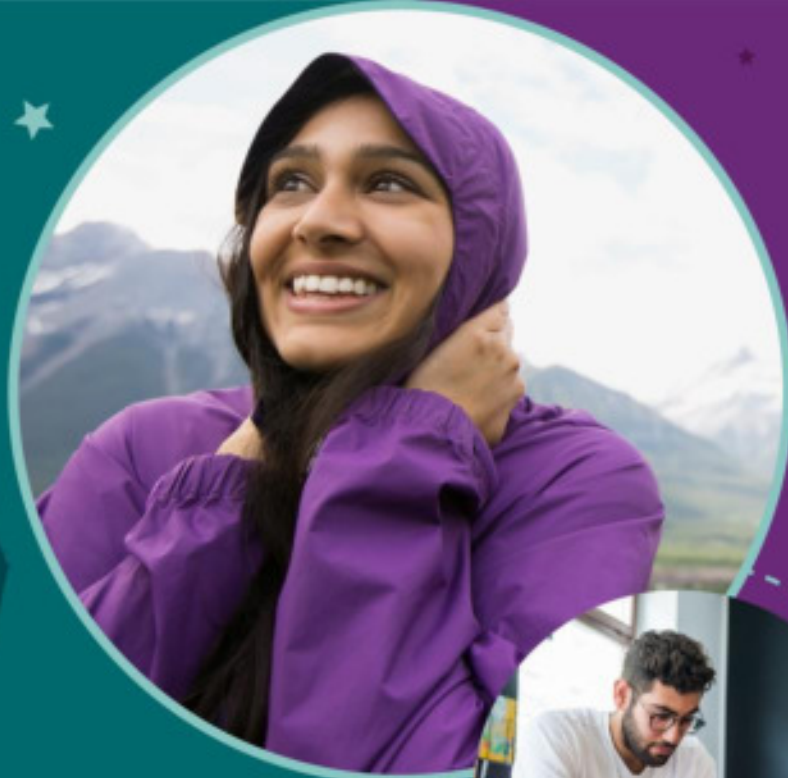


criteoL.

Get Your Wishes Fulfilled

Making the Most of Your Marketing
in SEA during Ramadan



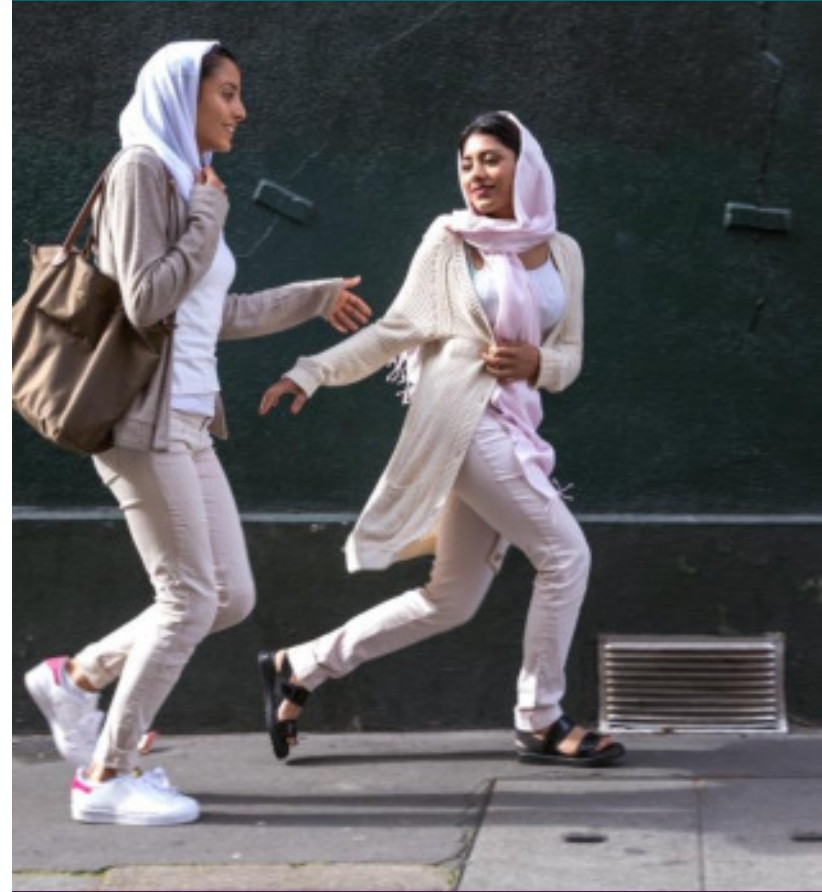
Ramadan Rundown

This year, Ramadan will start earlier, on May 5
— a full 10 days before it did last year (May 15th).

Ramadan 2019 will begin the evening of Sunday May 5 and end on Tuesday June 4, followed by Eid al-Fitr celebrations that last through the next evening, Wednesday June 5. The Ramadan period last year was May 15 - June 14, followed by Eid al-Fitr on June 15.

Online retail sales rise significantly during the month of Ramadan as consumers buy gifts and presents for family, relatives, and friends.

Travel sales are also impacted by Ramadan. While we see lows during that month, bookings rise in the weeks approaching Ramadan, and they peak in the weeks after Eid al-Fitr.



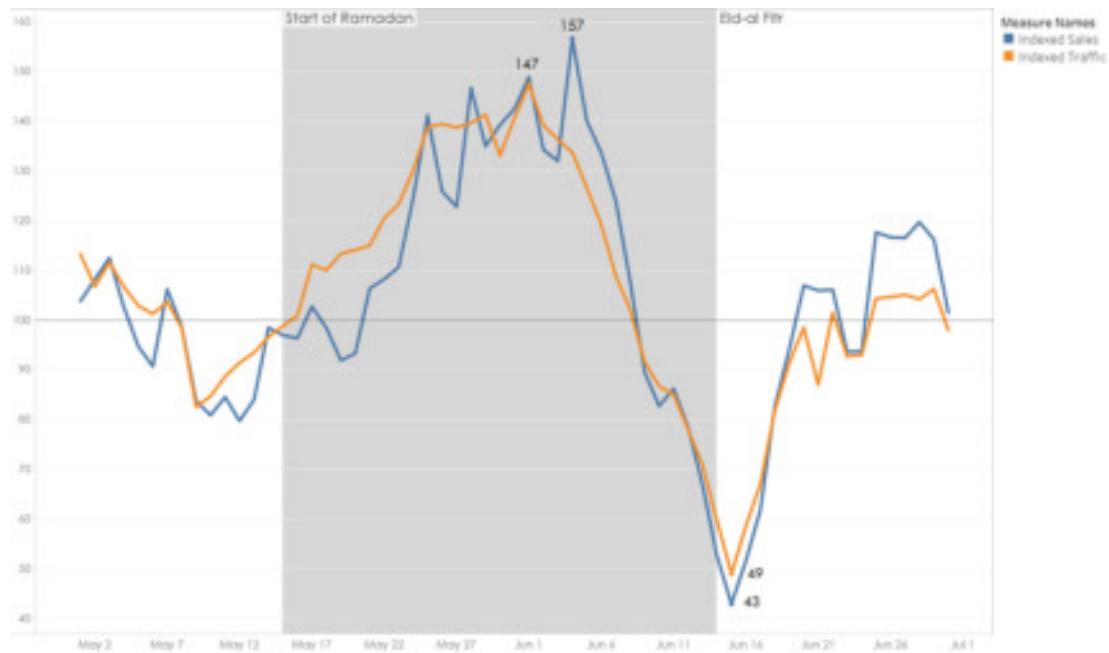
Retail and Ramadan

What's the effect of Ramadan on retail sales, and when are the peak sales periods?



Retail Sales and Traffic Rise During Ramadan

Indexed Daily Sales & Traffic



Last year, the surge in online retail sales and traffic began 10 days into Ramadan and lasted through the 10 days before Eid al-Fitr.

Consumer activity slowed at the start and end of the period, with sales and traffic dropping by more than 50% during Eid al-Fitr. People may be more focused on celebrations during this time, but in the 1-2 weeks following, we see a quick recovery and reinvigorated shopper interest and activity.

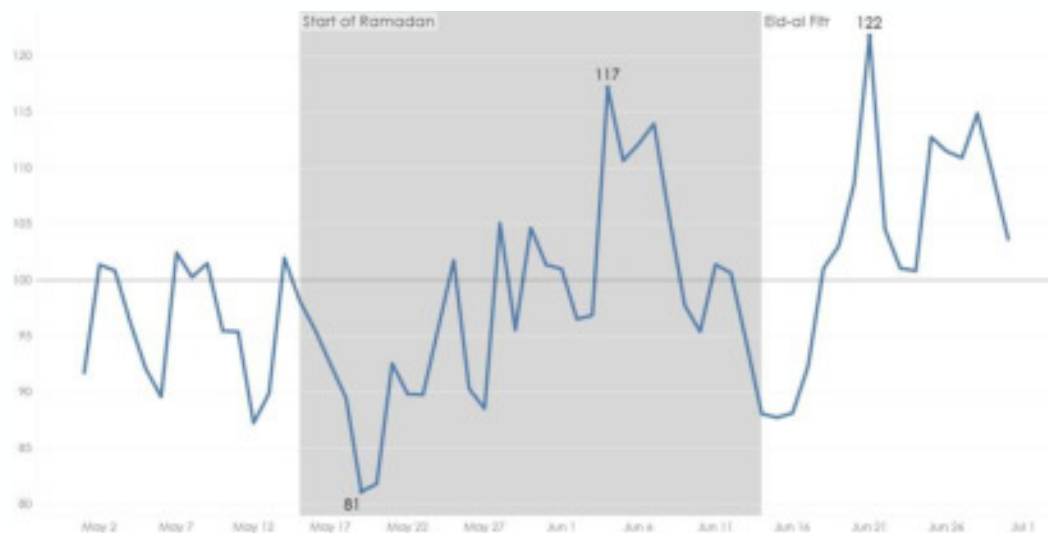
KEY MESSAGE

Shoppers start browsing and buying in the run-up to Ramadan, and the trend continues to escalate over the next few weeks, with the highest uplift in sales happening 1-2 weeks before Eid al-Fitr. If you're an advertiser, be sure to ramp up your campaigns early to gain visibility and stay top-of-mind.

Conversion Rates Surge Near Eid al-Fitr



Indexed Daily Conversion Rates



Ramadan ends with Eid al-Fitr, which marks the peak of celebrations and can last up to three days.

Last year, conversion rates dropped by 12% during this time, and average order values dropped by an average of 24% in the 7 days following Eid al-Fitr. However, this annual seasonal period is surrounded by sales surges. In 2018, we saw a 17% spike in conversions 1-2 weeks prior to the festivities and a 22% increase the following week.

KEY MESSAGE

Conversion rates are at the highest 10 days before and 10 days after (approximately) Eid al-Fitr. Make sure your advertising strategy is in market well in advance of the celebrations and stays strong throughout the weeks after.

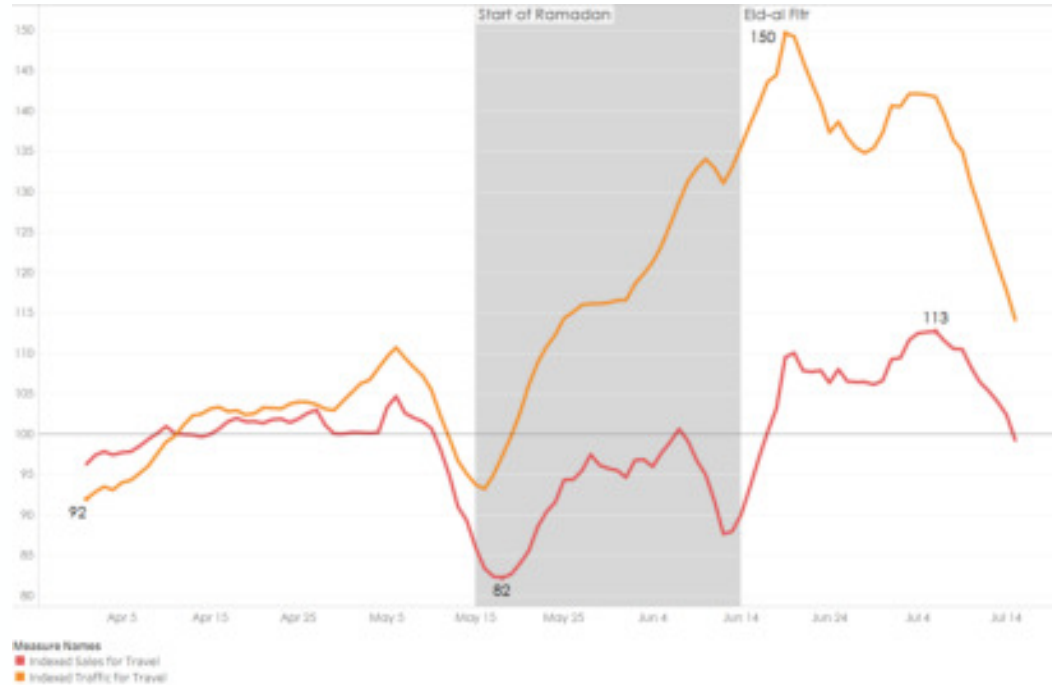
Ramadan and Travel

How should you plan your travel campaigns for Ramadan?



Many Travelers Book After Ramadan

Indexed Daily Bookings



During Ramadan, we see a continuous uplift in traffic to travelsites, increasing by up to 50% in the week after Eid al-Fitr.

However, travel sales stay at or below the baseline during Ramadan, and only start surging one week after Eid al-Fitr. This later surge in bookings lasts for 2 weeks, rising by up to 13%.

KEY MESSAGE

Travelers may start planning their travels during Ramadan, but many don't start booking until after. Travel players should plan to maintain strong advertising strategies throughout Ramadan, so they can capture the most traveler interest and bookings in the weeks following.

Mobile Shopping During Ramadan

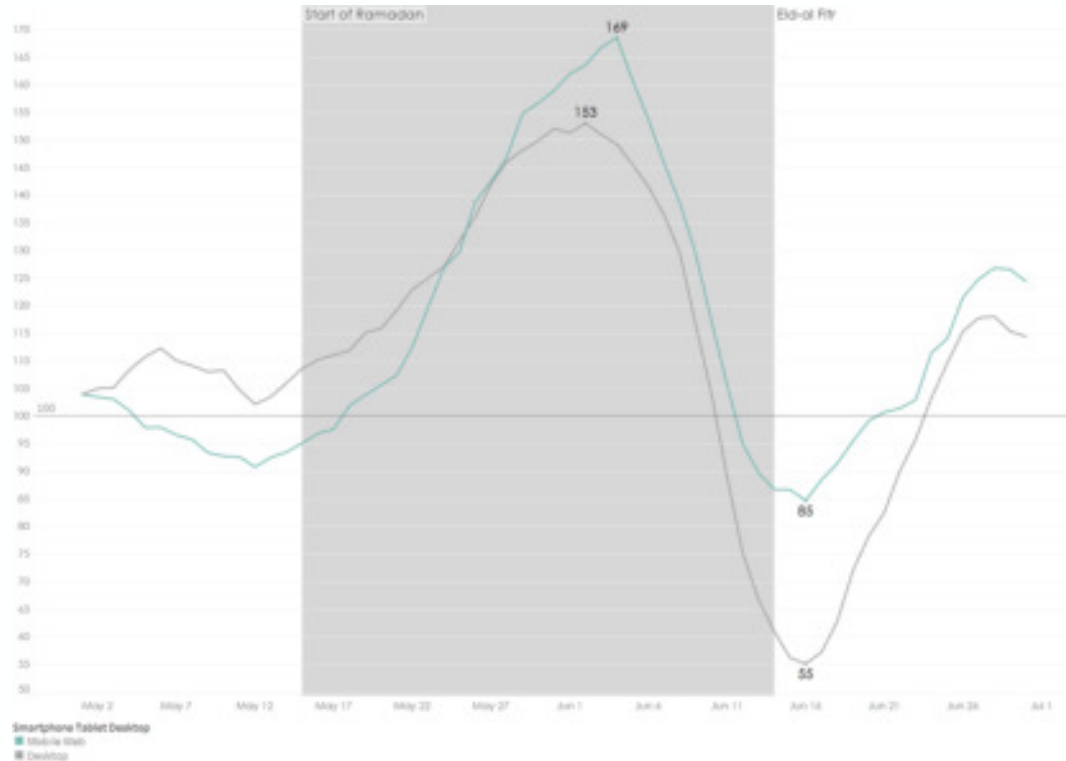


How much are people shopping on mobile during Ramadan?



Mobile Helps Ramadan Retail Sales Rise

Indexed Daily Retail Sales by Device



Though desktop sales do account for more than 80% of all retail sales, shoppers may be more keen to buy from the palm of their hands during celebratory seasonal periods.

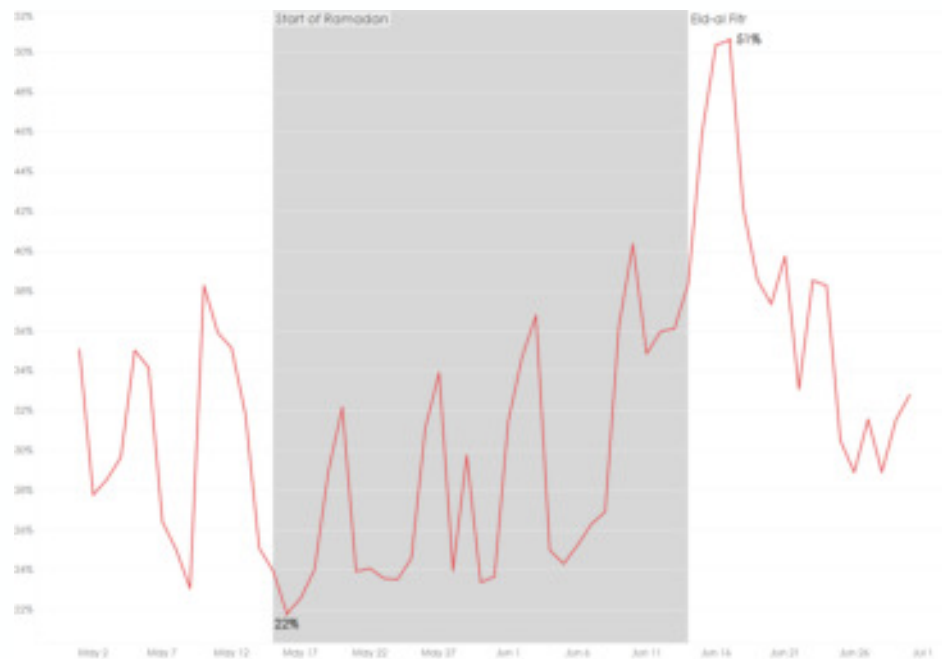
In the sales surge during Ramadan, we see desktop sales increase by up to 53% while mobile web sales increase by up to 69%. During Eid al-Fitr in 2018, mobile web sales only decreased by 15% while desktop sales drop by 45%.

KEY MESSAGE

During Ramadan, we see higher surges and lower declines in mobile web sales. If you're a brand or retailer, don't forget to optimize your mobile presence — easy-to-navigate pages and a seamless checkout experience can make all the difference.

Mobile Travel Bookings Spike After Ramadan

Indexed Daily Bookings by Device



During Ramadan the mobile share in travel bookings steadily increases, reaching up to 40%. Travelsales surge in the days following Eid al-Fitr, and a majority of that activity happens on mobile, reaching a mobile share of 51%

Top Tips for the Run-Up to Ramadan



1

Start a couple of weeks before Ramadan begins.

Ramp up your advertising campaigns early during Ramadan and increase your efforts in the days leading up to Eid al-Fitr.

2

Optimize your mobile site and app.

Creating convenient app and mobile web experiences will help you maintain strong sales during the Ramadan weekends.

3

Continue beyond the end of Ramadan.

Keep your shopping campaigns strong throughout the weeks following Eid al-Fitr to capture maximum retail sales and travel bookings.



Methodology

Criteo identified these trends through the analysis of over 111 million retail shopping transactions, and over 40 million travel sales bookings across desktop, smartphones, and tablets from 107 major advertisers in South East Asia.

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