

# Ramadan Rundown: Your Guide to Stellar Sales This Season



Ramadan is coming up fast! The holy month begins the night of 15th May, followed by Eid al-Fitr.

Over this period – four weeks of fasting from dawn to dusk followed by several days of celebration and many going on holiday in the weeks after – shopping patterns change radically.

For retail brands and travel advertisers, the month before offers an opportunity to understand consumer behaviour. Start marketing early and stay active throughout the season to drive the most engagement.





## 14th April

One Month Out

### Stay top of mind with Criteo Dynamic Retargeting.

Keep your CPCs competitive to maximise growing shopper interest while driving traffic to your website to build cookie pools. Criteo Dynamic Retargeting, which delivers personalised offers at just the right time and in the right format, will help bring shoppers back.



## 1st May

Two Weeks Out

### Optimize your mobile strategy.

Capture more on-the-go buys through a comprehensive mobile strategy. As people begin to think about buying gifts for family and friends, look for items in categories like health & beauty, electronics, home & living, and toys & games to fill up more smartphone shopping carts over the course of Ramadan.



## 8th May

One Week Out

### Drive downloads of your mobile app.

More than ever, retail apps are showing greater sales uplift than mobile web. To capture valuable in-app sales, encourage users to download your app before Ramadan starts. Then, start promoting your offers to drive visits and re-visits, and keep your app users interested throughout the holy month.



## 12th-14th May

Days leading up to Ramadan

### Gain the broadest reach with Criteo Audience Match<sup>BETA</sup>.

As Ramadan approaches and shoppers become more active, consider ways to achieve more visibility. Thanks to our direct relationships with thousands of publishers worldwide, Criteo Audience Match<sup>BETA</sup> enables you to accurately target and re-engage your customer base with dynamic paid display ads across the web, mobile browsers, and apps.



## 15th May – 14th June

Make it a great Ramadan & Eid al-Fitr

### Start marketing early and stay active.

Actively managing your CPCs during the month before and throughout Ramadan will help you capture more mobile shoppers. Understand the uplift in retail and travel sales, especially in the last few weeks of Ramadan and days after Eid al-Fitr, by prepping your plans far in advance. To learn more, contact your Criteo Account Strategist.



To learn more about how the Criteo Commerce Marketing Ecosystem drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit [criteo.com/about](https://criteo.com/about).