

criteo.

Ramadan Preview 2019

Insights on How to Make the Most
of Your Marketing this Ramadan



Ramadan Rundown

This year, Ramadan will start 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. Bookings rise and peak in the weeks approaching Eid al-Fitr.



Retail and Ramadan

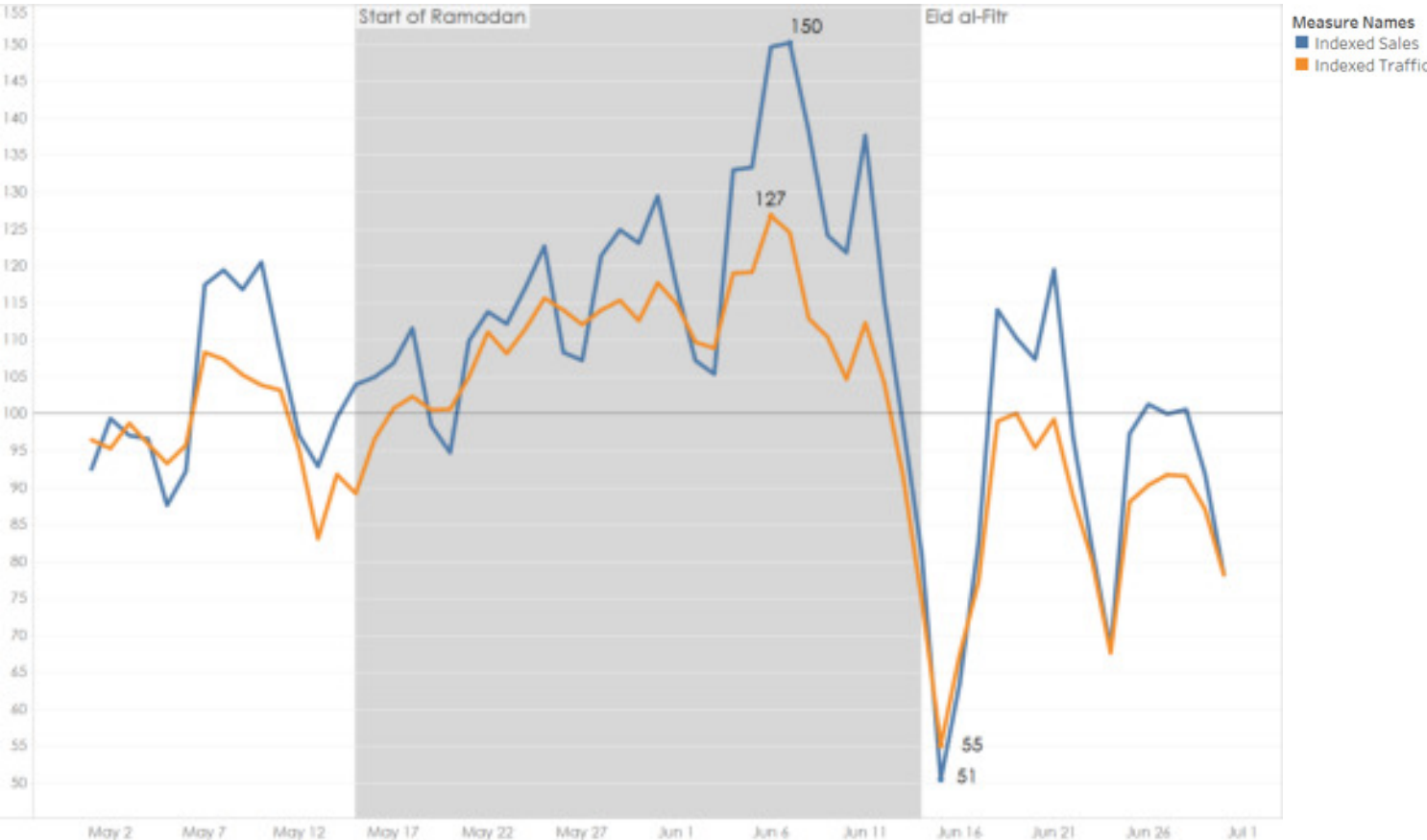
What's the effect of Ramadan on retail sales, and when are the peak sales periods?



Retail Sales and Traffic Rise During Ramadan



Indexed Daily Sales & Traffic



Last year, the increase in online retail sales began with a 20% surge a week prior to Ramadan. Sales gradually increased during Ramadan, reaching a peak of +50% a week before Eid al-Fitr.

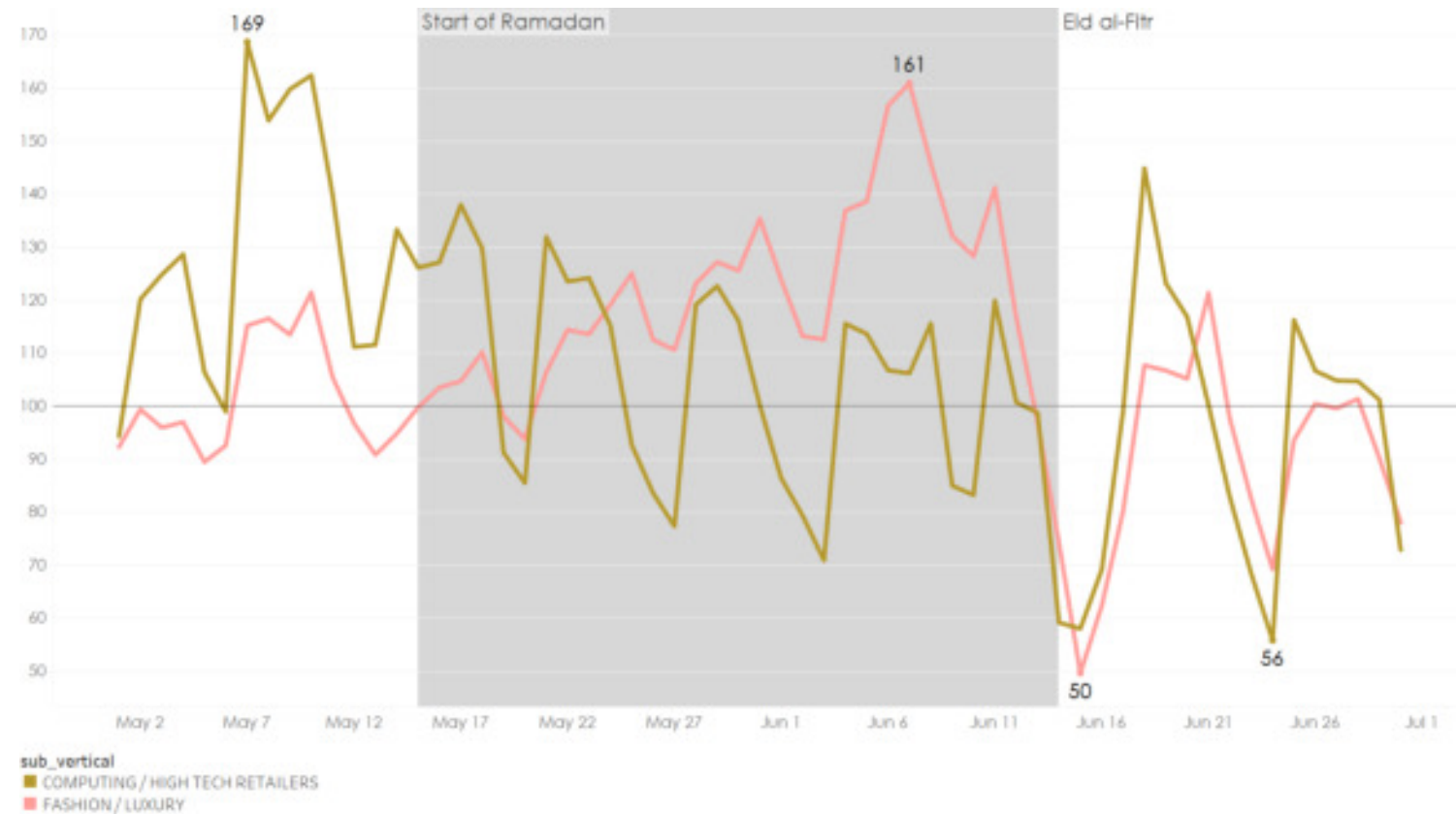
Consumer activity slowed at the start and end of the period, with sales and traffic dropping by up to 49% during Eid al-Fitr. While people may be more focused on celebrations during this time, we see a quick recovery and reinvigorated shopper interest and activity in the 1-2 weeks following.

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.

Fashion and High-Tech Items are Popular for Ramadan

Indexed Daily Sales & Traffic

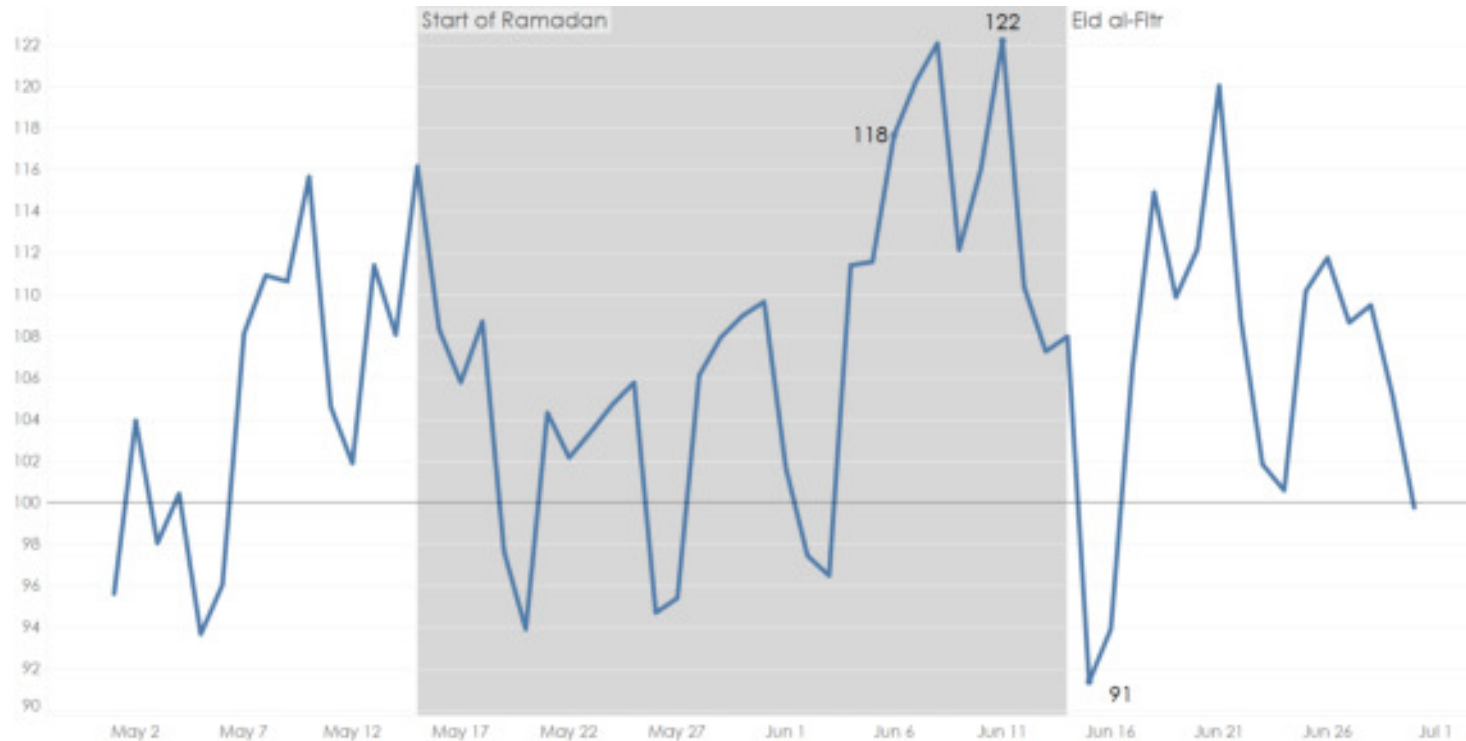


Last year, Fashion/Luxury was the most popular retail category during Ramadan, with sales reaching a 61% increase a week before Eid al-Fitr.

Sales of Computing/High Tech items also surged, up to +69% in a week before and after Ramadan.

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. This annual seasonal period is surrounded by sales surges. In 2018, we saw a 22% spike in conversions 1-2 weeks prior to the festivities and a 20% increase the following week.

Last year, conversion rates dropped by 9% during Eid al-Fitr, and average order values dropped by an average of 19% in the 7 days after.

KEY MESSAGE

Conversion rates are highest about 10 days before and 10 days after 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

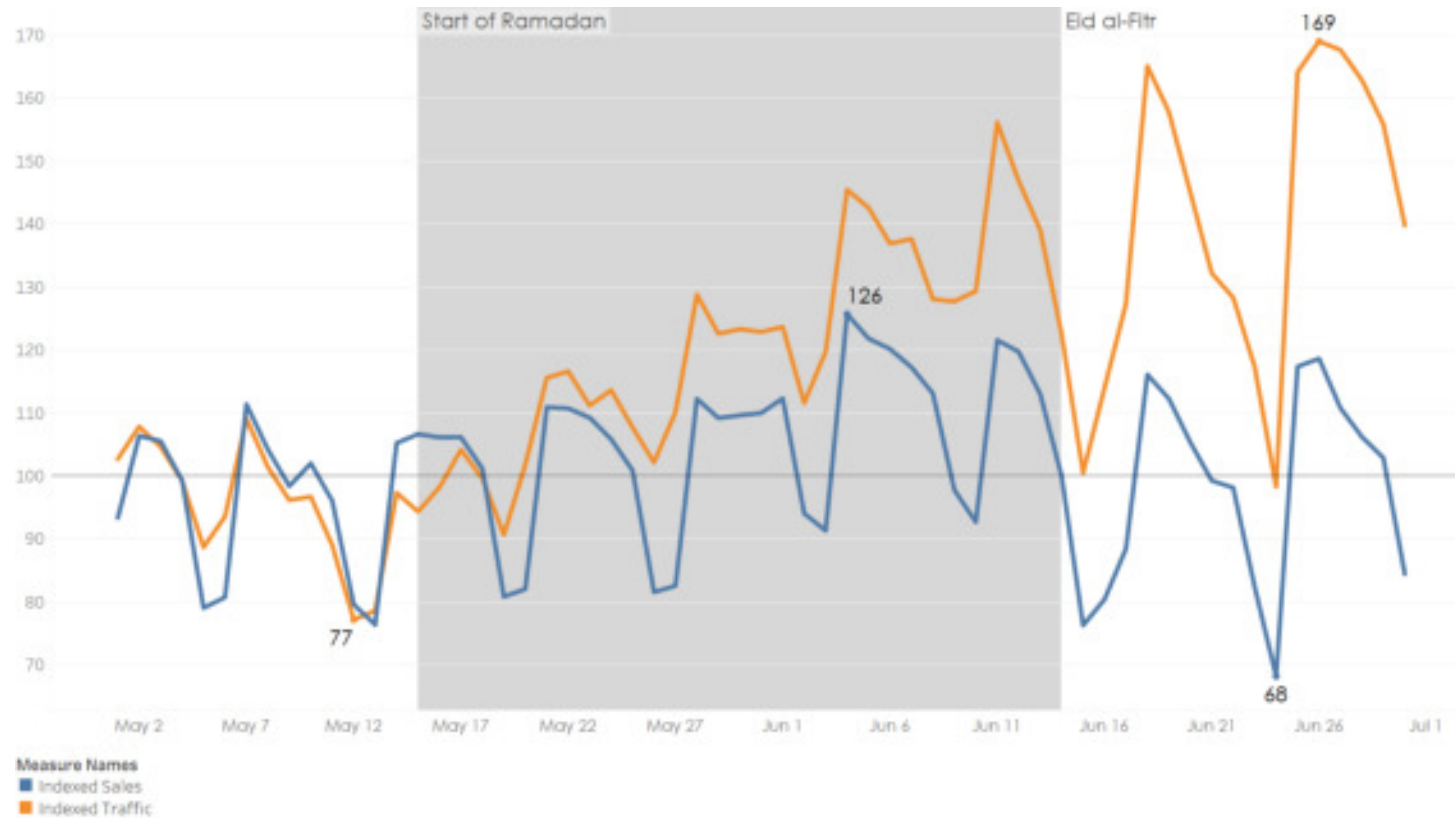
How should you plan your travel campaigns for Ramadan?



Many Travelers Book During Ramadan



Indexed Daily Bookings



During Ramadan, we see a continuous uplift in traffic to travel sites. Last year, traffic increased by up to 69% in the weeks after Eid al-Fitr.

Bookings also surged, increasing by up to 26%. While bookings return to the baseline after Ramadan, traffic remains high going into the summer months.

KEY MESSAGE

Some travelers start booking their travels during Ramadan, and browsing picks up even more in the weeks following. Travel players should plan to maintain strong advertising strategies throughout and after Ramadan, so they can capture the most traveler interest and bookings in the run up to summertime.

Mobile Shopping During Ramadan



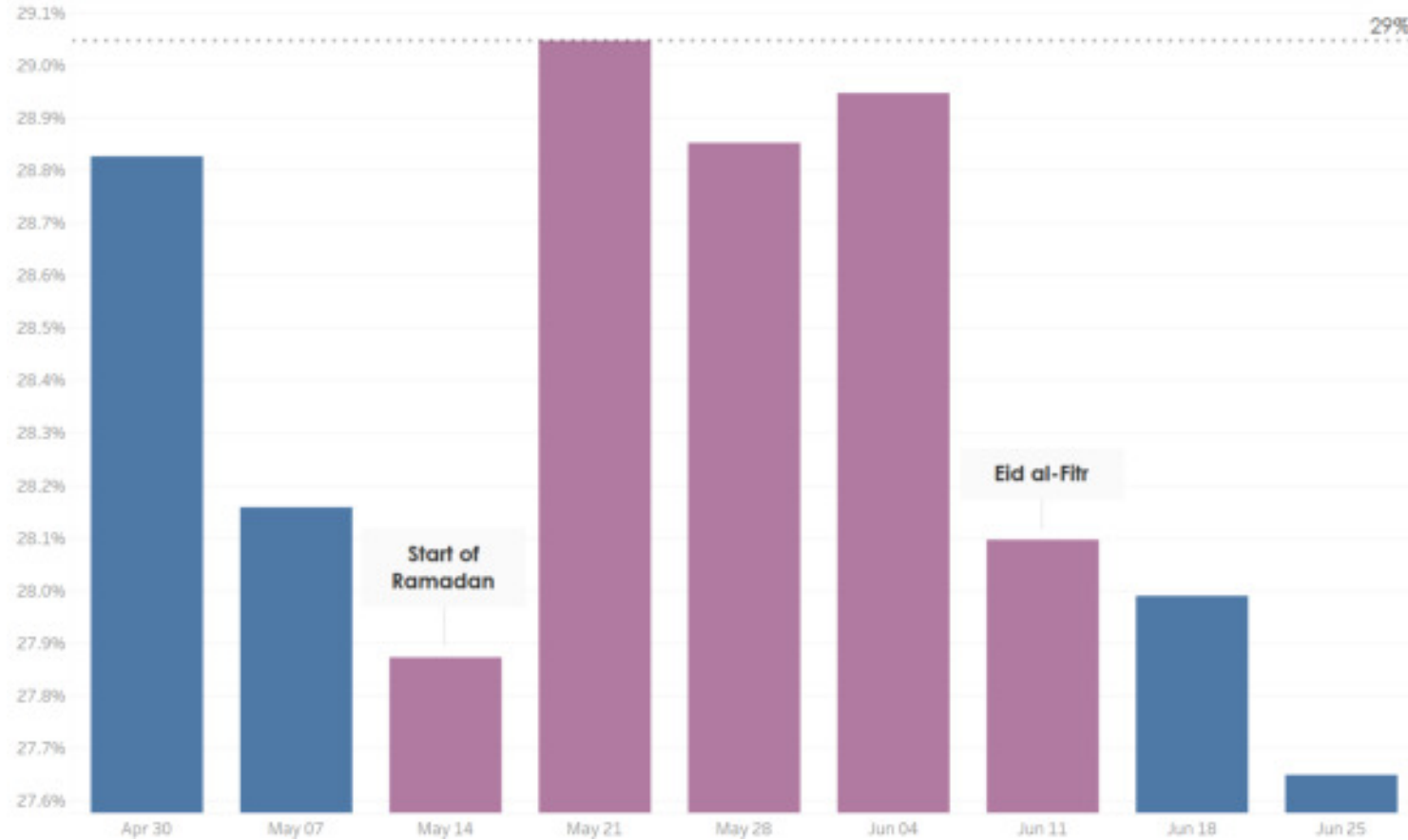
How much are people shopping on mobile during Ramadan?



Mobile Helps Ramadan Retail Sales Rise



Weekly Mobile Share of Bookings



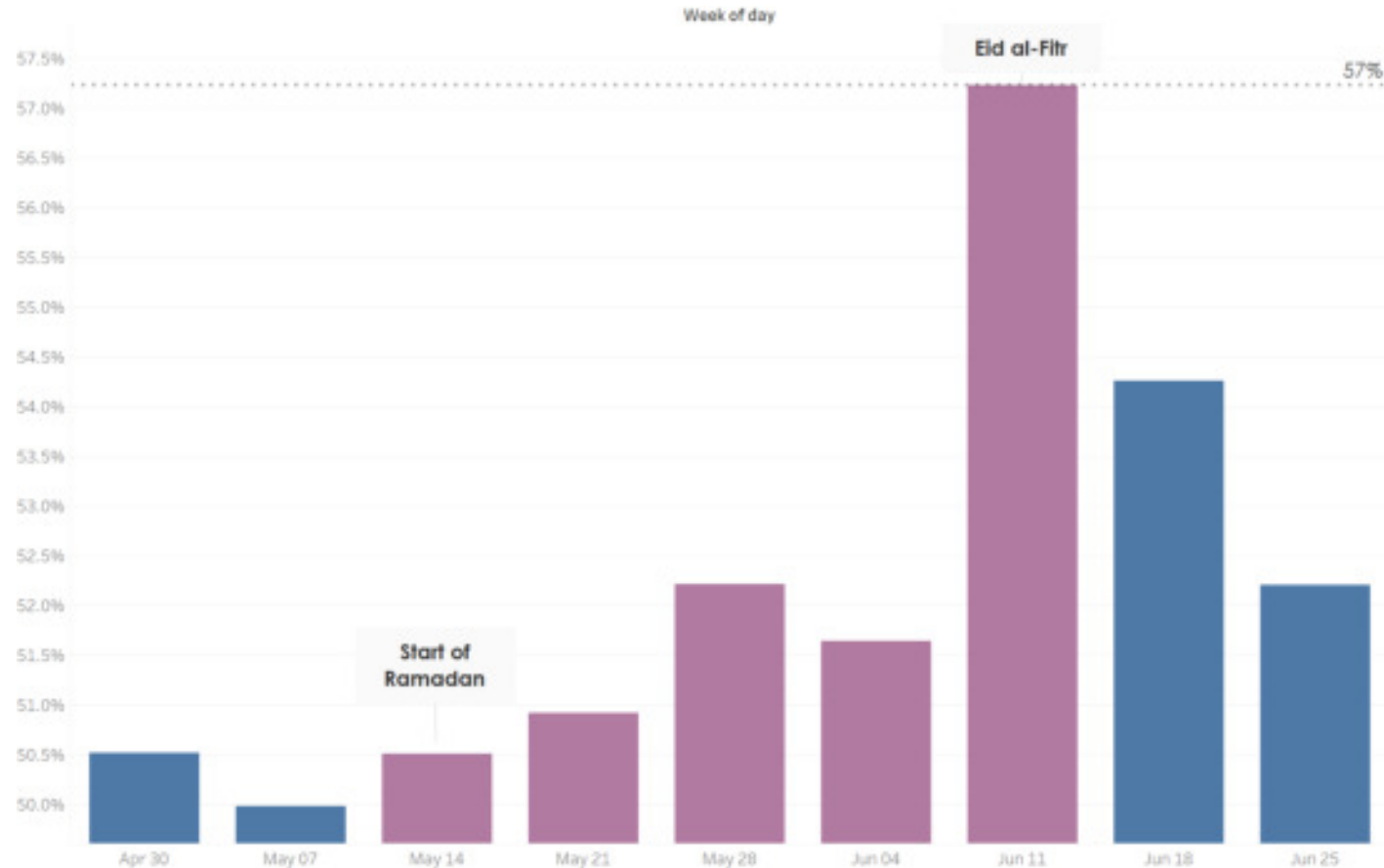
Though desktop sales do account for more than 80% of all retail sales, shoppers may be more keen to buy from the palm of their hands during celebratory seasonal periods.

Last year, as sales grew during Ramadan, the weekly mobile share in sales surged to 29% during Eid al-Fitr. We even saw a surge in mobile share two weeks prior to Ramadan.

Mobile Travel Bookings Rise During Ramadan



Weekly Mobile Share of Bookings



Desktop bookings may account for more than 79% of all bookings, but consumers also like using their smartphones to make travel reservations.

Last year, as bookings grew during Ramadan, the weekly mobile share steadily increased and surged to +57% on Eid al-Fitr. The mobile share of bookings stayed 52% above the baseline for the two weeks after as well.

KEY MESSAGE

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

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 8.8 million retail shopping transactions, and over 13.5 million travel sales bookings across desktop, smartphones, and tablets from 315 major advertisers in Turkey.

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