

MARKETING TO MUSLIMS



For Mainstream Brands



PEW RESEARCH CENTER:

"American Muslim households have \$170 to \$200 billion in spending power."

MUSLIM AD NETWORK HELPS MAINSTREAM BUSINESSES REACH MUSLIM CONSUMERS

Tabish Hasan, MAN Co-Founder

According to the New York Times, "advertising executives, used to dividing American consumers into every sort of category, say that ignoring this group (Muslim consumers) – estimated to be about 5 million to 8 million people and growing fast – would be like missing the Hispanic market in the 1990s."

Meanwhile PEW Research Center reported that currently, American Muslim households have \$170 to \$200 billion in spending power

Muslim Ad Network (MAN) provides mainstream businesses the opportunity of advertising to the highly coveted Muslim online consumer. One single platform to reach millions of Muslim consumers wherever they are browsing online, including the Internet's most popular websites, social media platforms, mobile apps, and more.

Now mainstream brands can exclusively and effectively target ads to Muslim consumers instantly across thousands of websites and apps. MAN configures advertising campaigns to a variety of objectives including brand lift, traffic acquisition, and generating sales.

Unlike advertising on other major platforms where ads are based on keywords, brand owners who advertise with Muslim Ad Network can have the certainty that their ads will reach English-speaking Muslim consumers, especially in the US, Canada, and the UK.

For brands to advertise on Muslim Ad Network, their advertisements must appeal to Islamic values. Whether images or content, the ads have to speak to Muslim audiences and be sharia-compliant.

Muslim Ad Network's value to mainstream brands is to reach Muslim consumers. We have the data and the targeting to reach Muslim consumers because we work directly with the publishers.



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