



World Food Program USA



muslimadnetwork.com

- The United Nations World Food Programme (WFP), the world’s largest humanitarian organization addressing hunger and famine, feeds over 138 million people annually across 80+ countries. To sustain its critical mission, WFP partnered with Muslim Ad Network to engage Muslim donors and increase visibility within this key audience segment.
- Leveraging Muslim Ad Network’s deep expertise and robust targeting capabilities, WFP launched a highly focused advertising campaign designed to engage Muslim donors with culturally relevant messaging.



Exceeded both Brand Awareness and Conversion Goals!

SUMMARY STATS

 **700+ Donors Acquired**

Coverage across

 **5,000+**

websites and apps Muslim audiences visit daily

 **\$194,373**

in donation revenue attributed to Muslim Ad Network audiences with a \$10,000 advertising spend.



Contact Us:  866-887-0844

 sales@muslimadnetwork.com

BRAND LIFT & PERFORMANCE IMPACT



407K

Muslims
Reached in US



**75%+ Ad
Viewability!**
vs. industry
average of 60%



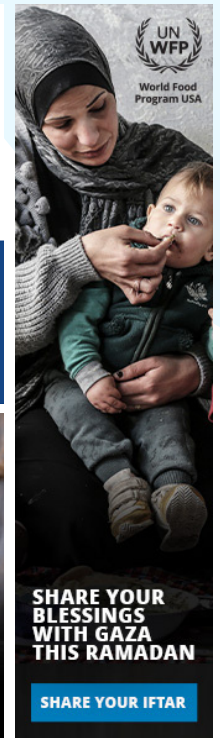
**Featured
Creatives used
for Campaign**

Takeways:

The partnership delivered outstanding outcomes:

- **Significant Donor Growth:** The campaign drove substantial increases in online donor acquisition from Muslim audiences.
- **Enhanced Brand Visibility:** WFP's mission and efforts gained remarkable traction within the Muslim community, strengthening its global reputation.
- **Optimized Engagement:** Tailored campaigns resonated deeply with the audience, leading to higher engagement rates and impactful support for WFP's work.

Muslim Ad Network's targeted approach enabled WFP to expand its donor base, empowering the organization to continue its fight against global hunger effectively. This case study showcases the power of culturally aligned advertising in driving meaningful impact for humanitarian initiatives.



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