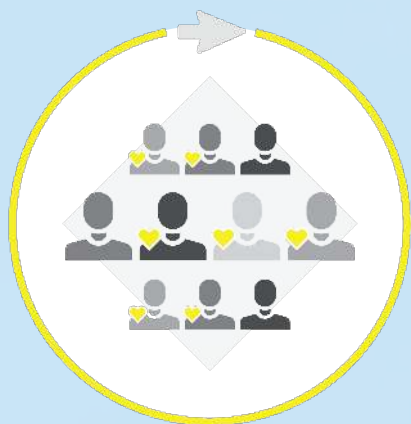




“to promote and defend the knowledge and the practice of the Church’s social doctrine.”

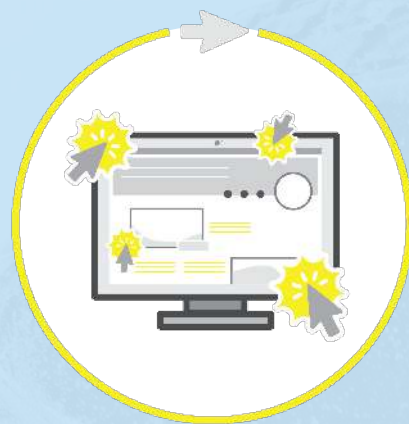
- Pope St. John Paul II



91,132 people

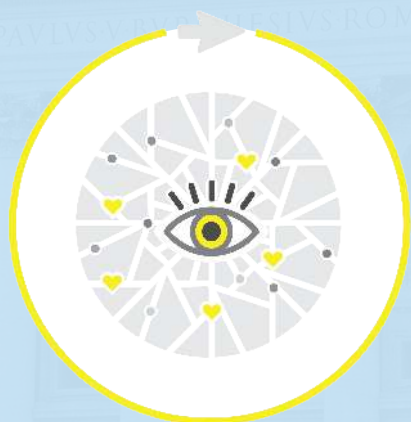


spent

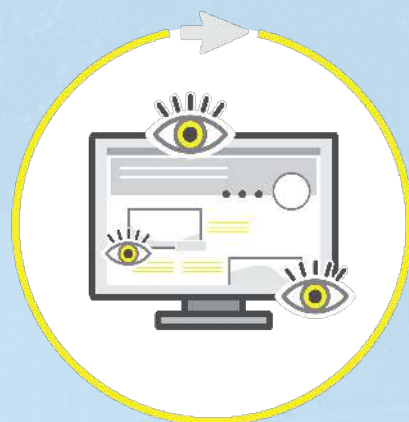


10,528 hours

By targeting Catholic professional audiences on LinkedIn, driving them to the website, and mirroring those web users on a much larger scale through Facebook, CAPP drove over 2 million impressions, 128,000 page views of Catholic social teaching content, and compelled almost 100,000 people to spend upwards of 6 minutes, on average, on one or more webpages.



2M+ Impressions



**5:55 Minutes Avg.
Time on Page**