

# Seeking Balance: Navigating Advertising Restrictions for Religious Markets

*Addressing the impact of advertising policy changes on businesses that target specific markets, particularly religious items and giftware.*

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/EINPresswire.com/ -- In the aftermath of the 2020 elections, numerous media and government figures raised concerns about the spread of defamatory or inaccurate information on social media, aimed at influencing election outcomes. As a

countermeasure, nearly all social media platforms tightened their restrictions on audience targeting based on identity or belief. Google's advertising policy now emphasizes creating a positive experience that reflects users' interests rather than their personal identities or belief systems, expressly prohibiting personalized advertising that targets a user's fundamental self-identity or beliefs, including categories prone to stigma, discrimination, or harassment. Similarly, [Amazon.com enforces guidelines](#) that discourage content exploiting or negatively targeting individuals based on their identity or beliefs, advocating for respect, accuracy, and non-offensiveness in ad content.

These policies, intended to safeguard a safe and inclusive online shopping experience for millions of users, have inadvertently restricted the marketing capabilities of manufacturers and retailers specializing in religious items and giftware. Nicole Horgan, owner of Pennsylvania-based [Twin Saints Leather, which produces personalized Christian gifts](#) among other items, notes that Google's policies allow for detailed targeting for non-religious segments like engagement or anniversary gifts but significantly limit similar strategies for Christian gifts.

As a result of these advertising restrictions, Twin Saints Leather, traditionally focused on Christian gift manufacturing, has been compelled to explore new revenue streams. Despite the allowance of religiously based keywords for product descriptions, the absence of advanced targeting features crucial for audience-driven advertising models has posed challenges, especially in reaching their core market.



Twin Saints Leather makes Popular Gifts for Christian Occasions

With the Easter season approaching, Twin Saints Leather anticipates a surge in orders for personalized Confirmation and First Communion gifts. However, due to the changes in advertising policies, a smaller portion of these orders may originate from Amazon and their online store this year. Horgan expresses a desire for more accessible ways to connect with their religious market, emphasizing that their intent is not to misuse targeting features but to serve a customer base interested in their products. "There has got to be a better way," Horgan states, reflecting a common sentiment among businesses facing similar challenges.

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