

CAMPAIGN IMPACT TOTALS

Total Cost	Total Impressions	Total Clicks	Average CTR
\$1,136	72,946	227	0.31%
↓ -7.5%	↑ 38.8%	↑ 14.6%	↓ -17.4%

SUMMARY

In January 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 7.5% to \$1,136 (down from \$1,228 MoM) but we saw a 38.8% increase in total impressions to 72,946 (up from 52,541 in December) and a 14.6% increase in clicks to 227 (up from 198 MoM), resulting from a slightly decreased .31% CTR (down from .38% MoM).

Google Ads saw decreases during January, with a 17.5% decrease in spend to \$358 (down from \$433 in December) and a correlating 3.5% decrease in impressions to 884 (down from 916 MoM). Additionally, there was a 18.7% decrease in clicks to 100 (down from 123 MoM) resulting from an outstanding CTR of 11.31% which is 4.5x the industry standard CTR of 2.51%.

As we continued adjustments & optimizations to increase our reach on display, it experienced an 81.3% increase in spend and a correlating 105.6% increase in impressions to 52,614 (up from 25,591 MoM) along with a 120.9% increase in clicks to 95 (up from 43 in December).

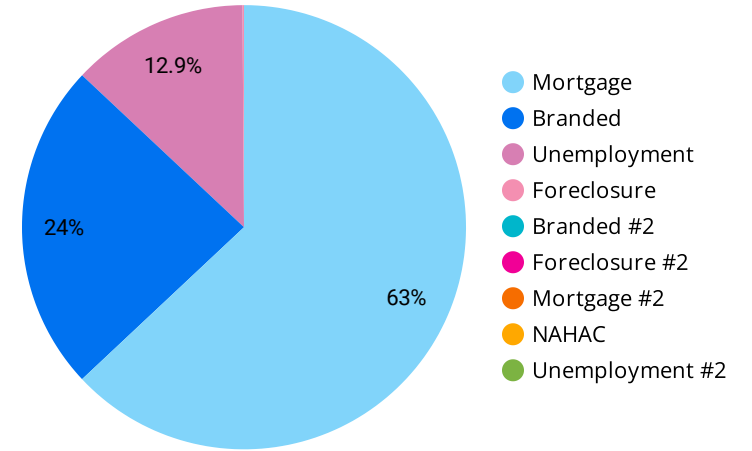
Pre-Roll for December saw a 26% decrease in spend and associated decreases in impressions and video completions. Pre-Roll experienced a 25.3% decrease in impressions to 19,448 (down from 26,034 MoM) and no change in clicks at 32 resulting from a 33.9% increased CTR of .16% (up from .12% in December). We also saw decreases in our total completions and completion rate, 18.3% decrease in video completions to 10,019 (down from 12,262 MoM) and a 11.4% increase in VCR to 55.71% (up from 50% in December). 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 February 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.

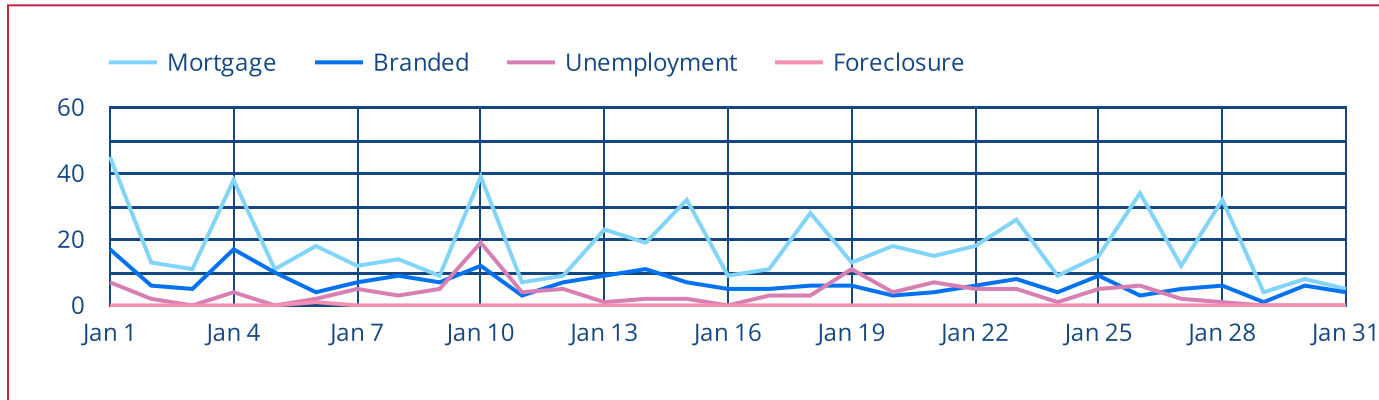
Google Ads

Cost	Impressions	Clicks	CTR	Avg. CPC
\$358	884	100	11.31%	\$3.04
↓ -17.5%	↓ -3.5%	↓ -18.7%	↓ -15.8%	↑ 1.5%

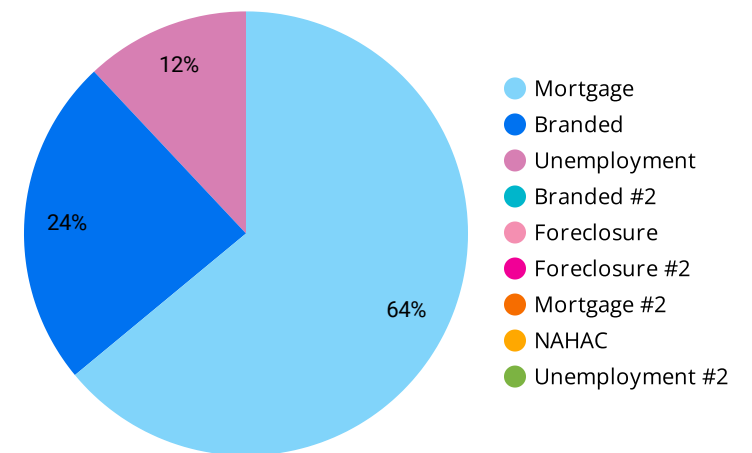
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	557	64	11.49%
2. Branded	212	24	11.32%
3. Unemployment	114	12	10.53%
4. Foreclosure	1	0	0%



Clicks by Ad Group

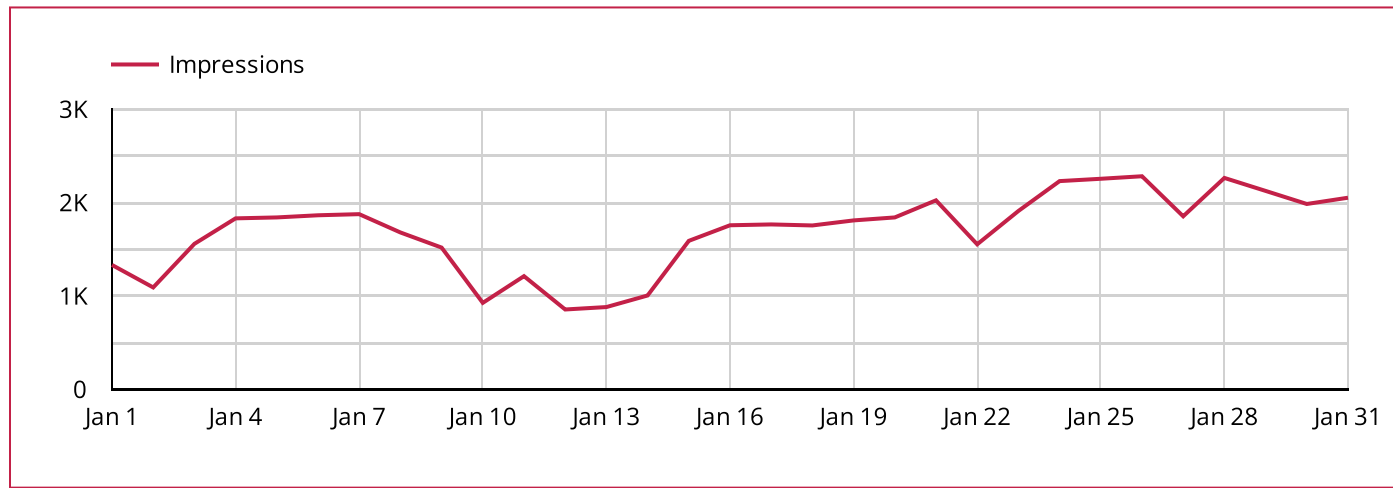


City	Impressions	Clicks	CTR
1. Las Vegas	609	74	24.12%
2. Reno	60	3	5%
3. Sparks	24	2	8.33%
4. Henderson	19	1	5.26%
5. Sunrise Manor	14	4	28.57%
6. Genoa	14	0	0%
7. Stateline	10	1	10%

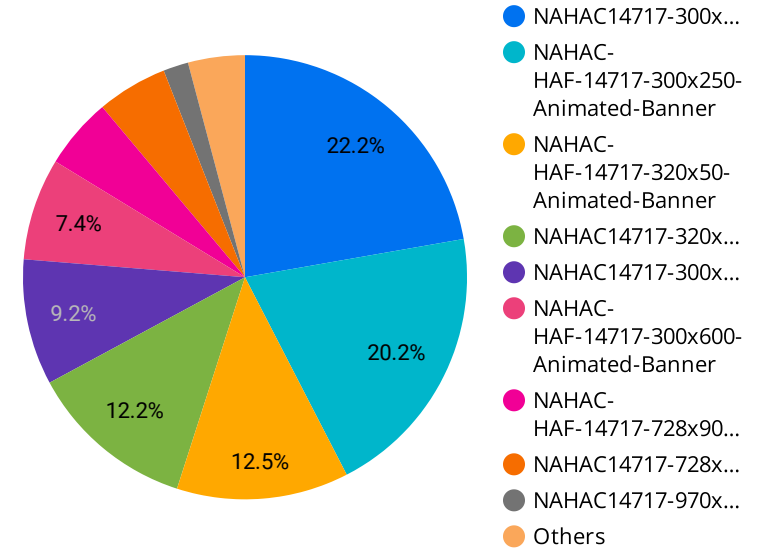
Digital Display

Cost	Impressions	Clicks	CTR	E CPM
\$321	52,614	95	0.18%	3.84
↑ 81.3%	↑ 105.6%	↑ 120.9%	↑ 7.5%	↓ -11.8%

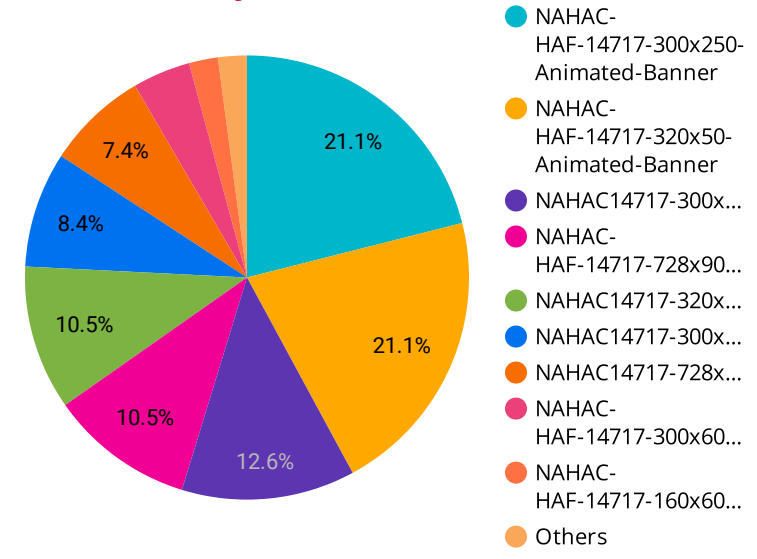
Banner	Impressi...	% Δ	C..	%...	CTR	% Δ	E.	%...
1. NAHAC14717-300x250-Static-Banner	11,702	137.5% ↑	8	-5...	0.07%	-78.9% ↓	3...	-...
2. NAHAC-HAF-14717-300x250-Animat...	10,620	139.8% ↑	20	1...	0.19%	19.1% ↑	4...	-...
3. NAHAC-HAF-14717-320x50-Animate...	6,592	164.3% ↑	20	3...	0.3%	51.3% ↑	3...	-...
4. NAHAC14717-320x50-Static-Banner	6,405	157.1% ↑	10	1...	0.16%	-2.8% ↓	3...	-...
5. NAHAC14717-300x600-Static-Banner	4,820	35.5% ↑	12	1,...	0.25%	785.6% ↑	3...	-...
6. NAHAC-HAF-14717-300x600-Animat...	3,911	19.0% ↑	4	0...	0.1%	-16.0% ↓	3...	-...
7. NAHAC-HAF-14717-728x90-Animate...	2,720	93.7% ↑	10	4...	0.37%	158.1% ↑	4...	7...
8. NAHAC14717-728x90-Static-Banner	2,703	107.4% ↑	7	6...	0.26%	237.4% ↑	4...	9...
Grand total	52,614	105.6% ↑	95	1...	0.18%	7.5% ↑	3...	-...



Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$457	19,448	32	0.16%	14.8	17,985	10,019	55.71%
↓ -26.0%	↓ -25.3%	0.0%	↑ 33.9%	↓ -0.9%	↓ -26.7%	↓ -18.3%	↑ 11.4%

