

## CAMPAIGN IMPACT TOTALS

Total Cost

**\$2,747**

↓ -21.2%

Total Impressions

**145,399**

↓ -33.3%

Total Clicks

**395**

↓ -20.5%

Average CTR

**0.14%**

↑ 9.5%

## SUMMARY

In October 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 again (21.2% reduction) to \$2,747 (down from \$3,486 MoM) and therefore experienced comparable decreases across the board. Along with the 21.2% decrease in spend we saw a correlating 33.3% decrease in total impressions to 145,399 (down from 217,908 in September) and a 20.5% decrease in clicks to 395 (down from 497 MoM), resulting from a 9.5% overall increased CTR of .14%.

Google Ads demonstrated good performance during October, with an 11.9% decrease in spend to \$714 (down from \$811 in September) and a correlating 9.5% decrease in impressions to 1,375 (down from 1,520 MoM). Additionally, there was an 11.7% decrease in clicks resulting from an outstanding CTR of 13.67% (down slightly from 14.01% in September) but well above the industry standard of 2.51%, successfully bolstering engagement and clicks, leading to increased website traffic and interaction with NAHAC.

Digital Display experienced a 29.1% decrease in spend and a correlating 40.2% decrease in impressions to 82,199 (down from 137,376 MoM) along with a corresponding 29.6% decrease in clicks to 133 (down from 189 in September).

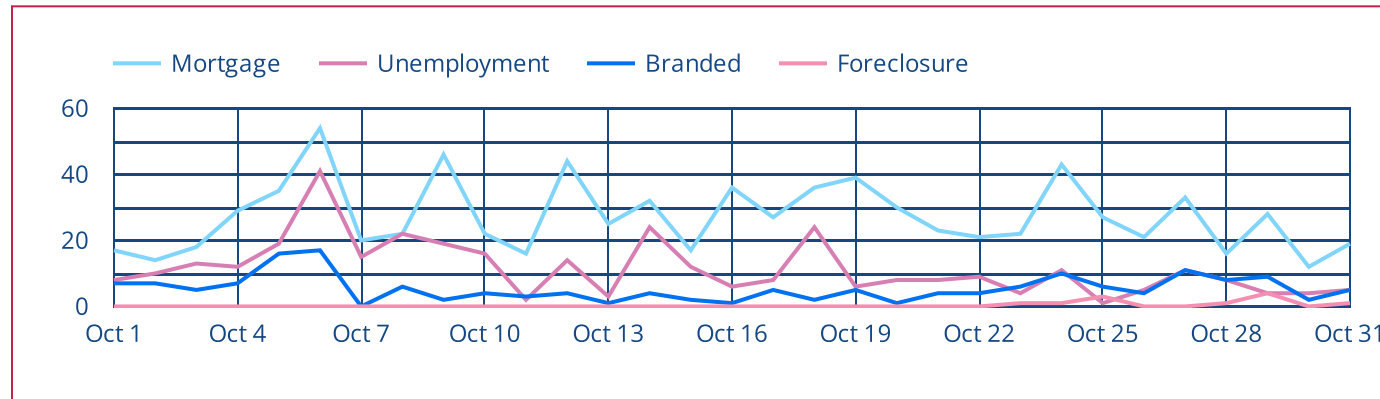
Pre-Roll for October also saw a 21.9% decrease in spend and associated decreases in impressions, clicks and video completions. Pre-Roll experienced a 21.8% decrease in impressions to 61,825 (down from 79,012 MoM) and a 22.1% decrease in clicks to 74 (down from 95 in September) resulting from an unchanged CTR of .12%. We also saw decreases in our total completions and completion rate, 24.1% decrease in video completions to 28,283 (down from 37,275 MoM) and a slight 2.4% decrease in VCR to 49.36% (down from 50.58% in September). 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.

In November 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

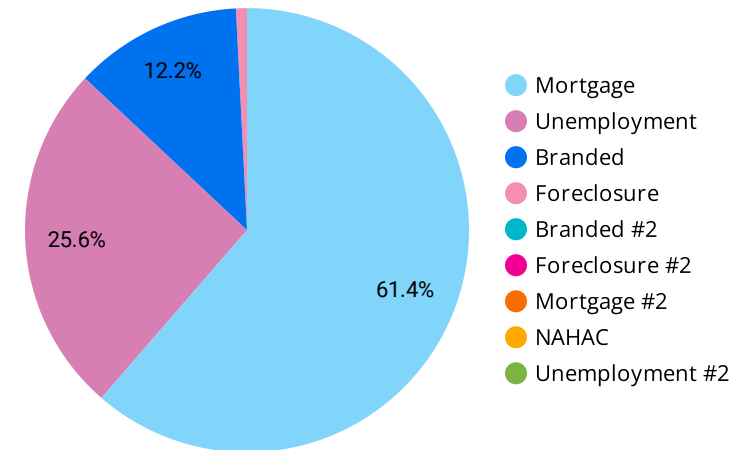
Cost	Impressions	Clicks	CTR	Avg. CPC
<b>\$714</b>	<b>1,375</b>	<b>188</b>	<b>13.67%</b>	<b>\$3.23</b>
↓ -11.9%	↓ -9.5%	↓ -11.7%	↓ -2.4%	↓ -0.2%

	Ad group	Impressions ▾	Clicks	CTR
1.	Mortgage	844	97	11.49%
2.	Unemployment	352	50	14.2%
3.	Branded	168	40	23.81%
4.	Foreclosure	11	1	9.09%

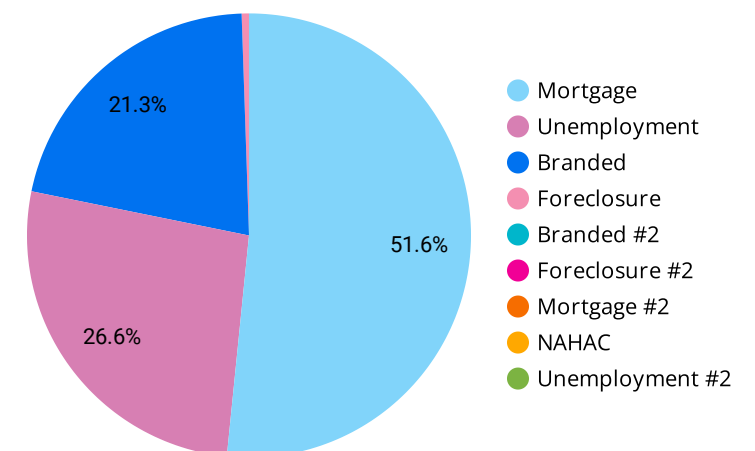


	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	929	135	31.31%
2.	Reno	123	14	11.38%
3.	Genoa	25	3	12%
4.	Sunrise Manor	24	3	12.5%
5.	Sparks	20	3	15%
6.	Paradise	20	2	10%
7.	Carson City	14	2	14.29%

## Impressions by Ad Group



## Clicks by Ad Group

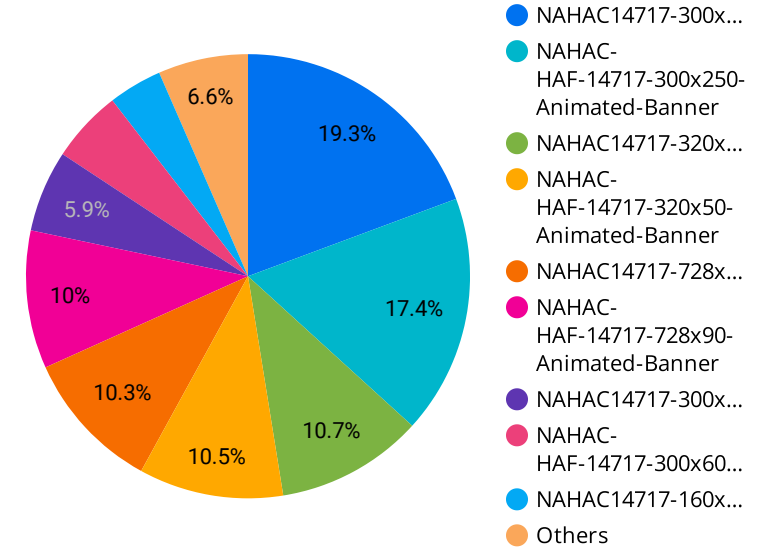


## Digital Display

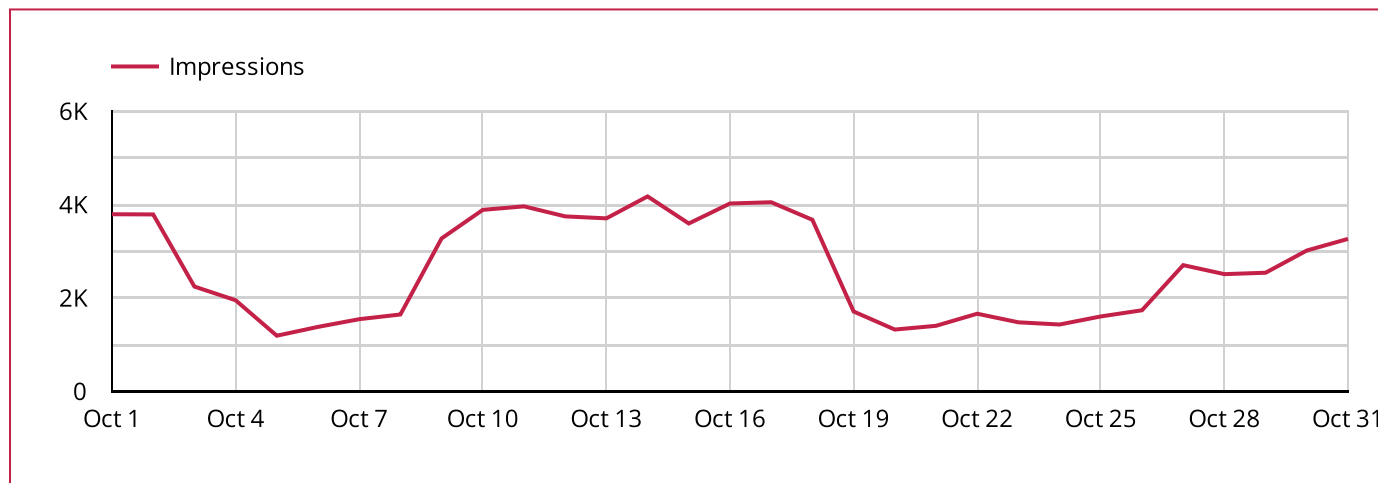
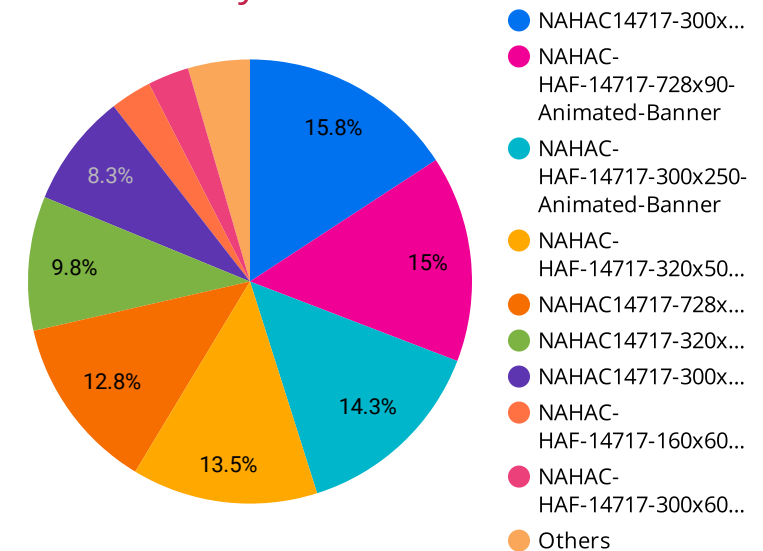
Cost	Impressions	Clicks	CTR	E CPM
<b>\$562</b>	<b>82,199</b>	<b>133</b>	<b>0.16%</b>	<b>4.31</b>
↓ -29.1%	↓ -40.2%	↓ -29.6%	↑ 17.6%	↑ 18.5%

Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	15,895	-40.0% ↓	21	-3...	0.13%	16.6% ↑	4...	2...
2. NAHAC-HAF-14717-300x250-Animat...	14,314	-35.1% ↓	19	-3...	0.13%	-5.5% ↓	4...	2...
3. NAHAC14717-320x50-Static-Banner	8,803	-44.9% ↓	13	-7...	0.15%	68.4% ↑	4...	2...
4. NAHAC-HAF-14717-320x50-Animate...	8,654	-45.5% ↓	18	0...	0.21%	83.3% ↑	4...	1...
5. NAHAC14717-728x90-Static-Banner	8,451	-34.9% ↓	17	-5...	0.2%	-23.2% ↓	4...	5...
6. NAHAC-HAF-14717-728x90-Animate...	8,259	-35.8% ↓	20	-4...	0.24%	48.2% ↑	4...	6...
7. NAHAC14717-300x600-Static-Banner	4,888	-43.5% ↓	11	-1...	0.23%	49.7% ↑	4...	1...
8. NAHAC-HAF-14717-300x600-Animat...	4,336	-40.8% ↓	4	-6...	0.09%	-38.6% ↓	4...	2...
<b>Grand total</b>	<b>82,199</b>	<b>-40.2% ↓</b>	<b>1...</b>	<b>-...</b>	<b>0.16%</b>	<b>17.6% ↑</b>	<b>4...</b>	<b>1...</b>

## Impressions by Banner



## Clicks by Banner



## Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$1,470	61,825	74	0.12%	14.97	57,303	28,283	49.36%
↓ -21.9%	↓ -21.8%	↓ -22.1%	↓ -0.5%	↓ -0.1%	↓ -22.2%	↓ -24.1%	↓ -2.4%

