

Ramadan

A highly lucrative sale period for the MEA region



Before and During Ramadan

+15% Retail Sales
+35% Travel Sales

2 weeks before until end of 3rd week of Ramadan

End of Ramadan and Eid Al Fitr

-37% Retail Sales
+3% Travel Sales

3rd week of Ramadan until week of Eid Al Fitr

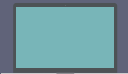

After Ramadan

+17% Retail Sales
+6% Travel Sales

The week following Eid Al Fitr



Mobile Shares

2 weeks before Ramadan

56%  **51%**
44%  **49%**



4th week of Ramadan

First 3 weeks of Ramadan

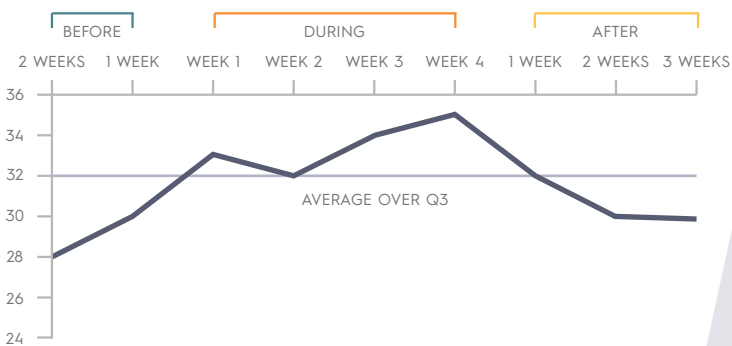
67%  **65%**
46%  **57%**

During Eid Al Fitr week

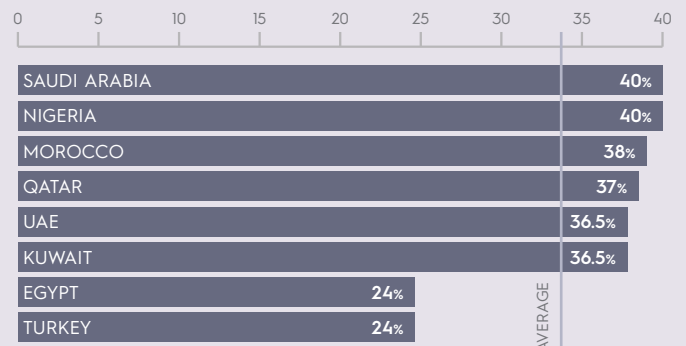
The week following Eid Al Fitr

48%  **48%**
52%  **52%**

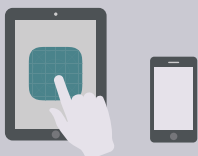
SHARE OF MOBILE SALES (%)



SHARE OF MOBILE SALES, Q1 2016 (%)



Get aggressive on mobile



Intensify commercial offers to accompany traffic growth and convert to sales



Remember - shoppers are active at night



Special tip for Travel sellers: Don't stop after Ramadan, people are still going on holidays! ✈️

Methodology

Criteo analyzed close to 3 million transactions from 35+ retailers based in the Middle-East and Northern Africa region (Saudi Arabia, UAE, Egypt, Kuwait, Morocco and Qatar) on desktop, smartphones and tablets. The findings and recommendations are based mainly on data analyzed for Q2 and Q3 2015, particularly for June and July.

- 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

If you would like to contact us, please email us at salesMEA@criteo.com.