



Facebook comes
to life at Ramadan

facebook IQ



Ramadan is a time for observance. But it's also a time for connecting with friends, loved ones and the wider community.

Many of these connections are now made on mobile, on Facebook and Instagram

Facebook is where millions of people come to share their Ramadan experiences and find inspiration. Instagram is where they discuss their passions and turn inspiration into action.

Both platforms offer an opportunity for brands to engage a large audience, drive action and become part of the Ramadan conversation in the place it's actually happening.

But how? Because people log in to Facebook with their own identity, we understand what they're really doing online and on mobile during Ramadan.

- What do they talk about?
- When are they active?
- How do they shop?

We've put together this guide based on unique insights and data from our own platforms. By acting on these insights, brands can reach the right people at the right time with the right message. And in doing so, they can help to bring Ramadan to life for their customers – wherever they are.



Community comes to life on Facebook

Facebook has a large daily audience on mobile year-round in the Middle East and Africa.¹

233M

PEOPLE ON FACEBOOK
MOBILE EVERY MONTH
IN THE MIDDLE EAST
AND AFRICA

130M

PEOPLE ON
FACEBOOK MOBILE
EVERY DAY

But we also know how many of them are interested in Ramadan.²



OF PEOPLE ON FACEBOOK
IN THE MIDDLE EAST
CELEBRATE RAMADAN

48M

PEOPLE IN THE
MIDDLE EAST
INTERESTED IN
YOUR MESSAGES

^{1,2} Facebook internal data, Q1 2017



When it comes to Ramadan itself, last year we saw that people on Facebook spent more time than usual on our platform. In fact, we saw a 5% increase in use across all people on the platform in the Middle East³.

That gives brands an extra

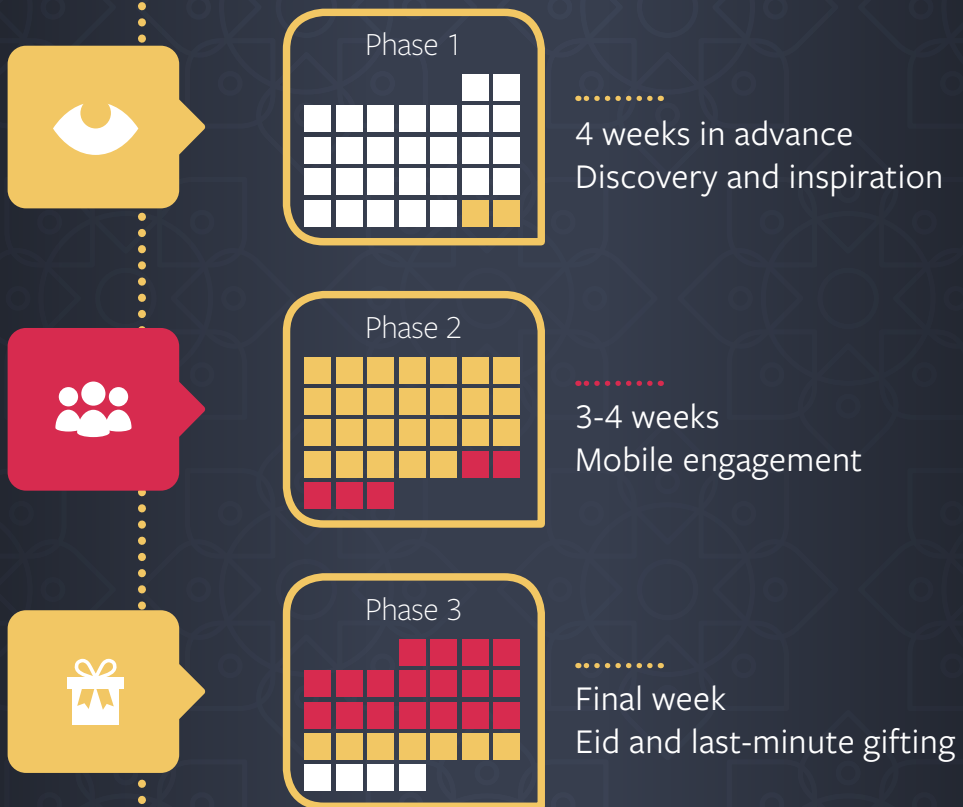
57.6M

extra hours to capture attention in the Middle East during Ramadan⁴.

³ Facebook internal data, June-July 2016 (3450 minutes is the sum of 115 minutes incremental time spent per day multiplied by 30 days of Ramadan)

⁴ Facebook internal data, June-July 2016 (57.6 million hours is the sum of 1.92 million hours incremental time spent per day in the Middle East multiplied by 30 days of Ramadan)

Last year, we also discovered that, when it comes to engagement, Ramadan is growing. Instead of lasting a single month, on Facebook Ramadan conversation lasts for nine weeks. That trend has continued, and can be split into three distinct phases⁵.



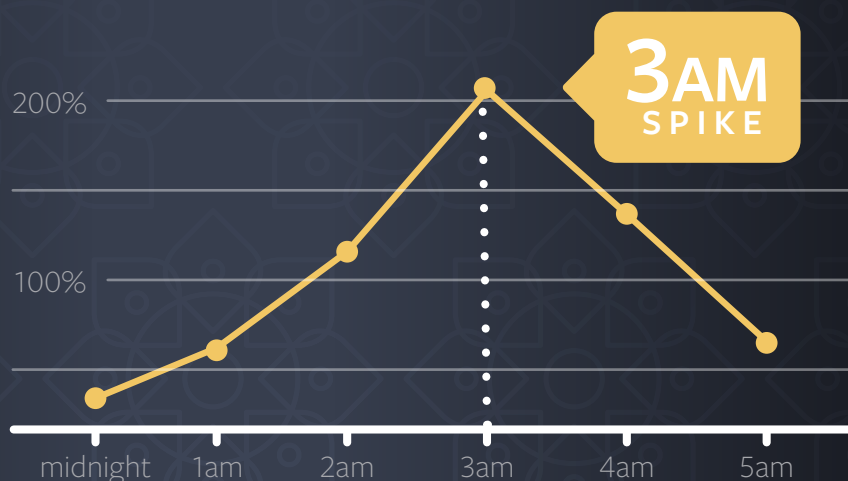
What's clear from looking at our data is that we can no longer look at Ramadan through the lens of traditional media planning. Audiences are fragmented across different channels and devices, but Facebook is the consistent thread through people's behaviour. Let's take a deeper look at what they're doing across this timeframe.

⁵ Facebook internal data, April-June 2015 (accessed January 2016)



Shopping comes to life on Facebook

We've seen that millions of people spend more time on Facebook during Ramadan than usual. When we look further, we find that a lot of this extra usage is happening at night, with the largest relative increase in time spent at 3am⁶.

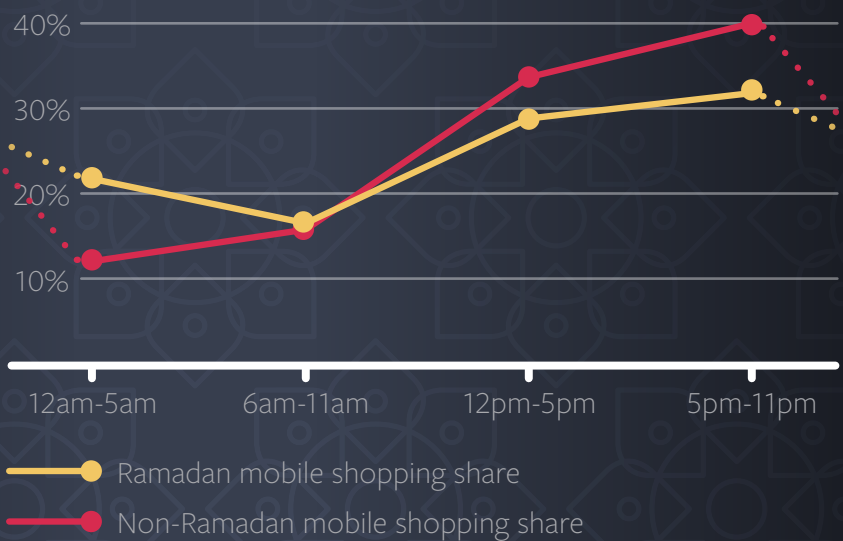


⁶ Facebook internal data, June-July 2015 (accessed January 2016) showing hourly Ramadan usage indexed against non-Ramadan average



This makes sense. We know that during Ramadan, families keep different hours, with Suhoor stretching into the night. And night time has now become shopping time.

Although shopping continues to happen throughout the day, when we look at conversion data tracked by Facebook pixels (which allow us to see people that have bought something after taking an action on Facebook), we can see how the pattern of shopping changes during Ramadan⁷.



⁷ Facebook internal data, January 2016-December 2016 (accessed January 2017). Conversion data is tracked by SDK and FB pixel



In absolute terms, the majority of shopping still happens in the afternoon and evening, but there is a significant increase in retail activity late at night. In fact, 4am sees the biggest relative increase in retail conversions during Ramadan, with

4.84x

MORE MOBILE CONVERSIONS DURING RAMADAN COMPARED TO NON-RAMADAN MONTHS⁸

What are people spending this money on? According to a recent study that Facebook commissioned from YouGov,



76% OF PEOPLE SURVEYED IN THE UAE INTENDED TO BUY MORE CLOTHES⁹



57% OF PEOPLE IN THE UAE TOLD US THAT THEIR FAMILY COMPETES TO SHOW OFF ITS STYLE DURING RAMADAN¹⁰

⁸ Facebook internal data, January 2016-December 2016 (accessed January 2017). Conversion data is tracked by SDK and FB pixel

⁹ YouGov, Ramadan Consumer Behaviours & Habits, UAE & KSA 2016

¹⁰ GfK Ramadan Study (commissioned by Facebook). Q4 2015

And the majority of these purchases are planned in advance. According to a GfK study,



OF PEOPLE SURVEYED IN THE UAE BEGIN PLANNING THEIR CLOTHING PURCHASES IN THE MONTH BEFORE RAMADAN¹¹

YouGov supports this finding, suggesting that clothing purchases are

1.63x

MORE LIKELY TO BE PLANNED THAN IMPULSE BUYS¹²

Gold and jewellery are also more likely to be considered purchases, while home furnishings and household appliances are more likely to be bought on impulse.

Both Facebook and Instagram can influence this spending – especially for gifts.¹³

69%

OF PEOPLE IN KSA SAY THEY RELY ON INSTAGRAM FOR GIFT IDEAS

70%

OF PEOPLE IN THE UAE SAY THEY RELY ON FACEBOOK FOR GIFT IDEAS



^{11,13} GfK Ramadan Study (commissioned by Facebook), Q4 2015

¹² YouGov, Ramadan Consumer Behaviours & Habits, UAE & KSA 2016



Food comes to life on Facebook

Iftar and Suhoor are central to the religious significance of Ramadan. But they are also major moments of social connection. In fact, food is so important to this period that when we looked at seven billion global interactions related to food across the course of last year, we found that Ramadan coincided with a noticeable spike in conversations. When we looked at the Middle East we found a



INCREASE IN CONVERSATIONS ABOUT COOKING IN THE UAE DURING RAMADAN COMPARED TO THE MONTHS BEFORE AND AFTER¹⁴

That conversation centres around Iftar, especially at the start of Ramadan. We saw over

8M

INTERACTIONS RELATED TO IFTAR IN THE UAE DURING RAMADAN LAST YEAR¹⁵

although Suhoor increases in popularity towards the end of the period.

^{14, 15} Facebook internal data, June-July 2016 (accessed January 2017)



One new trend that appears to be on the increase is Iftar food delivery. This is especially true for young men¹⁶.



OF PEOPLE TALKING ABOUT IFTAR DELIVERIES ARE MALE



21% ARE 18-24 YEARS OLD
49% ARE 25-34 YEARS OLD

While men dominate discussions about food generally, women are more likely to be talking about healthy options¹⁷.



OF INTERACTIONS RELATED TO HEALTHY FOOD IN THE UAE ARE FROM WOMEN



25-34 YEARS OLD



^{16,17} Facebook internal data, June-July 2016 (accessed January 2017)



Perhaps it's no surprise that food is such a big topic of conversation. Not only does it dominate the religious part of Ramadan, it's a major spur of household spending. According to YouGov:¹⁸



56% OF PEOPLE IN THE UAE SPEND MORE MONEY DURING RAMADAN COMPARED TO THE REST OF THE YEAR



89% SAY REGULAR HOUSEHOLD ITEMS ARE AN AREA THAT WILL INCREASE

Fruit and vegetables are the most popular categories, followed by grains, meat and poultry and then cooking oils and condiments. When we look at platform data, we also see that in the UAE, women are relatively more likely to be talking about supermarkets and grocers compared to other topics, with



49% OF INTERACTIONS ON THESE TOPICS FROM WOMEN¹⁹



^{18,19} YouGov, Ramadan Consumer Behaviours & Habits, UAE & KSA 2016



The biggest single increase in spending, however, was expected to be in packaged dates, with



OF PEOPLE PREDICTING AN INCREASE IN CONSUMPTION²⁰

This matches what we see on Facebook, where people start talking about dates from early May, with a spike on June 6. Egypt, Jordan and Iraq are the top countries for conversations.

It's also clear that brands need to focus on promotions. Our YouGov survey found that²¹



OF PEOPLE IN THE UAE BUY PACKAGED FOOD AND DRINKS FROM WHICHEVER BRANDS HAVE THE BEST OFFER



OF PURCHASERS ARE LOYAL TO A SINGLE BRAND



Television comes to life on Facebook

Watching television is among the most popular pastimes during Ramadan, as families gather together to watch specially commissioned shows. But the TV is no longer the only screen in today's living room.



71% OF FACEBOOK USERS IN THE UAE AND 60% IN KSA SAY THEY'RE ON THE PLATFORM WHILE WATCHING TV²²



WITH THAT NUMBER RISING TO 77% AND 64% FOR INSTAGRAM²³

Looking at our platform data, we see an



INCREASE IN MENTIONS OF WATCHING TV GLOBALLY DURING RAMADAN COMPARED TO NON-RAMADAN MONTHS²⁴

with up to

3.7M

MENTIONS OF WATCHING TV EVERY DAY DURING PEAK DAYS IN JUNE IN THE UAE²⁵

^{22,23} GfK Ramadan Study (commissioned by Facebook), Q4 2015

^{24,25} Facebook internal data, June-July 2016 (accessed January 2017)

When we look at Ramadan TV shows specifically, we see²⁶

+137M
INTERACTIONS

+8M
INDIVIDUAL POSTS

8M
SHARES



IN THE UAE, 64% OF INTERACTIONS WITH TV SHOWS ASSOCIATED WITH RAMADAN ARE FROM MEN BUT THAT FIGURE RISES TO 79% IN KSA



OF THEM FROM MEN AGED 25-34 YEARS OLD

And who won last year's battle of the top TV shows on Facebook?²⁷

WAAD

...

THE CEASAR

...

RAMEZ BEYLAB BELNAR



...

AL KHEIF

...

SAQ AL BAMBOO

^{26,27} Facebook internal data, June-July 2016 (accessed January 2017)



This matters for businesses because it means Facebook can offer significant incremental reach alongside television, and often returns even better ROI.



INCREMENTAL REACH DELIVERED
ON AVERAGE FOR CAMPAIGNS
RUNNING ON FACEBOOK PLUS TV²⁸

4x

COST EFFICIENCY VS TV FOR
FACEBOOK REACH²⁹

7.2x

REACH FOR FACEBOOK IN
UAE VS MOST POPULAR
COMMERCIAL CHANNEL³⁰

And it matters for media companies because a recent neurological study published in the US suggests that video ads on Facebook act as a 'trailer' for ads or programmes on television, boosting brand metrics like recall and awareness.

^{28,29} Millward Brown incremental reach study for three campaigns running on TV and Facebook, 2015

³⁰ TLM study UAE, March 2016 (comparing Facebook monthly reach to Zee TV)





Travel comes to life on Facebook

Whether it's taking advantage of the long weekend at Eid, or returning home to spend time with family and friends, travel is an essential ingredient for millions of Muslims during Ramadan.

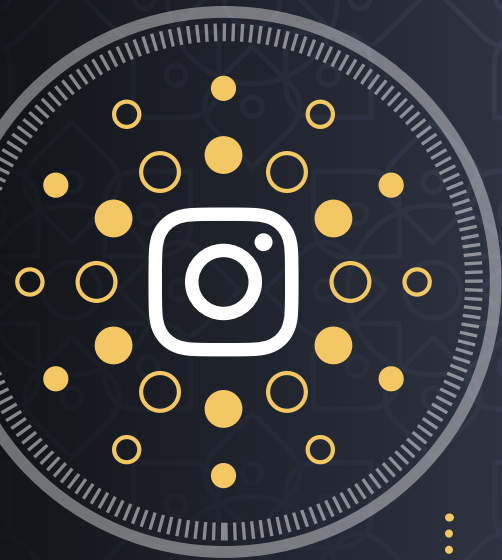
It's also an essential ingredient of Facebook conversations. There are over

20M

INTERACTIONS WITH
CONTENT RELATED TO EITHER
GOING ON OR PLANNING A
JOURNEY IN UAE AND KSA³¹

'Booking' travel tends to happen between May and June in these countries, while 'Planning' becomes the focus from August-September.

³¹ Facebook internal data, June-July 2015 (accessed January 2016)



Instagram comes to life on Facebook

Instagram is a visual platform built for the mobile age. It's where brands and people go to express their visual identity, connect with a passionate community and turn inspiration into action.

When it comes to Ramadan, Instagram is a place of imagination, artistry and creative power. Where Facebook is often about the more practical aspects of Ramadan – advice, offers, conversation – Instagram is where Ramadan fashion, cooking and gifting is put on display. In fact, people are over³²

7x

MORE LIKELY TO BE TALKING ABOUT FASHION ON INSTAGRAM VERSUS FACEBOOK,

5x

MORE LIKELY TO BE POSTING ABOUT RECIPE IDEAS

What is being discussed during Ramadan:³³



22%

FASHION

12%

SHOPPING



21%

TRAVEL

10%

CARS



22%

HEALTH / FITNESS

^{32,33} Instagram internal data, June-July 2016 (accessed January 2017)



Brands comes to life on Facebook

Seven tips to make the most of the Ramadan opportunity on Facebook and Instagram.

TIP 1

Facebook is where decisions are made

Whether it's travel transactions and late-night shopping or discussing the challenges of Ramadan fasting and health and fitness, Facebook is where people come to make decisions or seek advice. As well as reaching a broad audience, consider the tools and solutions that can drive specific actions. And think about the peak time to engage your audience.

TIP 2

Inspire on Instagram

The creative nature of Instagram makes it the perfect place to inspire. Compared to Facebook, Instagram sees a higher concentration of conversations around Iftar, desserts and recipe ideas, as well as fashion, cars and home. While Facebook shows Ramadan as it is; Instagram shows the Ramadan that could be.



TIP
3

Trailer Your TV Show on Facebook

With over 100m hours of video watched every day³⁴, Facebook has become a powerful mobile video platform. And our research shows that video ads on Facebook act as a ‘trailer’ for TV, increasing brand metrics like recall and awareness. With conversations about Ramadan TV beginning at the end of April, it’s crucial that broadcasters tap into this audience to trailer their TV premieres. And thanks to our Reach & Frequency pricing, you won’t pay any more to reach your audience during Ramadan than any other time of the year.

TIP
4

Tell Stories with Instagram

More than 150 million Instagrammers use Instagram Stories daily³⁵. And people are highly engaged with businesses. In fact, one-third of the most viewed stories are from businesses. Stories are a great way to capture people’s attention and imagination, and it’s now possible to place sponsored content in the Stories section of Instagram’s homepage.

³⁴ Facebook internal data, Q1 2017

³⁵ Instagram internal data, Q1 2017





TIP
5

Make it Meaningful

In a mobile world, we have more opportunities than ever to reach people. But there has never been more competition for our attention. Today, relevance is key when it comes to cutting through the noise. That means taking advantage of Facebook's people-based targeting tools, as well as developing creative that reflects people's real interests. Start by using our Audience Insights API to find out more about who your customers really are.

TIP
6

People Love Local

When it comes to buying food or clothes, most people have a limit on how far they'll travel to a store. With Facebook's Local Awareness ads, all businesses can target people within a certain radius of their store, which means your ads will only reach the people who are most likely to take action.





TIP
7

Don't Just Go Big – Go Global

Just a few years ago, most businesses were limited to serving customers on the same street, neighbourhood or region. But with over 1bn people on Facebook connected to a business in another country³⁶, it's now possible for any business to reach people in a new country. With International Lookalike Audience it's even possible to target people on Facebook in a new country who share similar characteristics to your current customer base, making it easier than ever to find low-cost leads.



³⁶ Facebook internal data, Q1 2017

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