



**POWERFUL MARKETING TOOLS.
REAL RESULTS.**



THE LARGEST FAITH-BASED AUDIENCE ONLINE

Salem Web Network is the
premier online destination
for church-going America.



36

million monthly
website sessions

44


million
Facebook fans

54

million monthly
app sessions

18

million email
relationships



Salem Web Network's
unparalleled reach
makes us the perfect
platform for donor
development, name
acquisition, and brand
awareness.



75% women

64% ages 35–64

69% give to non-church
organizations

40% college educated

69% purchased an item
online in the past year

**WE FIND
THE RIGHT
PERSON
FOR YOUR
MESSAGE**



PEOPLE-BASED MARKETING

It's not just numbers that make Salem Web Network great, it's what we can do with those numbers that counts. Our team can target specific portions of our audience to reach your ideal consumer.



GIVES TO CHARITY

50-year-old mother of two
in New Jersey donates
over \$250 each year to an
organization other than her
place of worship



ONLINE LEARNER

34-year-old student in Virginia
interested in continuing his
education; prefers online
courses; most interested in
studying business



CHURCH PASTOR

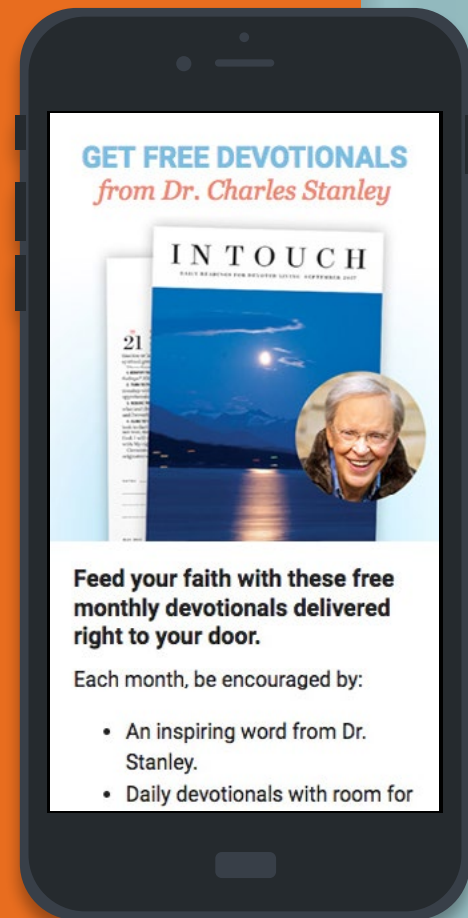
62-year-old pastor in Michigan
interested in missions, family,
and movie resources

EMAIL: THE PROVEN PERFORMER

Industry insiders love to say email is dead, but our 18 million email relationships are very much alive and responsive.

91%

of consumers check their email at least once a day.





REACH

72% of consumers state that they prefer email over all other marketing channels.



ROI

Email has nearly a 4 times higher return on investment than comparable popular formats (social media, paid search, and direct mail).



RESULTS

76% of email opens occur within the first two days after an email is sent—providing an immediate understanding of its success.

PUT FACEBOOK TO WORK FOR YOU

Discover what happens
when the most responsive
marketing channel meets the
largest and most dynamic
audience in the world.

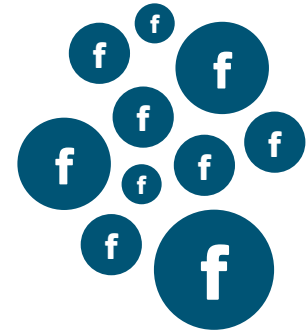
66%

of all Facebook
users log on at least
once a day.

53%

of Americans use
Facebook several
times a day.

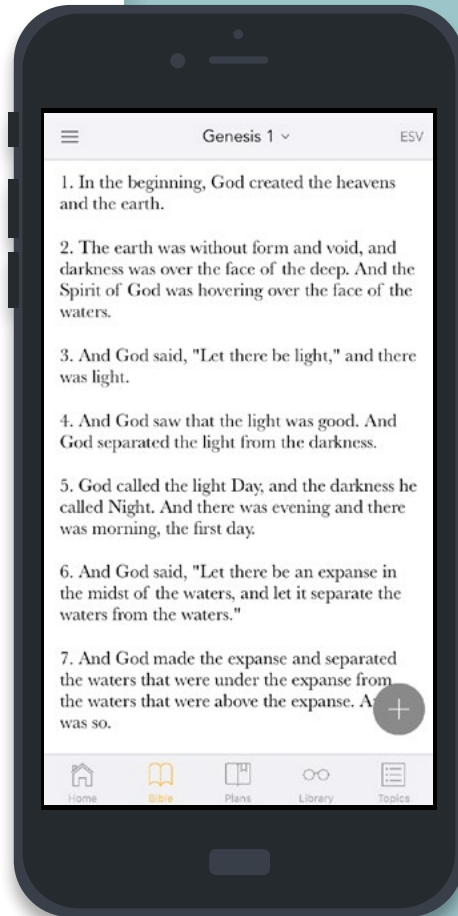
With 44 million fans,
Salem Web Network's
Facebook reach is
greater than the next
10 largest religious
Facebook communities
combined.



SALEM
WEB NETWORK™

the next 10 largest religious
communities combined

BRANDS WITH A WIDER REACH AND A HIGHER CALLING

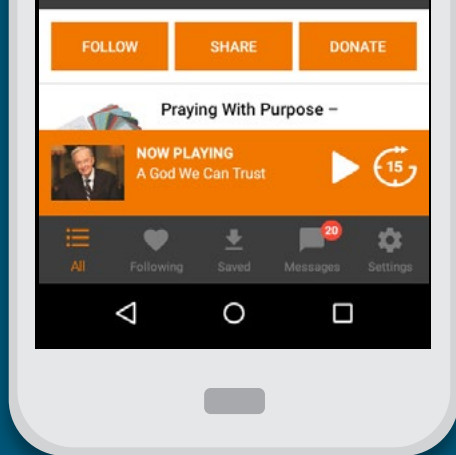


21+

global-reaching
websites

66

apps for Android
and iOS



King James Bible



Daily Bible



Daily Bible Devotion



Bible Study Tools

 Bible Study Tools crosswalk.com *GodVine* iBelieve

 BibleGateway ALL CREATED  oneplace  Christianity.com

LightSource GodTube GodUpdates   CHRISTIAN HEADLINES CrossCards

Salem Web Network represents the largest faith-based audience online. Each day, millions of Christians turn to our content to further their walk with God. That's a trust we take very seriously.



**DISPLAY
THAT GETS
NOTICED**



160

million newsletters
delivered
monthly

A screenshot of a Crosswalk.com newsletter email. At the top, the Crosswalk.com logo is partially visible. Below it, the text "Today on Crosswalk" is centered. A blue navigation bar contains the links "Devotionals", "Newsletters", and "e-Cards". A promotional banner for a "FREE BOOK" features a book cover and a red button that says "Get your FREE book". Below the banner, it says "Recommended by powerinbox". The main content area features a large photo of a young woman with long brown hair, wearing a white shirt, holding up her right hand with the palm facing forward in a "stop" gesture. Below the photo, the headline reads "How to Answer the 10 Most Common Objections to Christianity". Underneath the headline is a sub-headline: "Every question deserves an honest answer. Do you know how to respond?". At the bottom, there is a blue button with the text "CONTINUE READING →".

**Building a
Forever Marriage**
Free tips, stories and advice
from Dr. James Dobson

▶ GET MY FREE BOOKLET

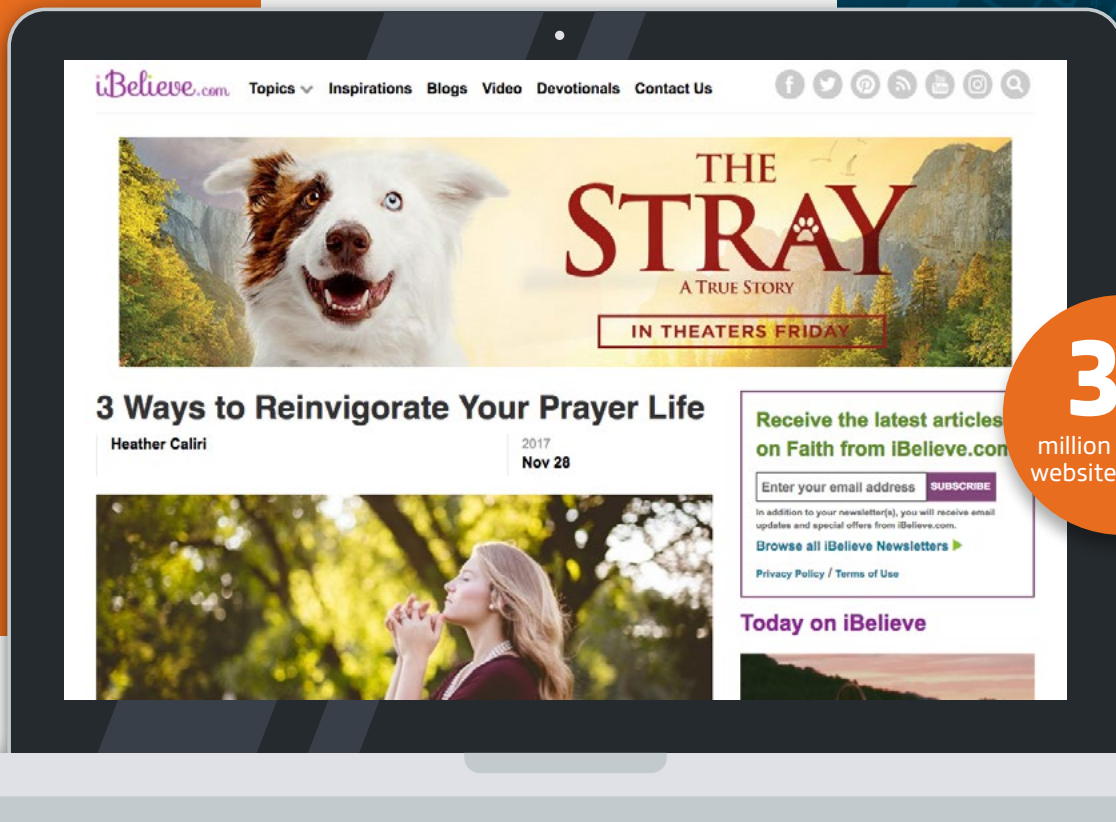


54

million monthly
app sessions



Each month
our network
sees over 369
million display
impressions—
a significant
opportunity for
your message.



36

million monthly
website sessions

CLIENT SUCCESS



MINISTRY/NONPROFIT

A well-known ministry was looking for new ways to grow their subscriber list, and reach those in need of biblical resources. Knowing our experience and success with name acquisition campaigns, the ministry turned to us for support with their campaign. Over just a two-month period, we added **135,000** new email addresses to the ministry's list with Facebook ads generating **44%** of the leads.



DONORS

A ministry recognized a need for reaching a new generation of long-term donors by growing their ministry list. Our team created a responsive design that was then strategically rolled out via site, mobile, app, and emails. The message was well received by our audience generating **70,000** new names for the client, with an **ROI of 3.5:1** for first-time donors.



EDUCATION

A university wanting to grow their list of prospects ran into a challenge where their creative was just not performing to the best of its ability. After taking the creative into our own hands and carefully analyzing data to optimize targeting, we were able to increase the click rate by **88%** and the conversion rate by **124%**, leading to an average of **912** leads per month.



PUBLISHING

A publisher was seeking to drive awareness, traffic and sales for a weekly devotional series. SWN launched a series of campaigns through various platforms targeting only those we knew would be the most responsive. Our efforts proved to be successful, gaining over **21,000** new site visitors with a **16%** click rate via email, **0.51%** click rate via banner ads, and **0.44%** via mobile ads.



The message is our mission.

(804) 205-9700 ▪ sales@salemwebnetwork.com ▪ salemwebnetwork.com