

FEATURED CASE STUDY

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%)**.

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)

Sample Screenshots:

