

Digital Marketing Report

NAHAC HAF 2025

**B R A I N
T R U S T.**

Jul 1, 2025 - Jul 31, 2025

CAMPAIGN IMPACT TOTALS

Total Cost

\$8,740

↑ 4,847.0%

Total Impressions

451,026

↑ 2,574.3%

Total Clicks

1,400

↑ 3,683.8%

Average CTR

0.31%

↑ 41.5%

SUMMARY

The NAHAC HAF 2025 campaign is showing strong momentum across search, display, and CTV channels. Google Search is driving exceptional engagement, while animated display formats and video are resonating well with audiences. Current data highlights high-performing geographic areas and format preferences, offering actionable insights to optimize the remainder of the campaign.

Key Insights (to date):

- Search ads are outperforming industry norms — with Las Vegas being the top market at **32.52% CTR**.
- Branded and mortgage keyword groups are delivering strong intent signals, with CTRs of 16.76% and 13.12% respectively.
- Connected TV is maintaining audience attention, with a 65.73% video completion rate and nearly 60K completions so far.
- Motion-based creative is driving higher engagement than static formats across both display and video placements.

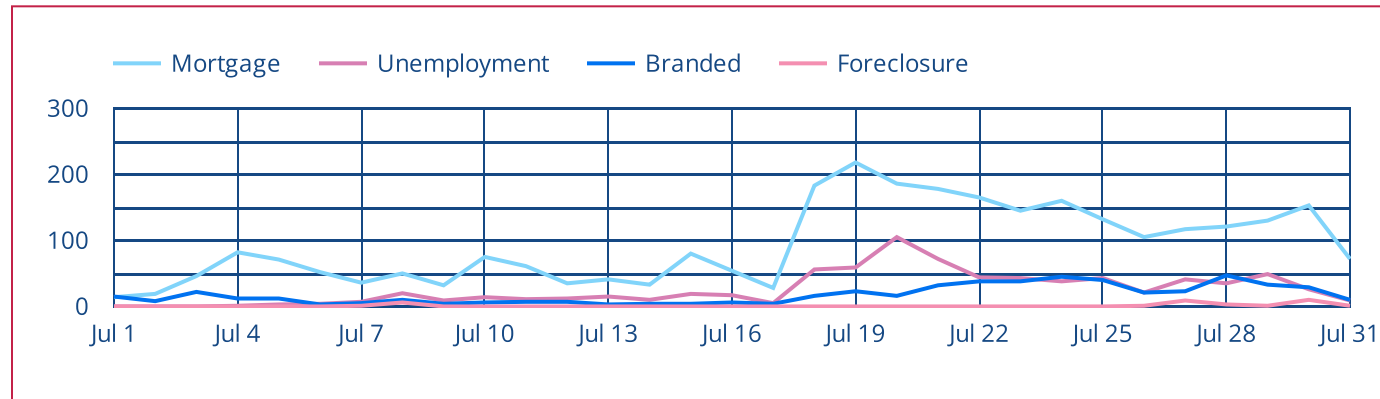
Recommendations to Maximize Remaining Campaign Time:

1. Increase budget allocation toward Las Vegas and Carson City, where CTRs are significantly above average.
2. Prioritize branded and mortgage search terms: These segments are generating the highest engagement and should get more bidding focus.
3. Test Spanish creative enhancements: Review Spanish copy and creative to better match tone, style, and messaging effectiveness.
4. Maintain or slightly increase Connected TV spend, given its strong completion rate and role in reinforcing awareness.

Google Ads

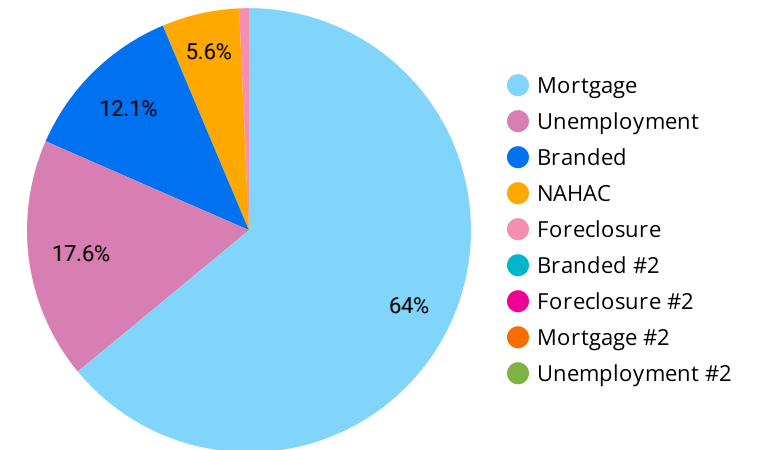
Cost	Impressions	Clicks	CTR	Avg. CPC
\$2,458	4,490	652	14.52%	\$3.20
📈 N/A	📈 N/A	📈 N/A	📈 N/A	📈 N/A

	Ad group	Impressions ▾	Clicks	CTR
1.	Mortgage	2,874	377	13.12%
2.	Unemployment	788	82	10.41%
3.	Branded	543	91	16.76%
4.	NAHAC	253	95	37.55%

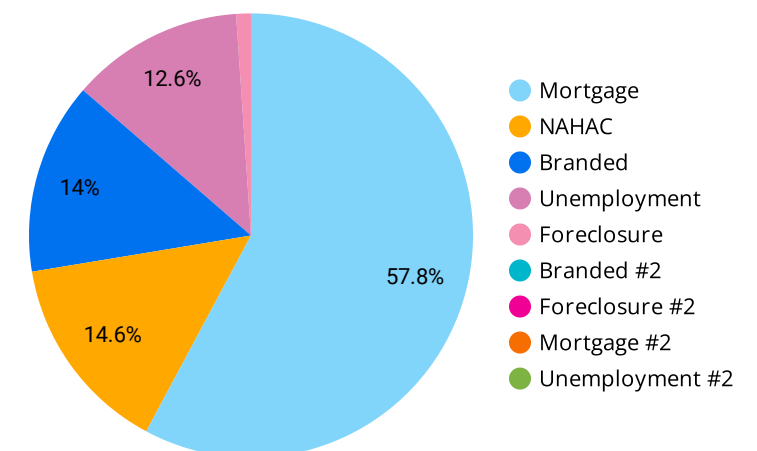


	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	3,137	482	32.52%
2.	Reno	346	50	14.45%
3.	Sparks	81	12	14.81%
4.	Carson City	75	17	22.67%
5.	Sunrise Manor	74	11	14.86%
6.	Henderson	59	6	10.17%
7.	Laughlin	47	4	8.51%

Impressions by Ad Group



Clicks by Ad Group

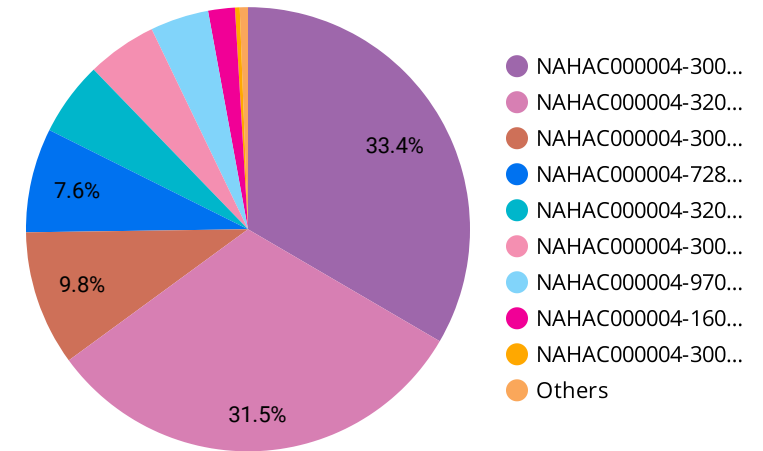


Digital Display

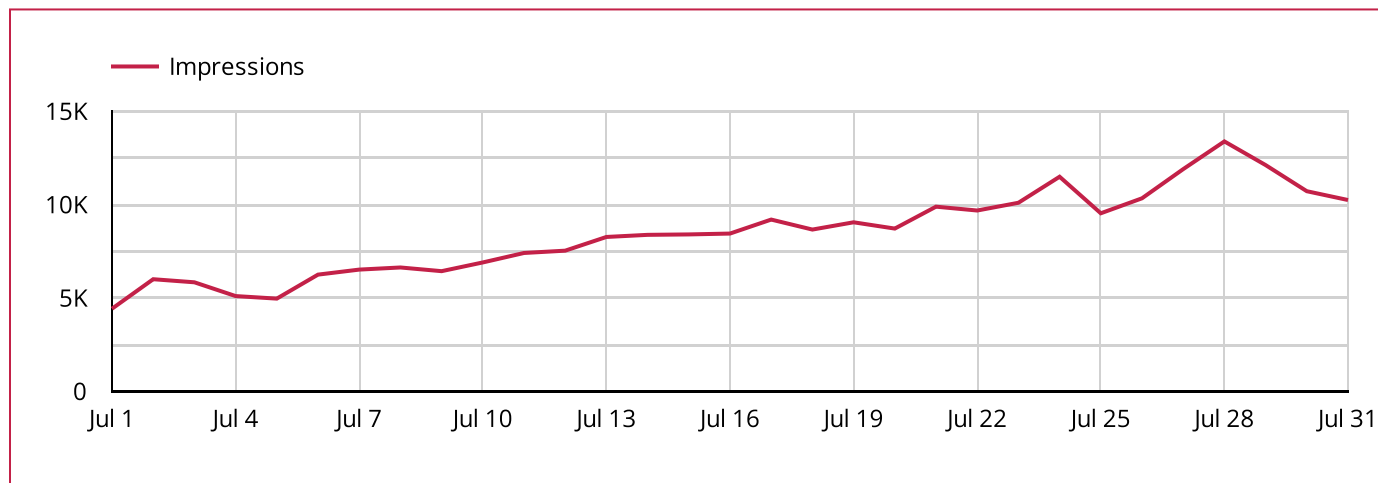
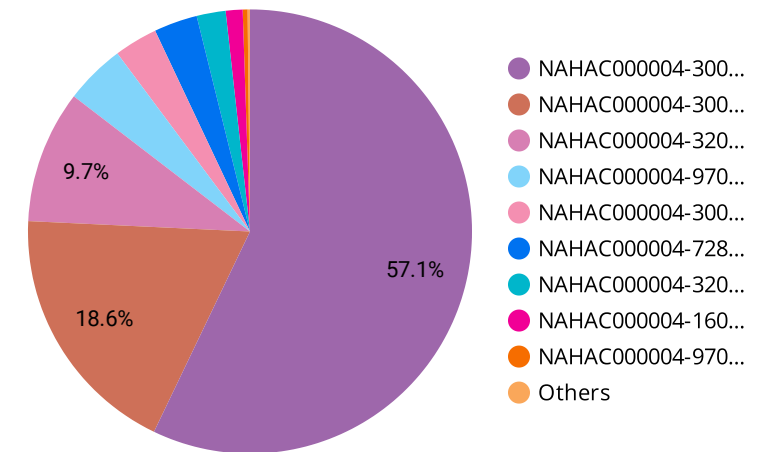
Cost	Impressions	Clicks	CTR	E CPM
\$1,827	262,972	569	0.17%	4.37
↑ 1,527.3%	↑ 1,778.0%	↑ 2,007.4%	↓ -23.6%	↓ -13.3%

Line Item	Impressions	Clicks	CTR
1. NAHAC HAF - Display English	232,917	536	0.23%
2. NAHAC HAF - Display Spanish	30,055	33	0.11%
Grand total	262,972	569	0.22%

Impressions by Banner

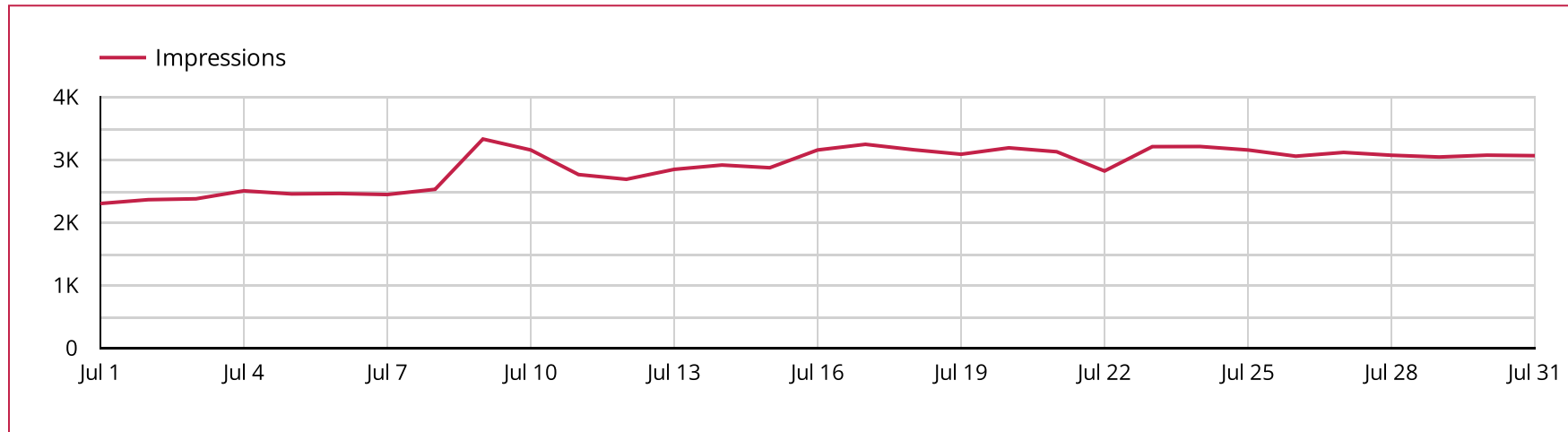


Clicks by Banner



Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$1,868	89,842	63	0.07%	13.09	84,877	63,487	74.80%
⬆ 49,184.6%	⬆ 48,727.2%	⬆ 6,200.0%	⬇ -87.1%	⬆ 0.9%	⬆ 49,247.1%	⬆ 59,233.6%	⬆ 20.2%



ConnectedTV

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$2,587	93,722	116	0.12%	17.38	88,535	57,937	65.44%
<div> <div></div> <div>4,168.5%</div> </div>	<div> <div></div> <div>3,399.7%</div> </div>	<div> <div></div> <div>1,188.9%</div> </div>	<div> <div></div> <div>-63.2%</div> </div>	<div> <div></div> <div>22.0%</div> </div>	<div> <div></div> <div>3,334.3%</div> </div>	<div> <div></div> <div>2,862.0%</div> </div>	<div> <div></div> <div>-13.8%</div> </div>

