



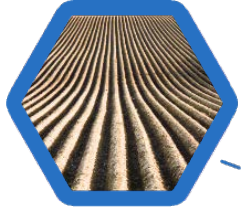
# GLOBAL BIBLE SCHOOL

Proclaiming the **Three  
Angels' Messages** to the world

In partnership with



# Essential Global TMI Ministries



1

## **Prepare**

Health and Friendship-Building Ministries

2

## **Plant**

Literature, Media, & Invitation Ministries

3

## **Cultivate**

Bible Study Ministry

4

## **Harvest**

Evangelistic Meetings

5

## **Preserve**

New Member Discipleship Ministry

# Essential Global TMI Ministries



1

## **Prepare**

Health and Friendship-Building Ministries

2

## **Plant**

Literature, Media, & Invitation Ministries

3

## **Cultivate**

Bible Study Ministry

4

## **Harvest**

Evangelistic Meetings

5

## **Preserve**

New Member Discipleship Ministry

# Global Bible School Focus



1 Prepare

2 Plant

Interest Generation

3 Cultivate

Interest Follow-Up

4 Harvest

5 Preserve



# THE GREAT CONTROVERSY

Digital Advertisement Initiative



nts	
.....	5
.....	7
.....	13
.....	28
.....	35
.....	44
.....	56
.....	69
.....	86
.....	104
.....	122
.....	132
.....	141
.....	151
.....	170
.....	176
.....	190
.....	207
.....	215
.....	228
.....	247
.....	256
.....	270
.....	282
.....	295
.....	305
.....	312

Proclaiming the **Three Angels' Messages** to the world.



I am more anxious to see a **wide circulation** for this book than for any others, for in The Great Controversy, the last message of warning to the world is given more distinctly than in any of my other books.

Colporteur Ministry, p.127



55 MILLION  
**COPIES**







# Objectives

# Objectives



**20M DOWNLOADS**

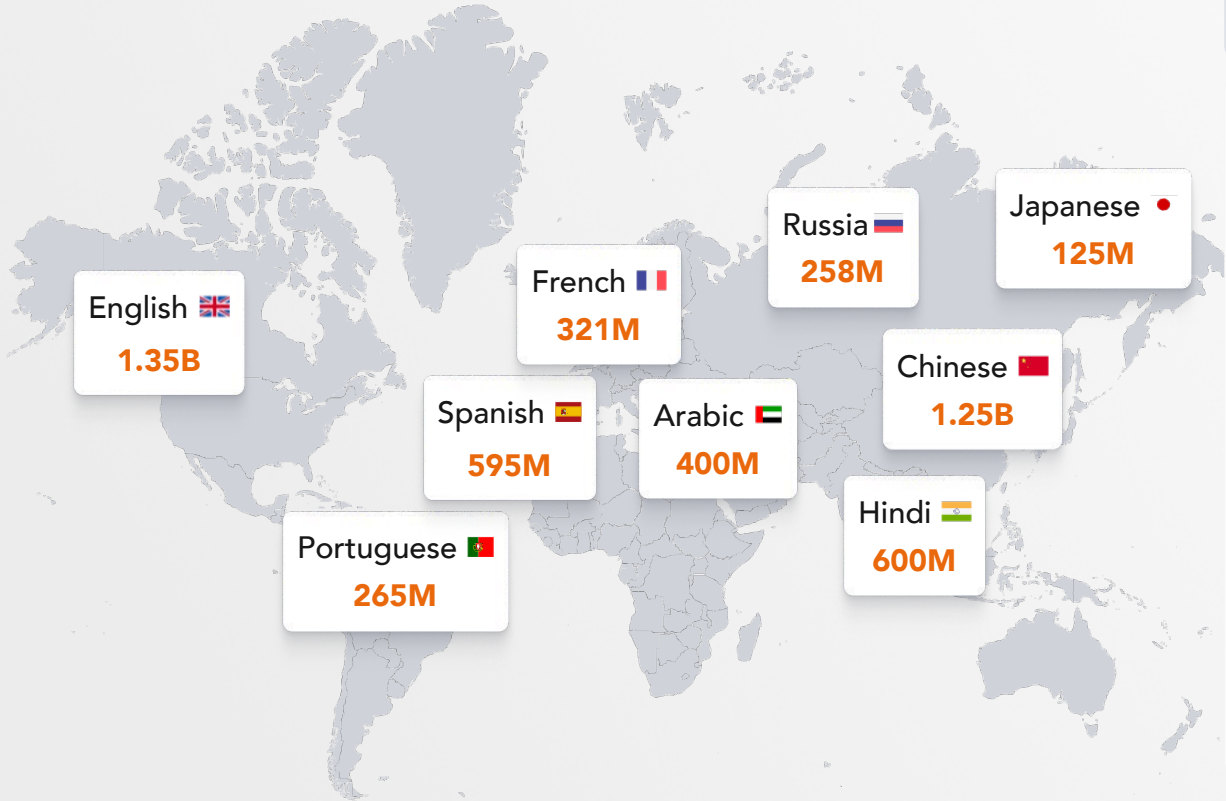


**ENGAGEMENT**

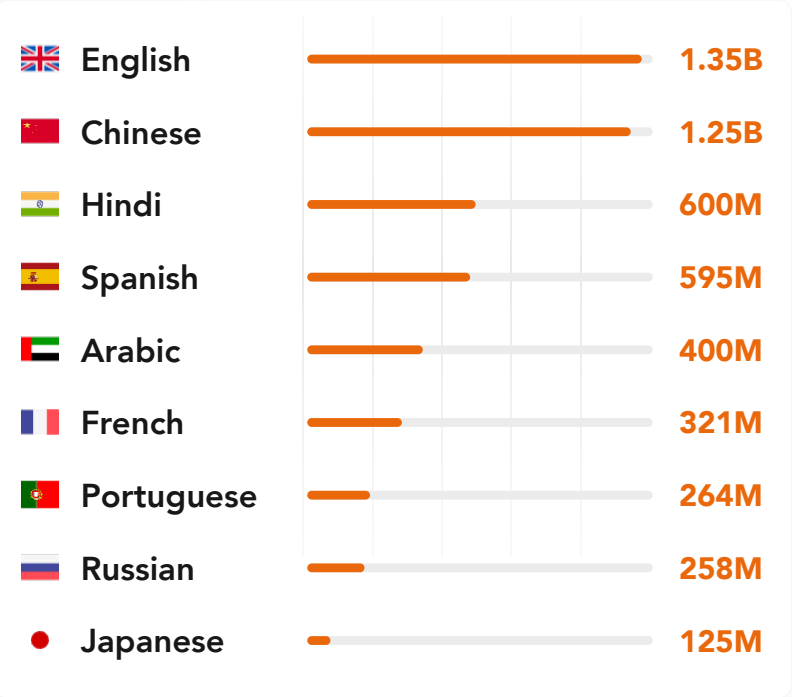


**BIBLE STUDIES**

# Language Criteria



Language Population Size  
**5.16B**





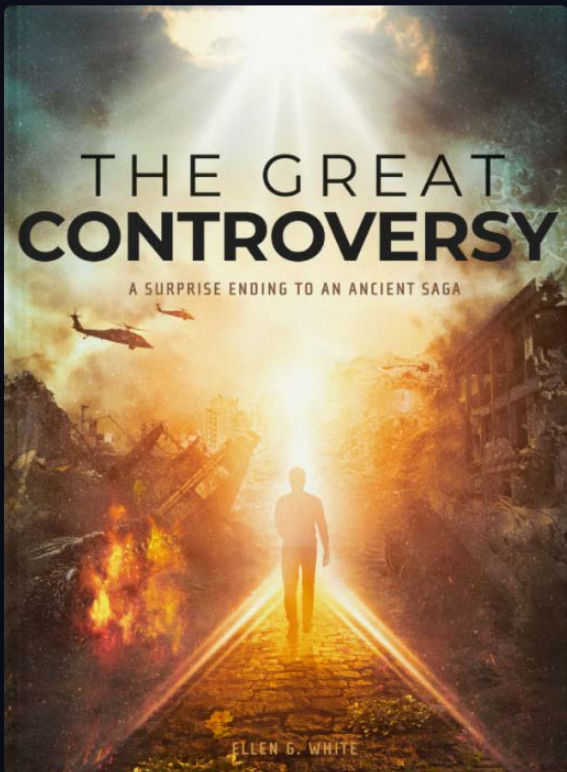
# The Great Controversy



**REVIEW & HERALD**  
PUBLISHING ASSOCIATION



# ***The Great Controversy***



## **Formats**

**EPUB**

**AUDIO**

**PDF**



## **Bible Study Offer**



## **Human Support**



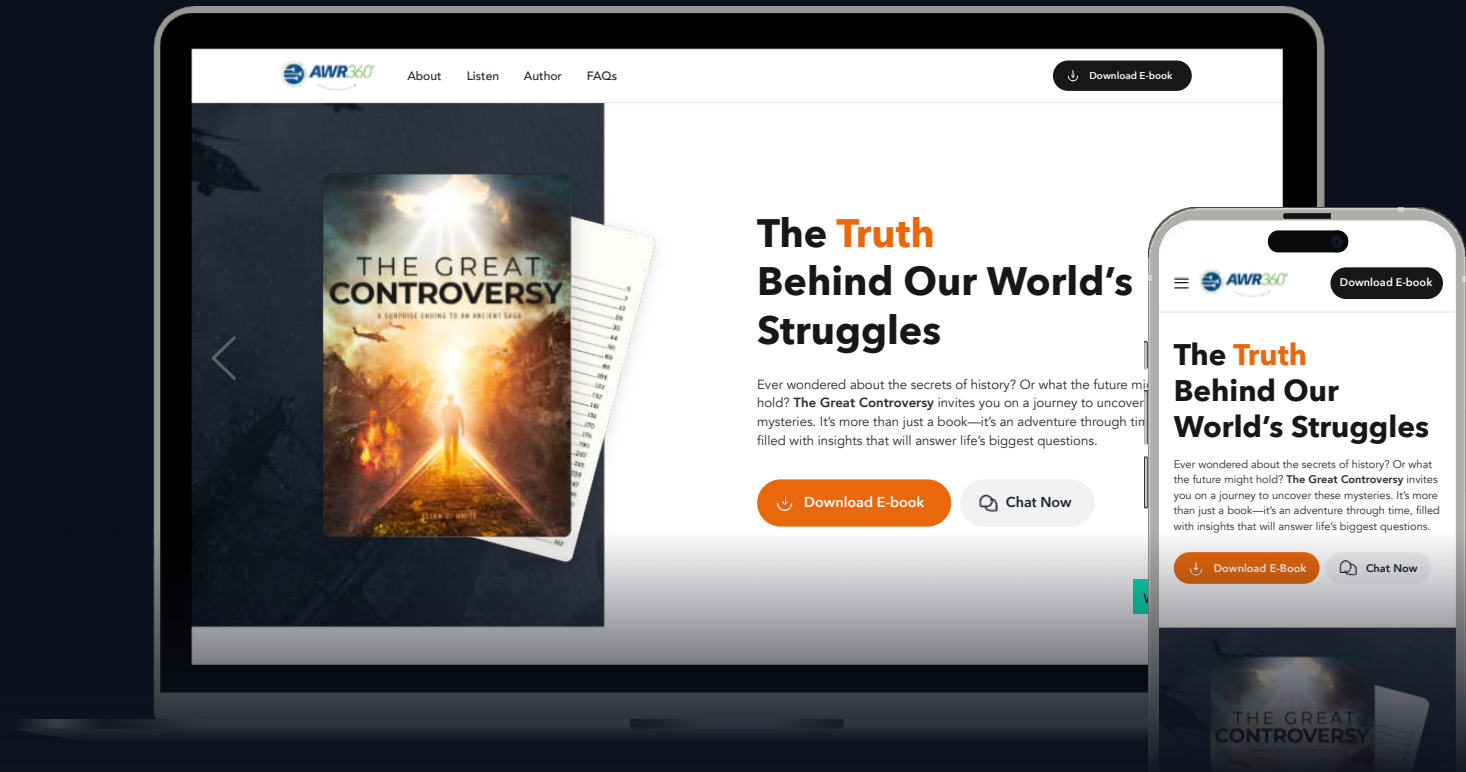
**REVIEW & HERALD**  
PUBLISHING ASSOCIATION



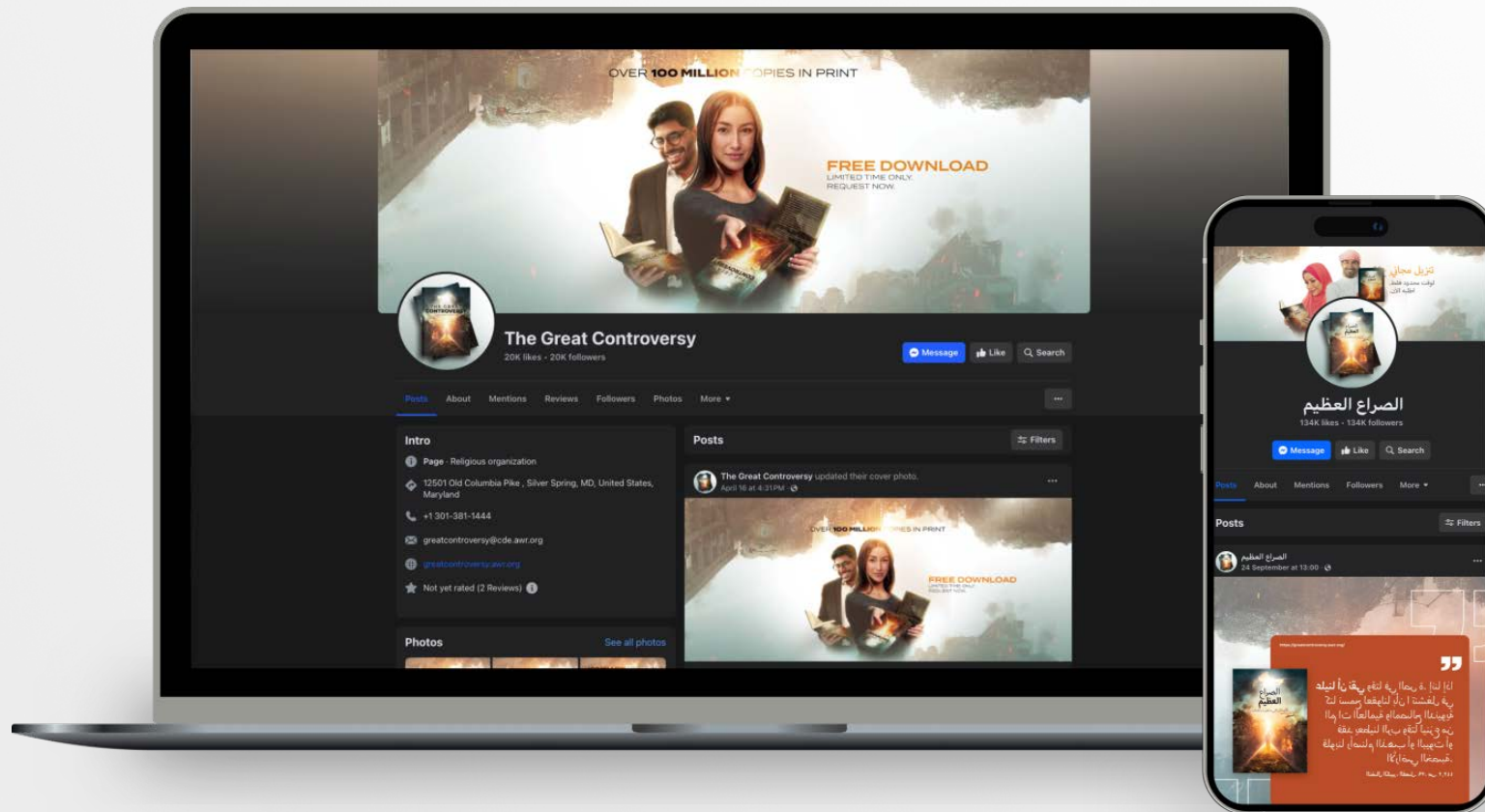
# Landing Pages



Scan to Visit



# Facebook Pages





**DOES THE BIBLE  
EDICT CLIMATE CHANGE?**

DOWNLOAD AND READ CHAPTER 36 TO FIND OUT



FIND ABOUT  
**THE WAR BEHIND  
ALL WARS!**

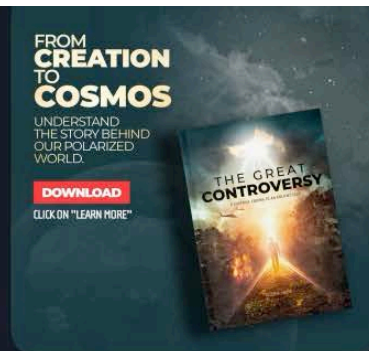
↓ DOWNLOAD NOW ↓



FROM  
**CREATION  
TO  
COSMOS**

UNDERSTAND  
THE STORY BEHIND  
OUR POLARIZED  
WORLD.

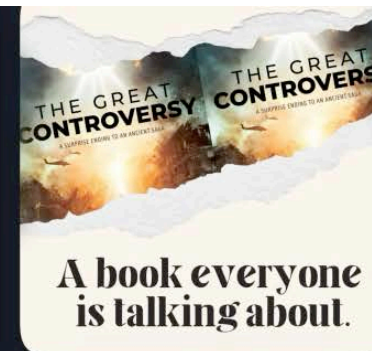
DOWNLOAD  
CLICK ON "LEARN MORE"



THE GREAT  
CONTROVERSY

A SURPRISE ENDING TO AN ANCIENT SAGA

**A book everyone  
is talking about.**



~~\$9.99~~  
**FREE - EBOOK**

DOWNLOAD NOW



**UNDERSTAND  
THE PRESENT  
KNOW THE  
FUTURE**

YOUR FREE GUIDE HERE

DOWNLOAD



Ken ★★★★★  
"This is the book that  
changed my life."

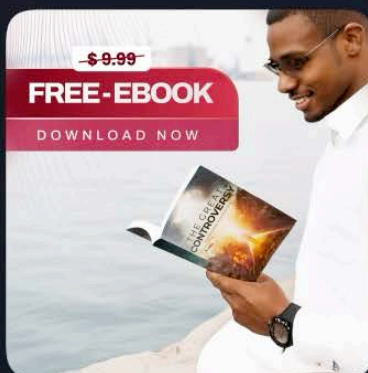
**THE GREAT  
CONTROVERSY**

FREE DOWNLOAD NOW



~~\$9.99~~  
**FREE - EBOOK**

DOWNLOAD NOW



A SURPRISE ENDING TO AN ANCIENT SAGA

**Learn about the  
earth's final  
hour.**



THIS BOOK  
**WILL TRANSFORM  
YOUR LIFE!**

DOWNLOAD NOW

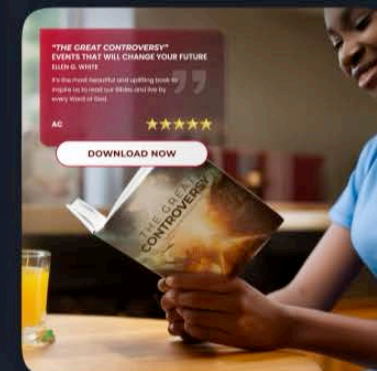


"THE GREAT CONTROVERSY"  
EVENTS THAT WILL CHANGE YOUR FUTURE  
STARTS HERE

It's the most powerful and uplifting book we  
require to be read by every child and teen by  
every school of God

AG ★★★★★

DOWNLOAD NOW



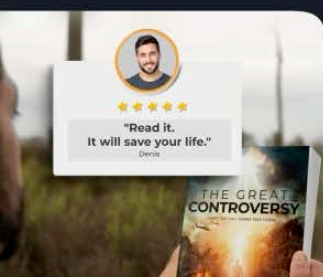
THIS BOOK  
CHANGES  
your  
life

SECURE YOUR  
FREE COPY



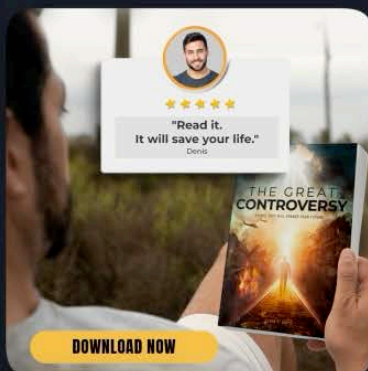
★★★★★  
"Read it.  
It will save your life."  
Denis

**THE GREAT  
CONTROVERSY**



★★★★★  
"Read it.  
It will save your life."  
Denis

DOWNLOAD NOW



"THE GREAT CONTROVERSY"  
EVENTS THAT WILL CHANGE YOUR FUTURE  
STARTS HERE

"This is the book that changed  
my life. Answered all my questions  
about how a loving God can allow  
all this suffering in the world, and  
firmly established the Bible as true  
and not a book of myths!"

★★★★★  
Mr. Thompson



**THE  
NEWS**

will tell you what is happening.  
The Great controversy will tell  
you why it's happening.

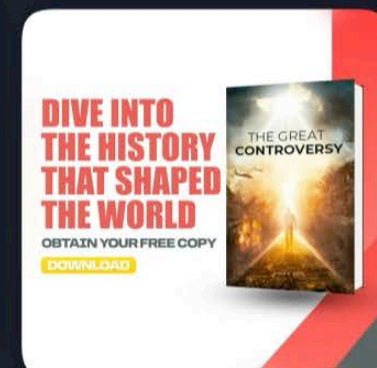
DOWNLOAD NOW



**DIVE INTO  
THE HISTORY  
THAT SHAPED  
THE WORLD**

OBTAIN YOUR FREE COPY

DOWNLOAD



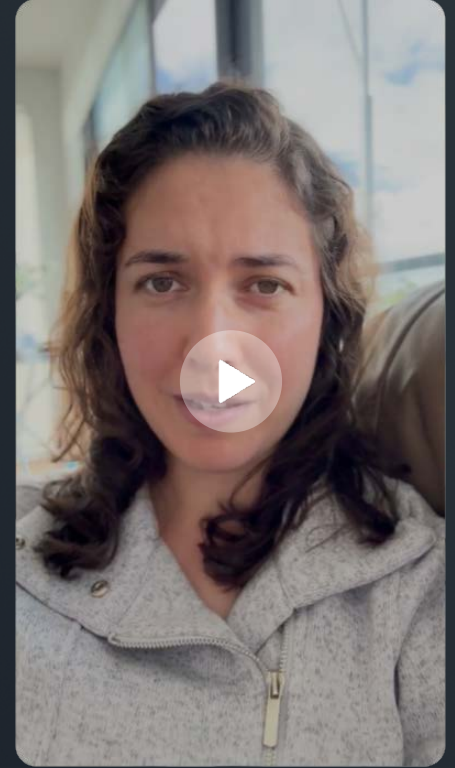
**LOOK  
BEHIND  
THE SCENES**

DOWNLOAD NOW





## Video Ads



AUTHENTIC

PERSONAL

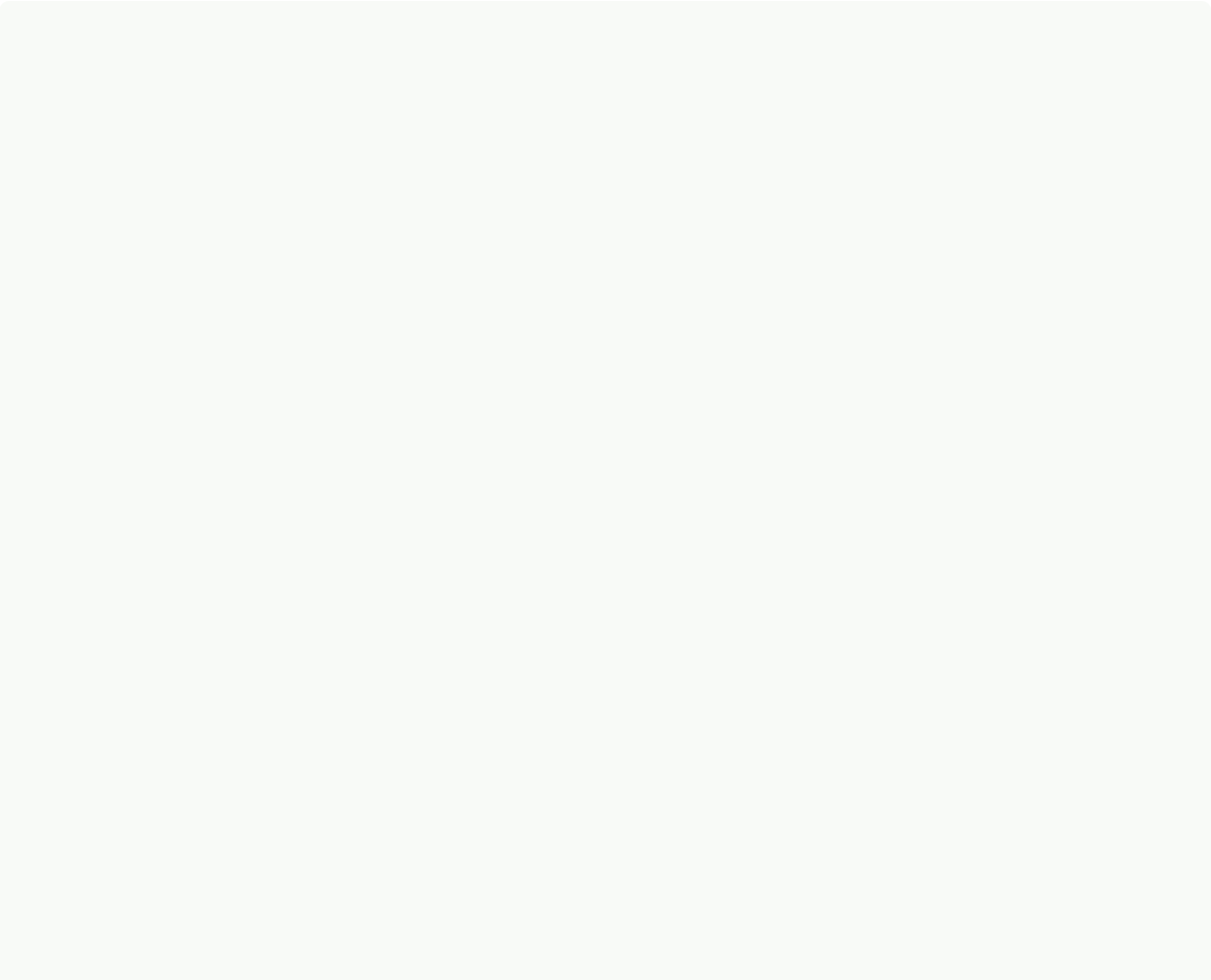
RELEVANT



# Interest Journey

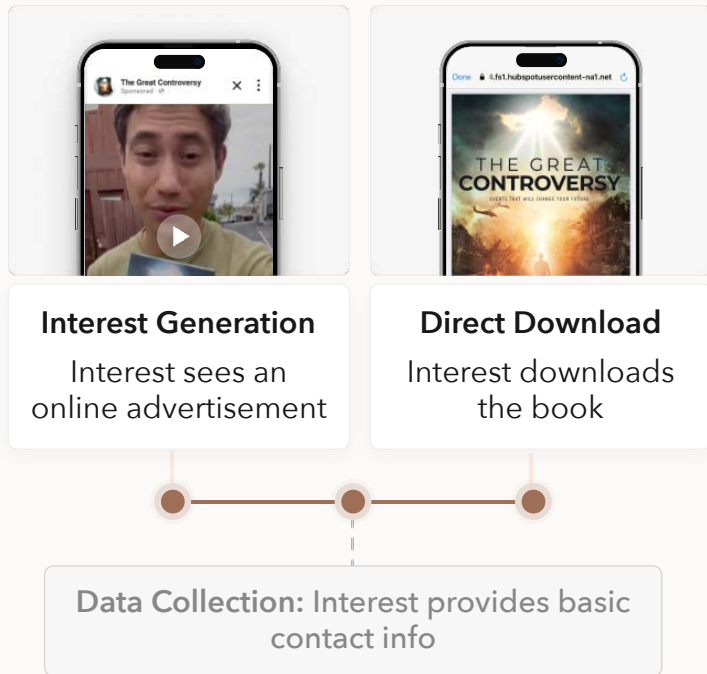


Interest Generation



Interest Follow-Up

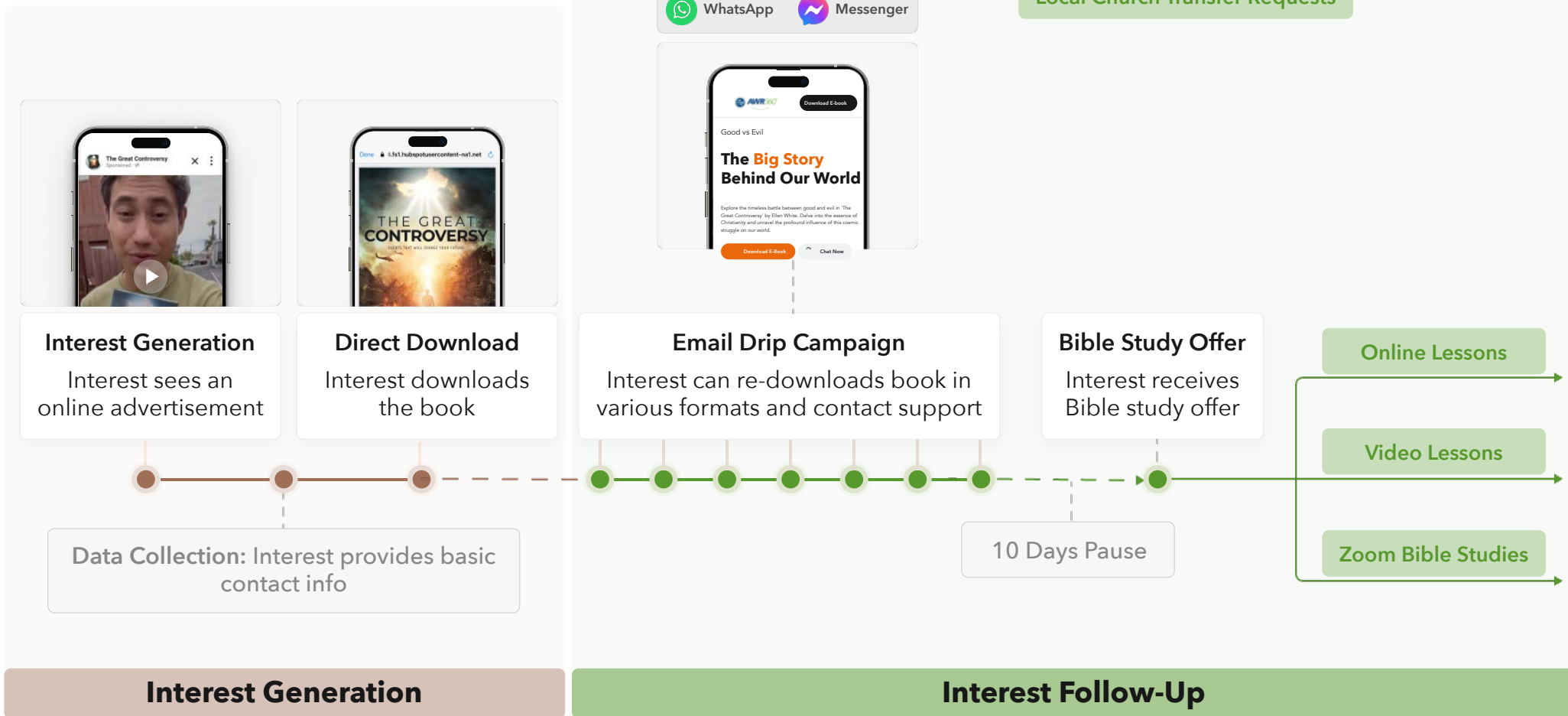
# Interest Journey



**Interest Generation**

**Interest Follow-Up**

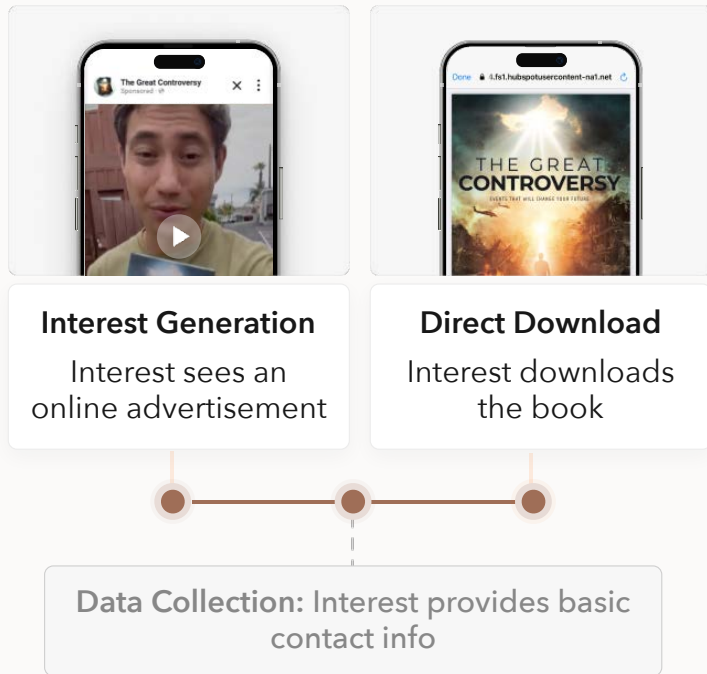
# Interest Journey





# Results

# Interest Journey



**Interest Generation**

**Interest Follow-Up**

# Channel Performance

## Interest Generation

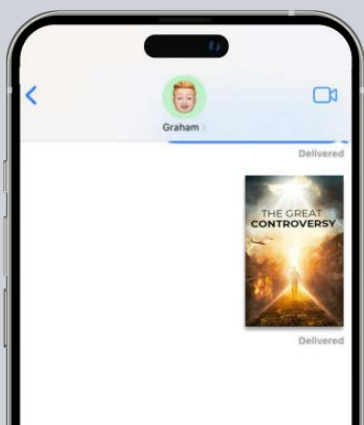
### Landing Page



Cost-per-click **\$0.63**  
Click-through-rate **10.5%**  
Click-to-visit **58.5%**

**9x**

### Messenger



Cost-per-click **\$0.20**  
Click-through-rate **9.82%**

**3x**

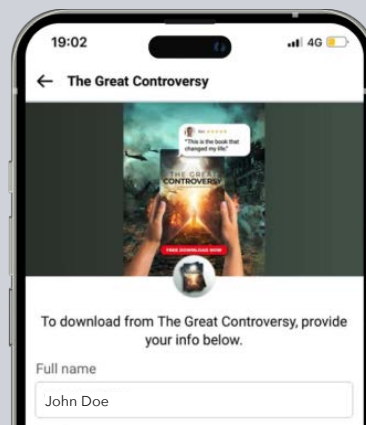
### Whatsapp



Cost-per-click **\$0.29**  
Click-through-rate **32.66%**

**4x**

### Facebook Leads

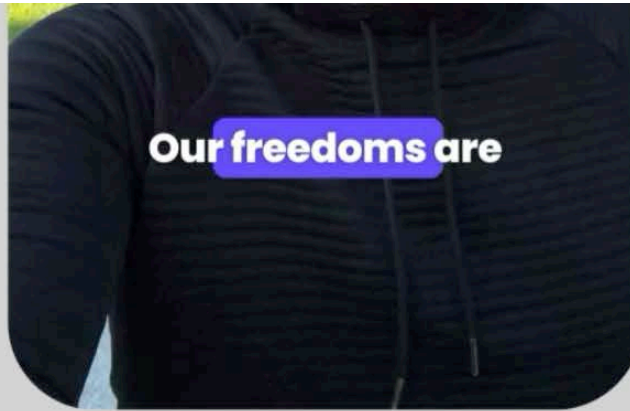


Cost-per-click **\$0.07**  
Click-through-rate **43.14 %**

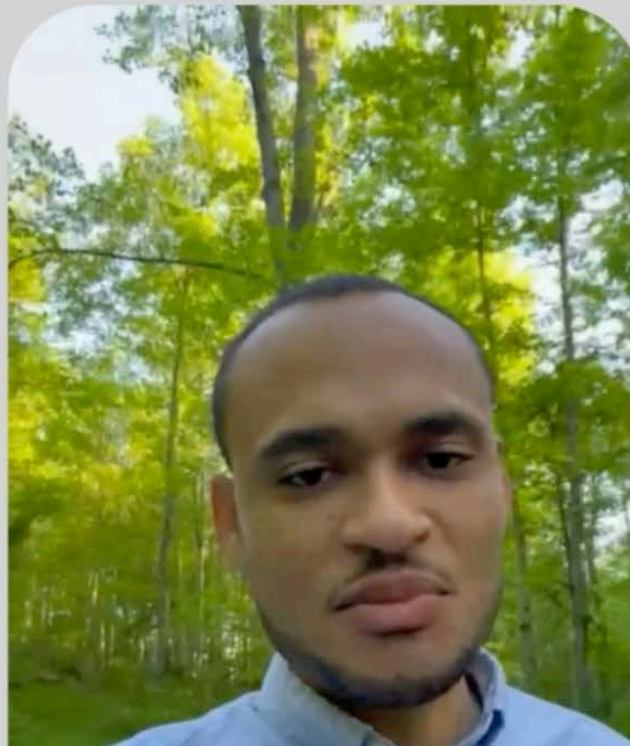
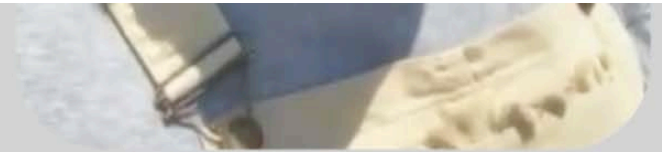




Did you know that not  
one single Christian



Our freedoms are





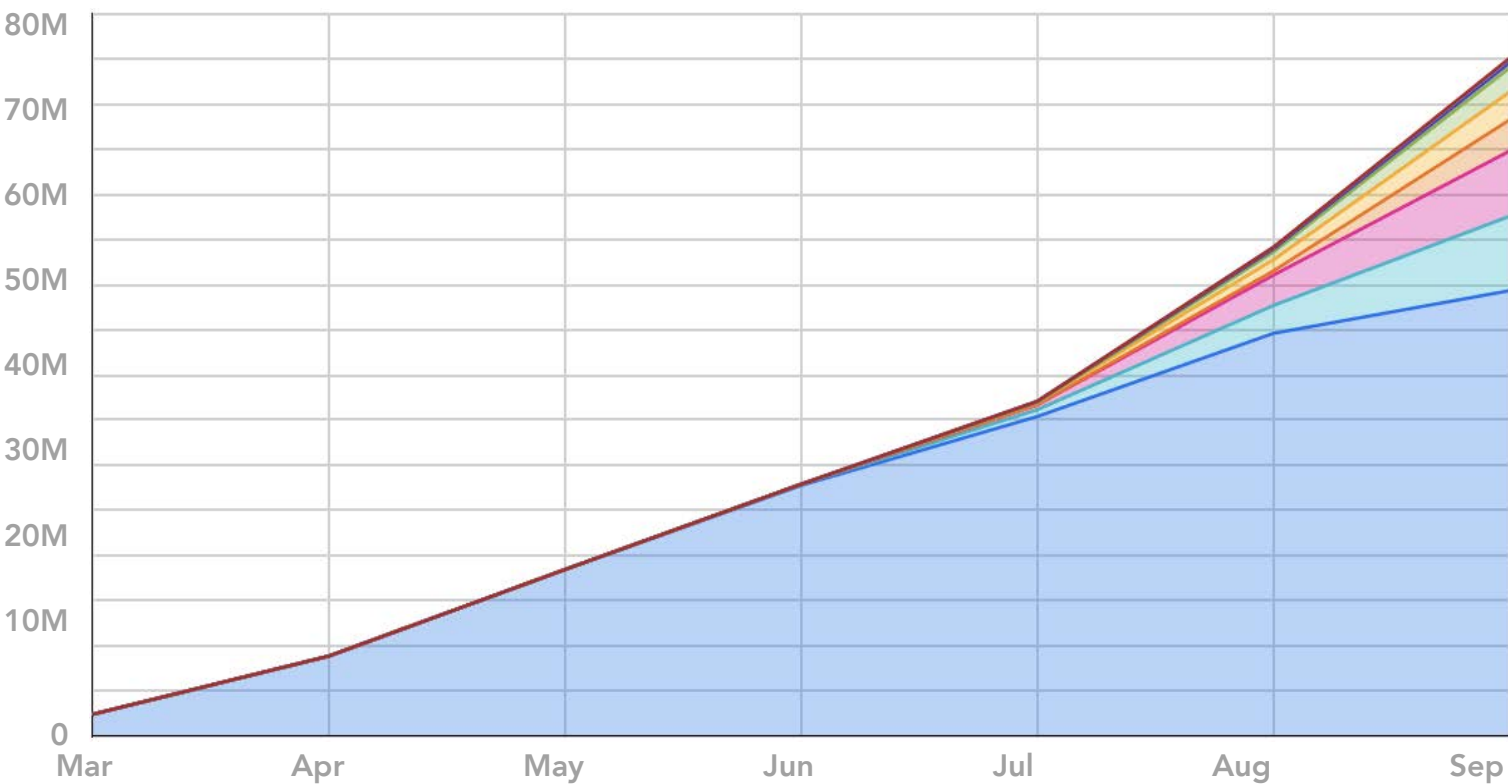
**Interest Generation**

**Sebastien Braxton**

Owner of Fiat Lux, Inc.

# Reach

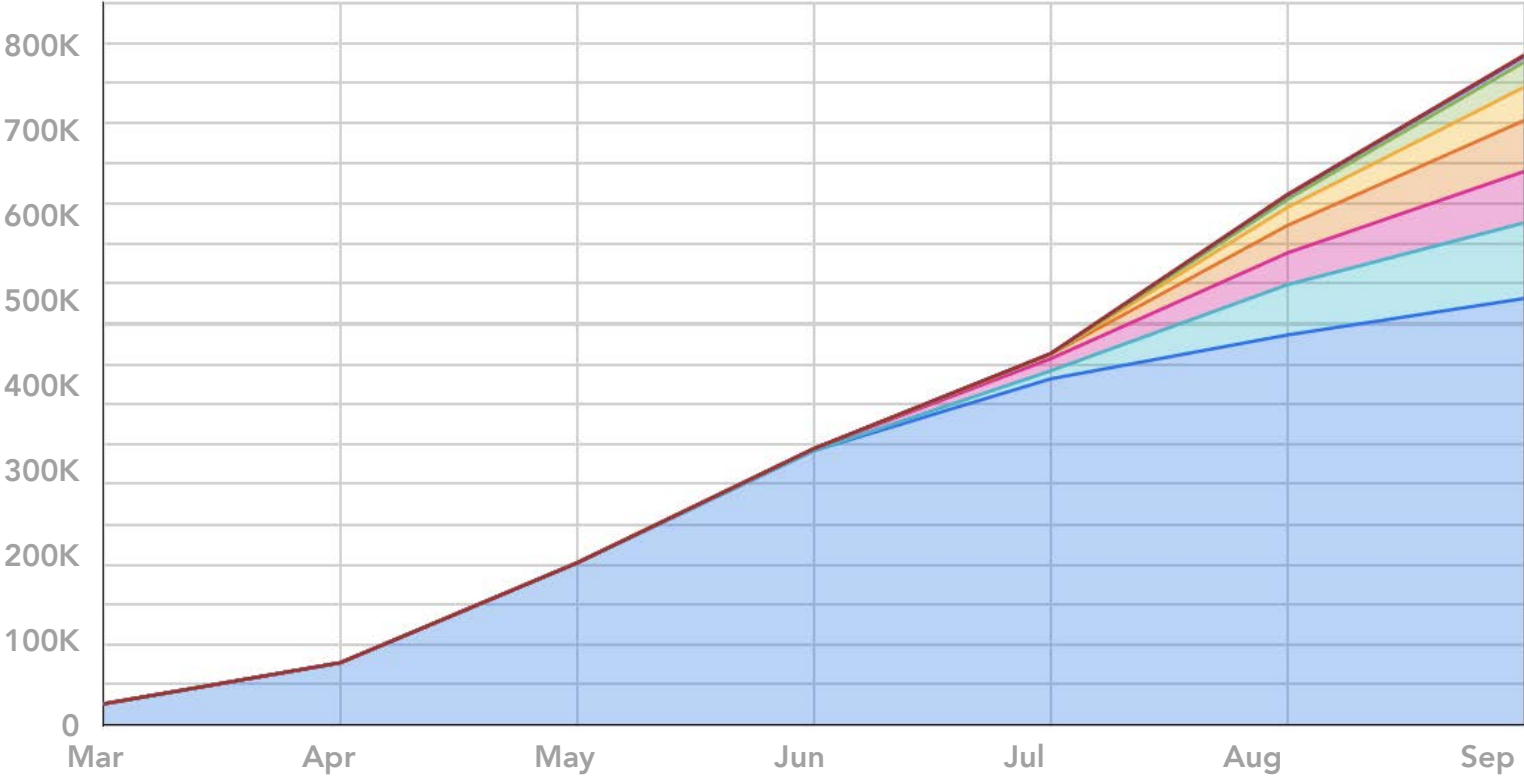
## Interest Generation



September 30, 2024		
English:		49.33M
Arabic:		7.23M
Hindi:		8.23M
French:		3.07M
Spanish:		2.69M
Portuguese:		3.45M
Russia:		0.56M
Chinese:		0.36M
Japanese:		0.12M
Total:		75.04M

# Downloads

## Interest Generation

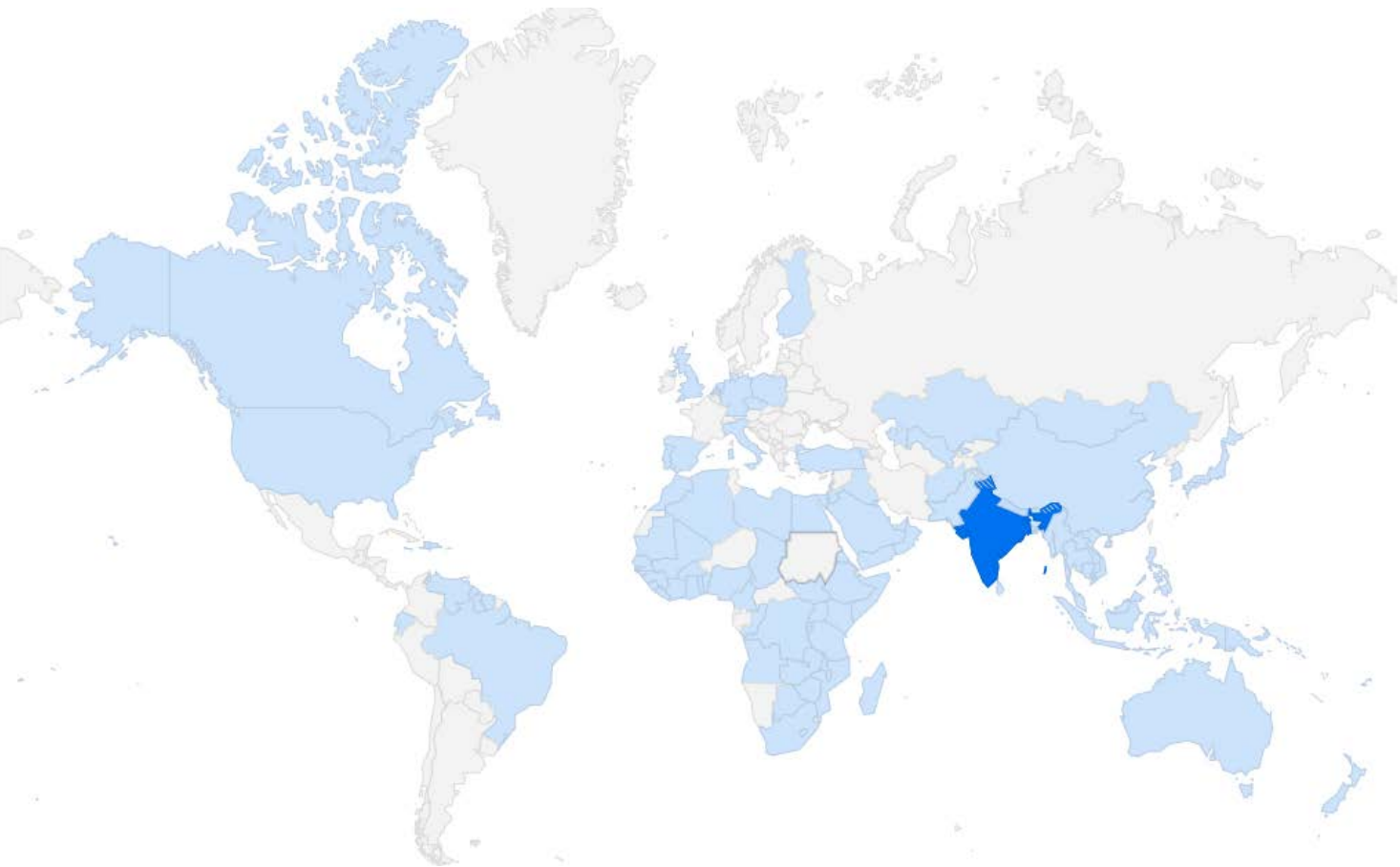


September 30, 2024

English:	531,507
Arabic:	94,341
Hindi:	63,947
French:	63,569
Spanish:	41,419
Portuguese:	31,288
Russia:	7,046
Chinese:	1,462
Japanese:	201

Total: 834,780

# Download Map



## Interest Generation



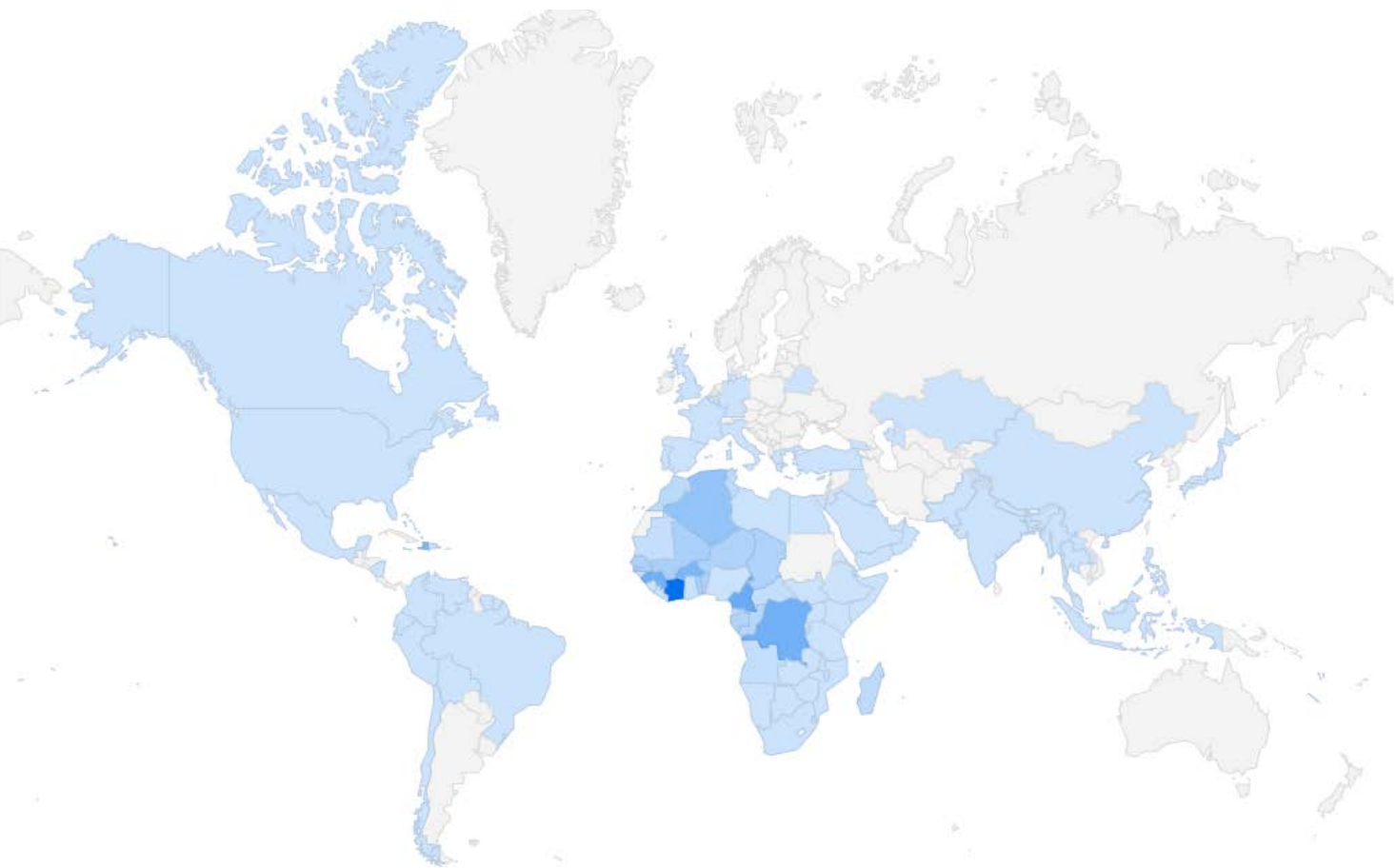
Hindi

Reach	6.75M
Impressions	14M
Link Clicks	140.88K
Results	63.69K



# Download Map

## Interest Generation



 French

Reach 2.41M

Impressions 5.60M

Link Clicks 150.30K

Results 63.24K



# Daily Downloads

Interest Generation



Portuguese

**1,817**

Downloads Per Day



Spanish

**1,430**

Downloads Per Day



Japanese

**36**

Downloads Per Day



Chinese

**19**

Downloads Per Day



Russian

**136**

Downloads Per Day



English

**2,061**

Downloads Per Day



Hindi

**2,256**

Downloads Per Day



Arabic

**3,604**

Downloads Per Day



French

**2,520**

Downloads Per Day

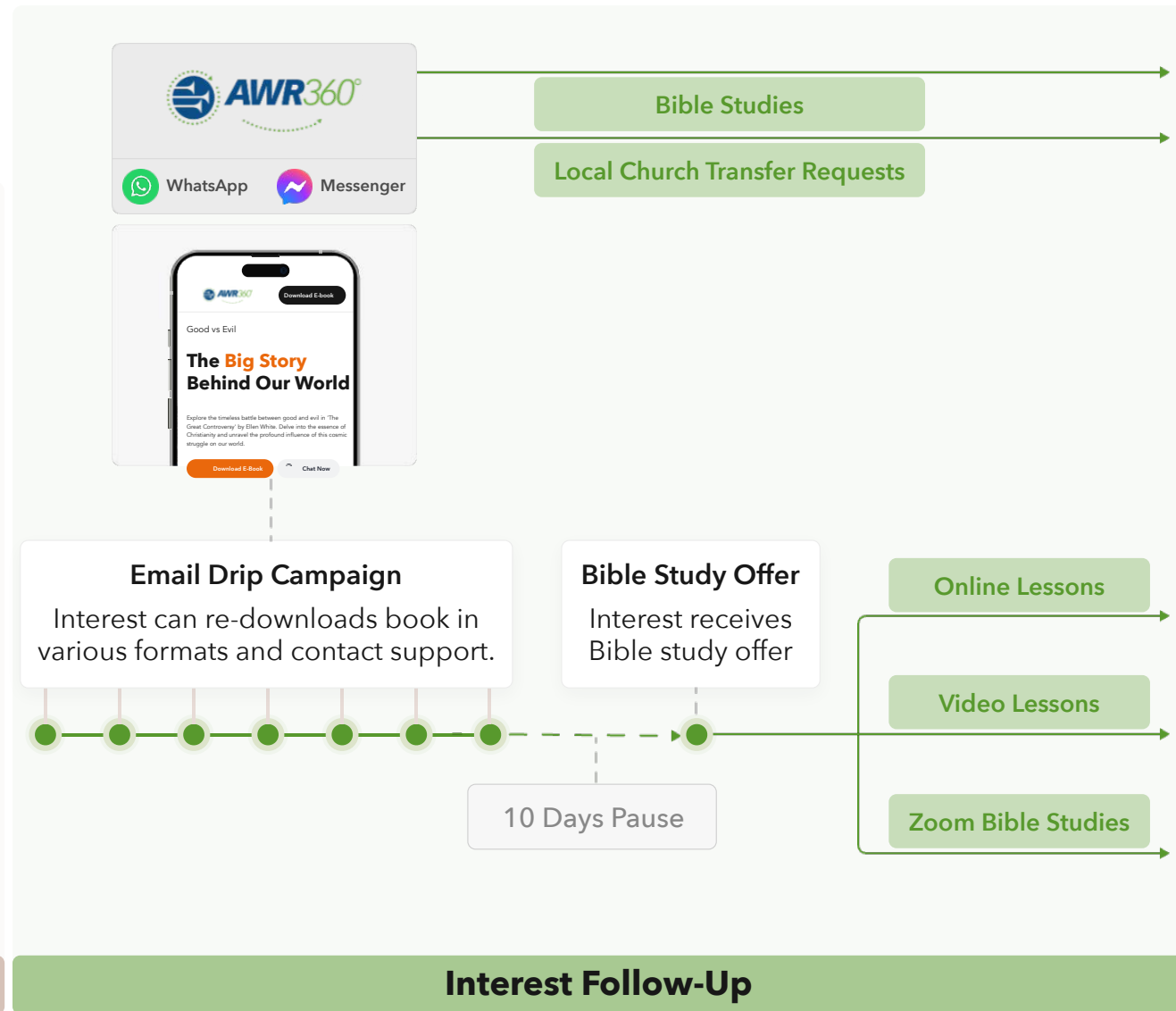


**TOTAL**

**13,879**

Downloads Per Day

# Interest Journey



Interest Follow-Up

**Tobias Kazmierczak**

Director for IT (AWR CDE's)

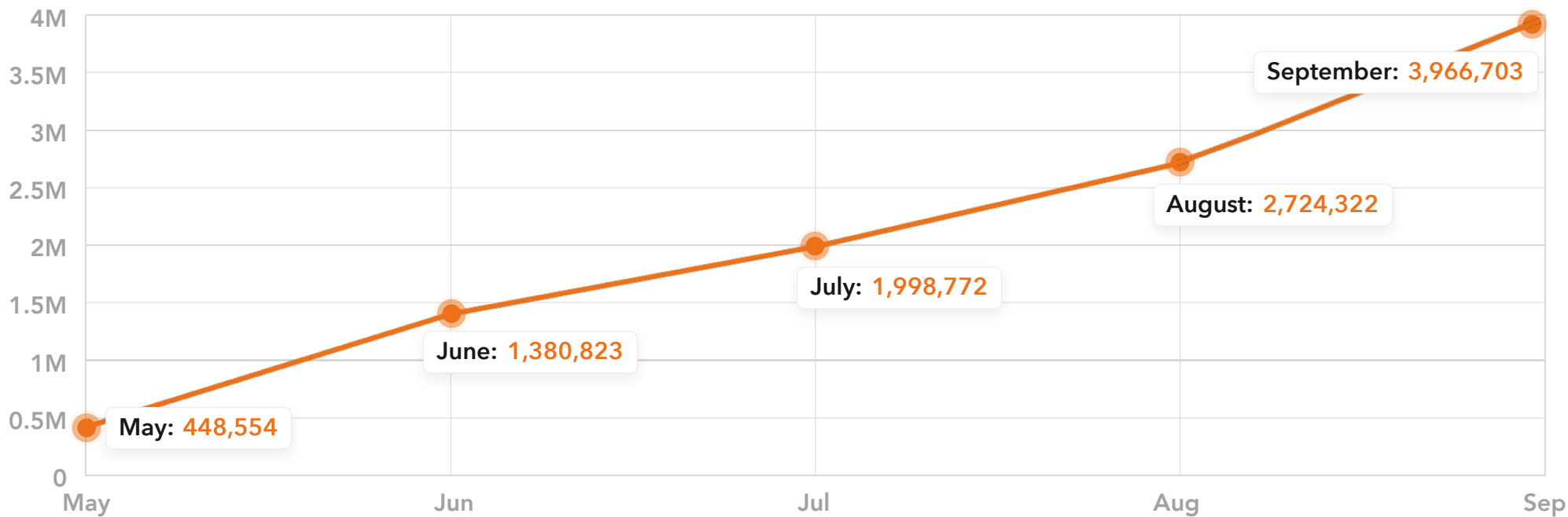


# Email Statistics

Interest Follow-Up

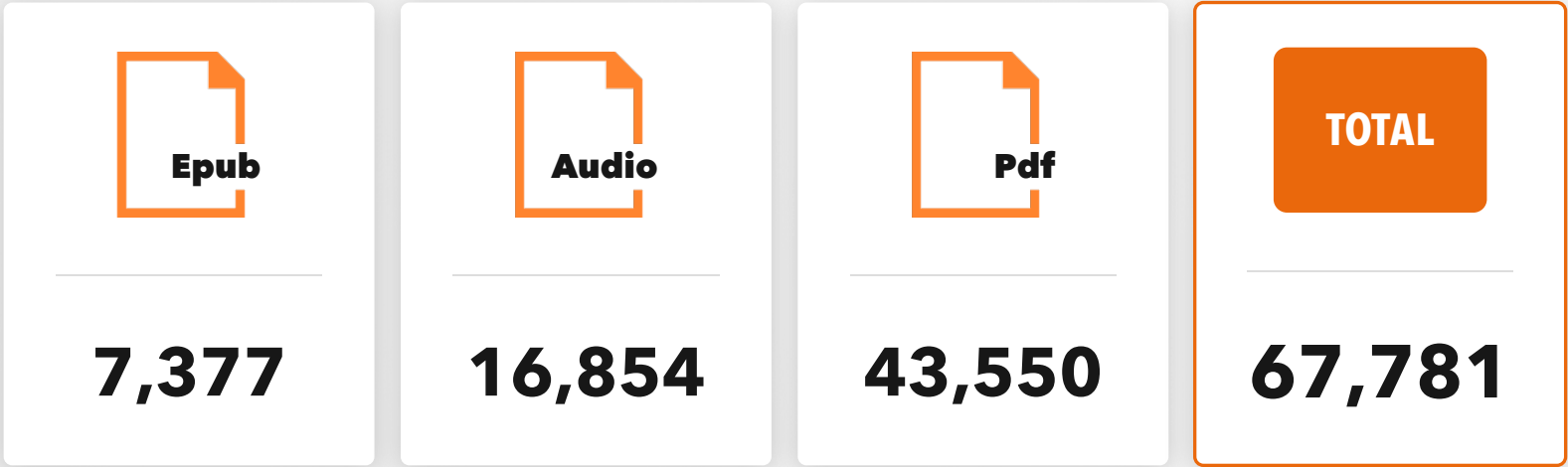
## Email Drip Campaign

Interest can re-downloads book in various formats and contact support.



# Landing Page Downloads

Interest Follow-Up



# Conversations

Interest Follow-Up



Whatsapp

4,703



Messenger

1,886



Email

12,216



18,805

Interests requesting connection to a local church: 273

# Bible Study Requests

Interest Follow-Up



**Zoom  
Studies**

---

**409**



**Online  
Studies**

---

**875**



**Masterclass**

---

**606**



**Personal  
Contact**

---

**146**

# Testimony

Interest Follow-Up

//

*I am a Catholic and... asked for a physical book... . The Great Controversy Team got my address, kindly spoke to me over the phone, and I was sent the 'Final Days' video series. ....*

*At the moment, I am waiting for the Great Controversy Team to connect me to a **local church** in my locality.*

//

Dias D.



# Testimony

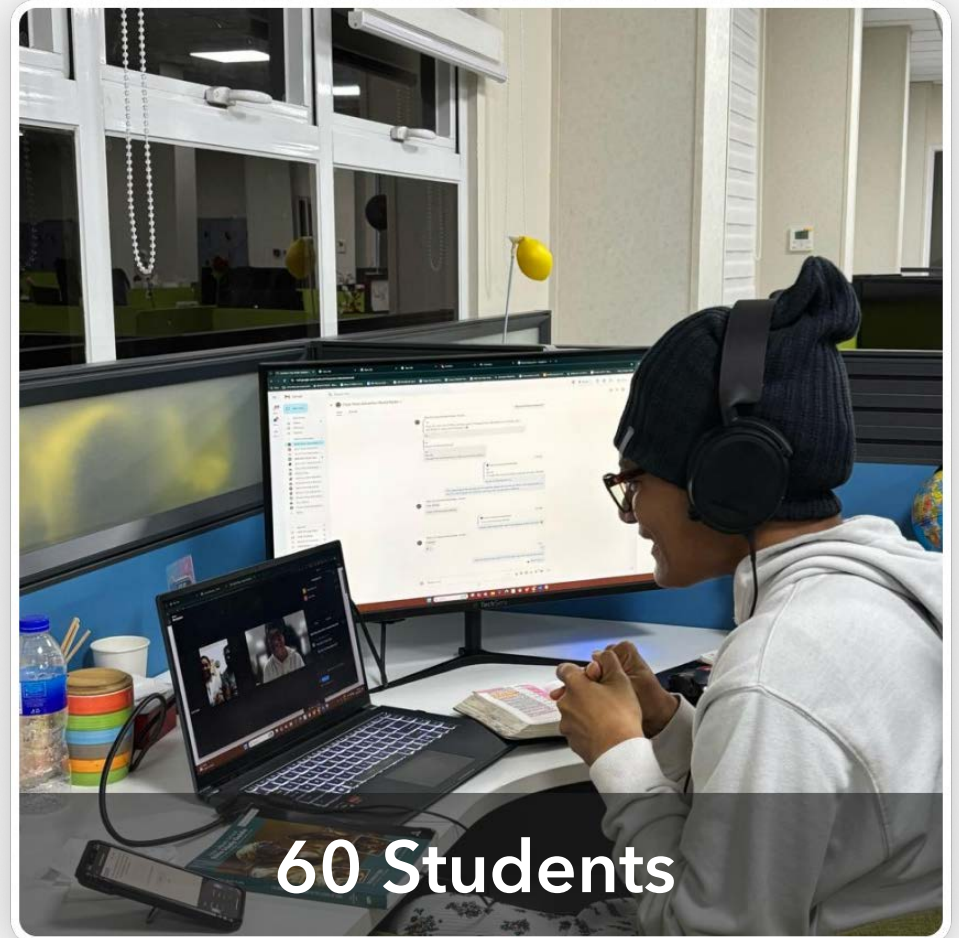
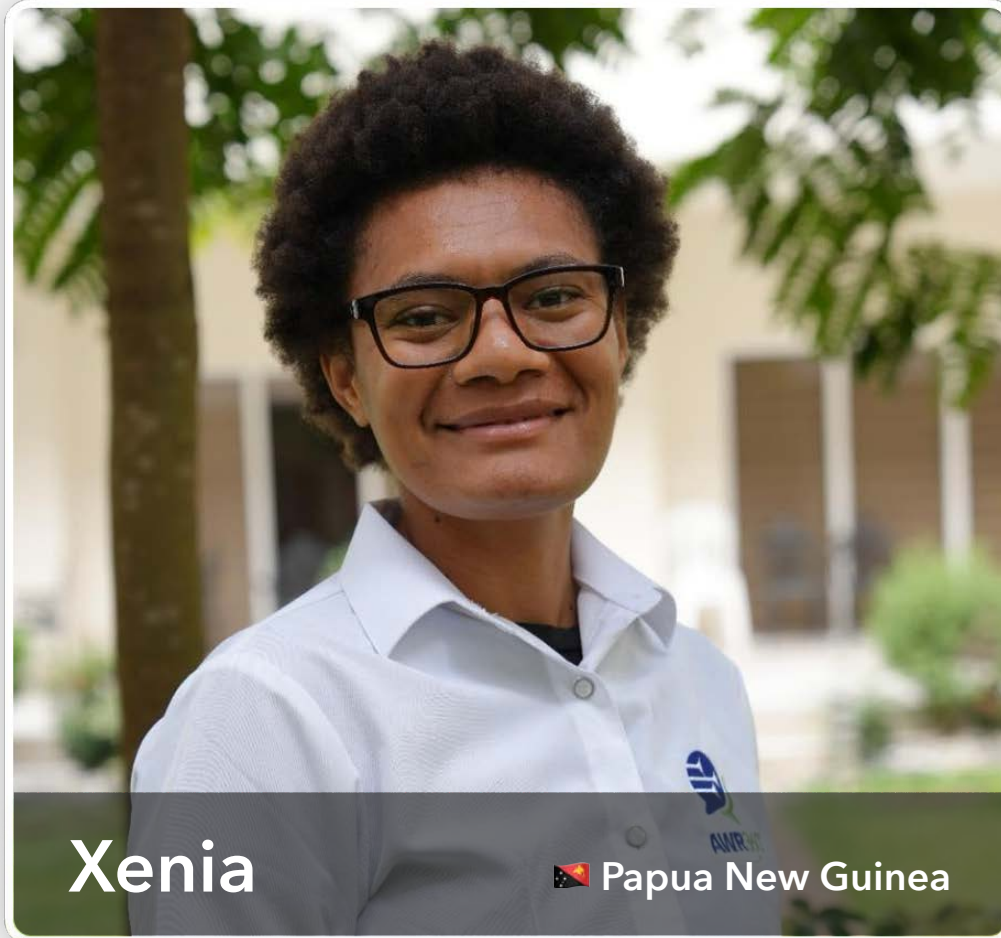
Interest Follow-Up

//

*For close to 15 years, I have been looking for this book and struggling to remember the title and its author. I first read it when was around 12 or 15 years old. ... Luckily bumped into this post. Praised God.*

//

Philip G.





**Interest Follow-Up**

 **Mauritius**

October 5, 2024

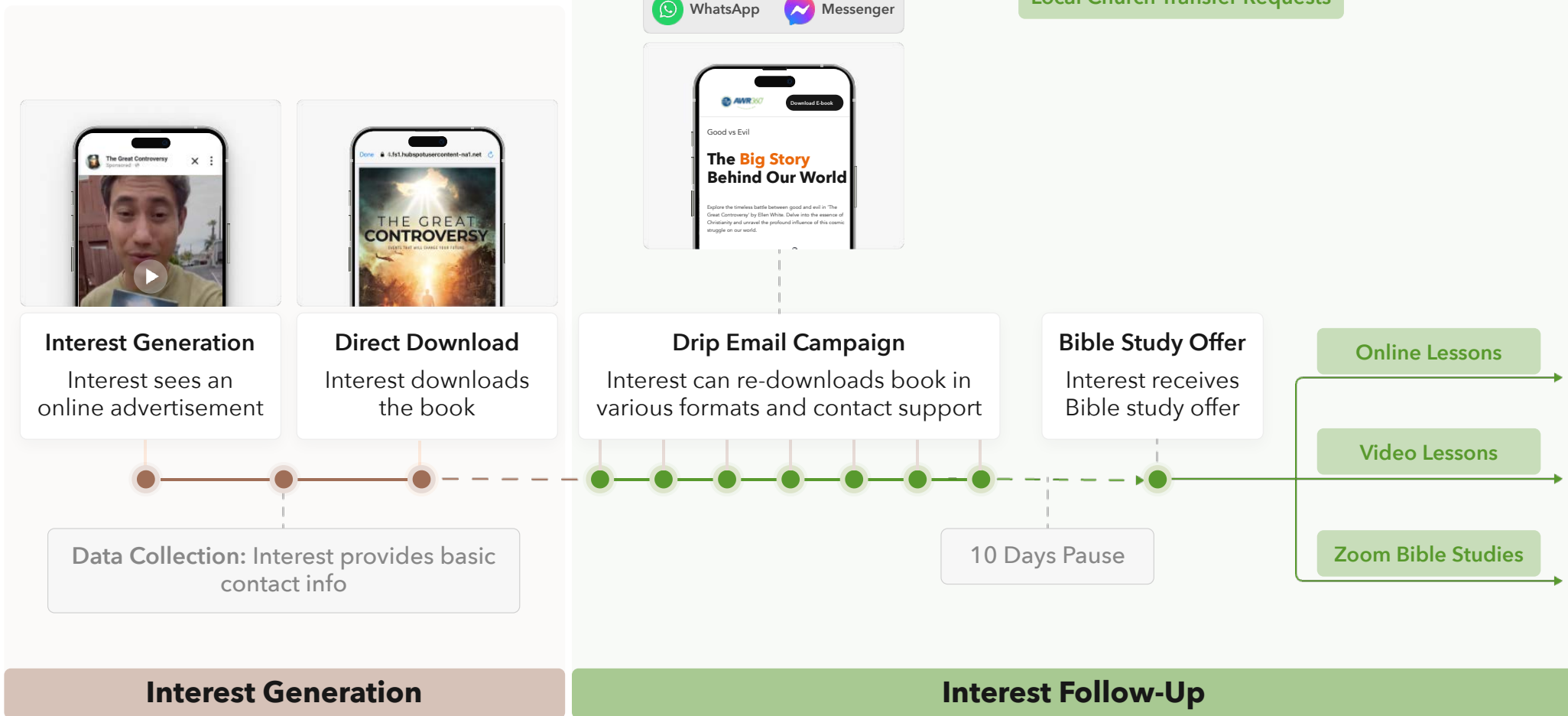


**Interest Follow-Up**

**Duane McKey**

President of Adventist World Radio

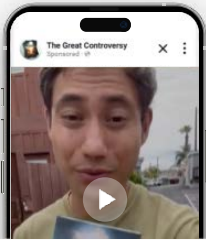
# Interest Journey





# Interest Journey

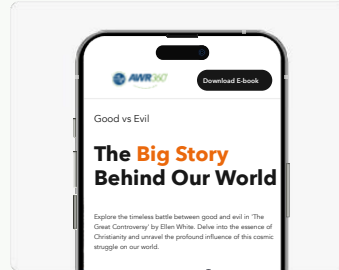
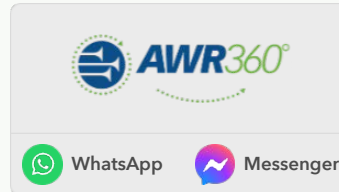
## 1. Bible Studies



**Interest Generation**  
Interest sees an online advertisement



**Direct Download**  
Interest downloads the book



**Drip Email Campaign**  
Interest can re-downloads book in various formats and contact support

**Bible Study Offer**  
Interest receives Bible study offer

Data Collection: Interest provides basic contact info

10 Days Pause

Bible Studies

Local Church Transfer Requests

Online Lessons

Video Lessons

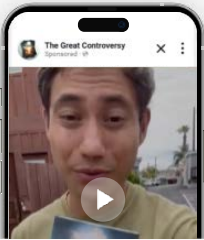
Zoom Bible Studies

**Interest Generation**

**Interest Follow-Up**

# Interest Journey

## 1. Bible Studies



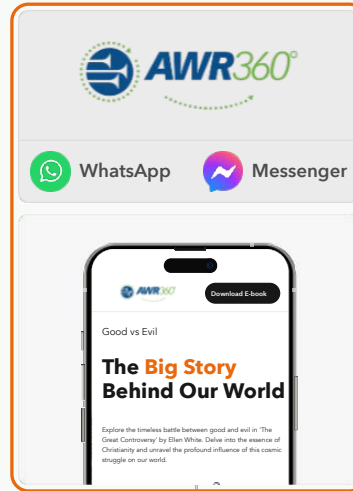
**Interest Generation**  
Interest sees an online advertisement



**Direct Download**  
Interest downloads the book

**Data Collection:** Interest provides basic contact info

**Interest Generation**



## 2. Mass Follow-Up

**Drip Email Campaign**  
Interest can re-downloads book in various formats and contact support

**Bible Study Offer**  
Interest receives Bible study offer

10 Days Pause

**Interest Follow-Up**

Bible Studies

Local Church Transfer Requests

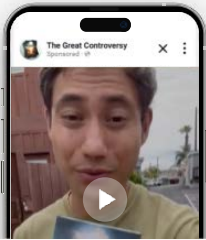
Online Lessons

Video Lessons

Zoom Bible Studies

# Interest Journey

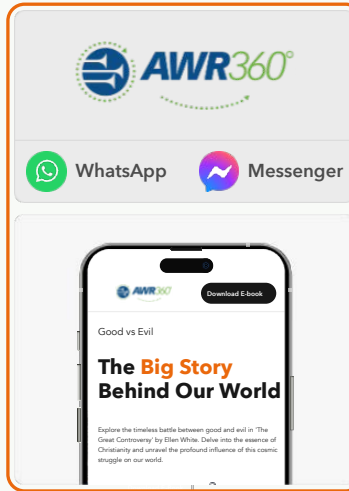
## 1. Bible Studies



**Interest Generation**  
Interest sees an online advertisement



**Direct Download**  
Interest downloads the book



## 2. Mass Follow-Up

**Drip Email Campaign**  
Interest can re-downloads book in various formats and contact support

**Bible Study Offer**  
Interest receives Bible study offer

## 3. Increase Completion Rates

Online Lessons

Video Lessons

Zoom Bible Studies

Data Collection: Interest provides basic contact info

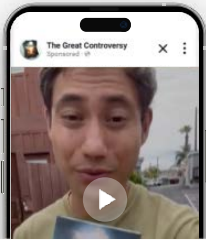
10 Days Pause

**Interest Generation**

**Interest Follow-Up**

# Interest Journey

## 1. Bible Studies



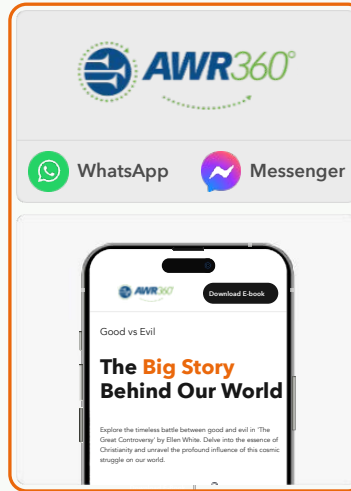
**Interest Generation**  
Interest sees an online advertisement



**Direct Download**  
Interest downloads the book

Data Collection: Interest provides basic contact info

## Interest Generation



## 2. Mass Follow-Up

**Drip Email Campaign**  
Interest can re-downloads book in various formats and contact support

**Bible Study Offer**  
Interest receives Bible study offer

10 Days Pause

## Interest Follow-Up

Bible Studies

Local Church Transfer Requests

## 3. Increase Completion Rates

Online Lessons

Video Lessons

Zoom Bible Studies

## 4. Connect Interests to Local Churches



# GLOBAL BIBLE SCHOOL

Proclaiming the **Three  
Angels' Messages** to the world

In partnership with





# Components



**1** Interest Generation



**2** Interest Qualification



**3** Global Interest Delivery System (GIDS)



**4** Local Interest Tracking Systems



1

# Interest Generation

**Purpose:** Capture High-Volume Leads

## ✓ Digital Ads



## ✓ Global Campaigns



## ✓ Data Collection

Name, email, phone, FBM ID

19:02 4G

← The Great Controversy

To download from The Great Controversy, provide your info below.

Full name  
John Doe

Email  
john@johndoe.com

By clicking Submit, you agree to send your info to The Great Controversy who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Meta Privacy Policy](#). [View The Great Controversy's Privacy Policy](#).

Submit



2

## Interest Qualification

**Purpose:** Assess Lead Genuineness

### ✓ Platform

ESPERANÇA



Messenger

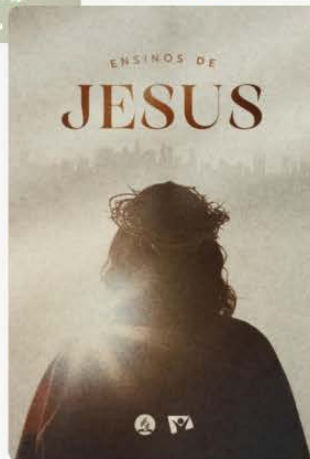


Telegram



WhatsApp

### ✓ Content

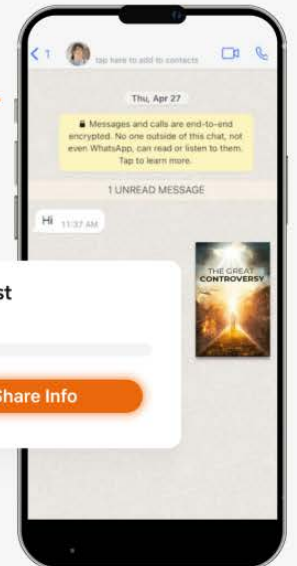


### ✓ Human Support



### ✓ Data Collection

Full Address / GPS



Info Request

Share Info



3

## Global Interest Delivery System (GIDS)

**Purpose:** Route Bible Study Interests to Local Interest Tracking Systems

### Functionality:

---

- Syncs directly with existing local interest tracking systems.
- Enables Divisions to send interests to other territories.
- Can receive and deliver Bible study interests from other entities.





4

## Local Interest Tracking Systems

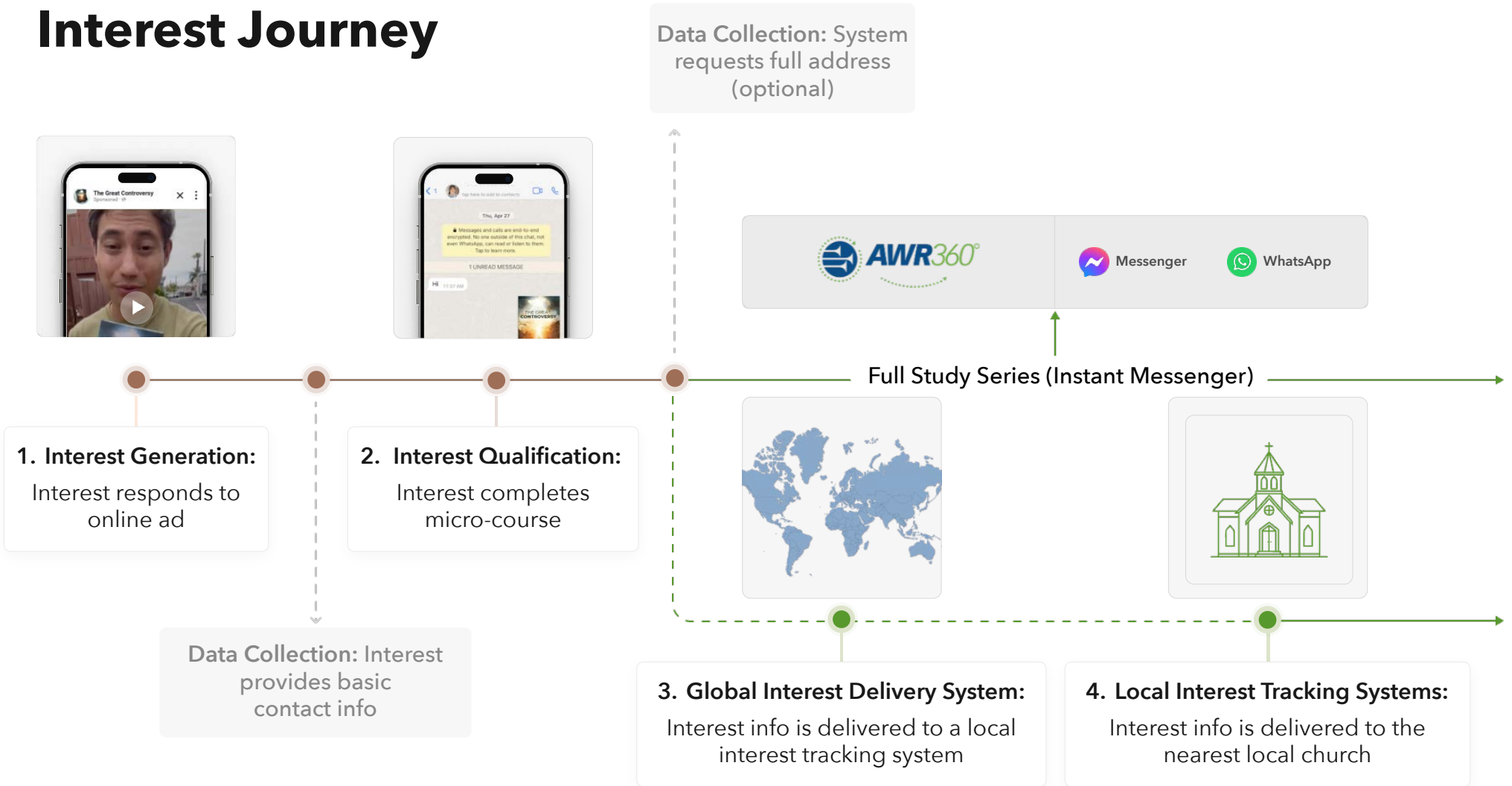
**Purpose:** Route Bible Study Interests to Local Church Bible Schools

### Functionality:

---

- Deliver interests to nearest local church.
- Track Bible study interests.
- Existing interest trackers that integrate with GBS will be made available.

# Interest Journey



# Global Bible School Focus



1 Prepare

2 Plant

Interest Generation

3 Cultivate

Interest Follow-Up

4 Harvest

5 Preserve

# Benefits

- Increased capacity for digital downloads of *The Great Controversy*.
- Provides a global system for delivering interests to local churches.
- Delivers interests to local churches early in the Bible study process, while also allowing interests to continue their digital studies.
- Integrates with existing church systems; does not disrupt local systems.
- Provides motivation for the implementation of local church Bible study ministries.
- Provides interest generation and follow-up systems to under-reached territories.
- Will be supported by new SSPM resources for implementing local church Bible study ministries.
- Provides a centralized Bible study offer for global initiatives (GLOW, TGCP 2.0, etc.).

# Objectives

1



**Generate** 20M downloads of *The Great Controversy* and 20M Bible study interests.

2



**Deliver** qualified interests directly to local church Bible schools.

3



**Implement** a Bible study ministry in every local church.





**Michael Ryan**

Assistant to the President

**Thank you!**