

Ramadan

A Highly Lucrative Sale Period for Ecommerce Websites in the SEA Region

Week 1

39%

Sales Uplift*

27%

Visitors Uplift*

Week 2 & 3

128%

Sales Uplift*

75%

Visitors Uplift*

Week 4

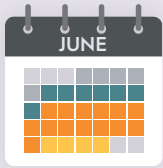
50%

Sales Uplift*

47%

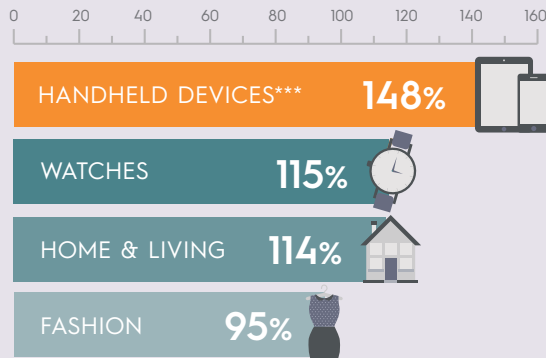
Visitors Uplift*

Sales Peak at **Week 2 & 3**



BE MORE AGGRESSIVE DURING THIS PERIOD, MAKING SURE YOU DON'T LOSE OUT TO OTHER RETAILERS RAISING THEIR AD SPEND

Sales Uplift**



Top Performing Categories for Advertisers



Share of Voice During Ramadan

38%

MOBILE WE EXPECT MUCH HIGHER (50%~) IN 2016

User Journey

62% OF BUYERS



BROWSE SEA RETAILERS' WEBSITE WITH A DIFFERENT DEVICE BEFORE MAKING A FINAL PURCHASE****

Strategies for Success



CROSS-DEVICE OPTIMIZATION
CONNECT PEOPLE NOT JUST DEVICES



INAPP RETARGETING
DRIVE CONVERSIONS AND INCREASE USERS' LIFE TIME VALUE

Methodology

Criteo analyzed over 1.5 million transactions from retailers based in Indonesia, Malaysia and Singapore on desktop, smartphones and tablets. The findings and recommendations are based mainly on data analyzed for Q2 and Q3 2015, particularly for June and July.

If you would like to contact us, please email us at salesSEA@criteo.com.

* SEA Retailers data from the 18/06/15 to 16/07/15 compare to the average of the 1st week of June 15.

** SEA Retailers data from the 18/06/15 to 16/07/15 compared to the prior 29 days.

*** Handheld devices represent sales of mobile phones & tablets.

**** According to March 2016 data taken from our Indonesia retailer websites. Indonesia as a sample country representing a SEA trend.