

CAMPAIGN IMPACT TOTALS

Total Cost	Total Impressions	Total Clicks	Average CTR
\$1,731	100,461	281	0.28%
↑ 52.4%	↑ 37.7%	↑ 23.8%	↓ -10.1%

SUMMARY

As the campaign entered its final stretch, spend increased to ensure full budget utilization while maintaining strong engagement. Typically, a surge in impressions leads to a decline in CTR, but we managed to sustain a well-above-average engagement rate, proving that our targeting and creative remained highly effective.

Google Ads continued to be a standout performer, with an exceptional CTR of 14.63%, nearly six times the industry average. Branded search drove the highest engagement (20.12% CTR), while Las Vegas led in performance with a 29.47% CTR, reinforcing strong brand interest in key areas.

On display, animated formats, particularly the 300x600 banner, delivered the strongest engagement, suggesting that motion-based creative resonated well with our audience. While the broader reach caused a slight dip in CTR, the increased visibility ensured strong brand presence.

Pre-roll saw a major boost in impressions and completions, reinforcing its role in maximizing awareness. The 53.05% video completion rate remained strong, even with a higher volume, proving that the content continued to hold audience attention effectively.

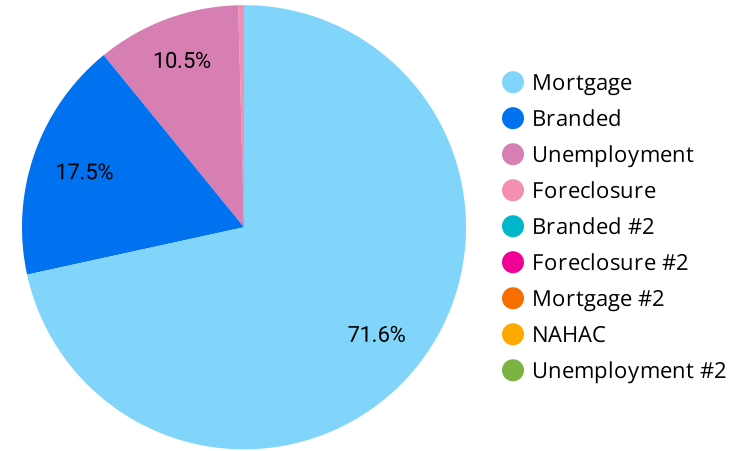
Key Takeaways

- Expanded reach didn't come at the cost of engagement, showing that our strategy effectively balanced volume and performance.
- Search remained the strongest driver of intent-based engagement, with branded terms delivering exceptional CTRs.
- Animated display formats outperformed static assets, indicating a preference for motion-based creative.
- Pre-roll successfully maximized awareness, with a high completion rate despite a large increase in views.
- With this final phase, the campaign wrapped up on a high note—ensuring every dollar spent translated into both reach and meaningful engagement.

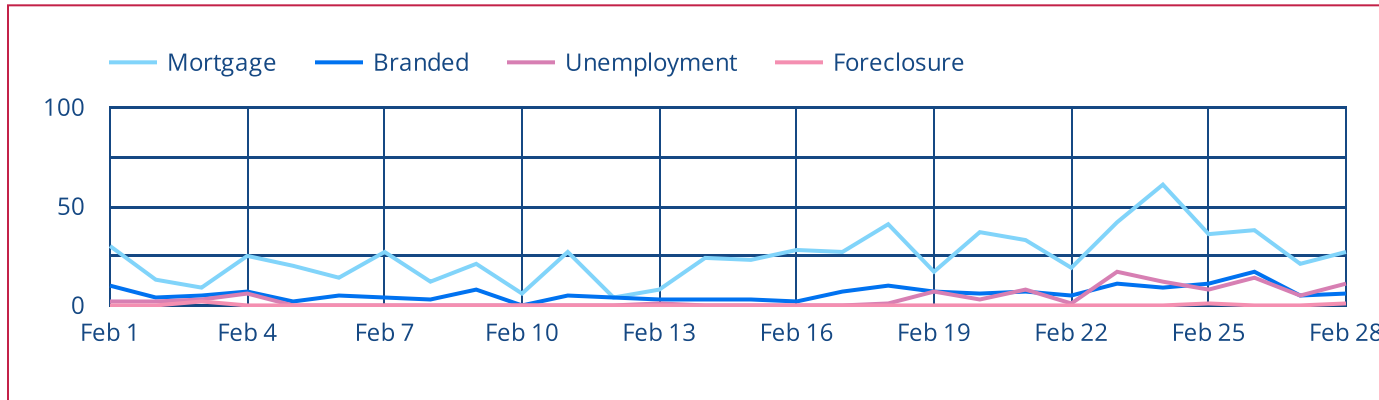
Google Ads

Cost	Impressions	Clicks	CTR	Avg. CPC
\$515	964	141	14.63%	\$3.10
↑ 43.9%	↑ 9.0%	↑ 41.0%	↑ 29.3%	↑ 2.1%

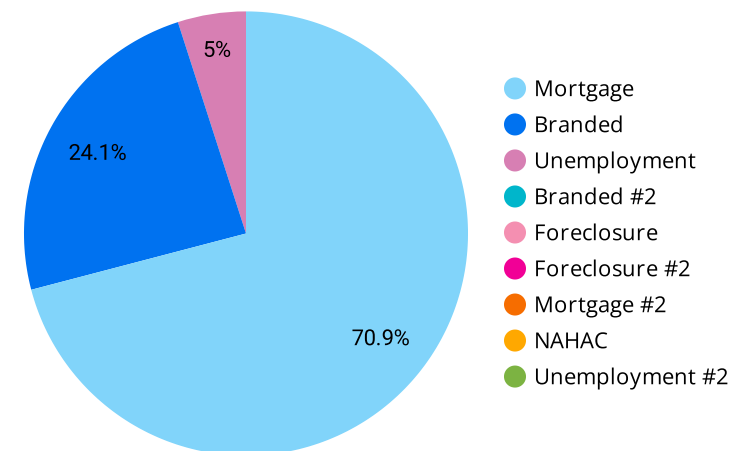
Impressions by Ad Group



Ad group	Impressions	Clicks	CTR
1. Mortgage	690	100	14.49%
2. Branded	169	34	20.12%
3. Unemployment	101	7	6.93%
4. Foreclosure	4	0	0%



Clicks by Ad Group

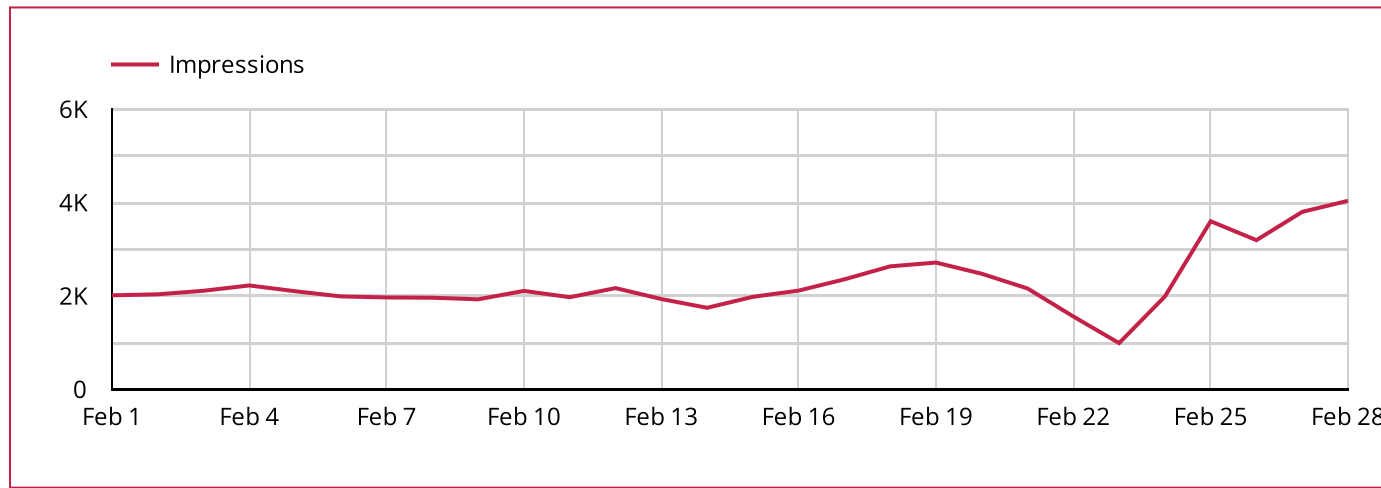


City	Impressions	Clicks	CTR
1. Las Vegas	674	103	29.47%
2. Reno	55	3	5.45%
3. Sparks	25	2	8%
4. Genoa	19	3	15.79%
5. Carson City	18	0	0%
6. Henderson	15	0	0%
7. Sunrise Manor	14	2	14.29%

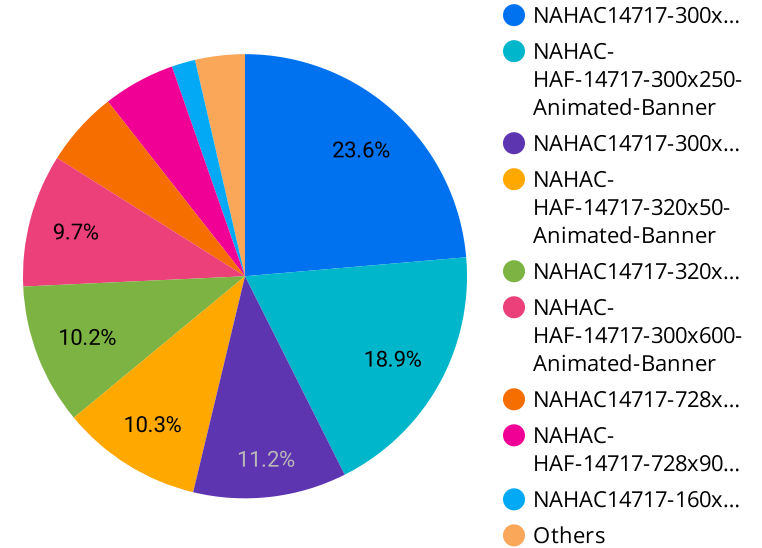
Digital Display

Cost	Impressions	Clicks	CTR	E CPM
\$379	64,038	90	0.14%	3.72
↑ 17.9%	↑ 21.7%	↓ -5.3%	↓ -22.2%	↓ -3.2%

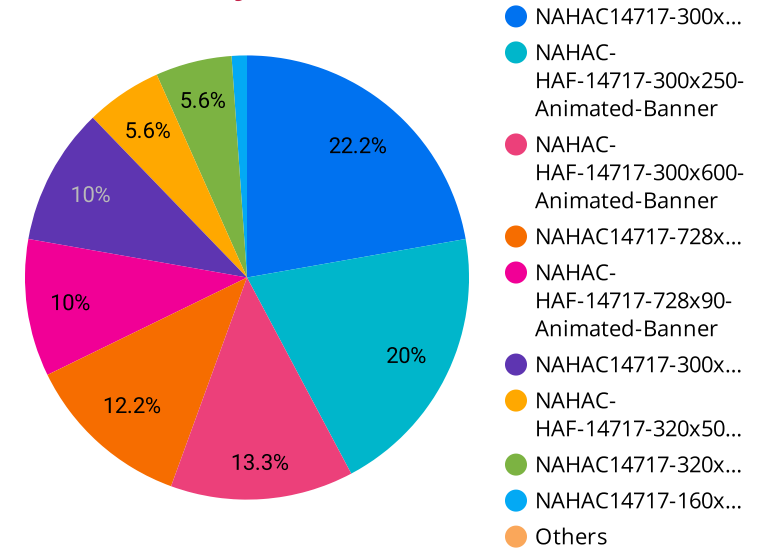
Banner	Impressi...	% Δ	C..	%...	CTR	% Δ	E.	%...
1. NAHAC14717-300x250-Static-Banner	15,138	29.4% ↑	20	1...	0.13%	93.3% ↑	3...	5...
2. NAHAC-HAF-14717-300x250-Animat...	12,135	14.3% ↑	18	-1...	0.15%	-21.2% ↓	3...	-...
3. NAHAC14717-300x600-Static-Banner	7,149	48.3% ↑	9	-2...	0.13%	-49.4% ↓	3...	-...
4. NAHAC-HAF-14717-320x50-Animate...	6,571	-0.3% ↓	5	-7...	0.08%	-74.9% ↓	3...	-...
5. NAHAC14717-320x50-Static-Banner	6,563	2.5% ↑	5	-5...	0.08%	-51.2% ↓	3...	-...
6. NAHAC-HAF-14717-300x600-Animat...	6,195	58.4% ↑	12	2...	0.19%	89.4% ↑	3...	-...
7. NAHAC14717-728x90-Static-Banner	3,505	29.7% ↑	11	5...	0.31%	21.2% ↑	4...	-...
8. NAHAC-HAF-14717-728x90-Animate...	3,363	23.6% ↑	9	-1...	0.27%	-27.2% ↓	4...	-...
Grand total	64,038	21.7% ↑	90	-...	0.14%	-22.2% ↓	3...	-...



Impressions by Banner



Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$838	35,459	50	0.14%	14.87	33,487	17,765	53.05%
↑ 83.2%	↑ 82.3%	↑ 56.3%	↓ -14.3%	↑ 0.5%	↑ 86.2%	↑ 77.3%	↓ -4.8%

