

Digital Marketing Report

NAHAC HAF 2025

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

Jun 25, 2025 - Aug 31, 2025

CAMPAIGN IMPACT TOTALS

Total Cost	Total Impressions	Total Clicks	Average CTR
\$26,355	2,860,259	2,122	0.22%

SUMMARY

Google Search Delivers Strongest Results → **CTR at 16.15%**

Las Vegas drove exceptional performance (35.04% CTR), with branded and NAHAC-specific terms leading in intent and click-throughs

Digital Display Achieves Broad Reach → **592K Impressions**

CTR averaged 0.17%, with English creatives outperforming Spanish and banner NAHAC000004-970×250 generating over half of all clicks

Pre-Roll Delivers Awareness at Scale → **187K Impressions, 73.51% VCR**

Video completions exceeded 130K, with CTR at 0.06%—reaffirming pre-roll's role as a strong top-of-funnel channel

Connected TV Drives Sustained Attention → **116K Completed Views, 65.02% VCR**

CTV remained effective for household-level impact and cost-efficient awareness, with 0.12% CTR on over 190K impressions

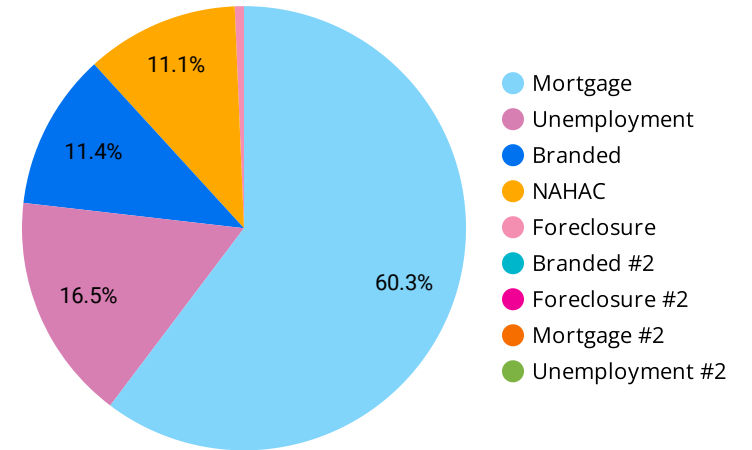
Digital Out-of-Home Supports Neighborhood Visibility → **165K Spots Delivered**

Combined English and Spanish DOOH executions added nearly 2M impressions, amplifying message visibility across key Nevada communities

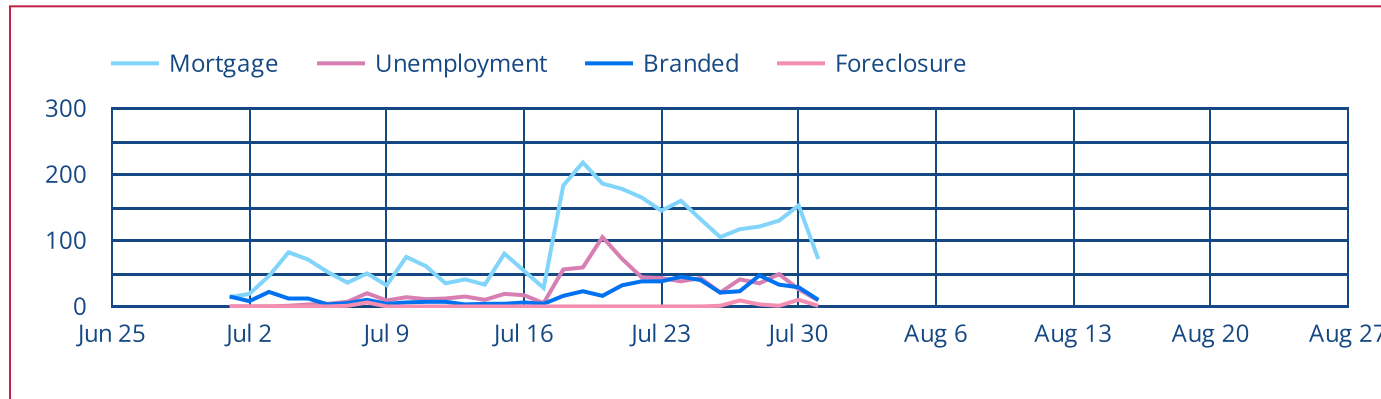
Google Ads

Cost	Impressions	Clicks	CTR	Avg. CPC
\$2,831	4,767	770	16.15%	\$3.13

Impressions by Ad Group

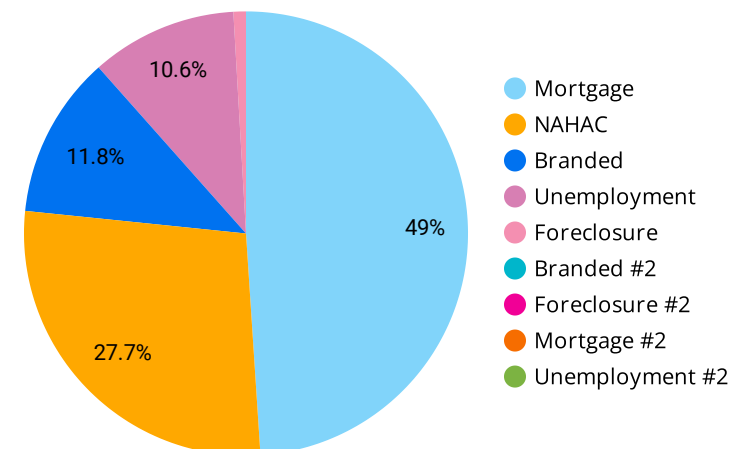


	Ad group	Impressions ▾	Clicks	CTR
1.	Mortgage	2,874	377	13.12%
2.	Unemployment	788	82	10.41%
3.	Branded	543	91	16.76%
4.	NAHAC	530	213	40.19%



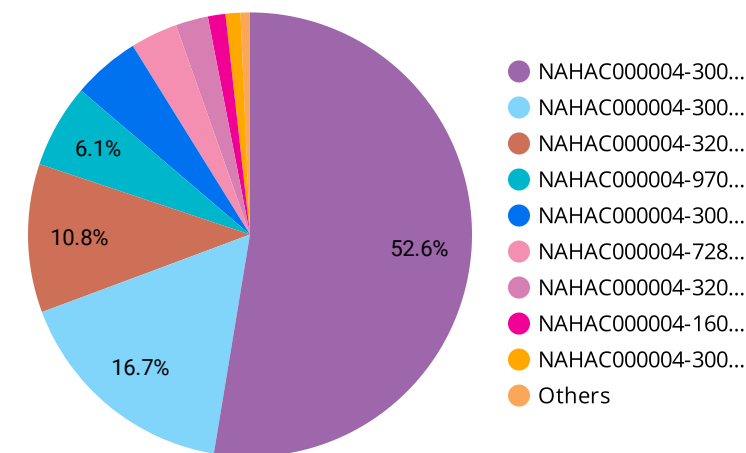
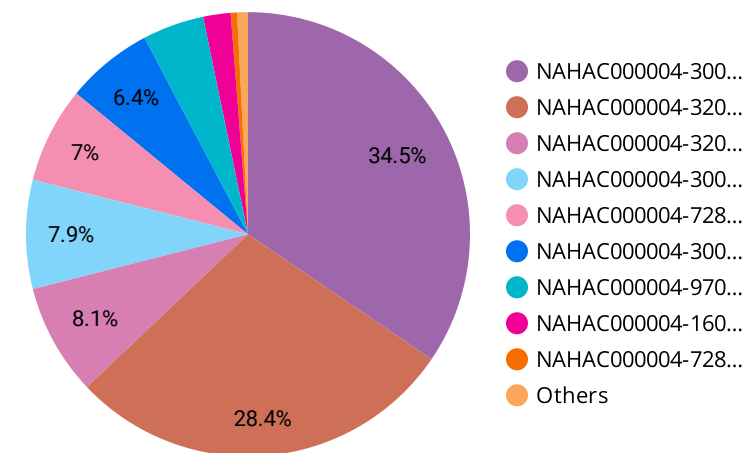
	City	Impressions ▾	Clicks	CTR
1.	Las Vegas	3,367	577	35.04%
2.	Reno	350	50	14.29%
3.	Carson City	83	21	25.3%
4.	Sparks	81	12	14.81%
5.	Sunrise Manor	75	12	16%
6.	Henderson	60	6	10%
7.	Laughlin	47	4	8.51%

Clicks by Ad Group



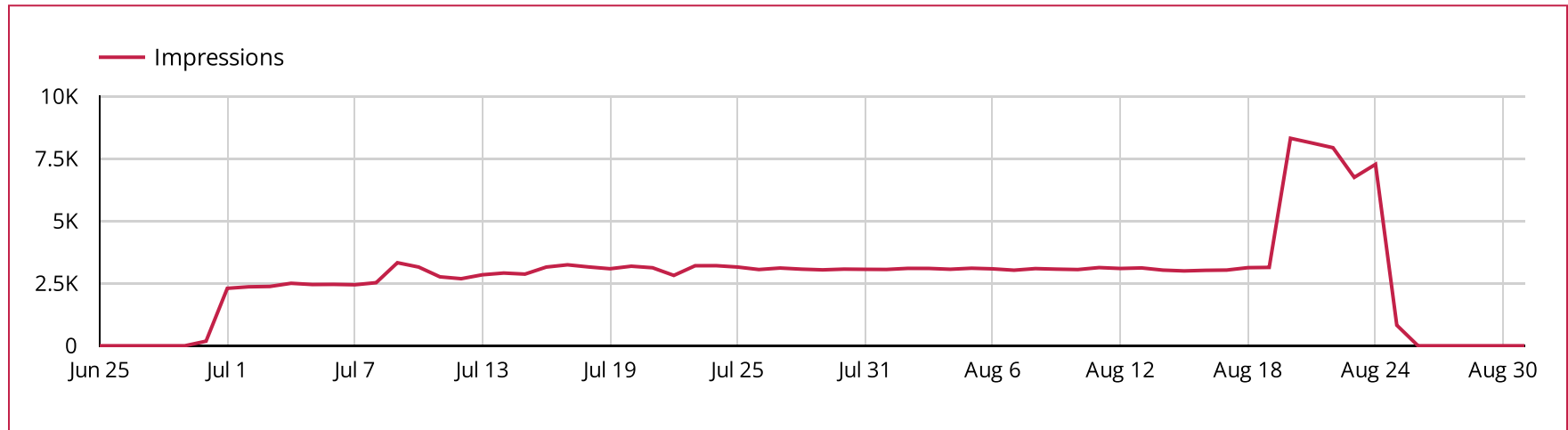


Cost	Impressions	Clicks	CTR	E CPM
\$4,388	592,386	1,017	0.14%	4.66

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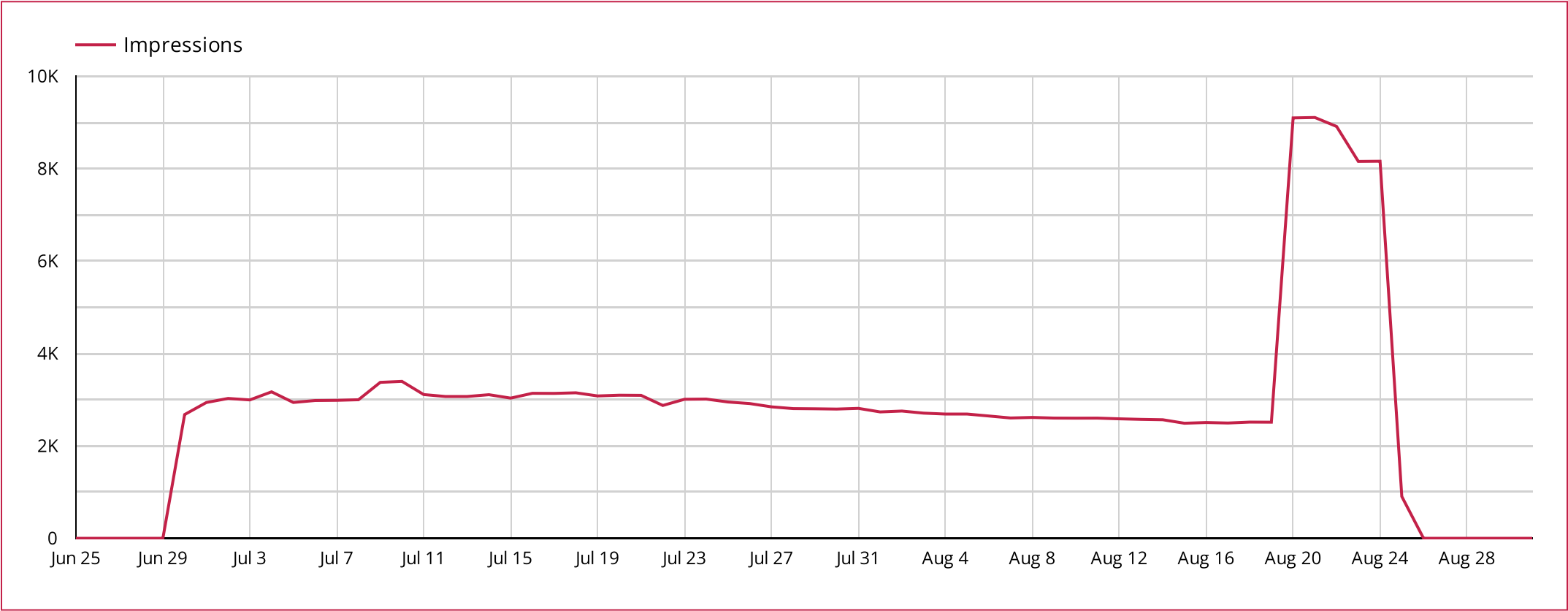
Pre-Roll

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$3,973	187,799	114	0.06%	13.32	177,353	130,373	73.51%



ConnectedTV

Cost	Impressions	Clicks	CTR	E CPM	Video Starts	Video Completions	VCR
\$5,060	190,230	221	0.12%	16.75	179,067	116,421	65.02%



Digital Out of Home

Total Cost	Total Impressions	Total Spots Delivered	English	Spanish
\$9,528	1,885,077	165,560	82,479	83,081

Unavailable in PDF/Image export.

ACT NOW!

This program is winding down. Funds are limited.



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¡ACTÚE PRONTO!

Este programa está llegando a su fin y los fondos son limitados.



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