



Get your wishes fulfilled



Make the most of your marketing in Turkey 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 be from May 15 - 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.



Ramadan behaviors Turkey



Travel	Meals	Shopping	Products	Payments
10% are planning to travel by plane for Eid	33% plan to eat out of home at least once a week during Ramadan	24% plan to buy gifts for others during Ramadan	42% are likely to buy perfume/toiletries online to give as presents	59% plan to pay cash on delivery for their online purchases
48% are expecting visitors for Eid celebrations	69% will eat out in restaurants during Ramadan	20% will use their mobile phones to research for gifts	33% plan to make online purchase of clothes for themselves	29% are likely to pay for their travel bookings on mobile
11% of the visitors will be coming from abroad	11% plan to order food for home delivery during Ramadan	27% Are considering shopping online from foreign retailers	29% are likely to shop online for a phone or another electronic item	23% are willing to spend over TRY 300 on buying gifts online

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Retail and Ramadan

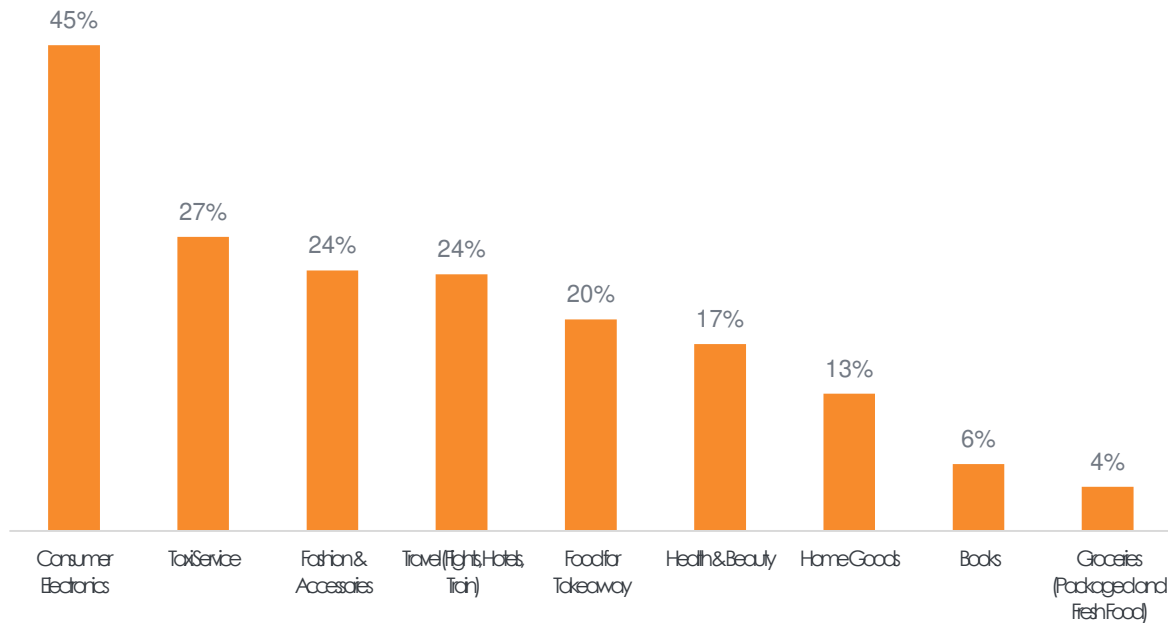
What's the effect of Ramadan on retail sales, when are the peak sales periods, and what are the top performing retail sub-verticals?



Turkish shoppers are buying a wide range of products and services online



Which are the product/service categories that you purchase online? (Percent of respondents)



Consumer Electronics, Taxi Service, Fashion, and Travel lead the way but people are shopping online for other products too.

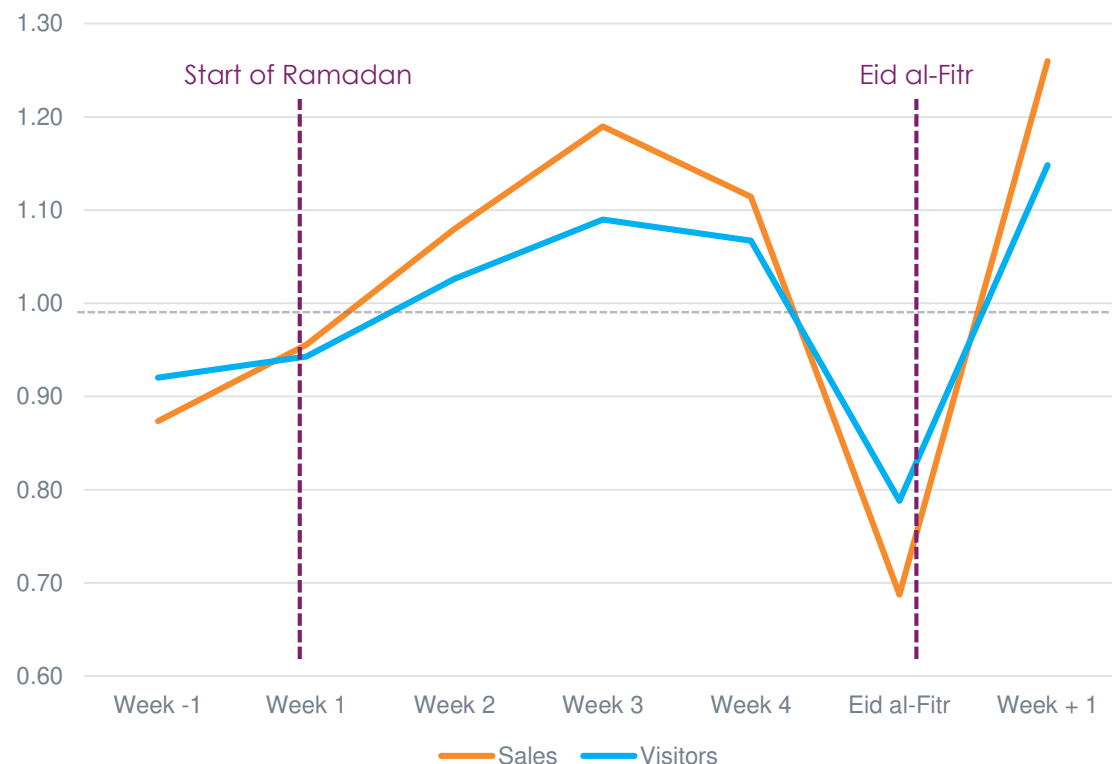
The viability of some categories, such as groceries and home goods, is likely to improve in the coming years with better fulfilment options.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Uplift in online retail sales and visitors during Ramadan



*Retail Sales Index, Turkey



**Indexed online weekly sales during Ramadan. Baseline equals average Index of 1 during Feb 10 – May 12, 2017*

Average Uplift: 5% on sales and 2% on Visitors

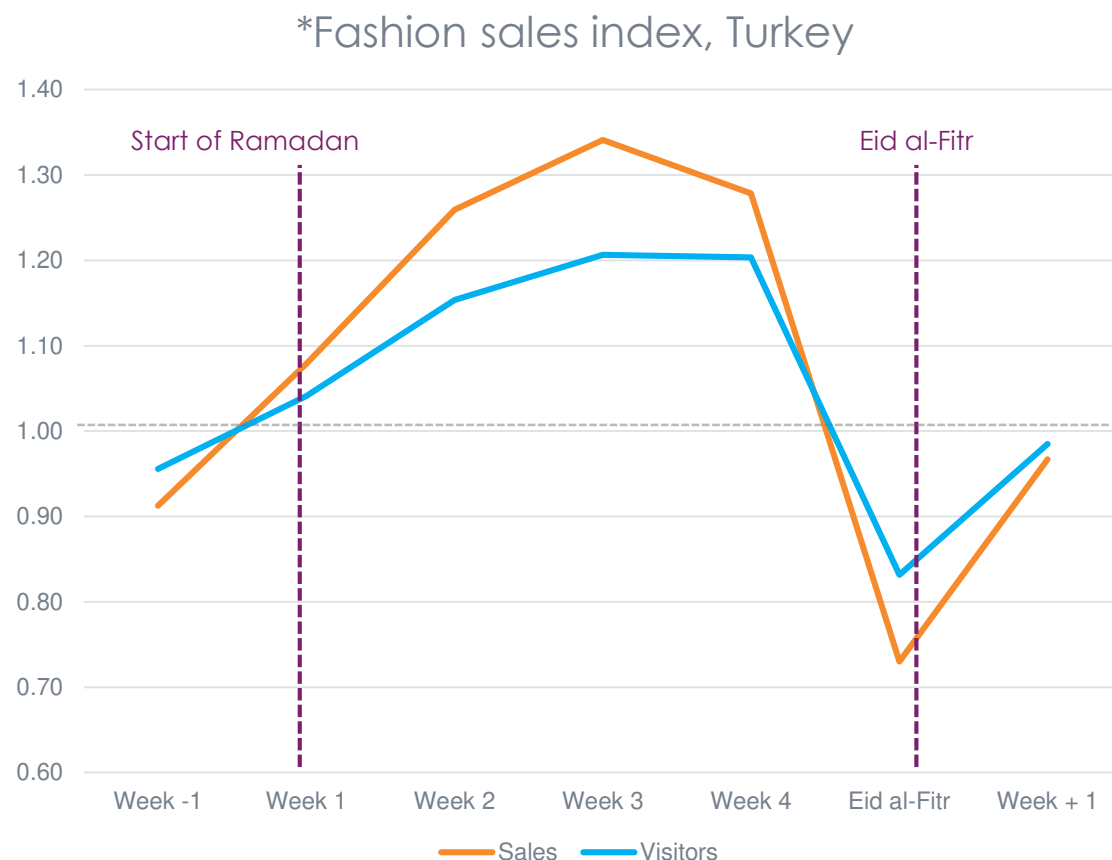
The highest uplift in online retail sales and visitors is seen in the week after Eid al-Fitr. Weekly retail sales showed a maximum uplift of +26% and visitors +15% in Turkey during Ramadan.

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 as Ramadan begins and the trend continues to escalate during Ramadan weeks with highest uplift in sales seen 1-2 weeks before Eid al-Fitr. Advertisers should ramp up their campaigns accordingly to get early visibility.

20% uplift in online fashion sales during Ramadan



**Indexed online weekly sales during Ramadan. Baseline equals average Index of 1 during Feb 10 – May 12, 2017*

Average uplift: 20% on sales and 13% visitors

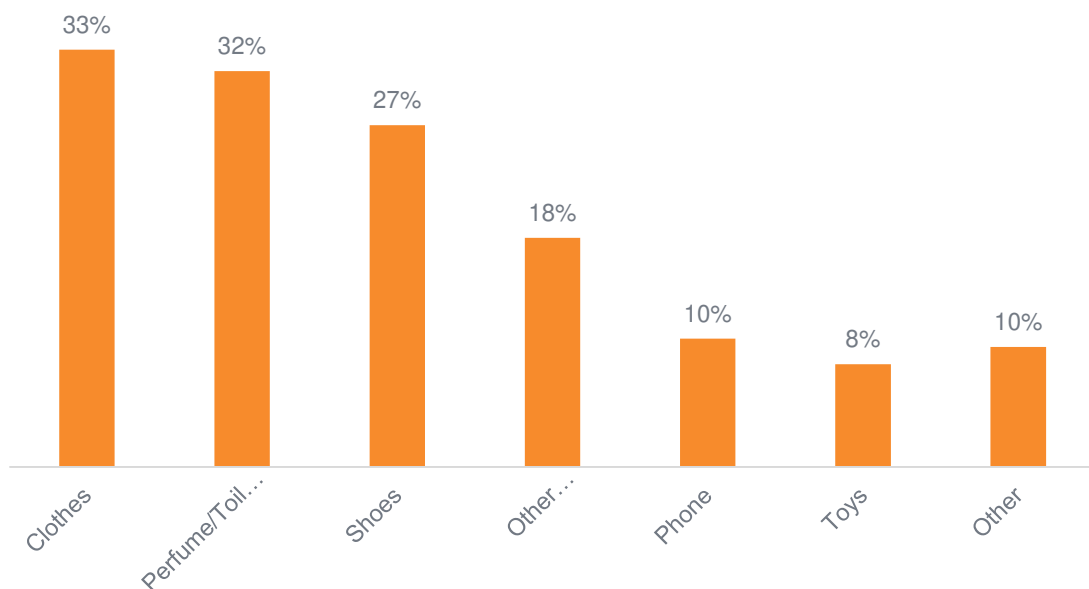
This displays a higher trend than retail, with the highest uplift in online fashion sales and visitors is seen in the week before Eid al-Fitr. Weekly retail sales showed a maximum uplift of +34% and visitors +21% in Turkey during Ramadan.

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.

Clothes, perfumes and shoes are most popular online purchases



What categories are you most likely to buy online when you buy for yourself?
(Percent of respondents)



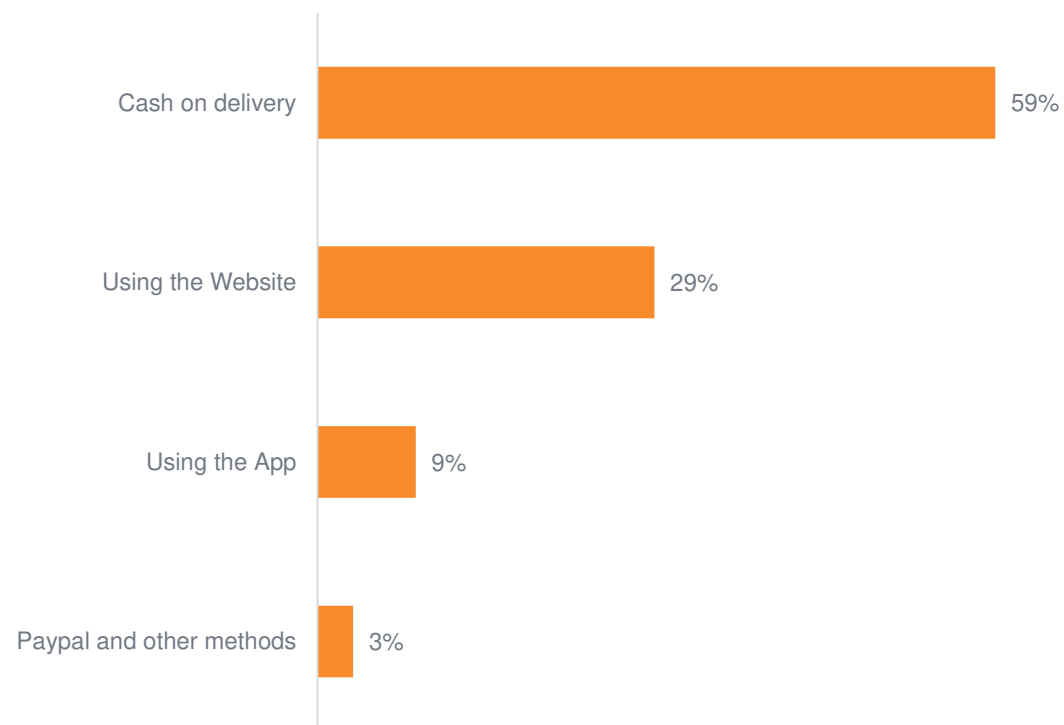
Consumers are shopping across various product categories and are increasingly using the internet to find the best deals.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Most prefer paying cash on delivery for online purchases



How will you pay for your online purchase?
(Percent of respondents)



The majority of consumers shopping online in Turkey still prefer to pay cash on delivery for their purchases.

Key Message

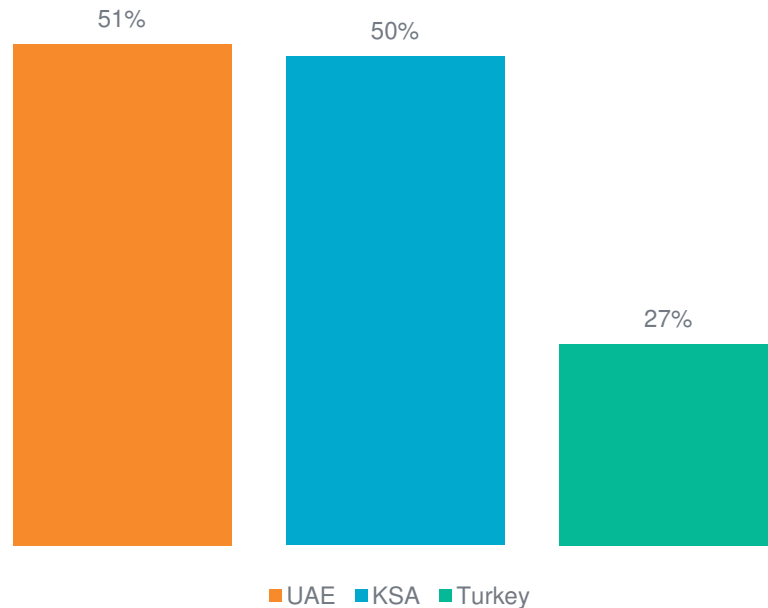
Retailers offering cash on delivery and multiple payment options will win more sales during Ramadan.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Some consumers are also buying/willing to buy from retailers abroad



Are you considering purchasing online from non UAE/KSA/Turkey retailers?
(Percent of respondents saying yes)



One in four shoppers in Turkey is making online purchases (or is considering to do so) with foreign retailers.

This trend will continue to grow as retailers in the region start providing more cost effective and quicker delivery options.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Ramadan and Travel

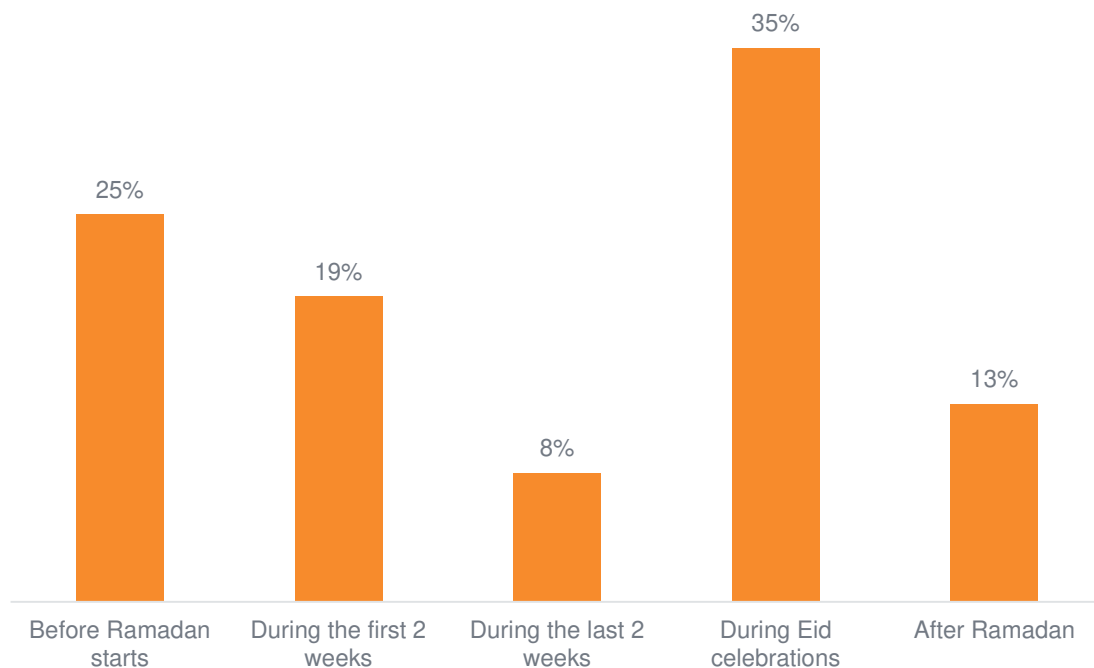
How should you plan your travel campaigns for Ramadan?



Many are planning to travel during Eid and after Ramadan



When will you travel?
(Percent of respondents)



People are traveling less during the Ramadan weeks but that is followed by a massive surge in travel during Eid al-Fitr, and the week after.

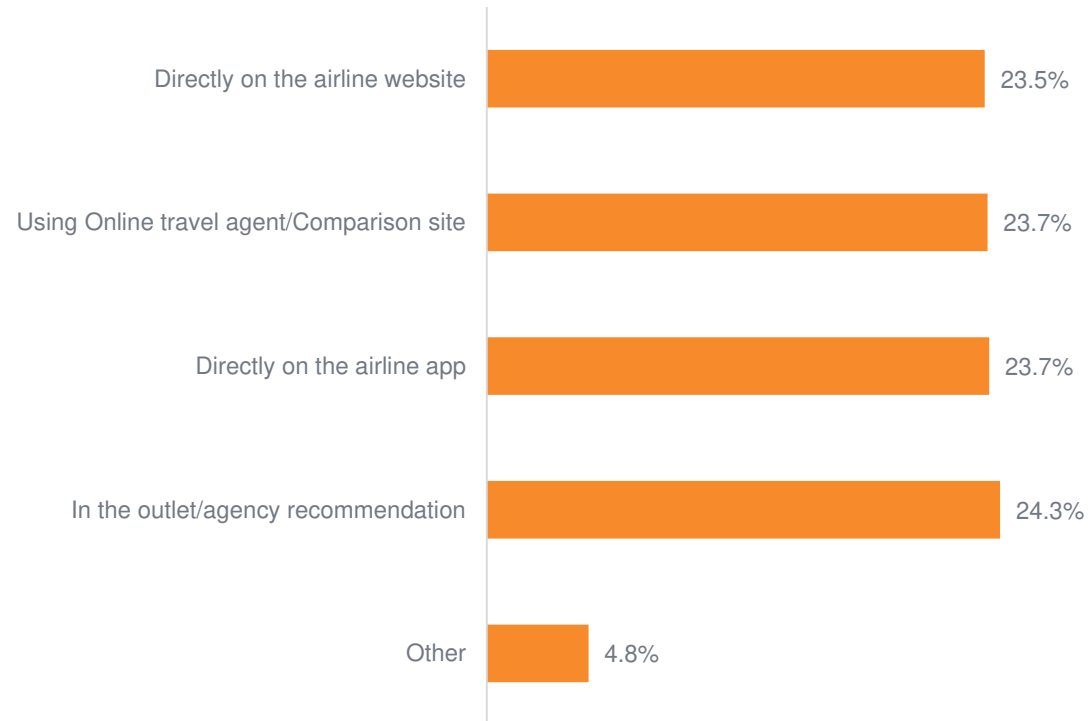
Turkish travelers tend to book their trips not a long time in advance during Ramadan.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Travel bookings happen mostly via online channels



Where will you purchase travel tickets?
(Percent of respondents)

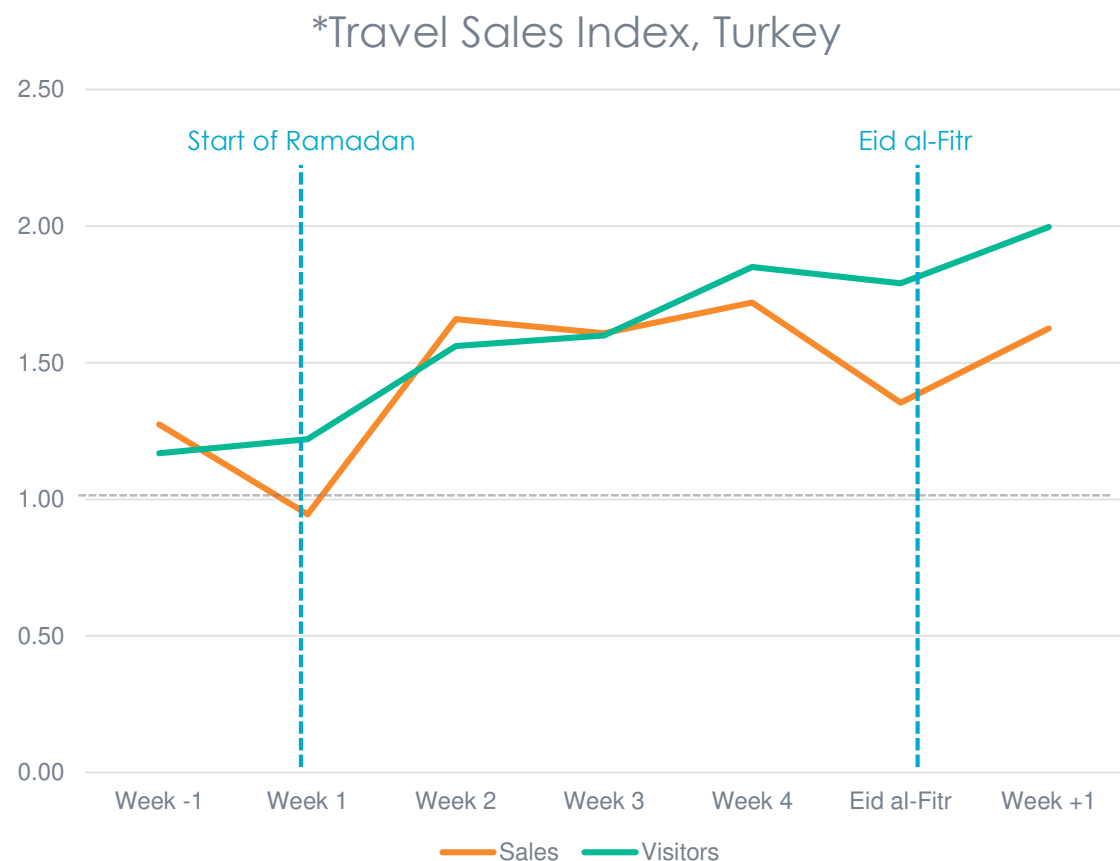


More than 70% purchase their travel tickets online on the airline website, travel agent or comparison site, or via the airline app.

1 in 4 purchase travel tickets directly on the airline app indicating they feel comfortable purchasing via apps.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

+54% uplift in travel sales during Ramadan



**Indexed online weekly sales during Ramadan. Baseline equals average Index of 1 during Feb 10 – May 12, 2017*

Overall the average uplift in sales is 54% on sales and 45% on visitors.

Ramadan has a big impact on Travel bookings, which steady rise throughout Ramadan.

The highest uplift in online travel sales is seen in the week before Eid al-Fitr. Weekly retail sales showed a maximum uplift of +72% in Turkey during Ramadan.

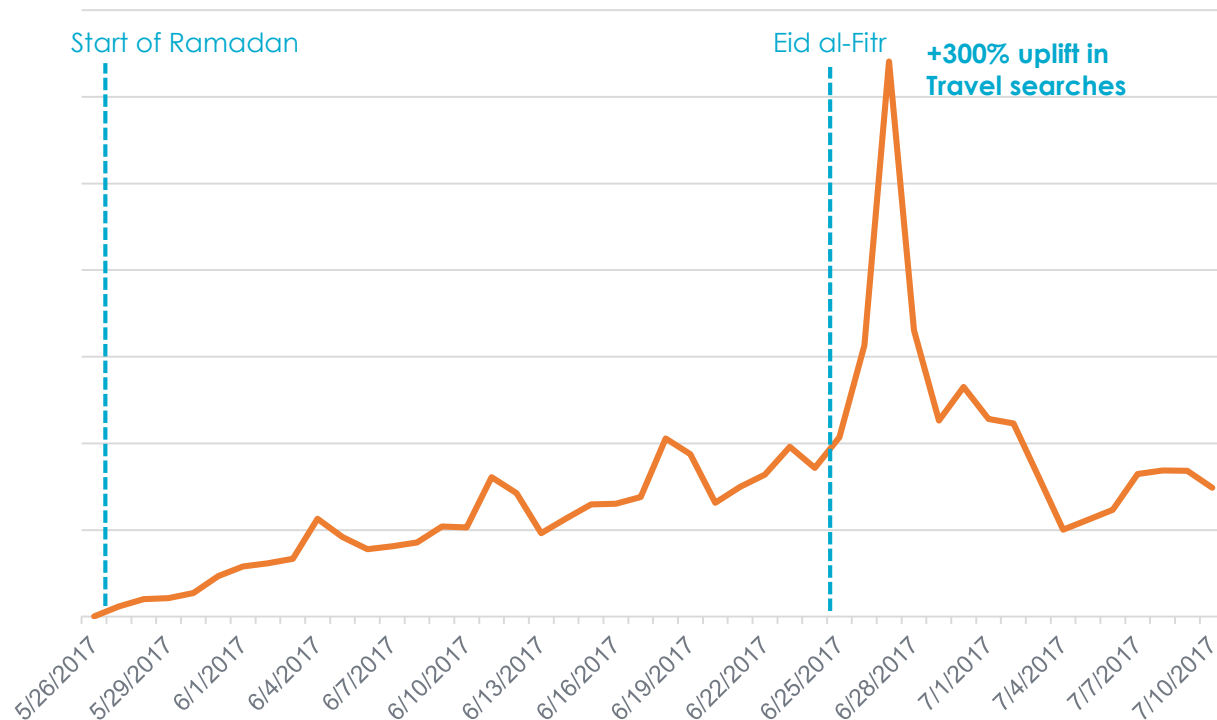
Key Message

People in Turkey tend to book their trips not a long time in advance, so ensure you engage earlier in the booking cycle as they're planning their holiday.

Travel searches are up +300% after Ramadan



*Travel Searches made during Ramadan 2017



*Trend showing online travel searches during Ramadan compared to the average during Feb 10 – May 12, 2017

Travel searches gradually increase during the weeks of Ramadan and a massive uplift is witnessed after Eid al-Fitr with an increase of +300% seen on June 27, compared to the average period.

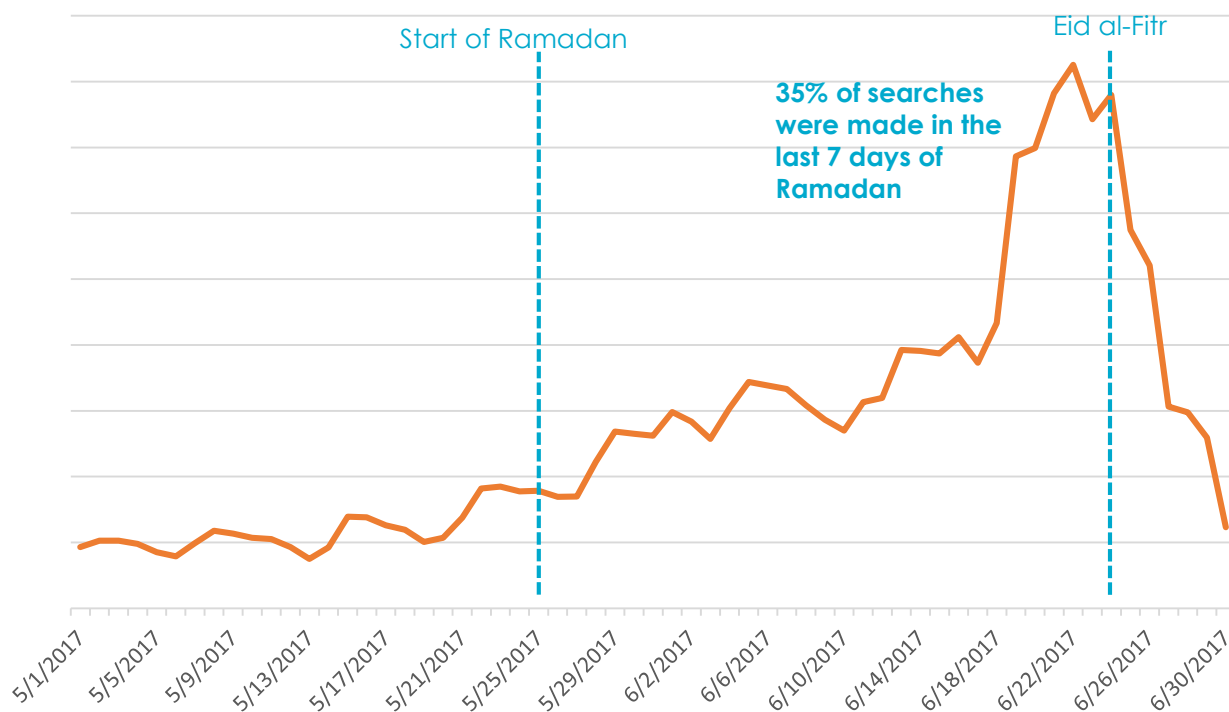
Insight

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

35% of all searches for a departure were in the last week of Ramadan



*Daily Searches for a departure during Ramadan



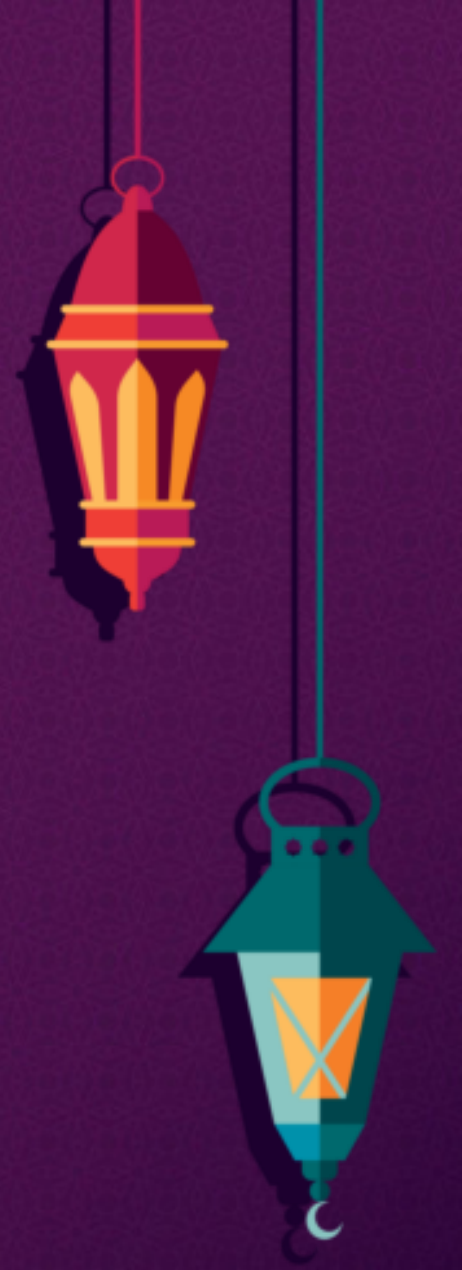
*Trend showing online travel searches during Ramadan compared to the average during Feb 10 – May 12, 2017

People start searching for departures towards the end of Ramadan - 35% of the searches were made during the last week of Ramadan in 2017.

The trend confirms that many are looking to travel in the weeks following Ramadan but do not plan their trips a lot in advance.

Mobile shopping during Ramadan

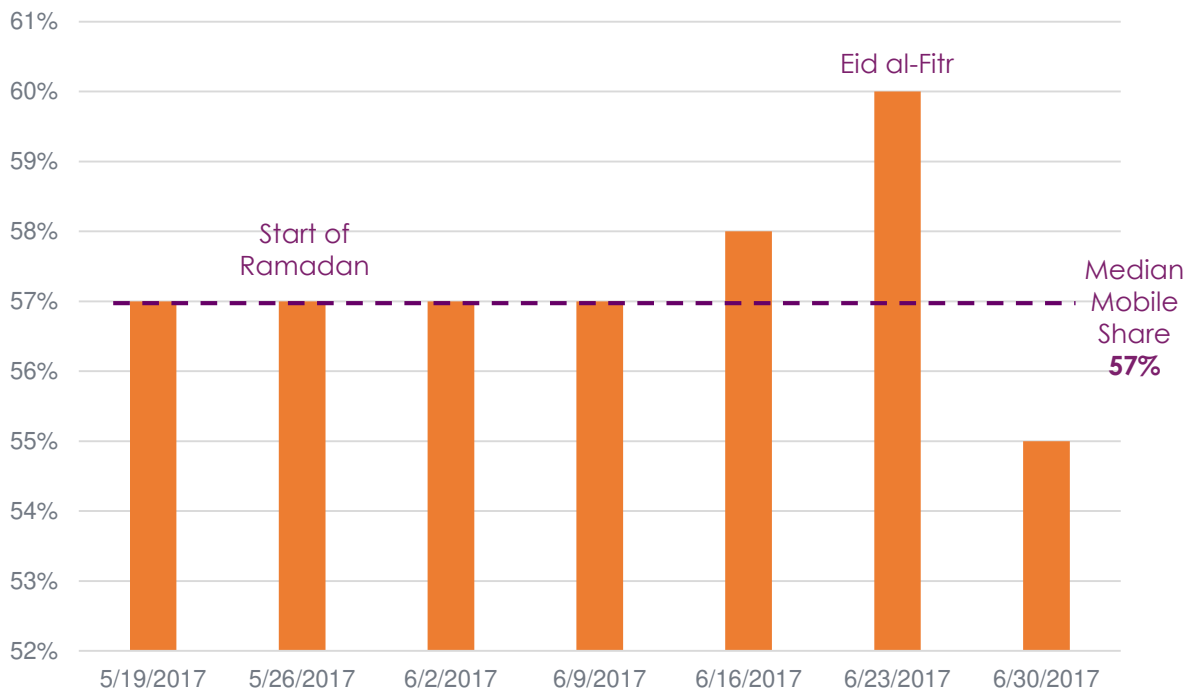
How much are people shopping on mobile during Ramadan?



Mobile share of sales is slightly higher in the week before Eid al-Fitr



*Weekly Mobile Share of Retail Sales

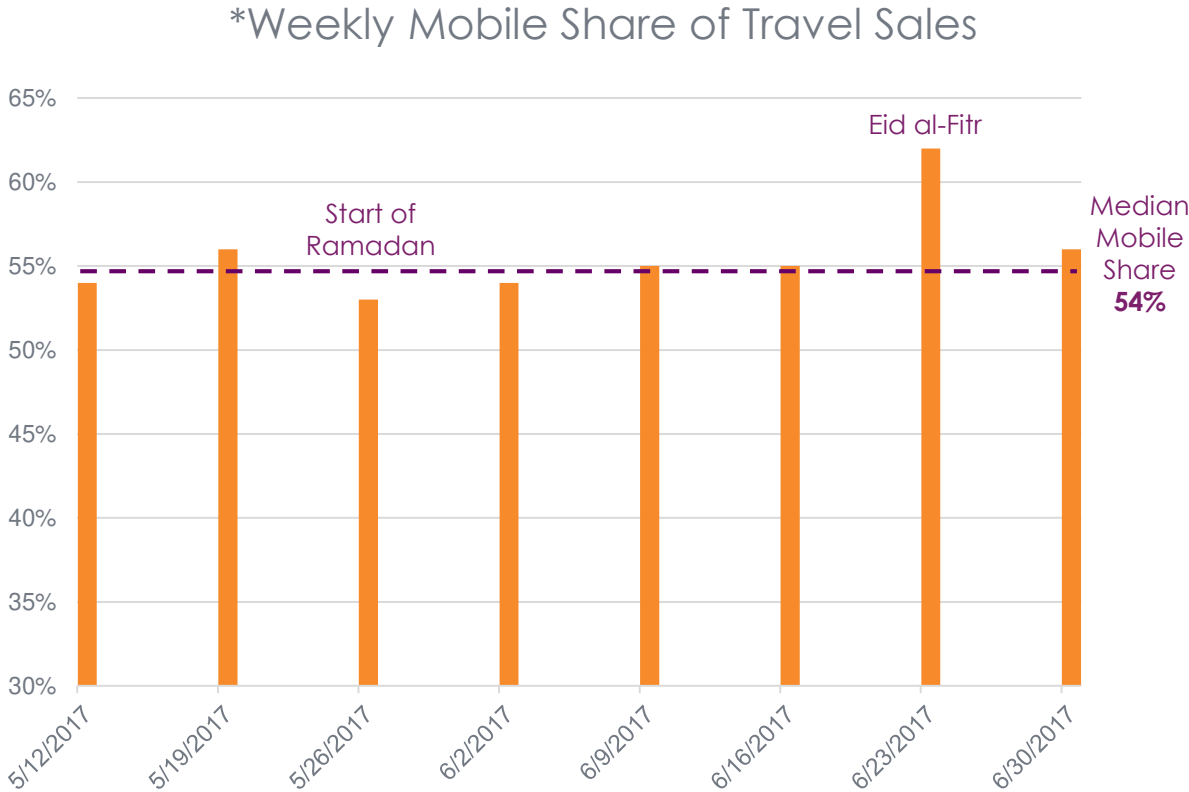


**Weekly mobile shares compared to median mobile share during Feb 10 – May 12, 2017*

Weekly share of mobile retail sales gradually rose to 60% during the week before Eid al-Fitr.

In Turkey, only a nominal increase is seen in the share of mobile sales during Ramadan. Targeted in-app marketing can help advertisers drive more mobile sales during Ramadan.

Mobile bookings keep travel sales up as Ramadan ends



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

There is a visible uplift in mobile share of travel sales in the last week of Ramadan – indicating the growing tendency of consumers to make travel bookings on mobile.

Key Message

In order to win more sales, get users to download your travel booking 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.

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.

Convenience and ease of use drive app usage and revisits

- The key drivers for app installation are convenience and ease of use. Apps that provide the best user experience prove the most successful. Ensure that your app provides a smooth and seamless path to purchase.



Methodology



Criteo identified these trends through the analysis of over 9 million retail shopping transactions, and over 5.7 million travel sales bookings across desktop, smartphones and tablets from 59 major advertisers in Turkey.

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



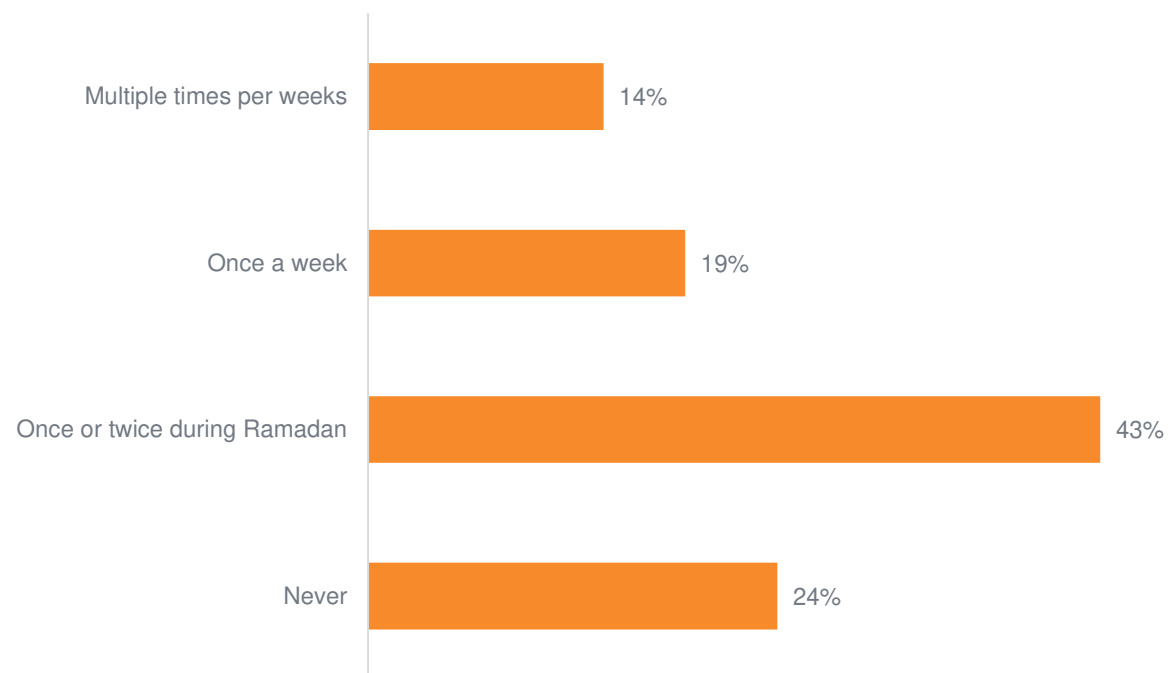
Additional Slides



Most will be eating out of home during Ramadan



How often will you be eating out of home in the evenings during Ramadan?
(Percent of respondents)



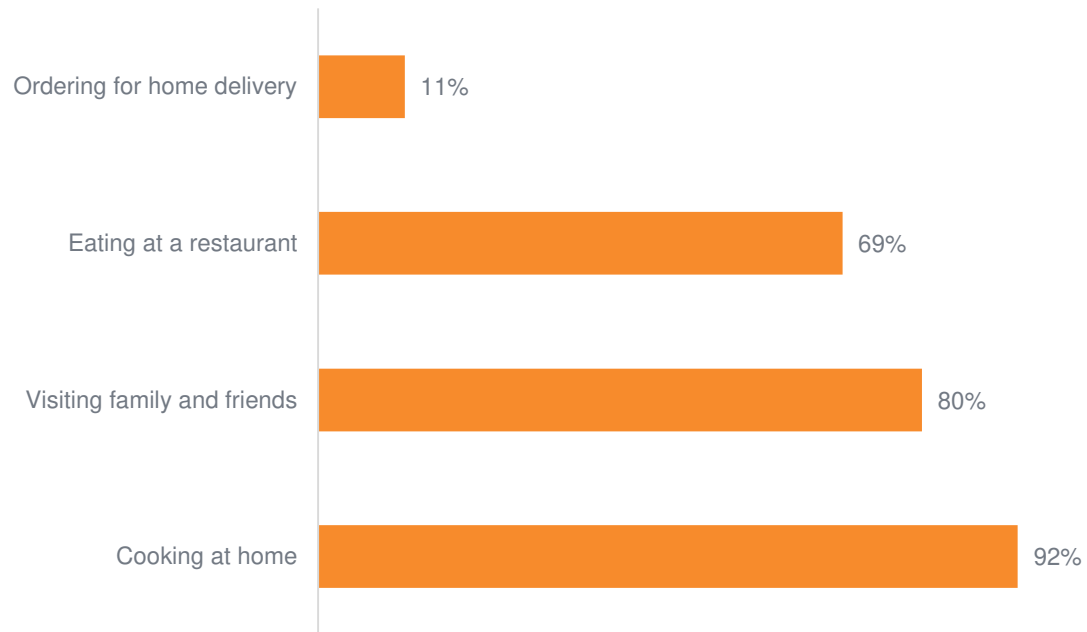
Three in four people in Turkey will be eating out of home at least once or twice during Ramadan. Many will be eating out at least once every week.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

4 in 5 will eat at a restaurant or order for home delivery



To have your Ramadan meals, would you be ... ?
(Percent of respondents saying yes)



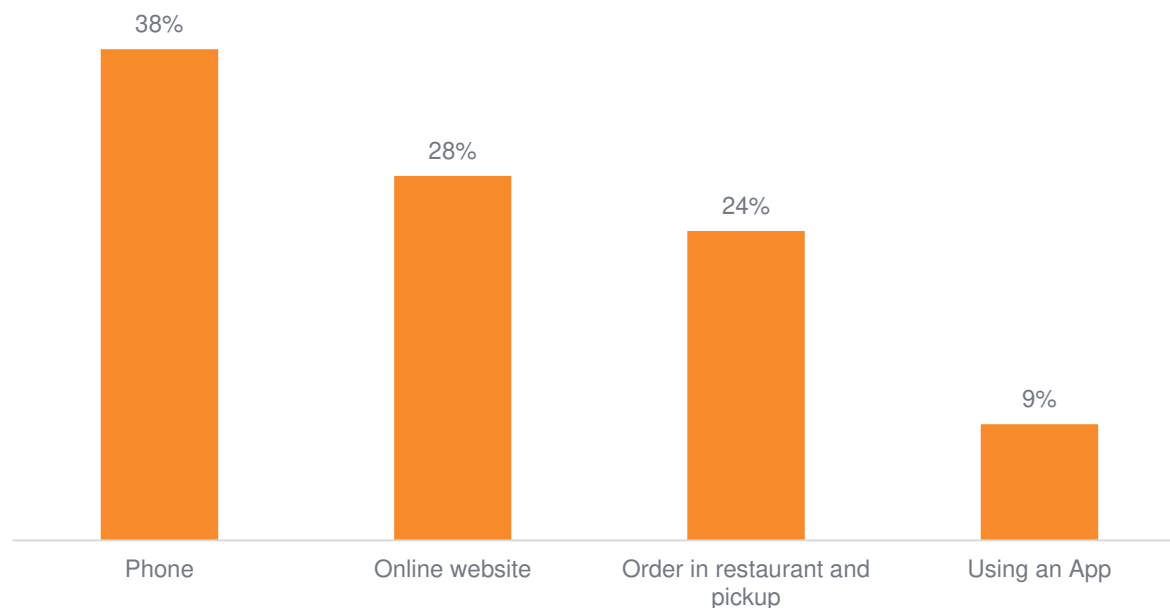
Mostly people will use their mobile phones to order online for home delivery.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Increasingly people now place online orders for food delivery



How do you order for food when eating at home?
(Percent of respondents)



Many consumers now feel comfortable placing online orders for food delivery using the website and app. A growing number of orders are placed using apps but majority still buy via the website.

Key Message

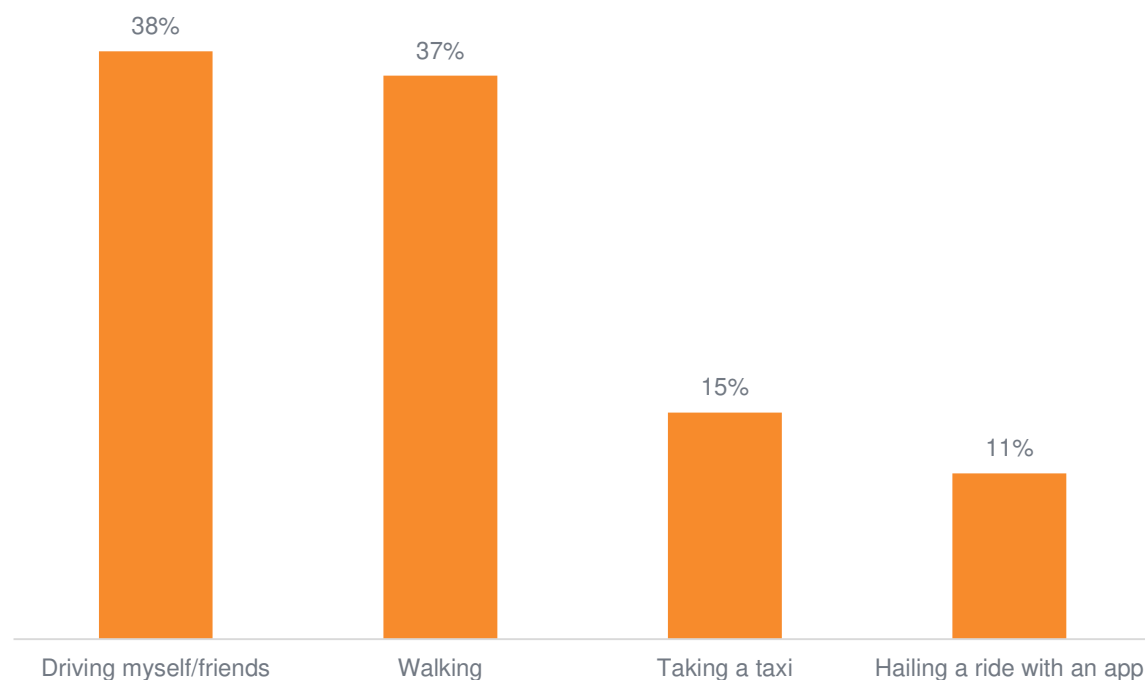
A well designed app that is enjoyable and convenient to use can help win more sales as consumers are increasingly using their mobile phones to place orders.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

Some are also using apps to book taxis for eating out



When eating out, how will you be more likely to travel?
(Percent of respondents)



A surge for taxi bookings can be expected during the Ramadan month as people go out to enjoy meals at restaurants, or visit family/friends in the evenings.

Source: TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018