMMARY

In September we made continued adjustments and optimizations to increase our reach on pre-roll and display during saturated election times. However we also decreased our spend significantly (close to 50% reduction) to \$3,486 (down from \$6,958 MoM) and therefore experienced comparable decreases across the board. Along with the 49.9% decrease in spend we saw a correlating 41.9% decrease in total impressions to 217,908 and a 31.7% decrease in clicks to 497 (down from 728 in August).

Google Ads demonstrated excellent performance during September, with a slight 8.1% increase in spend to \$811 and though there was an 11.5% decrease in impressions to 1,520 (from 1,718 MoM) there was also a 9.2% increase in clicks resulting from an outstanding 23.5% increase to CTR to 14.01% (up from 11.35% in September.) 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 experienced a 32.3% decrease in spend and a correlating 15.2% decrease in impressions to 137,376 (down from 161,979 MoM) along with a corresponding 35.9% decrease in clicks to 189 (down from 295 MoM).

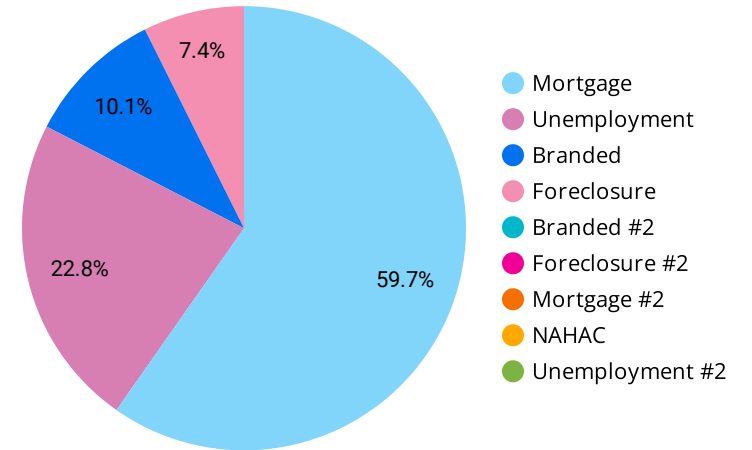
September also saw a 62.6% decrease in spend and associated decreases in impressions, clicks and video completions. Pre-Roll experienced a 62.7% decrease in impressions to 79,012 (down from 211,635 MoM) and a 60.1% decrease in clicks to 95 (down from 238 in August) resulting from a 6.9% increase in CTR to .12% (up from .11% MoM). We also saw decreases in our total completions and completion rate, 61.4% decrease in video completions to 37,275 (down from 96,484 MoM) and a 5.2% increase in VCR to 50.58% (up from 48.08% in August.) 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 a slightly increased CPM due to increasing our OTT spend to increase our reach

In October 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.

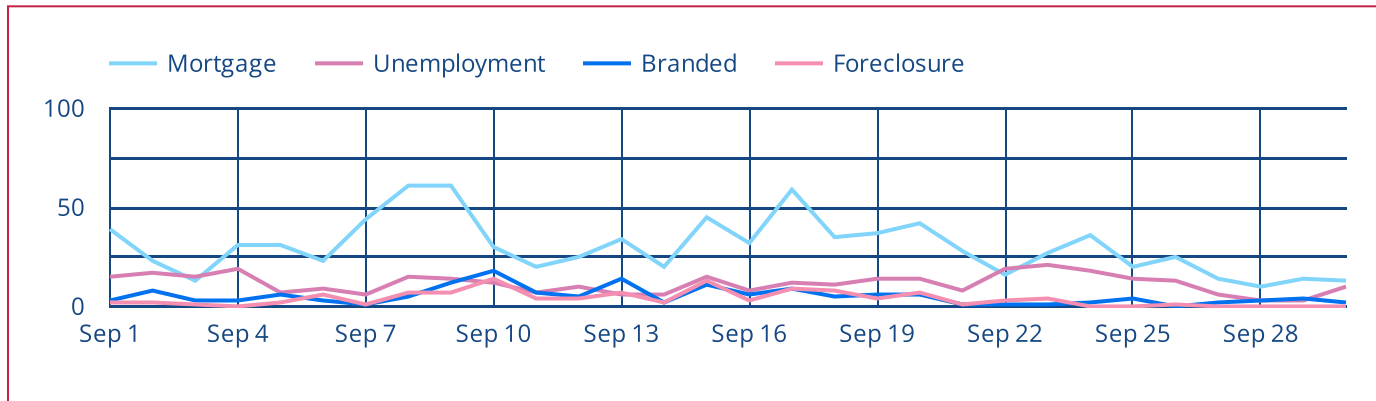
Google Ads

Cost	Impressions	Clicks	CTR	Avg. CPC
\$811	1,520	213	14.01%	\$3.24
↑ 8.1%	↓ -11.5%	↑ 9.2%	↑ 23.5%	↓ -1.1%

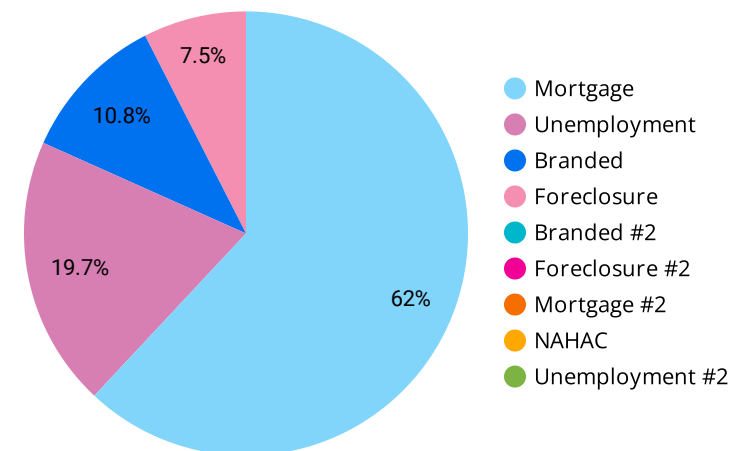
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	908	132	14.54%
2. Unemployment	347	42	12.1%
3. Branded	153	23	15.03%
4. Foreclosure	112	16	14.29%



Clicks by Ad Group

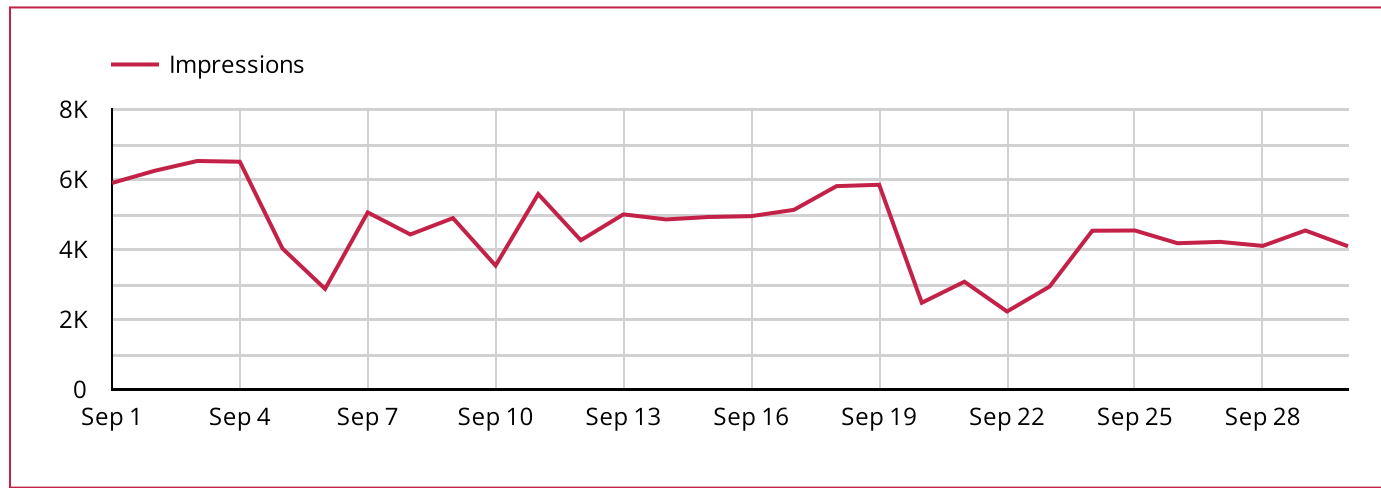


City	Impressions	Clicks	CTR
1. Las Vegas	1,171	166	33.54%
2. Reno	77	13	16.88%
3. Henderson	35	6	17.14%
4. Sunrise Manor	22	4	18.18%
5. Laughlin	18	1	5.56%
6. Paradise	17	1	5.88%
7. Genoa	13	0	0%

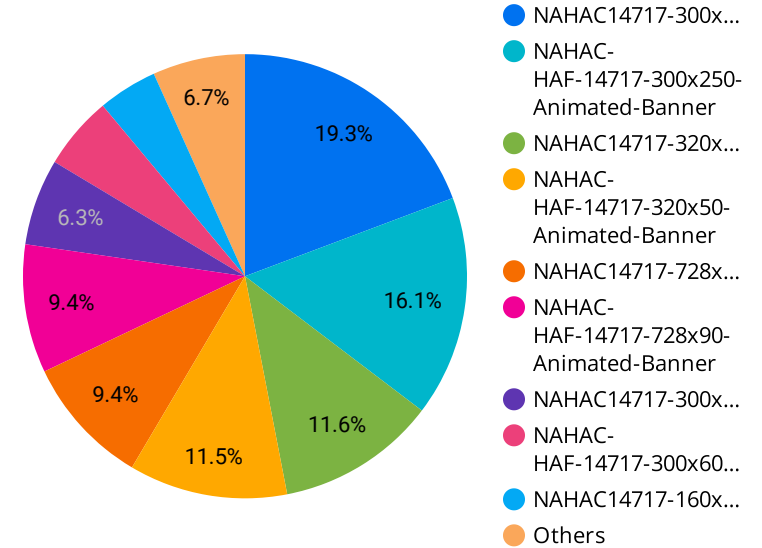
Digital Display

Cost	Impressions	Clicks	CTR	E CPM
\$793	137,376	189	0.14%	3.64
↓ -32.3%	↓ -15.2%	↓ -35.9%	↓ -24.5%	↓ -20.2%

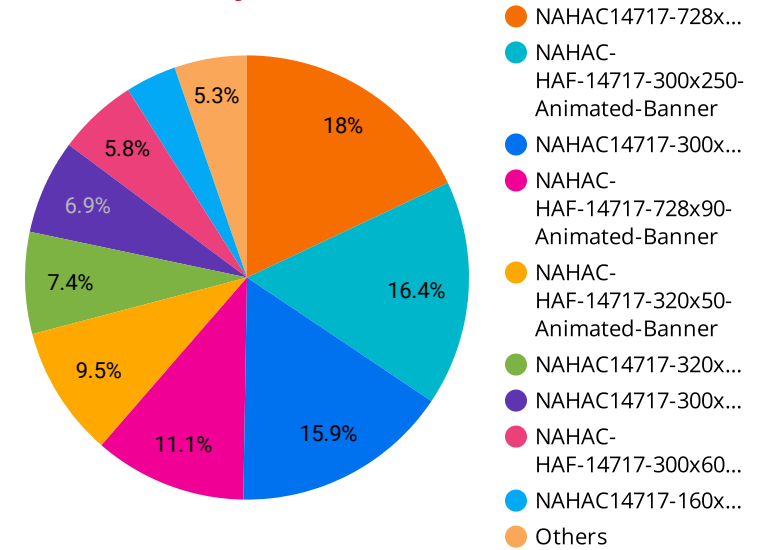
Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	26,475	-32.8% ↓	30	-6...	0.11%	-44.2% ↓	3...	-...
2. NAHAC-HAF-14717-300x250-Animat...	22,064	-36.8% ↓	31	-3...	0.14%	0.0% ↑	3...	-...
3. NAHAC14717-320x50-Static-Banner	15,964	-10.8% ↓	14	-5...	0.09%	-43.9% ↓	3...	-...
4. NAHAC-HAF-14717-320x50-Animate...	15,865	-12.2% ↓	18	-2...	0.11%	-14.5% ↓	3...	-...
5. NAHAC14717-728x90-Static-Banner	12,975	8.1% ↑	34	6...	0.26%	-1.7% ↓	3...	-...
6. NAHAC-HAF-14717-728x90-Animate...	12,855	7.9% ↑	21	-1...	0.16%	-25.2% ↓	3...	-...
7. NAHAC14717-300x600-Static-Banner	8,648	-15.6% ↓	13	-4...	0.15%	-30.0% ↓	3...	-...
8. NAHAC-HAF-14717-300x600-Animat...	7,326	-21.3% ↓	11	-5...	0.15%	-41.7% ↓	3...	-...
Grand total	137,376	-15.2% ↓	1...	-...	0.14%	-24.5% ↓	3...	-...



Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$1,882	79,012	95	0.12%	14.99	73,698	37,275	50.58%
↓ -62.6%	↓ -62.7%	↓ -60.1%	↑ 6.9%	↑ 0.1%	↓ -63.3%	↓ -61.4%	↑ 5.2%

