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Get your wishes fulfilled



Make the most of your marketing in SEA during Ramadan



Ramadan Rundown

This year, Ramadan will begin on May 15th – eleven days before it did last year (May 26th)



Ramadan this year will 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, and particularly in the last couple of weeks before Eid-al Fitr as consumers buy gifts and presents for family, relatives and friends.

Travel sales are also impacted by Ramadan and the rise in bookings start to happen during Ramadan weeks and peak in the days after Eid-al Fitr. It is also the time when people look to make bookings and travel for their summer holidays.

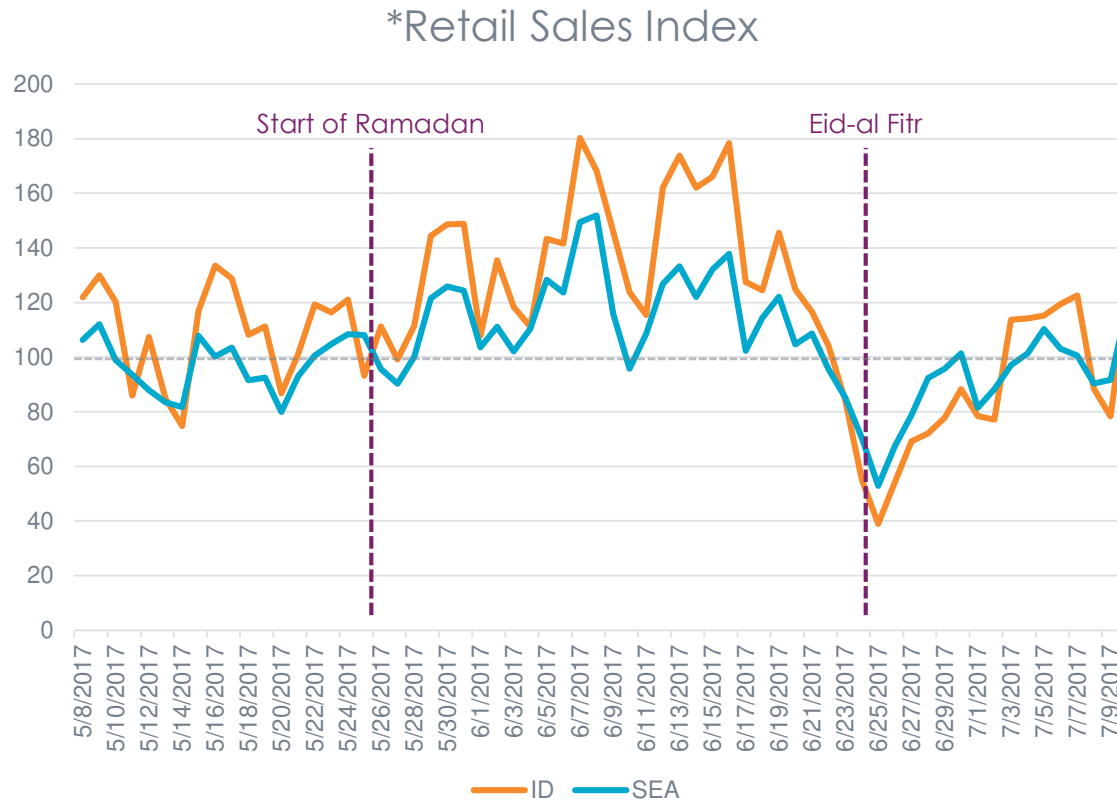


Retail and Ramadan

What's the effect of Ramadan on retail sales, when are the peak sales periods, and what are the top performing retail sub-verticals?



Strong uplift in online retail sales in SEA during Ramadan



*Indexed online daily sales during Ramadan. Baseline equals average Index of 100 during May 1-7, 2017

Indonesia shows a high sales uplift of 80%. Overall, average sales uplift of 52% was seen during Ramadan in SEA.

Sales drop on Eid-al Fitr but the period of sales decline is relatively short. Sales remain low for 8 days - starting from 3 days before Eid-al Fitr and lasting until 4 days after.

Key Message

Shoppers start buying a couple of weeks before Ramadan begins and the trend continues to escalate during Ramadan with highest uplift in sales seen 2-3 weeks before Eid-al Fitr. Advertisers should ramp up their campaigns accordingly to get early visibility.

Top performing retail sub-verticals in SEA during Ramadan

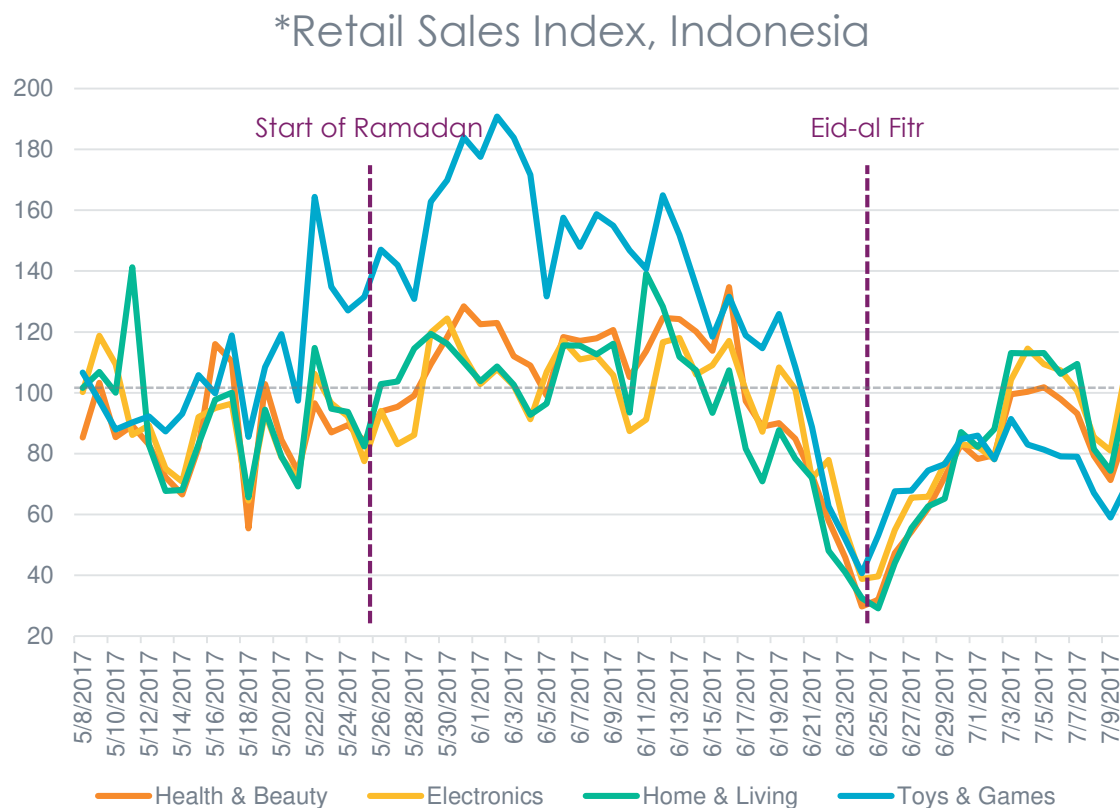


Health & Beauty	Electronics	Home & Living	Toys & Games
53% uplift in sales in SEA	42% uplift in sales in SEA	42% uplift in sales in SEA	62% uplift in sales in SEA
Indonesia 35%	Indonesia 24%	Indonesia 39%	Indonesia 91%

Takeaway

Retailers should bid more aggressively and consistently on the strongest performing sub-verticals, and start doing so at least 2 weeks before the start of Ramadan.

Significant uplift in sales across retail product categories in Indonesia



*Indexed online daily sales during Ramadan. Baseline equals average Index of 100 during May 1-7, 2017

Health & Beauty

35%

Maximum sales uplift in Indonesia

Electronics

24%

Maximum sales uplift in Indonesia

Home & Living

39%

Maximum sales uplift in Indonesia

Toys & Games

91%

Maximum sales uplift in Indonesia

Mobile shopping during Ramadan

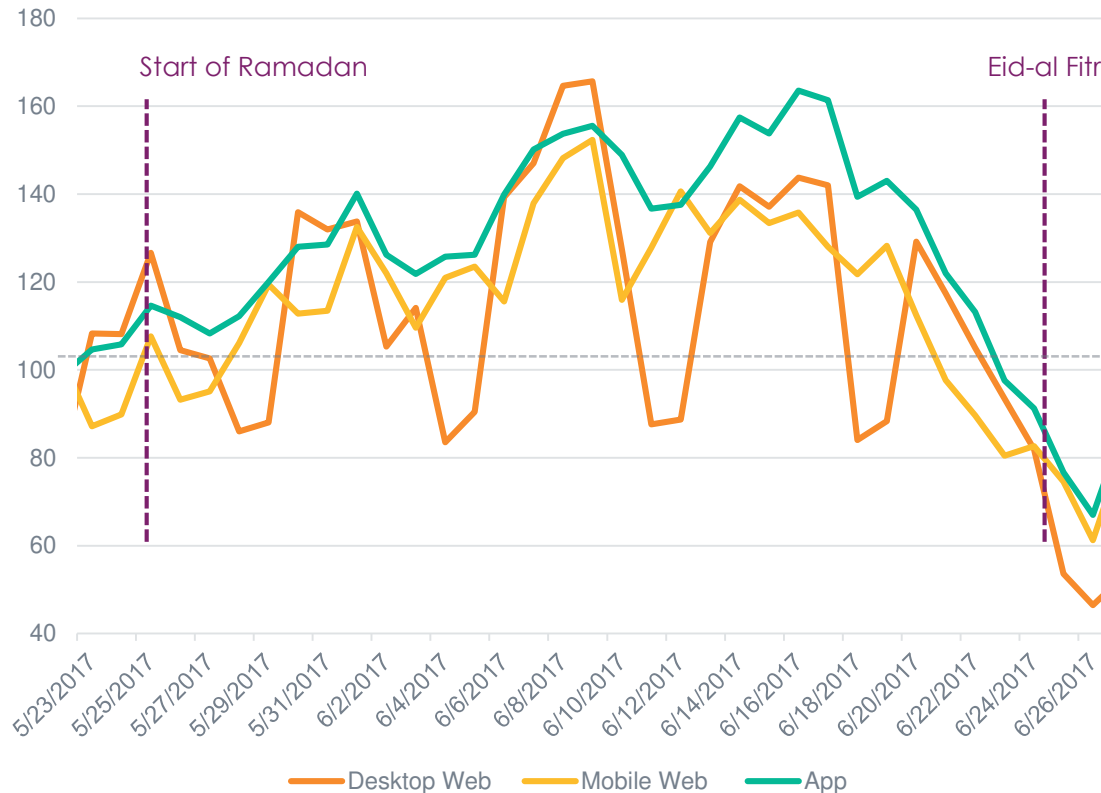
How much are people shopping on mobile during Ramadan?



Mobile shopping keeps sales up during Ramadan weekends



*Retail Sales Index by Channel, SEA



*Indexed Retail sales trend by channel. Baseline equals average Index of 100 during May 1-7, 2017

Retail sales on mobile remain high during Ramadan and help to make up for the drop in desktop sales on weekends.

Retail sales on apps showed a maximum uplift of 64%, and 52% on mobile web during Ramadan.

Key Message

The drop in online shopping is only seen on desktop during the Ramadan weekends. People still continue to shop on mobile - apps and mobile web help advertisers maintain good sales even on the weekends.

Mobile sales remain high during Ramadan



Highest uplift in online retail sales during Ramadan

Indonesia

App	105%
Mobile Web	82%
Desktop	65%

Baseline equals average Index of 100 during May 1-7, 2017

Insight

Retail apps show greater sales uplift than mobile web. In order to capture valuable in-app sales, get 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 during the Ramadan month.

Ramadan and Travel

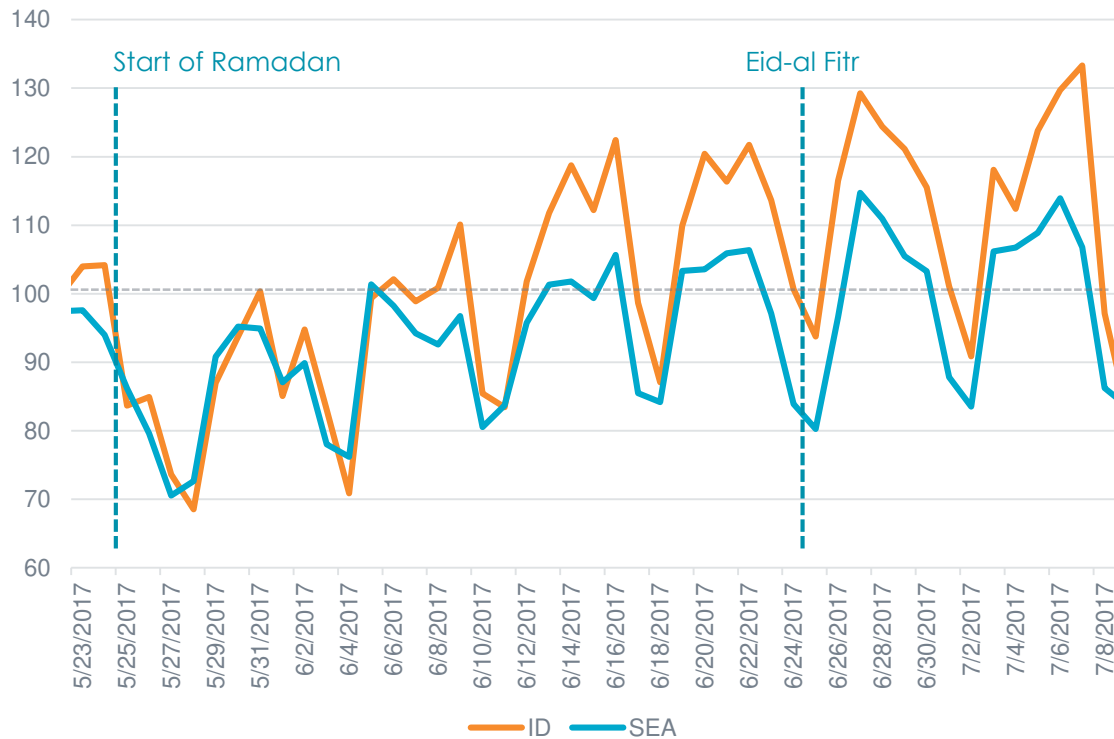
How should you plan your travel campaigns for Ramadan?



+33% Uplift in travel sales in Indonesia after Ramadan



*Travel Sales Index



33%

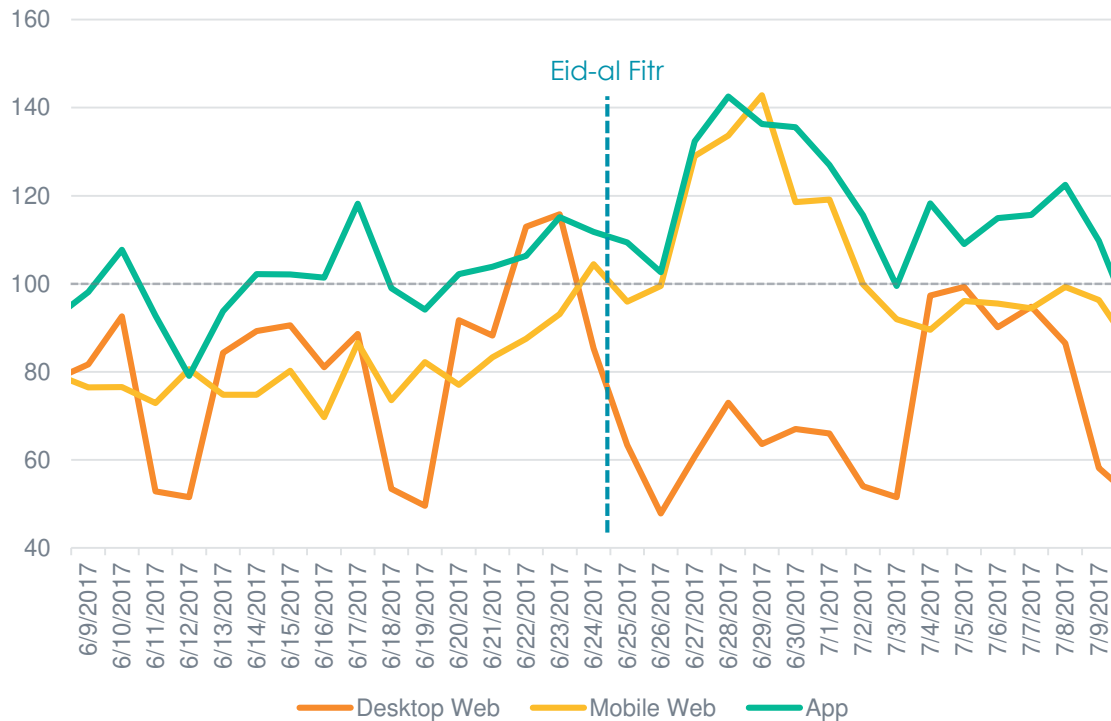
Travel sales see gradual rise during Ramadan and the biggest uplift is seen in the two weeks after Eid-al Fitr with +33% sales uplift in Indonesia.

**Indexed online travel sales during Ramadan. Baseline equals average Index of 100 during May 1-7, 2017*

+40% uplift in travel sales on app and mobile web after Ramadan



*Travel Sales Index by Channel, Indonesia



Travel sales on mobile remain high in the week after Ramadan while desktop sales remain significantly low than average.

Insight

Reaching consumers on app and mobile web can help travel advertisers win more sales in the week after Eid-al Fitr.

*Indexed online travel sales during Ramadan. Baseline equals average Index of 100 during May 1-7, 2017

Top tips for the run up to Ramadan



Start a couple of weeks before Ramadan begins

- Ramp up your shopping campaigns early in 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 the Ramadan weekends.



Methodology



Criteo identified these trends through the analysis of over 44 million retail shopping transactions, and over 28 million travel sales transactions across desktop, smartphones and tablets from 57 major advertisers in SEA.

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

