

# Get your wishes fulfilled



## Make the most of your marketing in Turkey during Ramadan

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.

### Strong uplift in online retail sales and visitors in Turkey during Ramadan

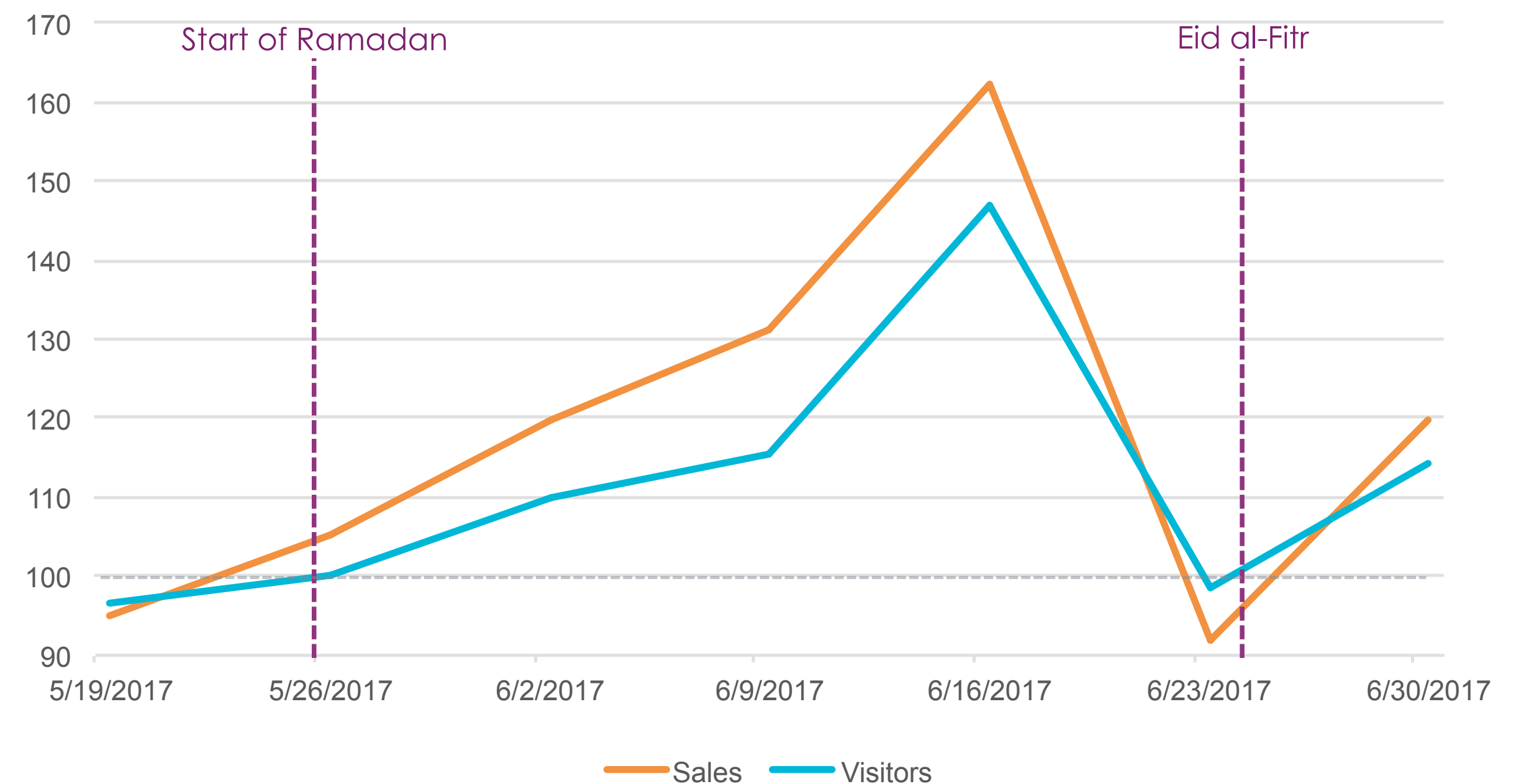
The highest uplift in online retail sales and visitors is seen in the week before Eid al-Fitr. Weekly retail sales showed a maximum uplift of +62% and visitors +46% in Turkey during Ramadan.

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

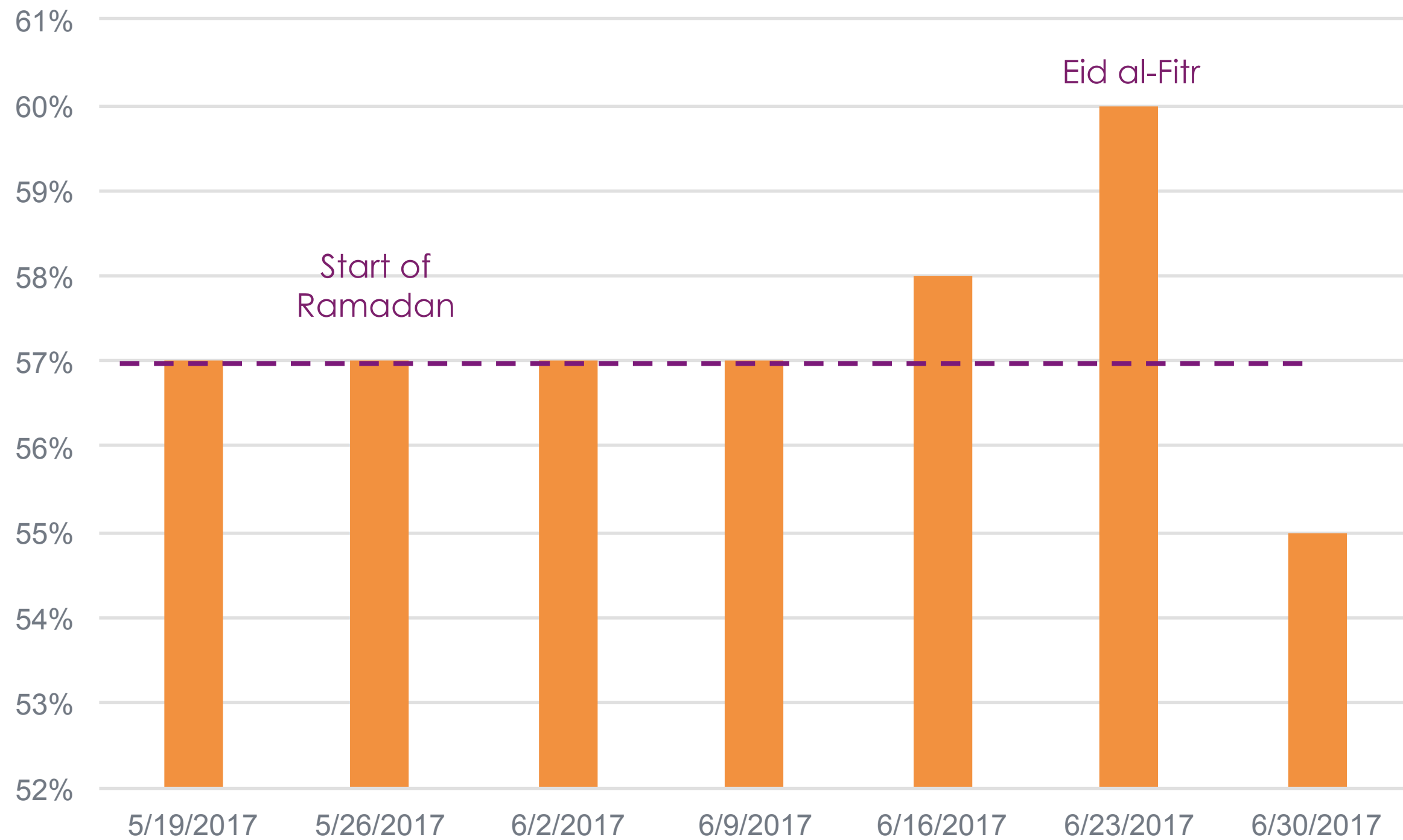
Shoppers start buying as Ramadan begins and the trend continues to escalate during Ramadan weeks with highest uplift in sales seen 1-2 weeks before Eid al-Fitr. Advertisers should ramp up their campaigns accordingly to get early visibility.

\*Retail Sales Index, Turkey



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

\*Weekly Mobile Share of Retail Sales



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

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

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.

## 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 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.

