



CAMPAIGN IMPACT TOTALS

Total Cost	Total Impressions	Total Clicks	Average CTR
\$1,228	52,541	198	0.38%
↓ -55.8%	↓ -68.5%	↓ -55.2%	↑ 42.4%

****The decrease in spend and overall metrics is due to the campaign ramping down****

SUMMARY

In December we made continued adjustments and optimizations to increase our reach on pre-roll and display. As we're ramping the campaign down now, total spend decreased by 55.8% to \$1,228 (down from \$2,776 MoM) and we saw a correlating 68.5% decrease in total impressions to 52,541 (down from 166,970 in November) and a 55.2% decrease in clicks to 198 (down from 442 MoM), resulting from an improved .38% CTR.

Google Ads saw decreases during December, with a 35.2% decrease in spend to \$433 (down from \$669 in November) and a correlating 30.2% decrease in impressions to 916 (down from 1,313 MoM). Additionally, there was a 31.7% decrease in clicks to 123 resulting from an outstanding CTR of 13.43% which is almost 5.5x the industry standard CTR of 2.51%.

Digital Display experienced a 74.5% decrease in spend and a correlating 75.9% decrease in impressions to 25,591 (down from 106,110 MoM) along with a 74.3% decrease in clicks to 43 (down from 167 in November).

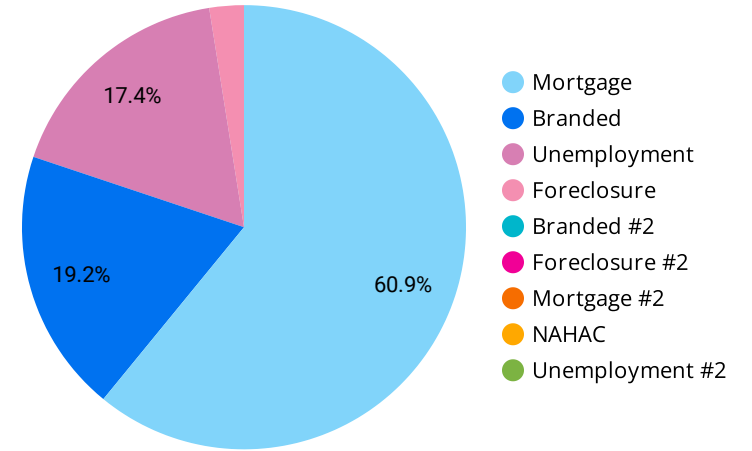
Pre-Roll for November saw a 56.3% decrease in spend and associated decreases in impressions and video completions. Pre-Roll experienced a 56.3% decrease in impressions to 26,034 (down from 59,547 MoM) and a 66.3% decrease in clicks to 32 (down from 95 in November) resulting from a 23% decreased CTR of .12% (down from .16% in November). We also saw decreases in our total completions and completion rate, 53.3% decrease in video completions to 12,262 (down from 26,241 MoM) but a slight 5.7% increase in VCR to 50% (up from 47.32 in November). 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 January 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.

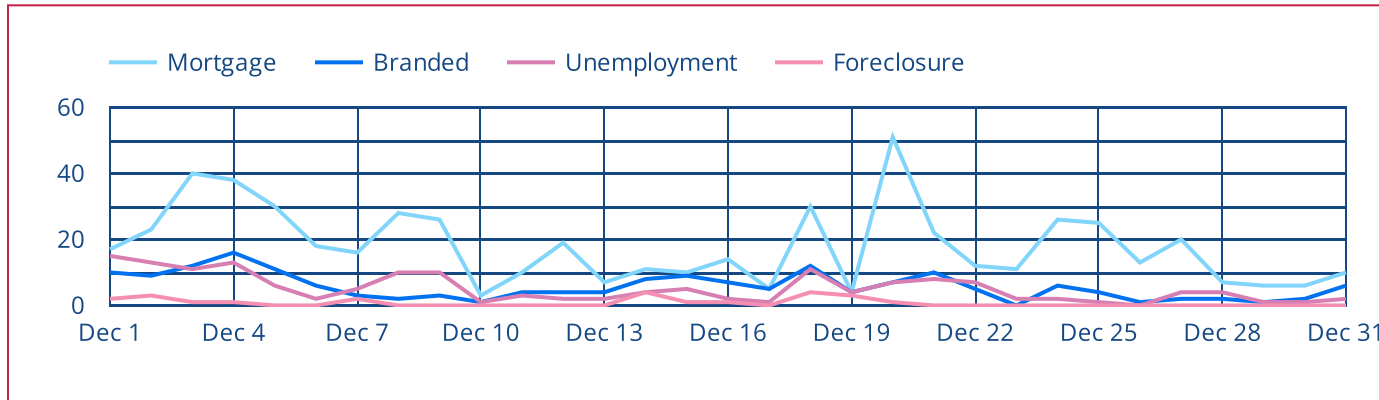
Google Ads

Cost	Impressions	Clicks	CTR	Avg. CPC
\$433	916	123	13.43%	\$3.00
↓ -35.2%	↓ -30.2%	↓ -31.7%	↓ -2.1%	↓ -5.2%

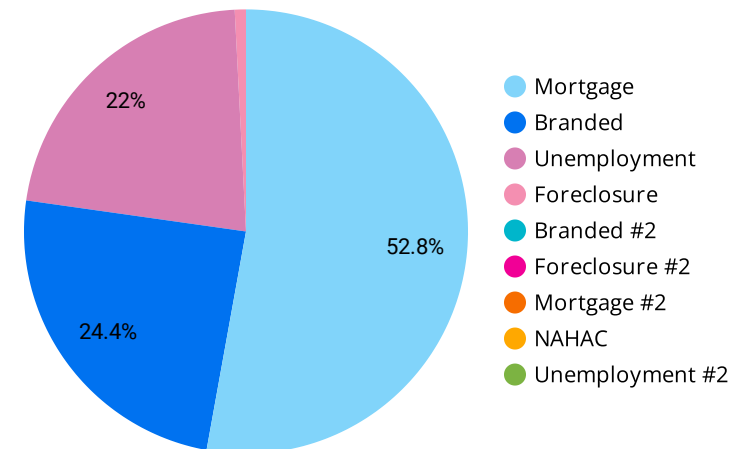
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	558	65	11.65%
2. Branded	176	30	17.05%
3. Unemployment	159	27	16.98%
4. Foreclosure	23	1	4.35%



Clicks by Ad Group

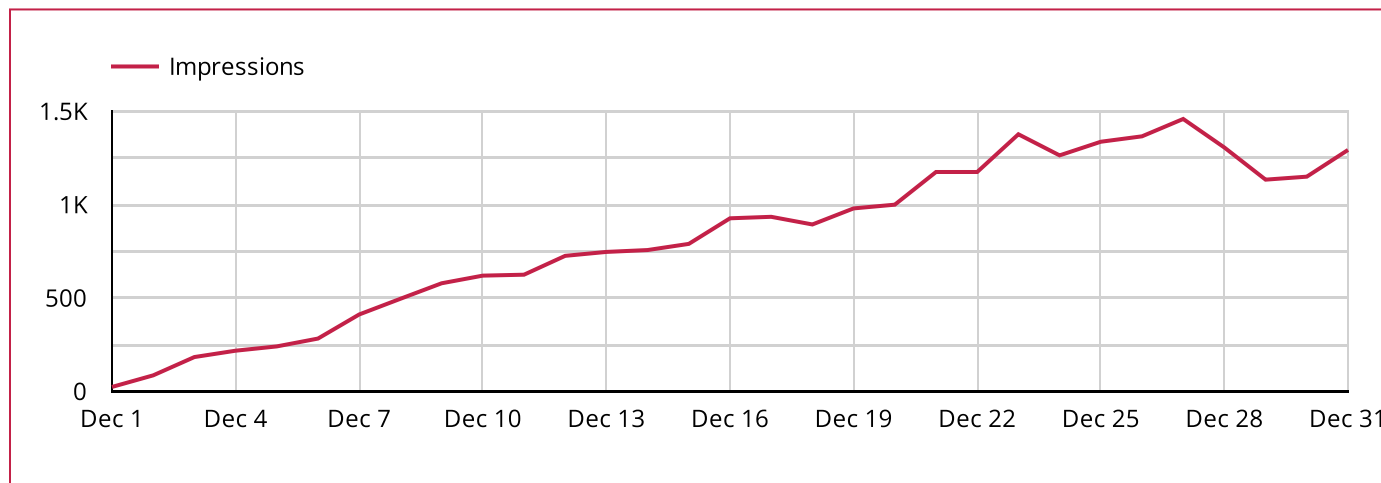


City	Impressions	Clicks	CTR
1. Las Vegas	608	80	31.27%
2. Reno	69	10	14.49%
3. Sparks	22	2	9.09%
4. Henderson	19	1	5.26%
5. Carson City	13	3	23.08%
6. Paradise	13	2	15.38%
7. Genoa	10	2	20%

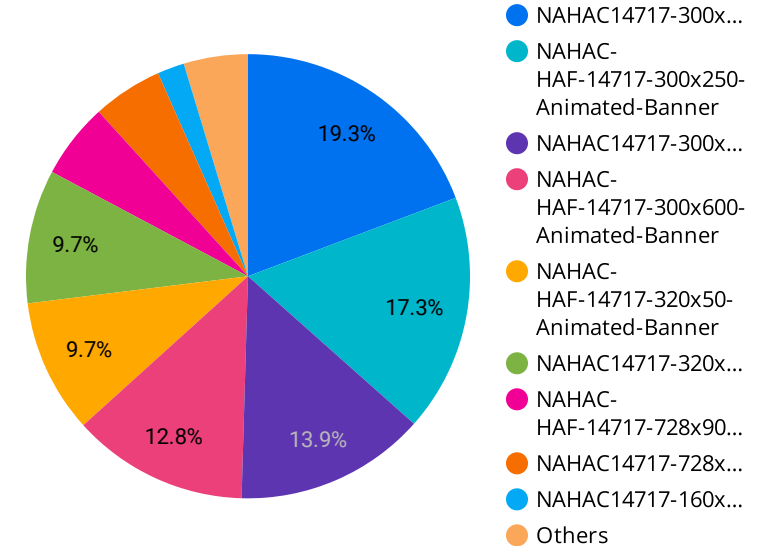
Digital Display

Cost	Impressions	Clicks	CTR	E CPM
\$177	25,591	43	0.17%	4.36
↓ -74.5%	↓ -75.9%	↓ -74.3%	↑ 6.8%	↑ 5.6%

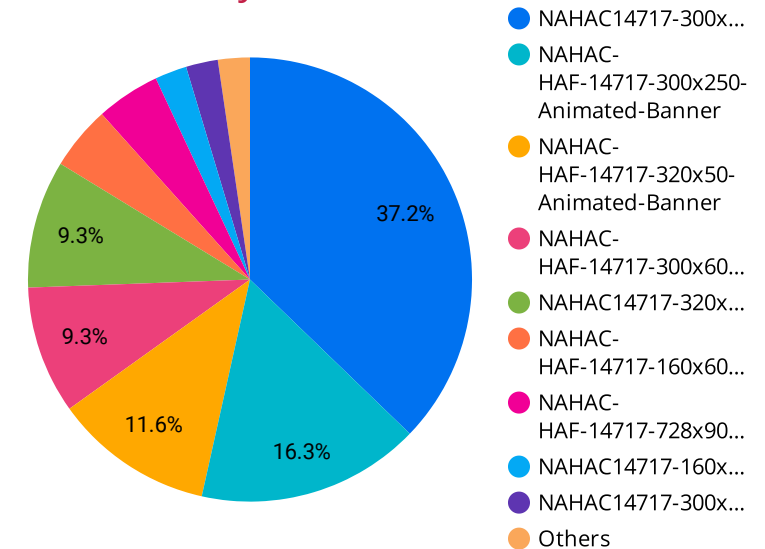
Banner	Impression...	% Δ	C...	%...	CTR	% Δ	E...	%...
1. NAHAC14717-300x250-Static-Banner	4,928	-72.0% ↓	16	-1...	0.32%	217.8% ↑	4...	3...
2. NAHAC-HAF-14717-300x250-Animat...	4,428	-71.7% ↓	7	-7...	0.16%	-1.1% ↓	4...	7...
3. NAHAC14717-300x600-Static-Banner	3,557	-59.8% ↓	1	-9...	0.03%	-75.1% ↓	4...	8...
4. NAHAC-HAF-14717-300x600-Animat...	3,286	-55.6% ↓	4	-7...	0.12%	-47.0% ↓	4...	6...
5. NAHAC-HAF-14717-320x50-Animate...	2,494	-80.7% ↓	5	-6...	0.2%	72.8% ↑	4...	3...
6. NAHAC14717-320x50-Static-Banner	2,491	-80.2% ↓	4	-8...	0.16%	1.2% ↑	4...	2...
7. NAHAC-HAF-14717-728x90-Animate...	1,404	-86.7% ↓	2	-9...	0.14%	-51.4% ↓	4...	-...
8. NAHAC14717-728x90-Static-Banner	1,303	-87.7% ↓	1	-9...	0.08%	-66.0% ↓	4...	-...
Grand total	25,591	-75.9% ↓	43	-...	0.17%	6.8% ↑	4...	5...



Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$618	26,034	32	0.12%	14.94	24,525	12,262	50.00%
↓ -56.3%	↓ -56.3%	↓ -66.3%	↓ -23.0%	↑ 0.1%	↓ -55.8%	↓ -53.3%	↑ 5.7%

