

Another SPECIAL REPORT from Dewayne Shappley

Results of a 27-DAY Internet Evangelism and Spiritual Instruction Campaign

From August 21 to September 15, 2024

Platform: Microsoft Ads. My first use of this media was motivated by their claim to reach scores of millions of people not contacted by Google and a high percentage of desktop computer users, plus a \$500.00 credit for an investment of \$250.00. A few hours to fill out the application for a campaign with relevant data on our site. I submitted it and the Microsoft editorial board approved it.

Sessions. Microsoft uses the term “**Clicks**.” The campaign began 21 August 2024 and by September 2, when funds were exhausted, the **number of sessions (clicks) registered was** **79,128**

The **number of Ads (Impressions)** for our site generated by Microsoft (composed of data on the content of our site and 16 relevant graphics) that resulted in the 79,128 clicks was **20,987,566**

*“**Impressions** are the **number of times... your ad pops up on someone’s [computer] screen.**” “Now **clicks**, those are the fancy moves. When **someone not only sees your ad but also actively engages with it** by clicking on it. ...from merely glimpsing your ad to **stepping inside your digital abode**. It’s the **handshake, the invitation to explode further.**”* Microsoft Copilot AI. In other words, potentially, **20,987,566 users** of electronic devices were offered the opportunity to become aware that our site exists. **79,128 actually accessed it, seeing at least the Home Page.**

Documents (Pages) opened by Users (Visitors)..... **86,203**

Now, there were **5 full studies** on the **Home Page**, the longest a 10-minute read. This was a planned procedure on our part, offering the User varied vital content without having to open additional Pages.

TIME users spent on the site during the 27-day campaign. 2,131 hours. Equal to **88.799 full days of 24 hours each.** WIX Analytics reports this amount of time for 39,345 sessions of the 79,128. If they reported on all 79,128 sessions, the amount of time might be much higher. My efforts to find a “Time Report” on Microsoft Ads have not been fruitful.

Cost of the campaign..... **\$1,149.41**

Covered by \$650.00 from contributions and a \$500.00 Microsoft Coupon applied.

The cost per session was (\$1,149.41 divided by 79,128 sessions) **\$0.014**

Device access was by: Desktop -51%, Smartphone -48%, Tablet -1%.

Repeat visits evidence the use and value of the site for those who return to it once and again for continued study. I have selected the following 12 examples.

09 07. 10.55 pm 43rd Visit. San Martin, Argentina
 09 08. 9.35 am 8th Visit, Fort Lauderdale, Florida
 09 09. 9.40 am 20th Visit. Lusaka, Zambia
 10 02. 9.51 am 23rd Visit. Giza, Egypt
 10 02. 1.45 pm 13th Visit. Mexico
 10 02. 8.42 am 10th Visit. Skopje, Macedonia
 10 02. 3.50 am 7th Visit. Hanoi, Vietnam
 10 04. 7.42 pm 12th Visit. Montevideo, Uruguay
 10 04. 12.21 pm 8th Visit. Tyler, Texas
 10 04. 11.47 am 15th Visit. Accra, Ghana
 10 05. 7.07 am 11th Visit. Bengaluro, India
 10 05. 2.37 am 20th Visit. Vidin, Bulgaria



A new Campaign submitted 10 04 2024.

Main study: ***"The Christian Vote."***

Home Page of www.peacepublishers.org

Results of the campaign continue. Since the cutoff day of September 15 for the campaign to October 5, new and return Users continue to be registered for the all-English site at an average of 22 daily.

A NEW CAMPAIGN submitted to Microsoft Ads editors. Main study: ***"The Christian Vote."***

Two more shorter studies. Their decision is pending.

Christians and Their Interactions with the Secular-Material-Political Nations of the World.



Thinking that this subject in the category of ***"Solid Food"*** might be of interest even to readers somewhat ***"unskilled in the word of righteousness,"*** I have thought it best to offer it **ONE "COURSE"** at a time. The **SIX COURSES** may be read on the **Home Page** of www.peacepublishers.org. The longest is a 10-minute read. About 36 minutes to read the six.

FIRST COURSE. Perspectives from "ABOVE planet Earth, in the **SPIRITUAL, CELESTIAL KINGDOM NOT** of this **WORLD.**"

SECOND COURSE. Dual citizenship in two very different kingdoms.

THIRD COURSE. The **"Right to Vote"** becomes complicated for **Christians** true to the Sacred Writings of the New Testament of Jesus Christ.

FOURTH COURSE. They ask for our vote! To vote or not to vote. Opinions, stumbling blocks, and the **INTELLIGENT VOTE.** The **UNINTELLIGENT VOTE.** Voting in the **"Age of Sentimentalism and Passions."**

FIFTH COURSE. My dilemmas and options if I decide to vote. For which candidate, party, or platform should I vote?

SIXTH COURSE. Should **Christian leaders** and **their memberships** engage in **politics** in **their congregations** and **other church-related organizations?**

I count it a great honor and privilege to collaborate with you, and all of us with the Lord, in making known His message by means of the Internet. With brotherly love in Christ, Dewayne Shappley