

How to optimize your online sales during 2015 Ramadan

Ramadan is unlike any other time of the year in the Muslim world. It affects almost every aspect of people's lives – and online shopping is no exception. Criteo analysed historical data to help marketers perform during this year's Ramadan month.



Week 1: Start Strong



Ramadan is a high season for sales. Consumers typically purchase clothes for their kids and prepare their vacations starting the first week.



Online sales during the first days of Ramadan



Weeks 2 & 3: Reap the Benefits



This is when the major sales peak occurs. During this time, consumers tend to purchase predominantly from their computers.



Week 4: Go Mobile



During the final week of fasting, many are away from home in their families. As a result, they tend to use their mobiles a lot more than during previous weeks. This is when the share of mobile sales reaches its peak.



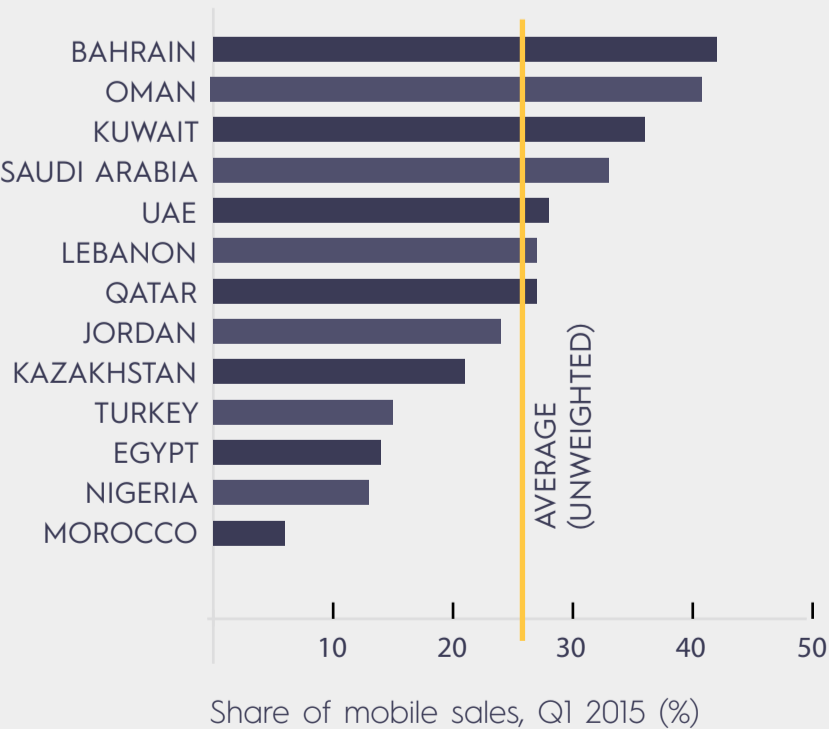
Feast Days



The three days after Ramadan (aka Aid el-Fitr – or Şeker Bayramı, "Sugar Feast", in Turkey) are when people celebrate the end of a month of dawn-to-sunset fasting. Predictably, sales tend to drop pretty sharply. However, while people tend to stay away from their computers, they still have their phones in their pockets – and they do use them to make purchases.



Want to perform during the Ramadan?
Think mobile!



Devise a Mobile-Centric Strategy

In the Muslim-majority countries that we studied, mobile accounts on average for a quarter of online retail sales. In the Middle-East, many countries are significantly above this average. Mobile may play a very special role during Ramadan, but it is also a major purchasing channel throughout the year.

Methodology

Criteo analyzed close to a million transactions from over 130 retailers based in the Middle-East and Northern Africa region over desktop, smartphones and tablets.

The findings and recommendations are based mainly on data analyzed for Q2 2014, particularly for June and July. The percentage of mobile sales per country is based on data from Q1, 2015.

Notes

- Mobile includes both tablets and smartphones
- Online sales refer to the total number of purchases on retailers' desktop and mobile websites
- Mobile sales refer to the share of mobile sales in the total
- Click-through rate (CTR) = (No. of Clicks) / (No. of impressions)