

Get your wishes fulfilled



Make the most of your marketing during Ramadan

criteo

Ramadan this year will tentatively start from the evening of May 15 and end on the evening of June 14, with Eid al-Fitr celebrations on Friday June 15. The Ramadan period last year was May 26 - June 24, followed by Eid al-Fitr on June 25.

There's a significant uplift in online retail sales during the Ramadan month, as consumers buy gifts and presents for family, relatives and friends.

29% uplift in online retail sales during Ramadan

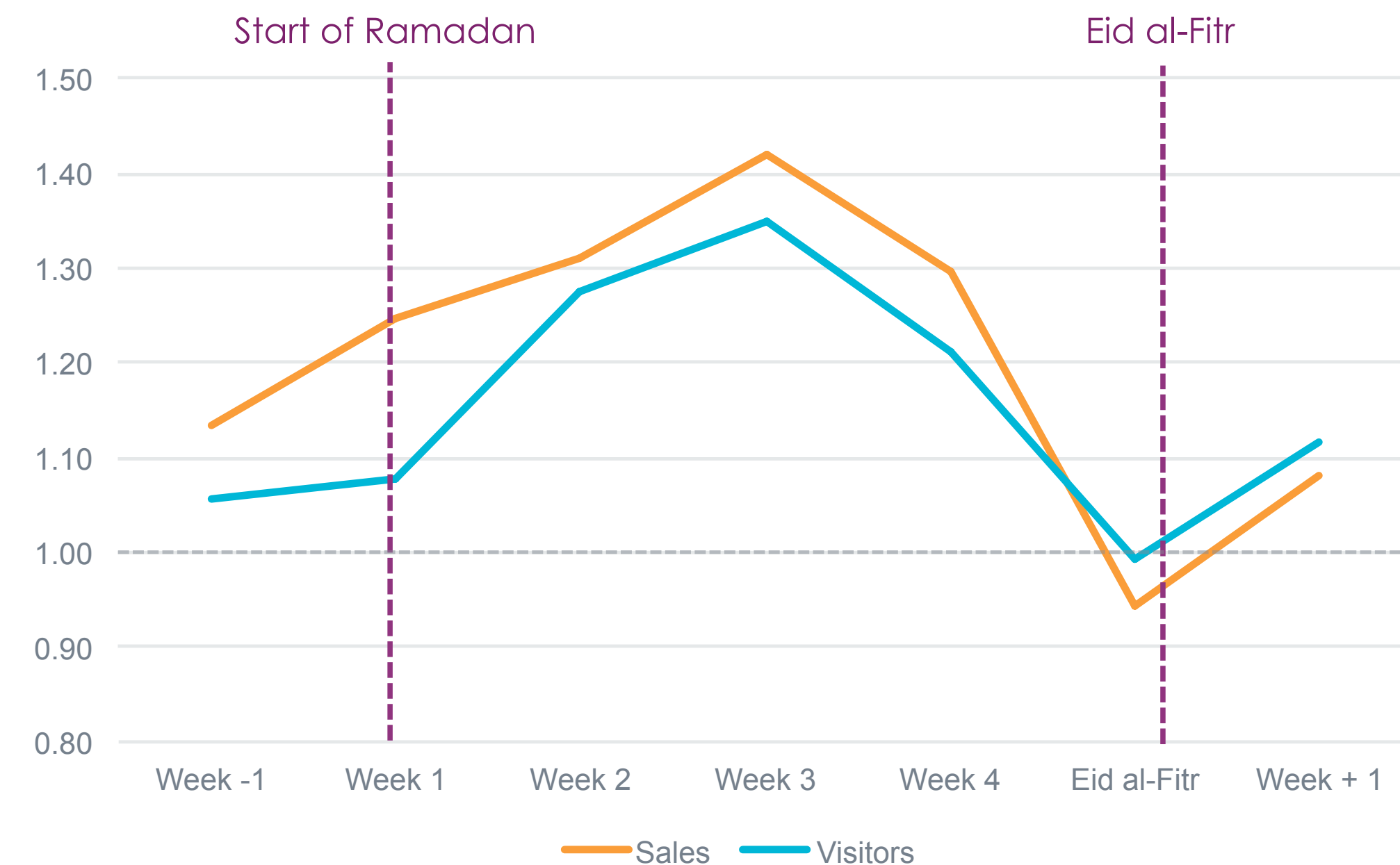
The highest uplift in online retail sales and visitors is seen in the middle of Ramadan. Weekly retail sales showed a maximum uplift of +42% and visitors +35% in ME during Ramadan.

Sales and visitors drop in the week of Eid al-Fitr due to the fact that many are travelling during this period, but sales still remain higher than average.

Key Message

Shoppers start buying a couple of weeks before Ramadan begins and the trend continues to escalate during Ramadan with the highest uplift in the middle of the month. Advertisers should ramp up their campaigns accordingly to get early visibility.

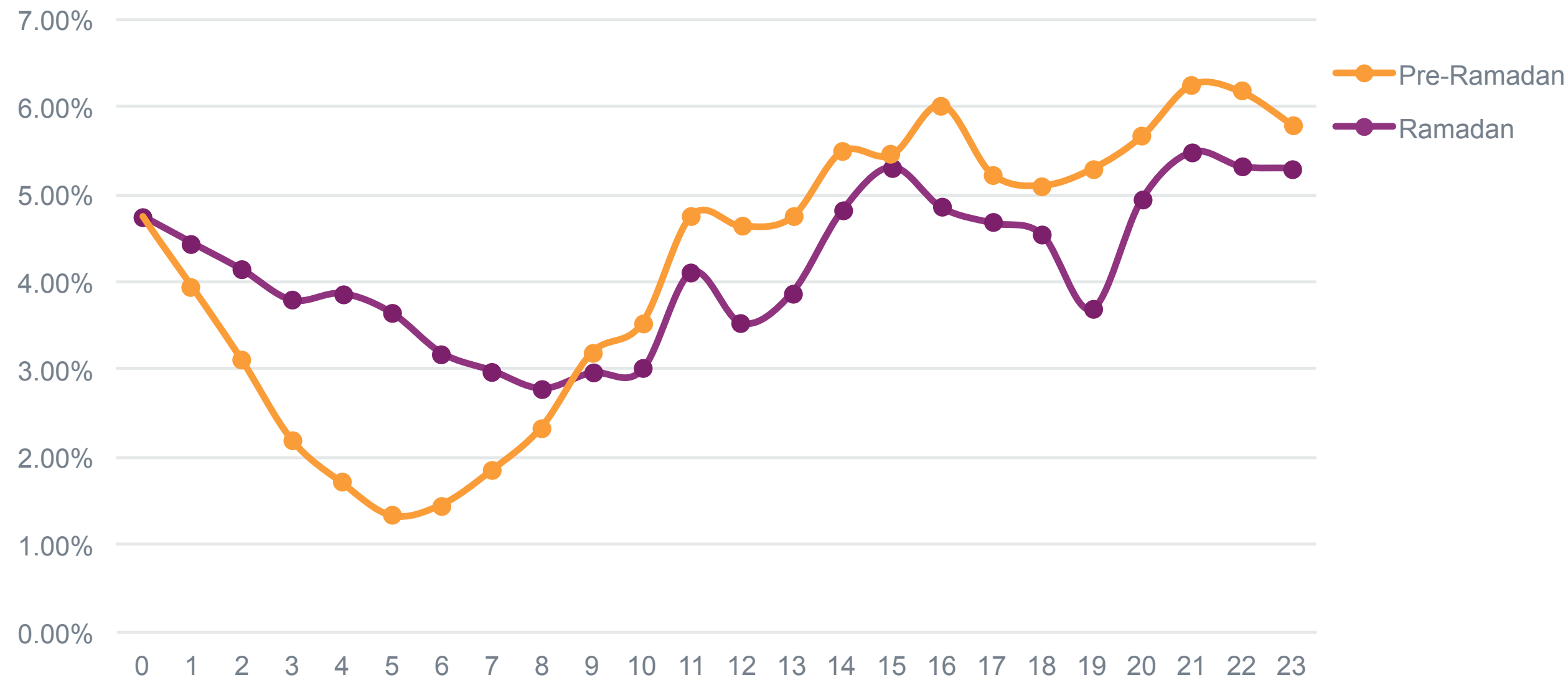
*Retail Sales Index, Middle East



*Indexed online weekly sales during Ramadan. Baseline equals average Index of 100 during Feb 10 - May 12, 2017

74% of retail sales in Ramadan are on a mobile device

*Hourly Distribution of Mobile Sales across the Day



*Weekly mobile shares compared to median mobile share during Feb 10 - May 12, 2017

Time of day mobile usage is impacted during Ramadan

Overall mobile usage doesn't change dramatically, what does shift is the time of day that sales on a mobile device occur, being lower from 8am through until midnight, then higher throughout the night.

Top tips for the run up to Ramadan

Start a couple of weeks before Ramadan begins

Ramp up your shopping campaigns early during the Ramadan weeks leading up to Eid al-Fitr.

Reach your shoppers on app and mobile web

Optimize your site and app for increased sales and bookings. Reaching consumers on app and mobile web helps to maintain good sales during Ramadan weekends.

Methodology

Criteo identified these trends through the analysis of over 4.2 million retail shopping transactions, and over 7.7 million travel sales bookings across desktop, smartphones and tablets from 94 major advertisers in ME.

Mobile sales include sales via mobile websites and apps - both on smartphones and tablets.

