



2023

Make the Most  
of Your Marketing  
This Ramadan



[www.muslimadnetwork.com](http://www.muslimadnetwork.com)

## Company Profile:

**Muslim Ad Network (MAN) is the world's largest Muslim advertising company servicing the global Muslim market. Our clients include some of the most well-respected digital brands for the Muslim consumer.**

Reaching Muslim consumers online has traditionally been complex, expensive and time consuming. Through MAN, an advertiser can finally tap into one single platform to reach millions of Muslim consumers instantly wherever they are browsing online, including the Internet's most popular websites, social media platforms, mobile apps and more.

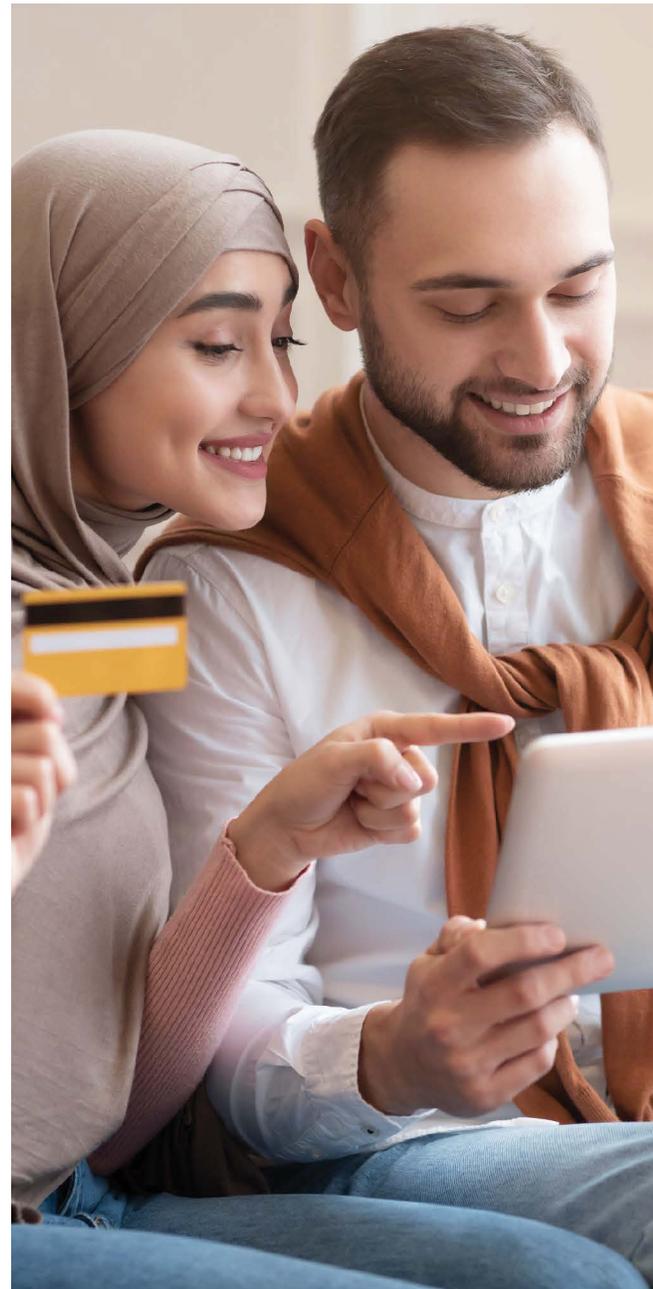
We can configure advertising campaigns to a variety of objectives including brand lift, traffic acquisition and generating sales.

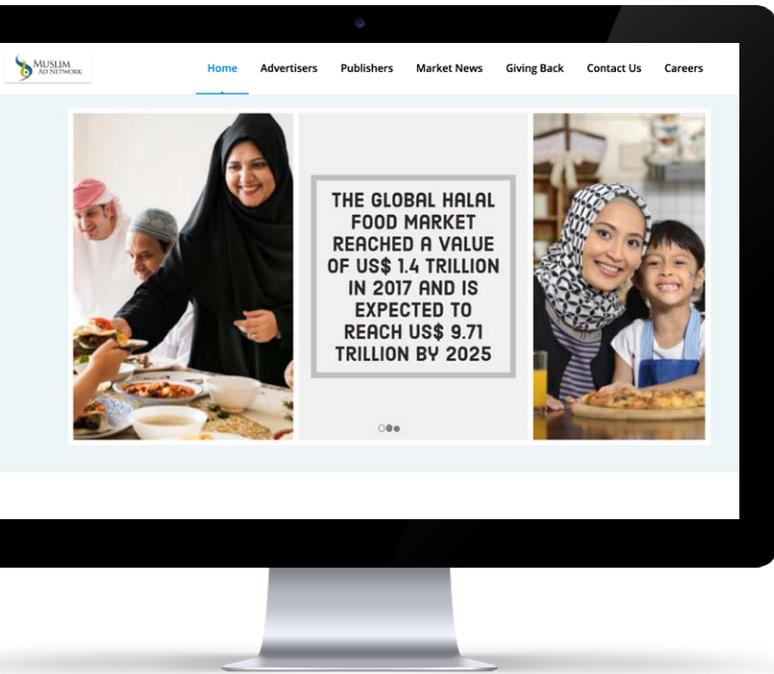
Our network of sites offers its consumers complete access to fully-integrated, multi-platformed online news and entertainment portals whilst giving advertisers the opportunity to directly reach the coveted Muslim consumer.

MAN consists of a network of online media destinations as diverse as the community itself. We avoid categorizing the Muslim consumer as a monolithic entity and have built a vast network highlighting the various tastes, interests and backgrounds of the Muslim community. MAN offers a two-fold advertising solution.

First, we attract Muslim consumers to one of our signature online destinations best reflecting their own unique interests. Secondly, by linking portions of our network together, we unify our audience and effectively communicate our advertisers' message to a broad consumer base.

MAN includes cutting-edge ad targeting capabilities. Utilizing we keep our online consumers connected with every aspect of their diverse community.





## Our Accomplishments:



We served over a billion ads to Muslim consumers



Access to 10,000+ publishers across the web and rapidly growing



Exclusive audience inventory only accessible to MAN's network



“Muslim consumers globally, while culturally diverse and geographically distributed, drive a cohesive two-trillion-dollar market opportunity across a range of lifestyle products and services, impacted by Islamic faith-inspired ethical needs, and collectively known as the “Islamic Economy.”

- (State of Global Islamic Economy Report - Dinar Standard”)

## Why Brands Should Reach Muslim Consumers During Ramadan

The majority of Muslims indicate that their faith and traditions impact their purchase decisions. But, the Muslim demographic is enormously diverse, making it hard to define a single and simple way to reach this audience. The month of Ramadan is the one touchpoint shared across the group, presenting a unique opportunity to establish meaningful connections with Muslim communities globally.



### Key Stats:

- ✔ During Ramadan, Muslim consumer online traffic is up by 230%. And it's not just users who are only looking, people are buying. The data indicates that conversion is up by 30% during Ramadan. As you might expect, social media is more active as well, primarily at night. The increase peaks at 3 am when it reaches 200%. There is also evidence that customer loyalty, evidenced by repeat online visits and purchases, increases substantially during Ramadan as well." - Forbes
- ✔ According to the Pew Research Center, the Muslim population in the U.S. is about 3.5 Million. OF those, 80% say they fast during Ramadan
- ✔ Muslims across the world give millions of dollars to charities during Ramadan, some organizations reporting to have collected as high as \$17 million (VOA News)
- ✔ Muslims in the UK alone have donated £130 million to charities during Ramadan (Muslim Charity Forum)
- ✔ Muslims in the UK spend an estimated £200m during the Ramadan season. Pre-pandemic it was the third-biggest season of the year after Christmas and Easter. Their contribution to the UK economy as a whole is about £31bn annually." - Ogilvy

## Featured Targeting Capabilities:

- Gender
- Location (Geography)
- Device type (mobile, desktop, tablet)
- Audience interests
- Parental status
- Income



## Our Method:



Our MuslimReach™ ad targeting technology gives us the ability to serve display ads to Muslim consumers anywhere they are browsing on the internet on any device



Consisting of our unmatched demographic data, we're able to target display ads to Muslim consumers in a variety of ways (using targeting parameters listed above)

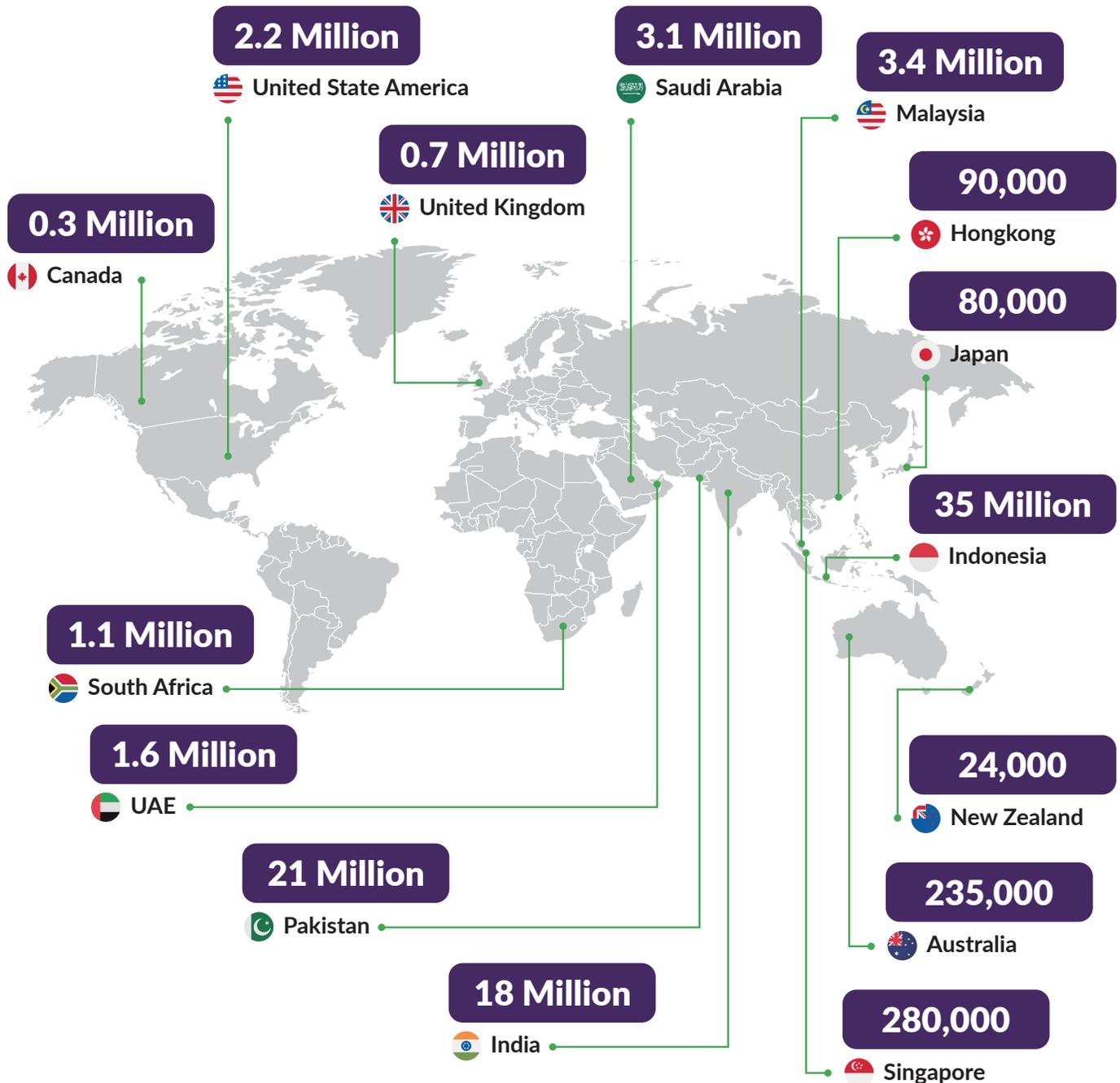


We have exclusive partnerships with leading publishers with Muslim audiences



The ability to target Muslim consumers with display ads by leveraging email addresses and more!

## Muslim consumer reach numbers by major markets/geographies



# MuslimReach™

Advertise to millions of Muslim customers on sites they visit every day, like ESPN, CNN and BuzzFeed - instantly giving your brand a major boost

## HOW IT WORKS

1

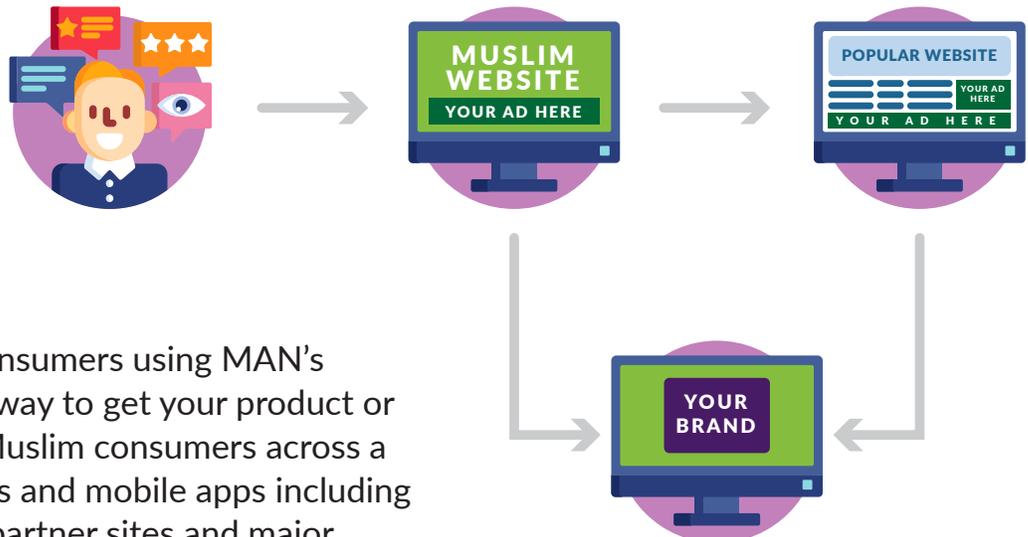
Muslim audiences visit various popular Muslim oriented websites in our network

2

MAN tags them with our proprietary advertising code and your ads now follow the consumer across the web

3

Muslim consumers see your ads on thousands of websites and mobile apps and turn into customers



## Bottom Line:

Targeting Muslim consumers using MAN's platform is the best way to get your product or service noticed by Muslim consumers across a diverse range of sites and mobile apps including our highly targeted partner sites and major media sites like ESPN, CNN, Yahoo, Instagram and Facebook. Your continued exposure results in more clicks to your website - and more sales.

## Banners:

MAN is comprised of media properties that attract a highly qualified audience of Muslims from all demographics.

They are affluent, educated and empowered to invest in and buy products advertised to them. As an advertiser on MAN, you will be able to advertise a variety of IAB compliant banners, as shown in the diagram.

We support additional sizes upon request. Please contact us for details and pricing on running a banner campaign.



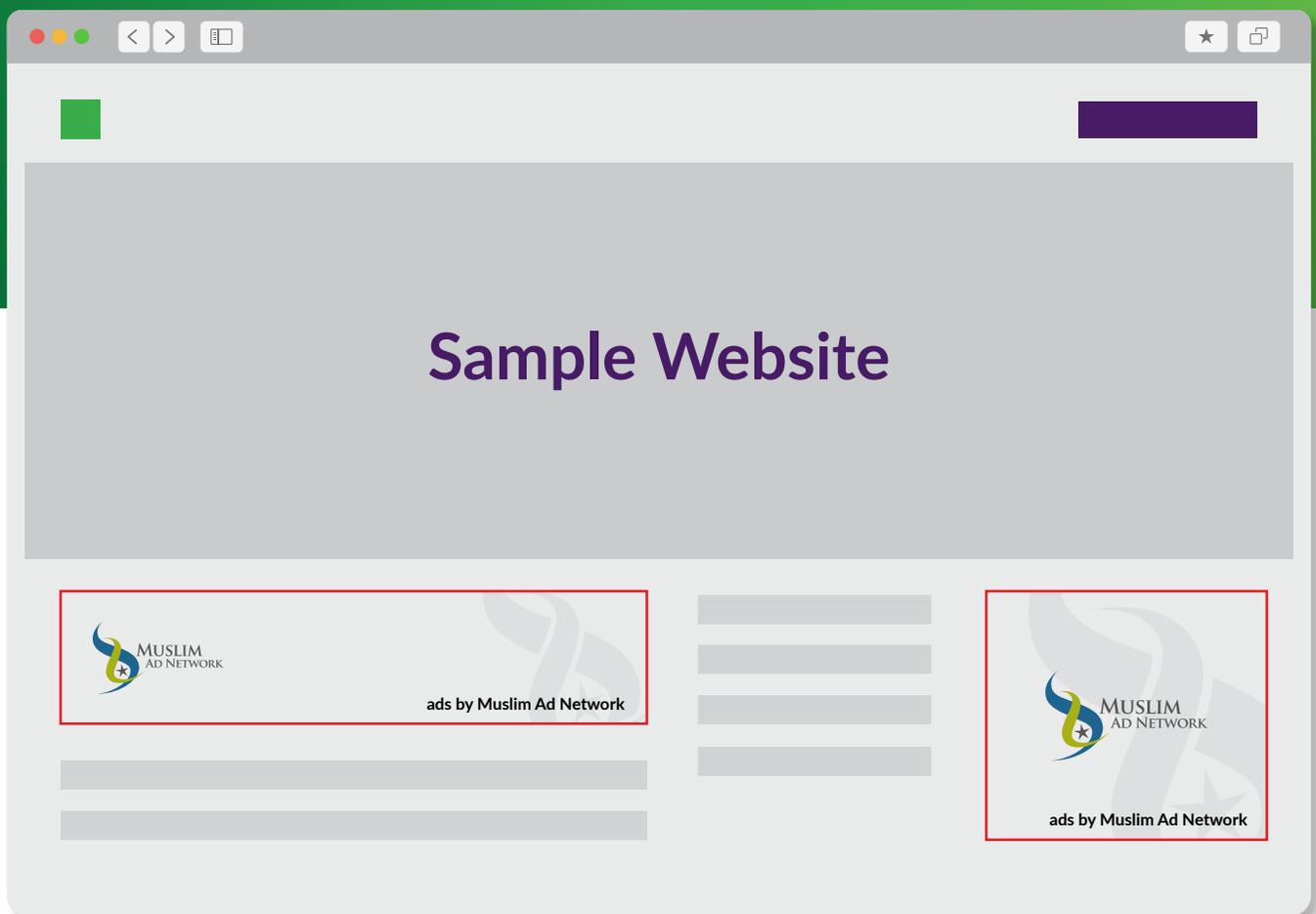
## E-Newsletters

We have access to targeted email lists and can organize custom e-mail solutions for your needs. E-mail marketing is a great compliment to your banner advertising campaign and allows your brand and your message to stay “top of their mind” towards an already opted-in consumer.

***Our reach for the Muslim consumer audience on the internet is unmatched. In addition to the thousands of websites in our network, we also extend targeting to top social media platforms including Instagram, Twitter and Facebook to maximize the the coverage of your ads and harness the power of our MuslimReach™ ad technology***

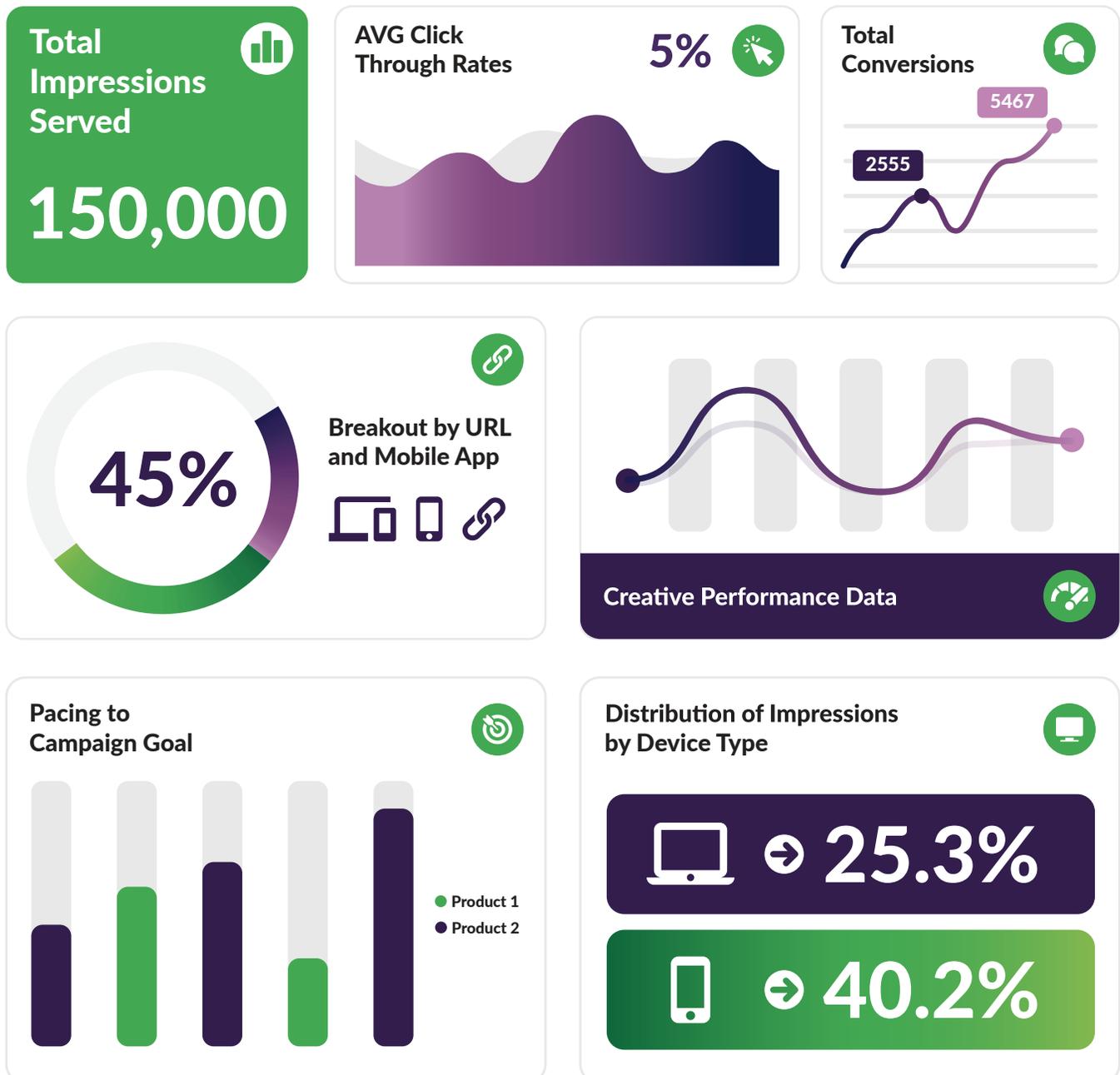


Muslim Ad Network gives Advertisers exclusive and premium ad inventory placement across flagship publishers. Resulting in ad impressions that drive brand lift and audience views.

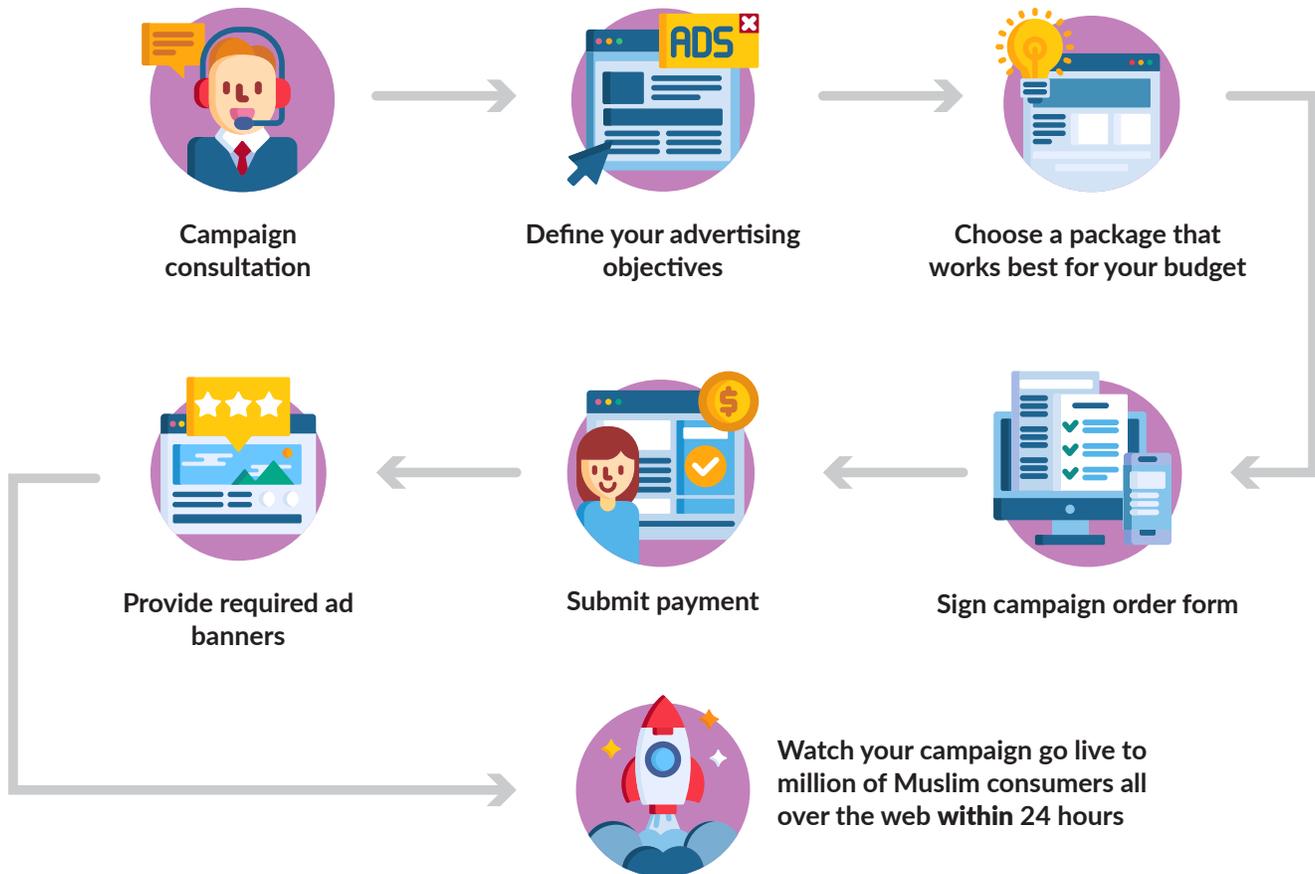


## Advertiser Campaign Reporting

All Advertising clients running campaigns via our Manager services offering will receive the following reports by dedicated account manager tracking the critical KPI's:



## Our Campaign Launch Process





## Featured Advertiser Testimonial



*Over the years, Muslim Ad Network has allowed Helping Hand for Relief and Development to reach the Muslim audience in building brand awareness and generating viable conversions. We highly recommended Muslim Ad Network as an advertising solution”*



- Mariya Nadeem

(Director Marketing, HHRD - 5 Star Charity Navigator)



**HELPING HAND**  
FOR RELIEF AND DEVELOPMENT

## Featured Publisher Testimonial



*Muslim Ad Network have been a pleasure to work with, Their team is very responsive and also very helpful and being part of their network has been very beneficial to us alhumdulillah! We have been working with them for several years now and they are the ideal partner choice!”*



- Ummah.com



## Featured Publishers



## Our Advertisers



## Muslim Consumer Purchasing Power



*“Muslim consumers globally, while culturally diverse and geographically distributed, drive a cohesive two-trillion-dollar market opportunity across a range of lifestyle products and services, impacted by Islamic faith-inspired ethical needs, and collectively known as the “Islamic Economy”.*

- (Dinar Standard)



State of the Global Islamic Economy Report has indicated that Muslim consumers spent \$1.9 trillion in 2015 globally



and this figure is expected to be more than **\$3 trillion by 2021**

Research indicates that the American Muslim demographic will grow from



**2.6 million**  
in 2016



**6.2 million**  
in 2030



Currently, American Muslim households have **\$170 to \$200 billion** in spending power.

Source: Pew Research



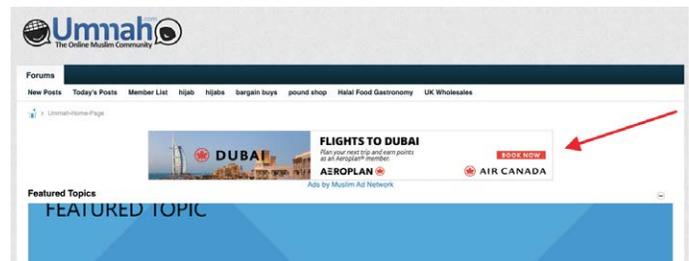
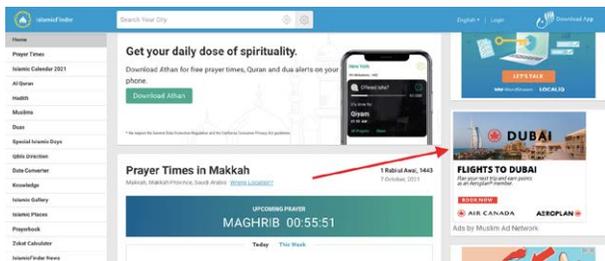
## Featured Case Study

# AIR CANADA

## Air Canada Campaign Success Metrics:

- ✓ Over 500,000 Muslim Travelers reached across 5,000+ websites and apps through MAN's exclusive audiences across the web
- ✓ Muslim Ad network CTR **0.47%** outperformed the Multicultural benchmark (0.08% - 0.15%).
- ✓ The average viewability was **76.42%**, which far exceeded the industry benchmark: 50%. The viewability of Muslim Network buy was excellent (**83.32%**).
- ✓ The Middle East Network Buy was also above the benchmark (**69.02%**).

## Sample Screenshots:



## Customer Testimonial:



*We highly recommend using Muslim Ad Network for multicultural marketing efforts to reach Muslim consumers globally”*

— Sharon Song

(Media Director, Monsoon Communications/Air Canada)

## Featured Case Study



### CASE STUDY INPUT

- EastEssence (a global online retailer specializing in modest fashion partnered with Muslim Ad Network to build it's brand online and gain new customers).
- Our team of experts at Muslim Ad Network worked very closely to optimize the sales funnel of EastEssence.
- EastEssence leveraged the power of Muslim Ad Network's flagship advertising product called MuslimReach™. This resulted in targeted exposure of their promotional campaign across 5,000+ websites and apps where Muslim consumers visit daily.
- In addition to brand lift, EastEssence generated high quality leads and sales.

#### Featured Campaign Performance Metrics



**637**

Unique Customers  
Acquired



**\$79,579**

Revenue  
Generated



**162,000**

Muslim Consumers  
Reached



**10x ROI**

on advertising  
Spend



## Featured Case Study



- 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 the large volume of donor acquisition, UNHCR generated high quality leads and strong brand engagement.

### 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)**

### In Just 3 Months, UNHCR Was Able to Secure:



116 Recurring Donors



20% Landing page  
Conversion Rate



Brand Exposure Across  
5,000 Websites/Apps



AVG monthly recurring  
donation of \$30



Over \$41,000 in donations  
raised (Yearly Total)



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## Advertising Opportunities:

Muslim owned and operated, MAN works closely with you to ensure you have an effective and successful campaign.

Each of these campaigns will be tailored to your individual needs to be targeted to the diverse Muslim community. For more information on advertising with MAN, please contact us.



*We see Muslim-Americans as a neglected market with huge potential for brands that are willing to connect with them*

**- Anne Mack, JWT Director, Trendspotting**



**MUSLIM  
AD NETWORK**

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Ummah Media Group, LLC

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