



UNHCR
The UN Refugee Agency

USA

USA for UNHCR, the United Nation's largest refugee agency partnered with Muslim Ad Network to gain new donors and build it's brand.

Our team of experts at Muslim Ad Network worked very closely to optimize the donor funnel of UNHCR.

UNHCR leveraged the power of Muslim Ad Network's flagship advertising product called MuslimReach™.

This resulted in targeted exposure of their fundraising campaign across thousands of websites and apps online where Muslim consumers visit daily.

In addition to large volume of donor acquisition, UNHCR generated high quality leads and sales.

In just 3 months, UNHCR was able to secure:



116 Recurring Donors vs a target of 91 (exceeding campaign goal by +28%)



Brand Exposure Across 5,000+ Websites/Apps



Over \$41,000 in donations raised



20% Landing Page Conversion Rate



AVG monthly recurring donation of \$30

Customer Testimonial:



"It was great working with the Muslim Ad Network team. They really care about their customers. Muslim Ad Network helped us optimize our donor funnel and achieve our fundraising goals. I highly recommend them!"

Rebecca Matwijkow - Director, Digital Ads Management (MRSS - UNHCR)

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