



## CAMPAIGN IMPACT TOTALS

| Total Cost | Total Impressions | Total Clicks | Average CTR |
|------------|-------------------|--------------|-------------|
| \$2,776    | 166,970           | 442          | 0.26%       |
| ↑ 1.1%     | ↑ 14.8%           | ↑ 11.9%      | ↓ -2.6%     |

## SUMMARY

In November we made continued adjustments and optimizations to increase our reach on pre-roll and display. Total spend increased by 1.1% to \$2,776 (up from \$2,747 MoM) and we saw a 14.8% increase in total impressions to 166,970 (up from 145,399 in October) and an 11.9% increase in clicks to 442 (up from 395 MoM), resulting from a .26% CTR.

Google Ads saw slight decreases during November, with a 6.4% decrease in spend to \$669 (down from \$714 in October) and a correlating 4.5% decrease in impressions to 1,313 (down from 1,375 MoM). Additionally, there was a slight 4.3% decrease in clicks to 180 resulting from an outstanding & slightly improved CTR of 13.71% (up from 13.67% in October) which is almost 5.5x the industry standard CTR of 2.51%.

Digital Display experienced a 23.7% increase in spend and a correlating 29.1% increase in impressions to 106,110 (up from 82,199 MoM) along with a 25.6% increase in clicks to 167 (up from 133 in October).

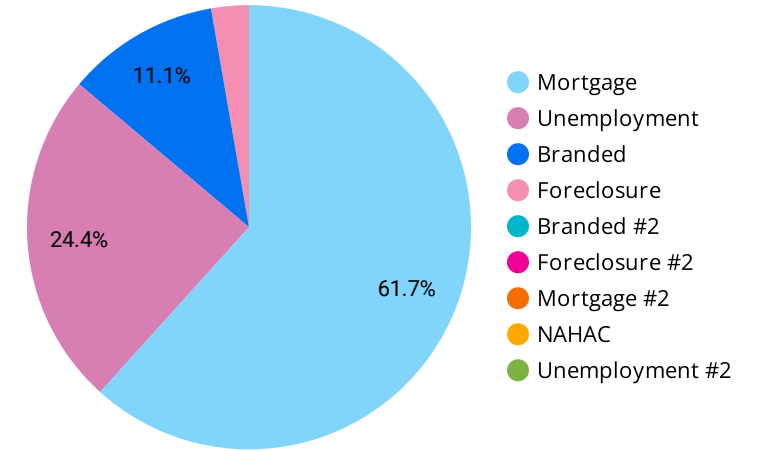
Pre-Roll for November saw a 4% decrease in spend and associated decreases in impressions and video completions. Pre-Roll experienced a slight 3.7% decrease in impressions to 59,547 (down from 61,825 MoM) but a nice 28.4% increase in clicks to 95 (up from 74 in October) resulting from an excellent 33.3% improved CTR of .16% (up from .12% in October). We also saw decreases in our total completions and completion rate, 7.2% decrease in video completions to 26,241 (down from 28,283 MoM) and a slight 4.1% decrease in VCR to 47.32 (down from 49.36% in October). 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 December 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.

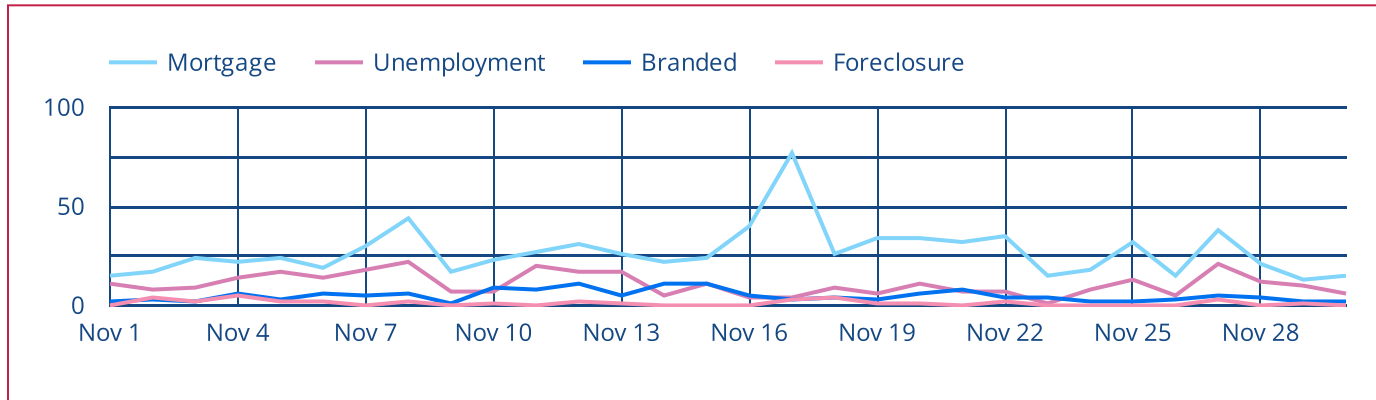
## Google Ads

|              |              |            |               |               |
|--------------|--------------|------------|---------------|---------------|
| Cost         | Impressions  | Clicks     | CTR           | Avg. CPC      |
| <b>\$669</b> | <b>1,313</b> | <b>180</b> | <b>13.71%</b> | <b>\$3.16</b> |
| ↓ -6.4%      | ↓ -4.5%      | ↓ -4.3%    | ↑ 0.3%        | ↓ -2.2%       |

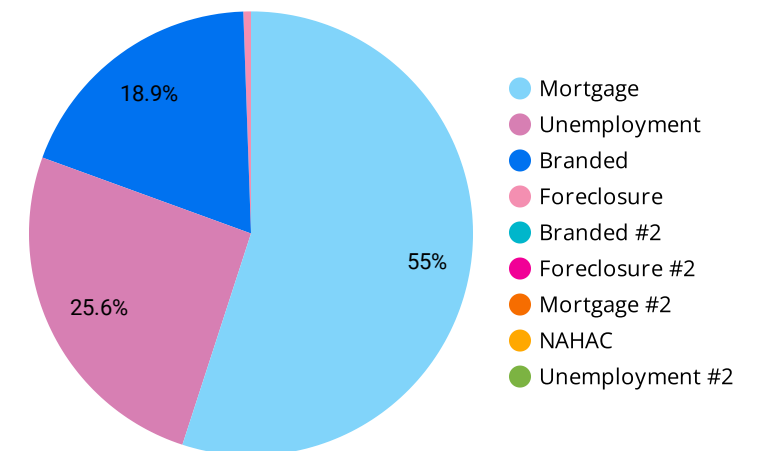
## Impressions by Ad Group



| Ad group        | Impressions | Clicks | CTR    |
|-----------------|-------------|--------|--------|
| 1. Mortgage     | 810         | 99     | 12.22% |
| 2. Unemployment | 321         | 46     | 14.33% |
| 3. Branded      | 146         | 34     | 23.29% |
| 4. Foreclosure  | 36          | 1      | 2.78%  |



## Clicks by Ad Group

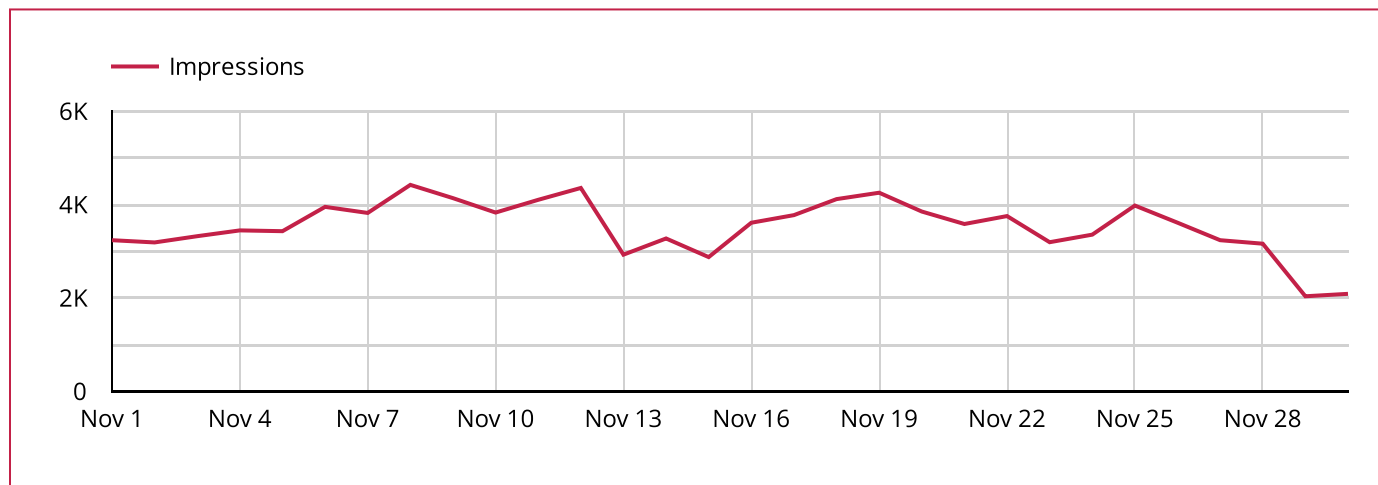


| City             | Impressions | Clicks | CTR    |
|------------------|-------------|--------|--------|
| 1. Las Vegas     | 880         | 128    | 24.48% |
| 2. Reno          | 105         | 9      | 8.57%  |
| 3. Genoa         | 28          | 5      | 17.86% |
| 4. Sparks        | 25          | 3      | 12%    |
| 5. Paradise      | 24          | 2      | 8.33%  |
| 6. Sunrise Manor | 22          | 5      | 22.73% |
| 7. Henderson     | 18          | 0      | 0%     |

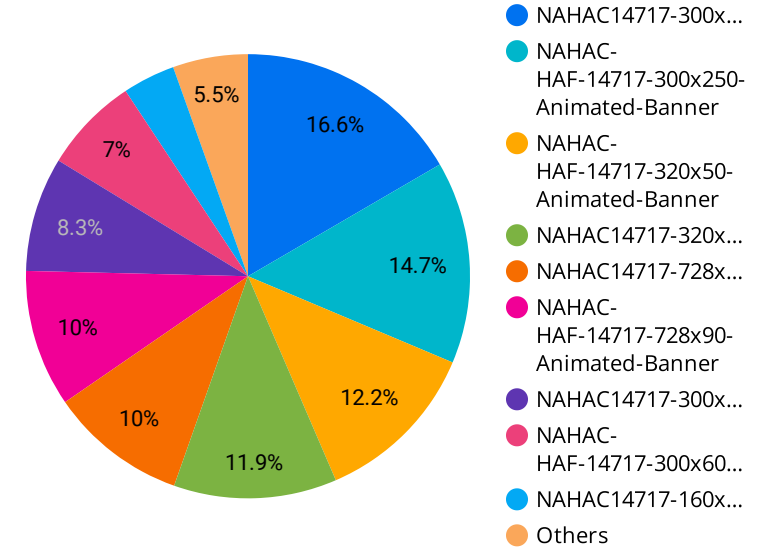
## Digital Display

|              |                |            |              |             |
|--------------|----------------|------------|--------------|-------------|
| Cost         | Impressions    | Clicks     | CTR          | E CPM       |
| <b>\$696</b> | <b>106,110</b> | <b>167</b> | <b>0.16%</b> | <b>4.13</b> |
| ↑ 23.7%      | ↑ 29.1%        | ↑ 25.6%    | ↓ -2.7%      | ↓ -4.2%     |

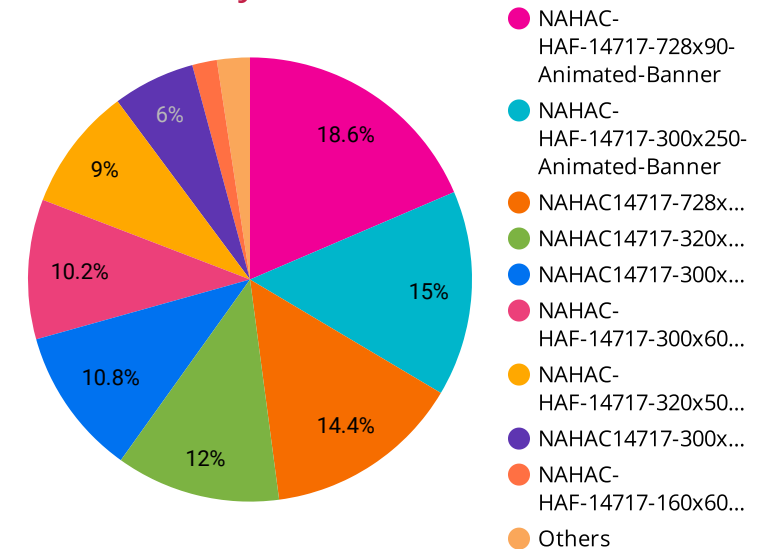
| Banner                               | Impression...  | % Δ            | C...        | %...        | CTR          | % Δ            | E...        | %...        |
|--------------------------------------|----------------|----------------|-------------|-------------|--------------|----------------|-------------|-------------|
| 1. NAHAC14717-300x250-Static-Banner  | 17,620         | 10.9% ↑        | 18          | -1...       | 0.1%         | -22.7% ↓       | 3...        | -...        |
| 2. NAHAC-HAF-14717-300x250-Animat... | 15,637         | 9.2% ↑         | 25          | 3...        | 0.16%        | 20.4% ↑        | 4...        | -...        |
| 3. NAHAC-HAF-14717-320x50-Animate... | 12,928         | 49.4% ↑        | 15          | -1...       | 0.12%        | -44.2% ↓       | 4...        | -...        |
| 4. NAHAC14717-320x50-Static-Banner   | 12,599         | 43.1% ↑        | 20          | 5...        | 0.16%        | 7.5% ↑         | 4...        | -...        |
| 5. NAHAC14717-728x90-Static-Banner   | 10,621         | 25.7% ↑        | 24          | 4...        | 0.23%        | 12.3% ↑        | 4...        | 1...        |
| 6. NAHAC-HAF-14717-728x90-Animate... | 10,584         | 28.2% ↑        | 31          | 5...        | 0.29%        | 21.0% ↑        | 4...        | 1...        |
| 7. NAHAC14717-300x600-Static-Banner  | 8,846          | 81.0% ↑        | 10          | -9...       | 0.11%        | -49.8% ↓       | 3...        | -...        |
| 8. NAHAC-HAF-14717-300x600-Animat... | 7,408          | 70.8% ↑        | 17          | 3...        | 0.23%        | 148.8% ↑       | 4...        | -...        |
| <b>Grand total</b>                   | <b>106,110</b> | <b>29.1% ↑</b> | <b>1...</b> | <b>2...</b> | <b>0.16%</b> | <b>-2.7% ↓</b> | <b>4...</b> | <b>-...</b> |



## Impressions by Banner



## Clicks by Banner



## Pre-Roll

| Cost           | Impressions   | Clicks    | CTR          | E CPM        | Video Starts  | Video Completions | VCR           |
|----------------|---------------|-----------|--------------|--------------|---------------|-------------------|---------------|
| <b>\$1,412</b> | <b>59,547</b> | <b>95</b> | <b>0.16%</b> | <b>14.93</b> | <b>55,452</b> | <b>26,241</b>     | <b>47.32%</b> |
| ↓ -4.0%        | ↓ -3.7%       | ↑ 28.4%   | ↑ 33.3%      | ↓ -0.3%      | ↓ -3.2%       | ↓ -7.2%           | ↓ -4.1%       |

