

Xapads

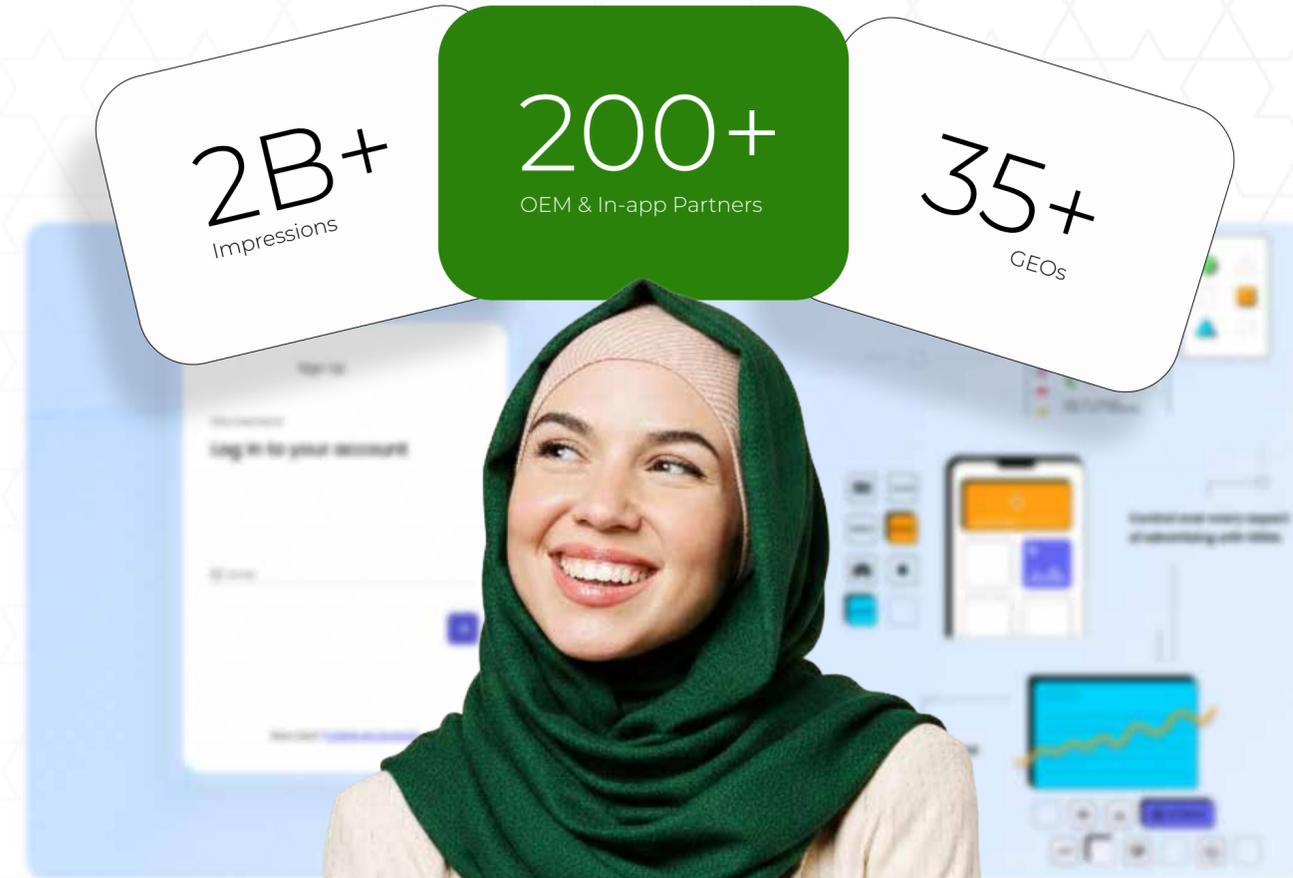
RAMADAN OMNICHANNEL

Advertising Playbook (MENA Edition)



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Overview

Ramadan is MENA's most influential digital and media consumption window, stretching across 30+ days and driving a multi-billion-dollar surge in advertising and commerce activity. Viewing and shopping behaviours intensify around key daily moments, with CTV and digital video becoming the primary shared screen, mobile usage spiking around Suhoor and Iftar, and search and purchase intent reshaping as the month progresses toward Eid. This playbook breaks down where intent actually concentrates, how it evolves, and how to activate it right, before competitors catch on.

What makes it the biggest digital window:

410M+

Muslims across MENA markets

Saudi Arabia

Spiritual epicentre of the Muslim world

MENA

is a mobile- and video-first digital region



How Ramadan Consumer Behaviour Evolves

Ramadan is front-loaded for decisions, routine-driven for engagement, and extends beyond Eid for sustained commerce.

EARLY RAMADAN

Decision & Stock-Up
(Week 1)

~50%
Ramadan purchases
in first 7 days

7 in 10
purchase touchpoints are digit

+30–50%
online grocery orders

+11%
shopping app sessions

Cue:
Fast conversion window

Source:
Memob, Campaign ME

MID-LATE RAMADAN

Routine-Driven Engagement
(Days 11–20)

48%
activity post-Iftar

38%
activity post-Taraweeh

24%
activity pre-Suhoor

+40%
discount & offer searches

Cue:
Routine-led deal seeking

Source:
Memob, Google-Visa MENA

LATE RAMADAN + EID

Peak Spending & Celebration

+53%
overall spending uplift
(UAE, KSA, Egypt)

+30–50%
e-commerce sales vs normal

+38%
Eid al-Fitr sales spike

90%+
Ramadan e-commerce is
mobile-led

Cue:
Celebration-driven
sustained spend

Source:
Memob, Campaign ME

Ramadan Attention Map

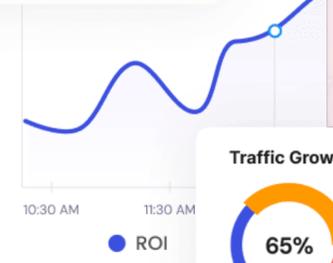
Find where ads actually work and when!

- 70% viewer prefer CTV.
- 4 hr 35 min daily view time.

Key Dayparts

- Pre-Iftar (Afternoon)
- Iftar & Early Evening (Sunset – 8 PM)
- Prime Evening (9 PM – Midnight)
- Late Night (Midnight – Early Morning)

Dayparting



A dashboard mockup featuring three logos: 'xerxes By Xapads', 'xaprio', and 'unwire Cutting the Cords'. The dashboard shows various data points and charts.

Ramadan Campaign Gaps

Campaign excellence this Ramadan starts by closing the gaps that are repeatedly overlooked.

Timing Mismatch with Demand Windows

Campaigns start too late while planning begins weeks earlier. Late entry loses early upper-funnel equity.

Generic Messaging vs Contextual Relevance

Culture-blind creatives weaken mid-funnel engagement. Ramadan requires value-led, context-aware communication.

Under-Leveraged Routine Peaks

Mobile usage spikes at suhoor & iftar. Static frequency misses high-conversion moments.

Category Timing Blind Spots

Grocery peaks early, fashion peaks near Eid. Uniform spends miss true conversion windows.

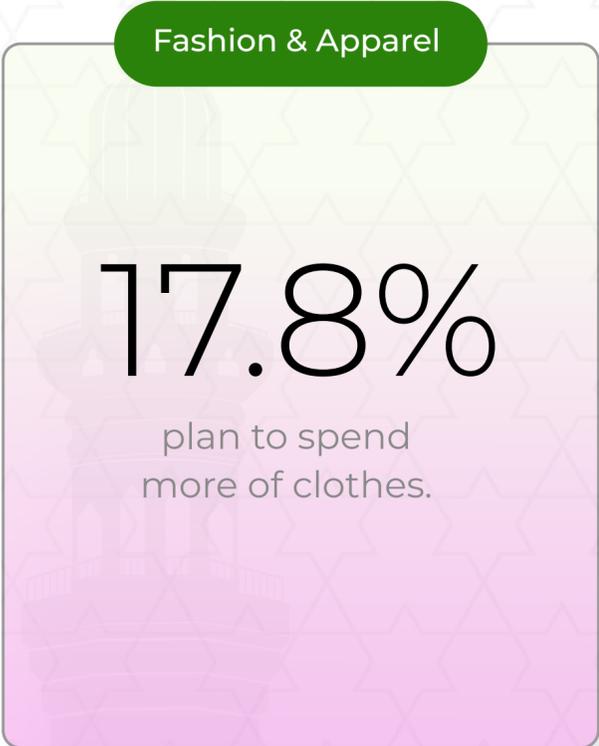
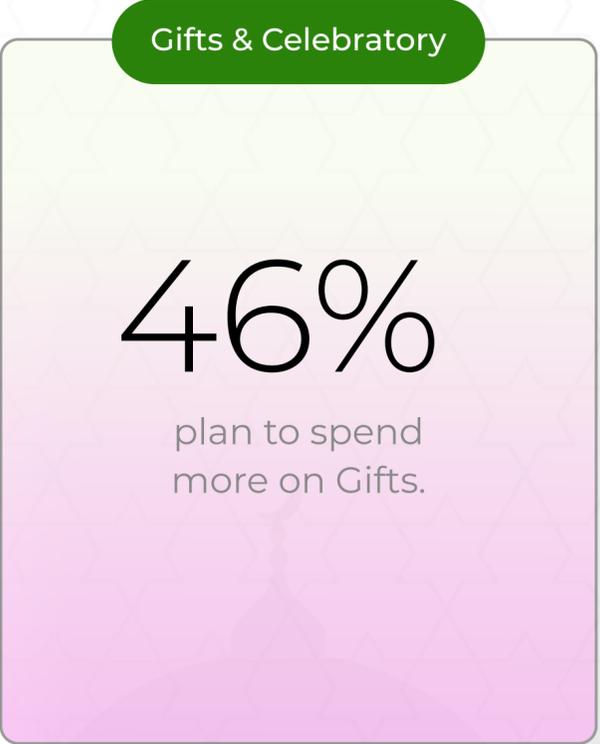
Ignoring Search Intent Depth

Search shifts from discovery to specific purchase queries. Generic keywords drive low-quality traffic.



Primary Spending Categories

Check the core categories dominating Ramadan budget and intent:



The Xapads Ramadan Framework

CTV Turns Streaming Into Family Time Across MENA! It's a shared living-room experience where families watch together, making ads more memorable and more trusted.

Shared Viewing & Family Influence

(Ramadan Evenings → Late Night Viewing)

Role: Reach families watching together during peak co-viewing hours and influence multi-decision household.

Xapads Edge: Premium CTV placements around Ramadan-specific content.

Formats: CTV video ads, interactive TV formats, sequential CTV-to-mobile retargeting.

Outcome: Stronger recall, household-level persuasion, and higher purchase intent driven by shared viewing moments.



Interstitial Ad

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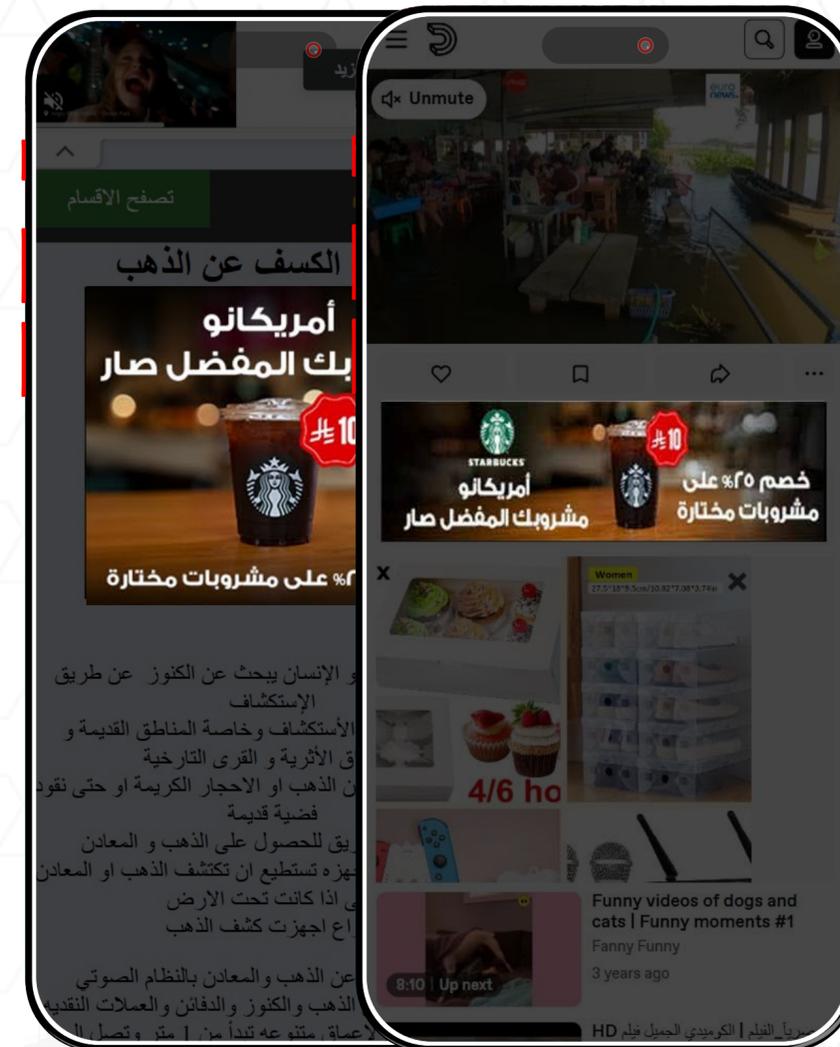
Mobile Retargeting & Actionable Conversion
 (Post-CTV Exposure → Always-On Mobile Moments)

Role: Re-engage exposed audiences on their mobile devices.

Xapads Edge: Cross-device identity mapping + AI-led programmatic retargeting.

Formats: In-app video, native ads, dynamic product retargeting.

Outcome: Higher conversion rates, improved ROI, and clear attribution from awareness to purchase.



Native Ad

Final Takeaways

This Playbook Helps Advertisers:

- ❖ Plan early for MENA's longest high-intent season
- ❖ Activate the right channels as consumer behaviour shifts
- ❖ Convert demand across the full funnel, not just Eid
- ❖ Reduce wasted spend with data-led, omnichannel execution.

The Action

Use this playbook to activate earlier, orchestrate smarter, and convert better across mobile, in-app, OEM, and connected screens.



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