

Getting Your Advertising Ramadan Ready

A guide to web and app usage over Ramadan.



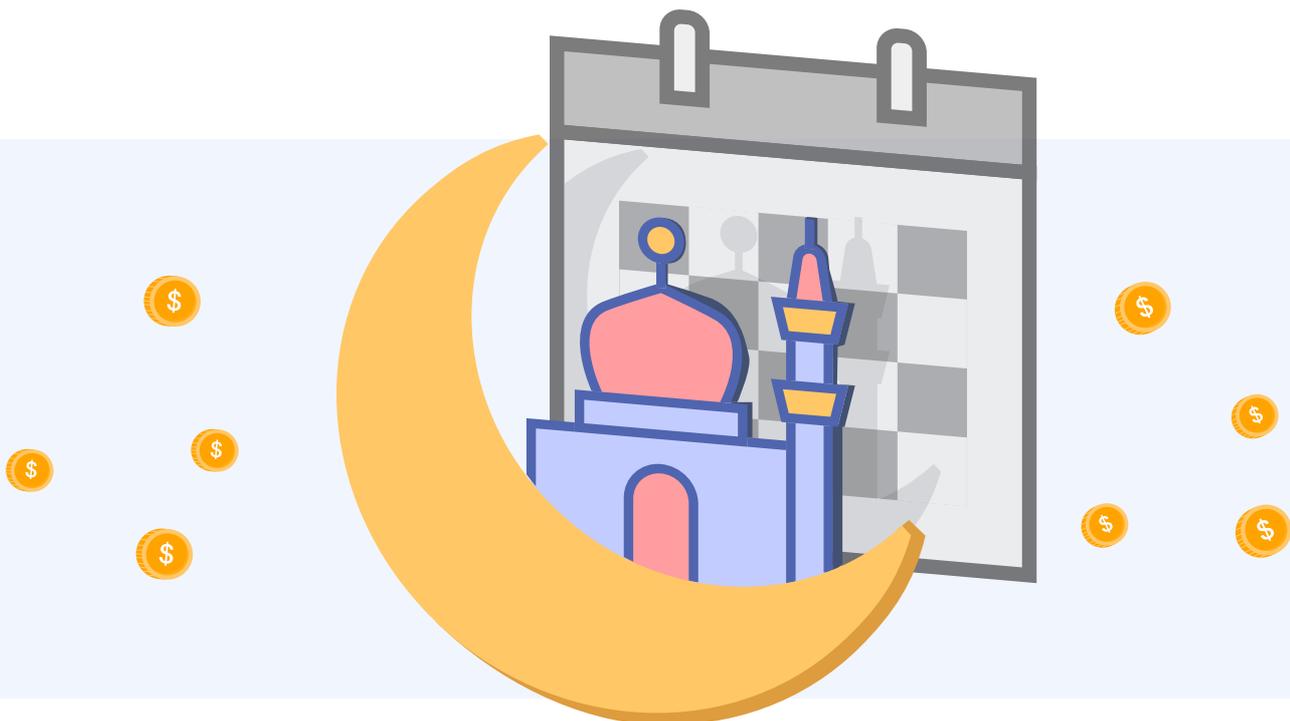
Summary

Knowing how seasonal events such as Ramadan, impact your target audience's propensity to spend is crucial in aligning your efforts with their shopping intent for the best advertising return.

This involves understanding:

- What events cause fluctuations in demand for different products and services
- When your audience starts their research process within your category
- What behavioural changes occur that might impact the value of your offering
- The channels where you can reach them
- In the case of Ramadan, the timing of your communications—both by hour of the day, and day within the period.

This report by fraud prevention specialist **TrafficGuard**, and market intelligence platform, **SimilarWeb**, explores some of the user behaviour changes that may have implications or present opportunities in your efforts to reach your target audience over Ramadan.



Overview

22nd – 21st
MARCH APRIL
Ramadhan 2023 Dates

24%
of the world's population is Muslim
Second Largest religious group



Fasting

A month observers fast from dawn to sunset. Ramadhan is a month of reflection, and spiritual renewal for Muslims worldwide



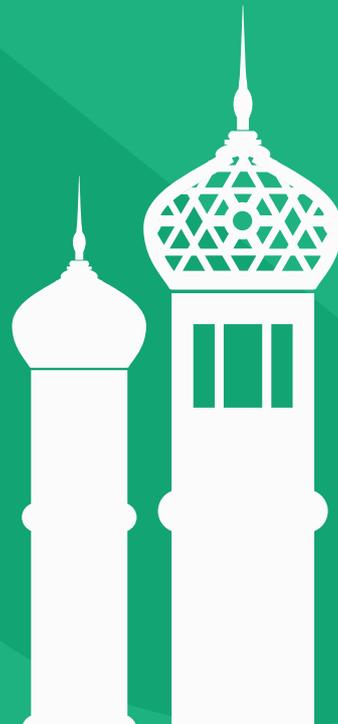
Eid al-Fitr

The celebration marking the end of Ramadan, observed with feasting, prayer, and gift-giving among Muslims.



Community

Ramadan is often a community affair, with more people attending mosque in the evenings and coming together with friends and family for iftar. During Ramadan, many offices and schools in Muslim-majority countries shut early.

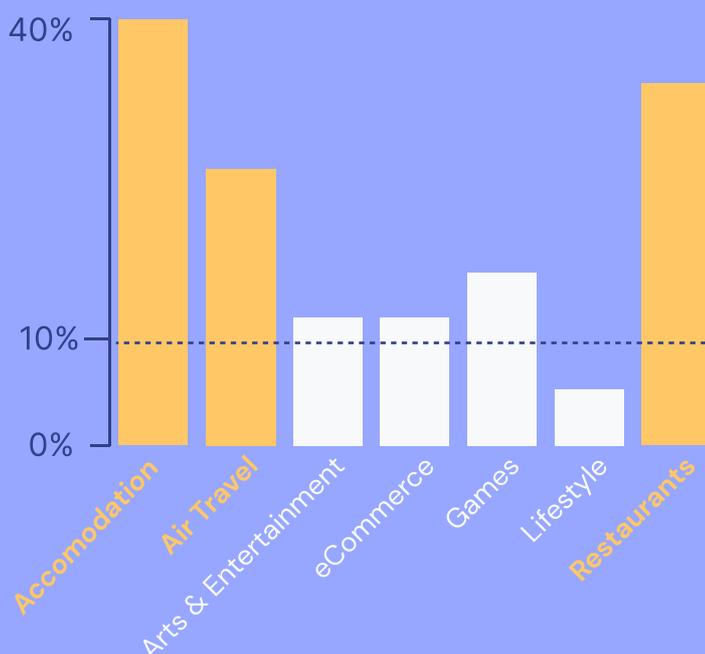
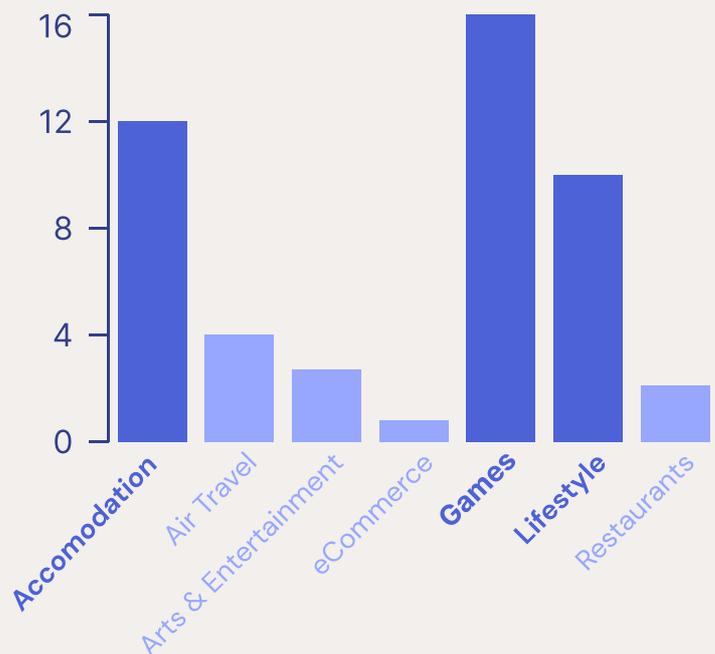


Website Traffic & Ramadan

What you need to know when looking for advertising opportunities and business growth during Ramadan.

Top Web Categories Impacted during Ramadan

Of the 7 categories analysed, most observed overall growth in web traffic during the Ramadan period, over the 4 weeks before Ramadan. **Gaming, Accommodation and Lifestyle** websites saw the biggest increases in traffic. eCommerce, while poor performing over the whole period, observes surges in traffic that are countered by a dramatic fall in traffic over the week of Eid al-Fitr (more on page 5).

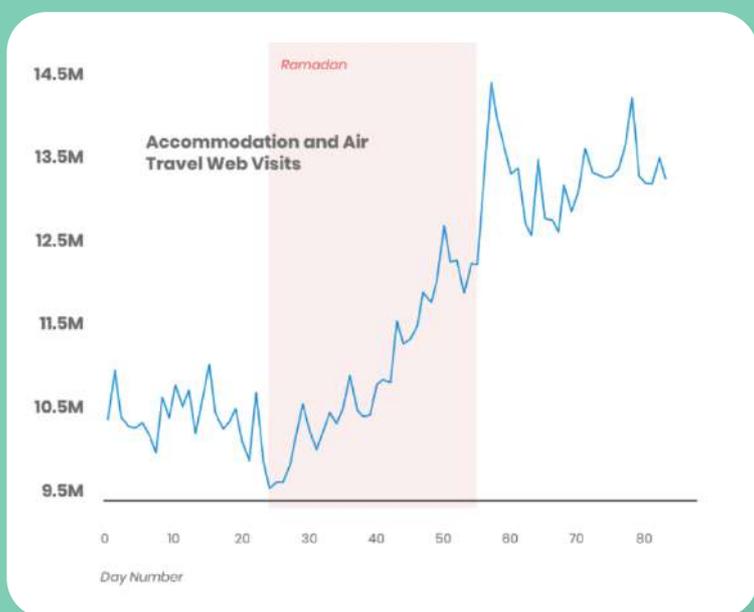
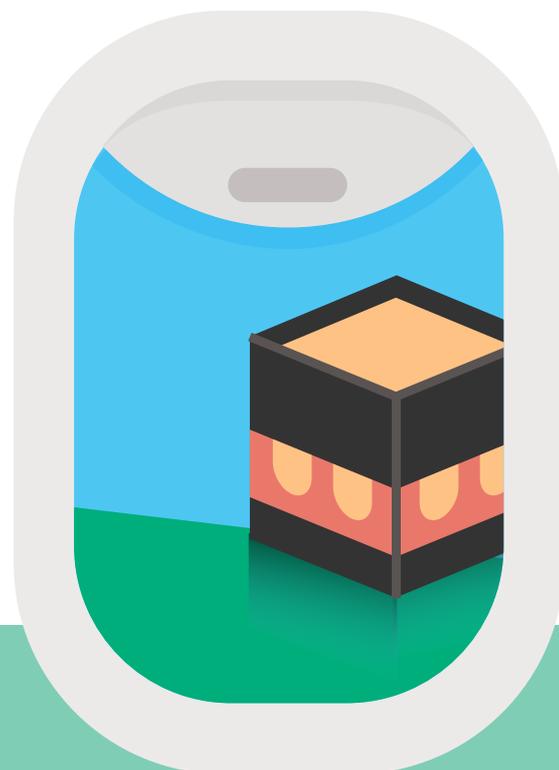


Top Web categories Impacted after Ramadan

In the month following Ramadan, all categories observed further increases in web traffic, with all categories except Lifestyle, above 10% growth. Top performers include **Accommodation, Restaurants and Air Travel**.

Accommodation and Air Travel

From the first day of Ramadan to the traffic peak just after, daily web traffic to accommodation and Air Travel sites **increases over 50%.**



Travel related websites and services should be aiming to drive awareness in advance of Ramadan to benefit from this seasonal surge in web traffic.

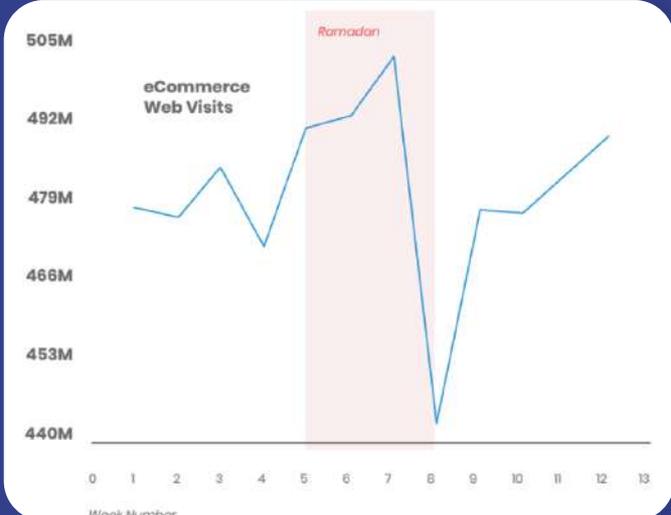


Traffic to Accommodation sites peaked 18% higher just within a year apart.

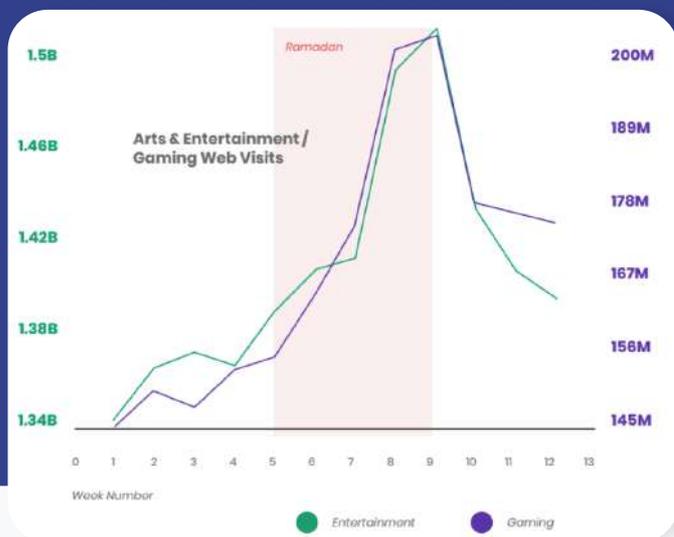


Traffic to eCommerce sites was volatile 🛒

As we saw on page 3, total traffic to eCommerce sites for the 4 weeks of Ramadan isn't higher than the 4 weeks prior but that metric alone doesn't tell the whole story. On closer examination, we can see eCommerce surges in the first 3 weeks of Ramadan are countered by a dramatic drop in the week of Eid al-Fitr. This demonstrates strong eCommerce opportunities in the lead up to and during Ramadan.



In the week of and following Eid al-Fitr, traffic to Arts and Entertainment and Gaming sites spikes.



Lifestyle sites see the biggest fluctuations in web traffic at the beginning of Ramadan.

As a time for reflection, self-improvement and family, engagement with sites in the Lifestyle category surge. In preparation for hosting family and friends for Iftar meals during Ramadan, traffic to lifestyle content surges as planning starts at the beginning of Ramadan. Another peak occurs in the week before Eid al-Fitr as planning for further festivities gets underway.

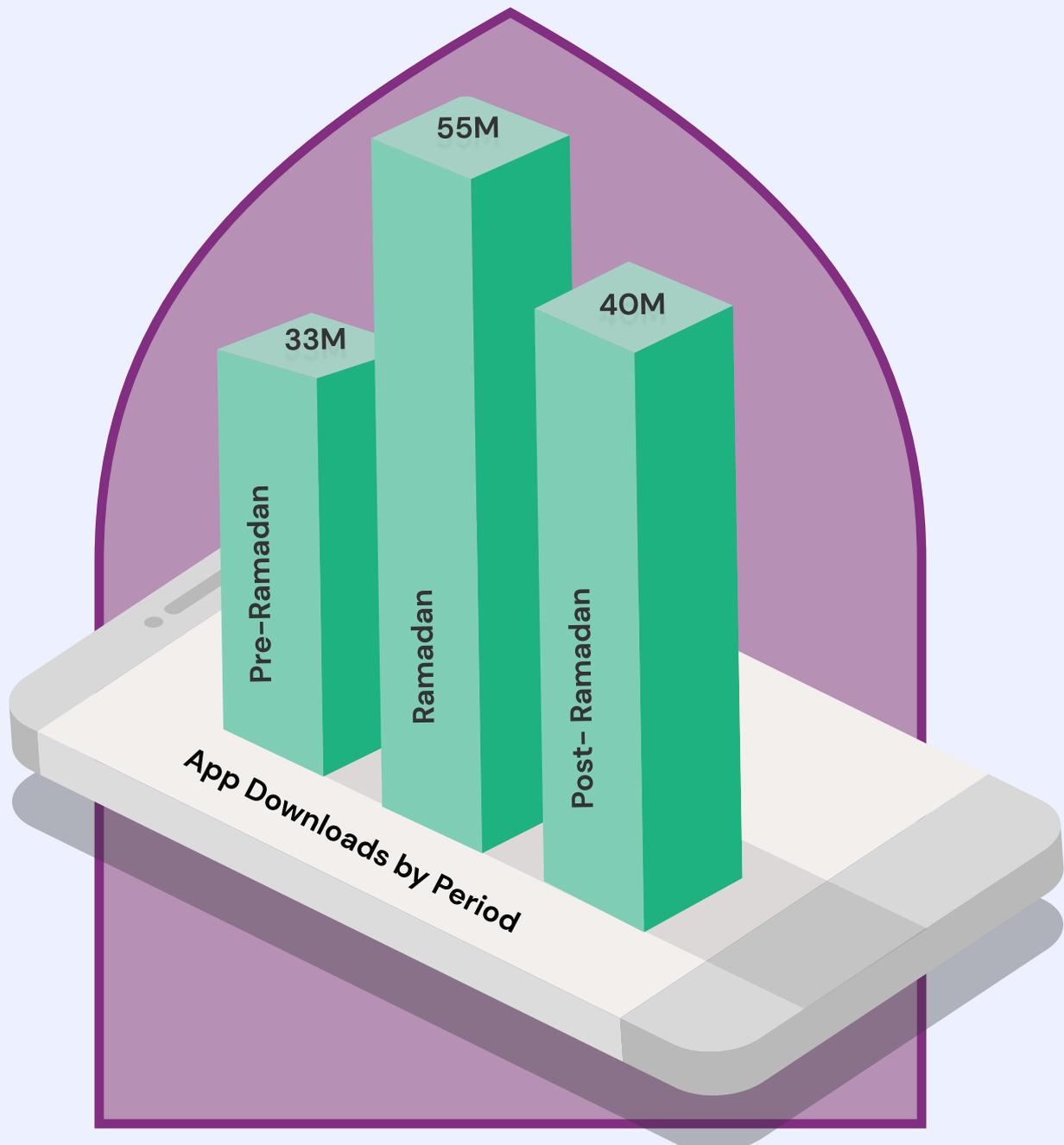


Mobile Apps & Ramadan

What you need to know when looking for advertising opportunities and business growth.

Ramadan sees app downloads surge 36.5%

As behaviours shift for Ramadan, and people look for entertainment, convenience and lifestyle solutions, **app downloads surge**. This presents a big opportunity for apps to grow their user bases and engagement.



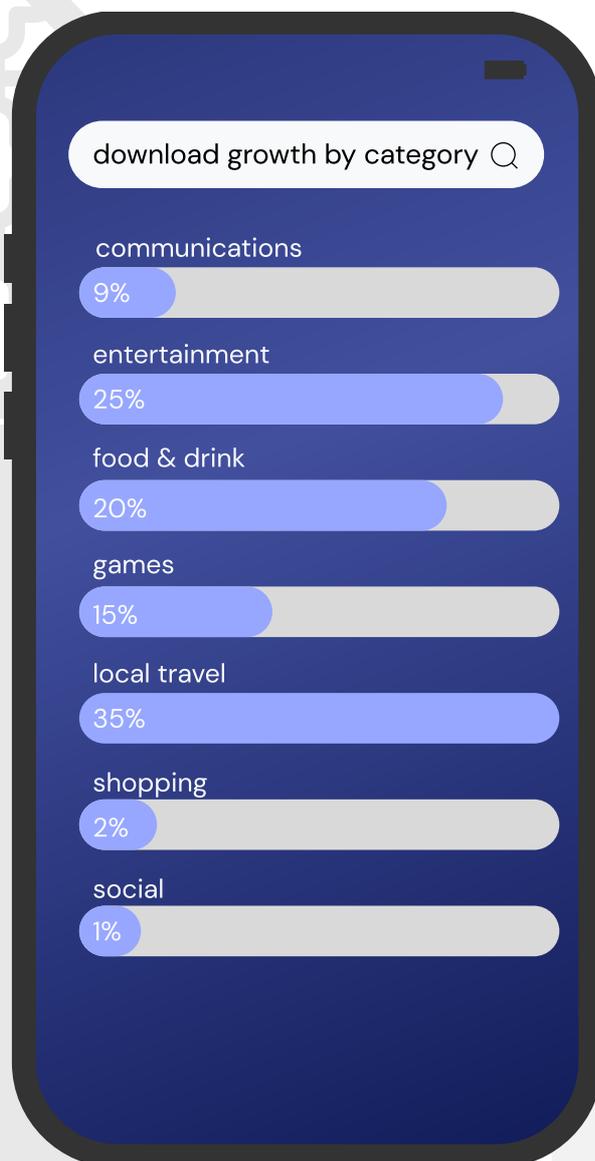
Top App categories impacted during Ramadhan

Social, eCommerce and Food & Drink apps saw the biggest jumps in downloads over Ramadhan, with download growth of 12%, 8%, and 7% respectively. Downloads of Entertainment apps actually declined by 1% over Ramadhan. Despite this, opportunity is still present – more details on pages 8 and 9.



Top app categories impacted after Ramadan

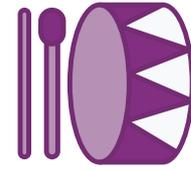
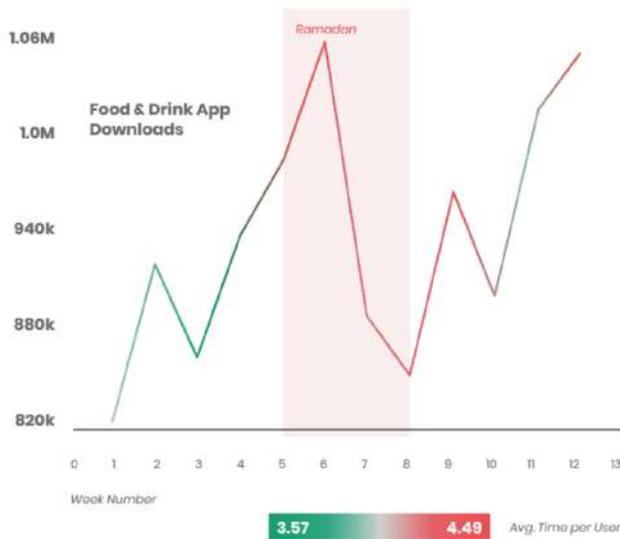
In the month following Ramadan, all categories grew in downloads, with four categories above 10% growth. Local Travel, Entertainment, Food and Drink and Games saw impressive user growth.





Food & Drinks Apps

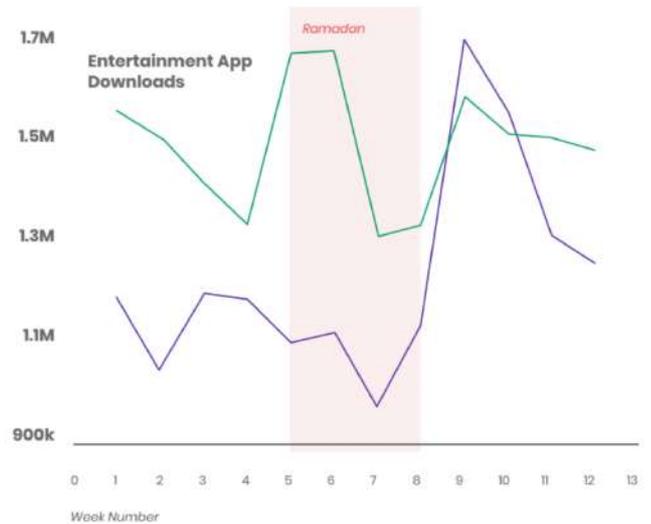
Apps in the Food & Drink category observe growth in downloads in the first half of Ramadan. Throughout Ramadan, the average time a user spends in these apps increases by **up to 22%**. Heavier usage represented here by the dark red colour. With fasting during daylight hours, advertising for Food and drink will be most effective approaching Sah ūr or Iftar.



Entertainment Apps recognised earlier download surges

Strong surges in downloads occurred in the weeks following Ramadan in the last two years. New services and types of entertainment gaining popularity like OTT could have influenced downloads of Entertainment apps.

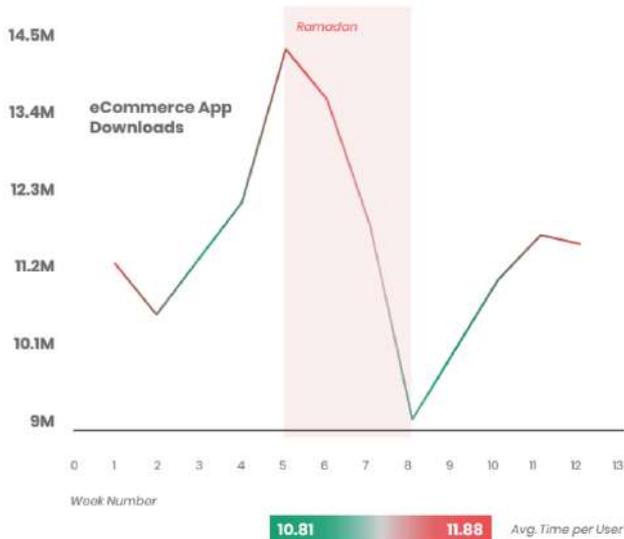
52% in DAU (Daily Average User) growth in Entertainment up within just one year.





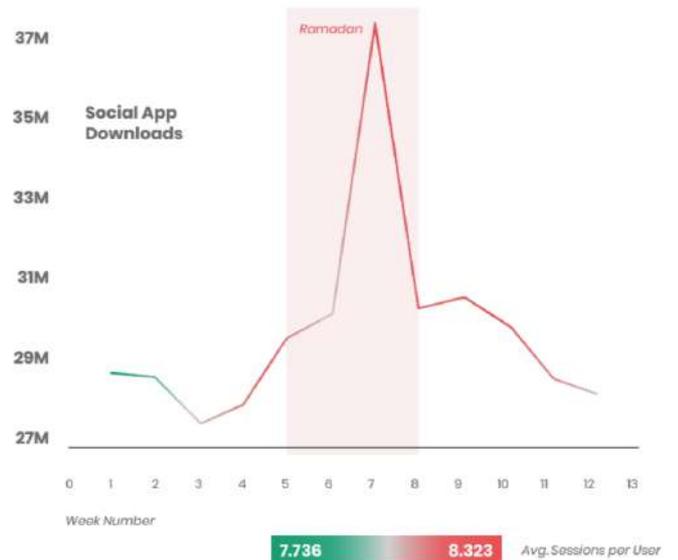
eCommerce Apps

eCommerce apps sees impressive growth in weekly downloads in the first half of Ramadan as well as **increases in average time per user of almost 10%**. Usage and weekly downloads drop significantly in the week of Eid al-Fitr. Eid al-Fitr is the festival of breaking the fast. Observers often don new clothing, share meals and give gifts known as "Eidi" to children. Preparations for Eid are reflected by the eCommerce surge in the weeks leading up to festivities. When the festivities arrive, eCommerce activity subsides.



Social Downloads surge in 3rd week

Apps in the Social category observe a download spike, along with a peak in sessions per user in week 3 of Ramadan. Heavier usage represented here by the dark red colour.



Tips for Ramadan Campaigns

Start planning early

It can be a competitive time for advertising inventory. To ensure your brand is at the right place at the right time, start your Ramadan planning early.

Understand your audience

Consumer behaviour changes in different ways over Ramadan and the surrounding weeks. Get to know how this impacts your target audience so that you can align your messaging to their needs over this period and ensure you are reaching them in the right channels at the right times.

Look beyond the obvious

The influence of Ramadan extends to the weeks before and following the holy month. Opportunities for advertising and growth may present themselves in the surrounding weeks when media is less expensive.

Bring digital into the mix

Massive surges in activity on websites and apps present great ways to access your audience in a targeted and scalable way. Leveraging digital channels is essential to maximising your success over Ramadan.

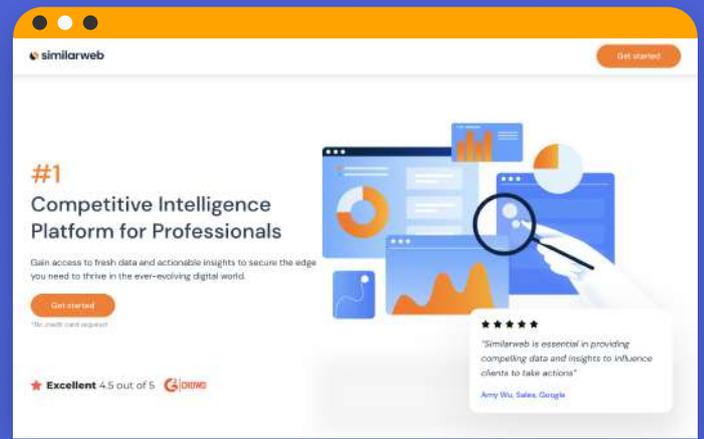
Protect your ad spend

Your annual Ramadan opportunity is fleeting. Make the most of it by ensuring your ad spend goes towards genuine advertising engagement—not ad fraud.



Methodology

The data for this report came from Market Intelligence platform, SimilarWeb. SimilarWeb's Market Intelligence is derived from a complex blend of non-intrusive digital signals that include crawling, first-party direct measurement, external partners and panel-based behavioural data.



Mobile app analysis covered downloads and in-app activity of **184 Android apps** across **7 categories** and **3 countries** with majority-Muslim populations.

Web traffic analysis covered the top **100 websites** across **7 categories** and **11 countries** with majority-Muslim populations.



TrafficGuard examined activity for the 4 weeks of Ramadan, as well as the 4 weeks before and after for comparison.

Companies targeting consumers in majority-muslim countries start planning for Ramadan months in advance.

As demonstrated by app and web traffic analysis, Ramadan impacts consumer behaviour throughout the period of Ramadan as well as the surrounding weeks. These behaviour changes may very well lead to great opportunities to attract more customers, get more engagement and improve your businesses bottom line. In order to take advantage of surges in consumer intent over Ramadan, brands and apps spend heavily on advertising. However, the threat of ad fraud remains ever present.

How ad fraud can sabotage your Ramadan campaigns:

Wasted Ad Spend

It is an unfortunate truth that where there is advertising, there is ad fraud. Every invalid impression, fraudulent click, bot driven install, is wasting your ad spend. As spend ad spend scales to take advantage of seasonal opportunities like Ramadan, more budget is on the line than most of the year.

Opportunity Cost

Ramadan happens but once a year. For a short space of time, demand for your product fluctuates, which means an effectively executed Ramadan campaign should have a seasonally inflated return on investment (ROI). When ad spend is wasted on fraud, sometimes that spend can be recovered, but the revenue it should have generated if it didn't go to fraud, can't be. When Ramadan is finished, if 20% your ad spend is wasted on ad fraud, the opportunity to reach those high-intent Ramadan shoppers who were the intended target of that ad spend, is over until next year.



How ad fraud can sabotage your Ramadan campaigns:

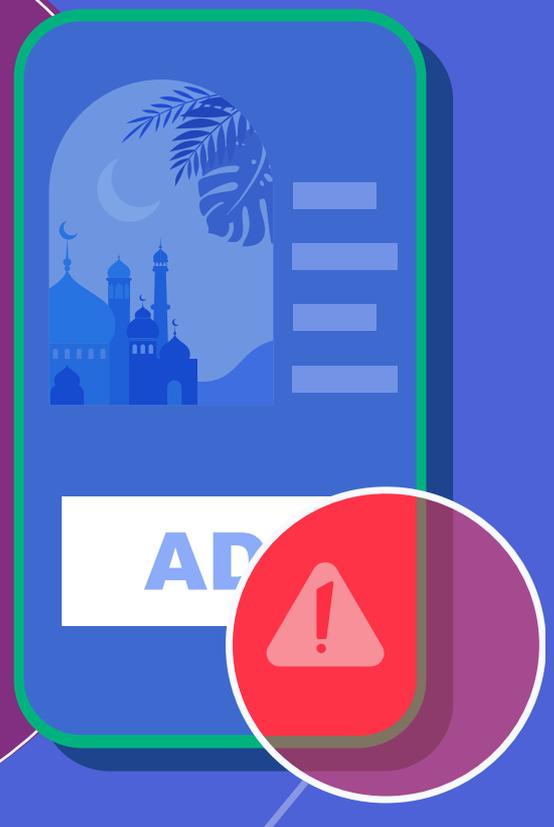
Slowed Optimisation

Optimisation is key to making your Ramadan campaigns a success but you only have a short window to optimise. If your ad performance metrics are skewed by ad fraud, you may inadvertently divert budget away from quality traffic sources towards sources that on the surface seem to be giving you the best performance, but are actually very low quality. Time is of the essence for seasonal advertising, so you need clean data to make the most of your Ramadan advertising opportunity.

Sub-Optimal ROI

During Ramadan, your target audience may be more ready and willing to engage with your brand than any other time of year. Theoretically, Ramadan has the potential to be the best time for year for many businesses but too often, ad fraud gets in the way. The culmination of wasted ad spend, missed opportunity and slower optimisation results in restricted campaign performance and lower ROI.

Protecting your advertising campaigns during Ramadan with **proactive fraud prevention** will ensure that your ad spend is invested in **genuine ad engagement** and not **wasted on fraud**. And crucially, you will be able to safely scale and optimise in the lead up to, and throughout those critical days, **maximising your advertising ROI**.



About SimilarWeb

SimilarWeb is the standard for understanding the digital world. With the largest international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across industries. Global brands such as Google, HSBC, eBay, L'Oréal, and Adidas rely on SimilarWeb to understand, track and grow their digital market share.

[Website](#)



About TrafficGuard

TrafficGuard is an award-winning invalid traffic and ad fraud prevention solution provider, helping advertisers to avoid wasted spend and unlock the best outcomes. Powered by A.I and machine learning, TrafficGuard prevents invalid traffic by changing the attribution journey of every click & conversion in real-time, ensuring that your ad spend is reaching to genuine users and driving growth. This also keeps your performance data clean, and helps you scale and optimise your advertising confidently. TrafficGuard is trusted to protect ad spend of leading global businesses including GoJek, Lalamove, and eCommerce giants Bukalapak.



Learn more about TrafficGuard's comprehensive ad fraud protection.

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