



Ramadan 2020: Mobile Marketing Guide

A handbook for marketers to understand app trends, user behavior, and right marketing practices.

[Read More](#)

Ramadan 2020: At a Glance

Ramadan is one of the most celebrated festivals of Muslims across the globe. With over **23.18% of the global population**^[1], Muslims observe Ramadan by abstaining from the consumption of food and water during the day. The holy month of 29-30 days then concludes with Eid-al-Fitr, the day which the celebrate with their families.

Key Dates for Ramadan 2020



During the Ramadan, consumer behavior in Muslim-populated regions witnesses a major shift as compared to any other period of the year. Consumers who practice Islam religion abstain from eating food between Suhur (the meal eaten before) and Iftar (the meal after sunset).

It inflicts a change in the usual activities of the day as well, such as - lesser working hours, low (almost zero) restaurant visits during the day, and so on. Towards the end of Ramadan, they celebrate Eid al-Fitr by spending time with their families and exchange gifts.

Impact of COVID-19

“

My family and I, always, look forward to Ramadan; yet we know it will be different this year. There will be no large Iftar (fast-breaking) meals with friends and family, no communal gathering for Ramadan prayers. Yet people of faith have always found ways of continuing to observe at times of crisis. In fact, such times can be an opportunity to assess what is important in life, and help other people in whatever way we can.

Rubina Khan in *Voices, Independent*^[2]

”

This year, the global market is going through an unforeseen situation because of COVID-19. Even though the spirituality among followers may remain unaffected, the economy is facing an impact. Because of this, consumer behavior across various categories may change this year.



Change in Consumer Trends

As the market condition has changed its course in recent times, consumer behavior across categories is different this Ramadan. While some app categories have seen a massive spike in consumers, others have witnessed different experiences. For marketers, it is vital to keep up with the latest trends and consumer behavior to drive favorable results.

In this guide, we are trying to help marketers understand and assist users better with changing consumer behavior during this Ramadan, even though some trends are yet to be predicted. Here is a glance at consumer behavior expected for different app categories:



Entertainment streaming/OTT have witnessed a steep rise as people are spending time engaging in entertainment content



Gaming apps have grown as well because of more users looking to keep themselves involved during the quarantine



Fintech apps expect to grow as there will be more in online transactions with the low turnout to physical stores



Groceries delivery apps have gained popularity with people more likely to order online instead of going to market



Ecommerce can witness a rise with people expected to order gifts as well as plan their luxury purchase online



Social Media and Teleconference app have seen a boost as users are connecting over phones and other devices

Let's discuss these categories in detail:



Entertainment Streaming/OTT

Key Changes in Consumer Behavior

- ➔ With sports, movie releases, and other entertainment events being called off or delayed, entertainment streaming apps will gain the attention of users.
- ➔ During quarantine and social distancing, consumers will more often rely on their phones for entertainment.
- ➔ Entertainment category apps have already witnessed a soaring growth in installs, sessions, and Active Users. This growth is expected to continue even during Ramadan.



Entertainment

Indonesia's entertainment streaming app category grown in revenue by climbing **78%** and installs doubling (February 25 – March 30).^[3]

As the app category is experiencing high demand, you can acquire new users and move them from Advertisement-based Video on Demand (AVOD) to Subscriber-based Video on Demand (SVOD).

Ramadan Campaign Tips:



To acquire new users during this season, run your user acquisition campaigns at the right moments during Ramadan.



Other OTT platforms, social media apps, and gaming apps can perform as good inventory for your campaigns. Therefore, go with App Intelligence technology on a high-quality and transparent ad platform to fully capitalize on your growth opportunities.



Utilize the audience intelligence platforms to segment the users based on their preference for shows, categories, and existing plans.



Video ads that highlight religious and family-oriented content are likely to attract more followers.



Scale your retargeting campaigns at the start of Ramadan. Utilize Audience Intelligence to reach users with high conversion intent to drive subscribers faster.



Regular branding ads and good customer experience can build your brand habit among users, which you can leverage even after the Ramadan.



Gaming

Key Changes in Consumer Behavior

- ➔ Casual games with multiplayer options can rise as users unable to visit friends and family might play such games to connect with each other.
- ➔ One of the crucial impacts of coronavirus has been limiting travel and outside activities among users. During social distancing, consumers are turning to mobile games for entertainment.
- ➔ Globally, the gaming app category has grown in the number of sessions, installs and userbase since the impact of coronavirus. The trend is predicted to remain strong throughout the season.
- ➔ Limited global transit of gaming consoles, the supply is expected to reduce. Therefore, the dependency on mobile devices will increase for gaming.

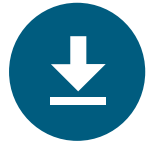


Gaming

March 22–28, 2020, saw **50%** more weekly downloads of games compared to the average weekly level for Q4 2019.^[4]

Being an in-demand category, your gaming apps will have a huge potential for gaining new players. However, steep competition in the category will require you to strategically plan on retaining the gamer's attention.

Ramadan Campaign Tips:



To leverage the seasonal demand, start with your branding and user acquisition campaigns 2 weeks in advance to Ramadan.



Use the omnichannel retargeting approach to retain user attention and boost the number of sessions as well as session duration.



In-app notifications can drive users to make purchases (boost LTV) and even refer the app to friends (boost active userbase).



Utilize video ads and rich media ads that can intrigue the interest in the user's interest by offering the look and feel of the app even before the app is installed.



Along with custom push notifications and ads on social media, leverage the App Intelligence to display ads on high performing inventory for the gaming category, such as OTTs, and similar gaming categories.



Fintech

Key Changes in Consumer Behavior

- ➔ As different mobile app categories are gaining transactions, the digital payments are going to soar in this season.
- ➔ With travel to friends and family on Eid al-Fitr expected to drop this year, users might like to send e-cards and e-money as a token of gift.
- ➔ Work-from-home, quarantine, and social distancing will mean the users will visit the banks and ATMs less, which will contribute to the rise in online payment models.
- ➔ McKinsey suggests intensifying the push toward digital communication channels among the four things wealth-management firms must do now^[5]. Uncertain market conditions will mean that users will opt for online consultation for finance and wealth management.



Fintech

Coronavirus Drives 72% Rise In Use
Of Fintech Apps"
- Forbes^[6] (Mar 30, 2020)

Festive vibes of Ramadan are expected to boost positive sentiments among users, which will create a growth opportunity for the Fintech app category.

Ramadan Campaign Tips:



Seasonal transactions usually peak between a couple of days before and after the Ramadan. Therefore, start your branding and user acquisition campaigns 2 weeks in advance to Ramadan.



A week before Ramadan is the right time to start your retargeting ad campaigns.



The spending behavior of consumers is consistently on the higher side during the entire Ramadan, so you can continue with retargeting campaigns.



Audience intelligence can segment your ads to users based on transaction intent and value. It helps you utilize your budget better and improve conversion rates.



To convert the users faster, adopt an omnichannel marketing approach that can build custom user journeys and gives you the advantage of SMS, Email, push notifications, and programmatic ads.



A massive spike is witnessed a few days before Eid al-Fitr, when consumers buy gifts, sweets and dates for their friends and relatives. Scale your retargeting campaigns in the last week of Ramadan to make the most of this opportunity.

Food and Groceries Delivery

Key Changes in Consumer Behavior

- ➔ Safety with online delivery is going to remain a key concern among users.
- ➔ For Suhoor and Iftar, users are likely to purchase groceries and food items using mobile apps as they would avoid going to shops and restaurants.
- ➔ Shopping of dates and sweets for the celebration of Eid al-Fitr will also increase over online apps.

By acquiring more users early during the Ramadan, you can increase the number of repeat orders during Ramadan the entire season.



Groceries

Grocery delivery apps see record downloads amid coronavirus outbreak - TechCrunch^[7]



Ecommerce

Key Changes in Consumer Behavior

- ➔ With social distancing being adopted as precautionary measures across all regions, consumers are least likely to step out to physical stores for shopping this Ramadan. It will incline the users to make purchases online, and, as an ecommerce app, you can enable customers to make the right choices.
- ➔ Planned luxury shopping should remain intact or even grow this year. However, uncertain market conditions might hold users from indulging in impulse shopping.
- ➔ As shoppers are unlikely to travel much, they may send gifts to friends and family online. This can give a push to the sale of gift cards and shopping vouchers.



Ecommerce

During the Ramadan period, Ecommerce apps registered **34%** more sessions and **63%** more revenue events compared to the month prior. (Ramadan 2019)^[8]

It means ecommerce apps have the right opportunity to **acquire more users** as well as **increase the value of the existing users.**

Ramadan Campaign Tips:



A week before the start of Ramadan, scale your user acquisition campaigns.



During the entire Ramadan, you can run retargeting campaigns to guide the users to place their orders online.



Regular branding ads and good customer experience can build your brand habit among users, which you can leverage even after the Ramadan.



You can also utilize the programmatic ad platform to run branding and user acquisition ads over video, native, and banner formats. Focus messages in the ads can be 'Safe Delivery for Iftar/Suhoor'.



Timely (when the user is most likely to order) delivery of Push Notifications and SMS can help you edge over your competitors to drive repeated orders.



Ramadan Campaign Tips:



For branding, run advertisements over the video, native, and banner formats with messaging related to 'Safe Delivery' is recommended.



Leverage Audience intelligence to build and target affinity-based audience to drive higher ROAS in user acquisition campaigns.



Omnichannel retargeting utilizing Push Notifications, email, SMS, and programmatic (in-app, web) ads are proven to drive better results during this stage.



Scale your user acquisition campaign around 2-3 weeks before the Ramadan as this is when they start considering their shopping list.



One week before Ramadan, you can scale your retargeting campaigns to guide the users towards conversions. Focus on downstream KPIs (number of sales and Average Revenue Per User).



During the Ramadan (3-4 days after the start), you can again shift your focus to user acquisition campaigns. 7-10 days before Eid al-Fitr, you should again focus on retargeting.

Social Media and Teleconference

Key Changes in Consumer Behavior

- ➔ People look forward to meeting and connecting with their friends, families, and relatives during Ramadan. Citing the travel restrictions this year, users will switch to social media and communication apps to connect with others.
- ➔ Quarantine and work-from-home practices will push growth in communication apps as professional demands will increase.



Video Conference

Almost 5x growth in new users in Teleconference apps from **1.4** million (1st week of Jan) to **6.7** million (1st week of March). - Reuters^[9]

By acquiring users early during the Ramadan, you can build the app habit among the users. You can leverage this opportunity to convert free users into paying customers.

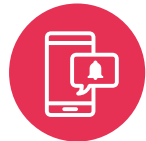
Ramadan Campaign Tips:



Scale your user acquisition campaign at the right moments during Ramadan.



During the entire Ramadan, you can run retargeting campaigns to remind them to use the app.



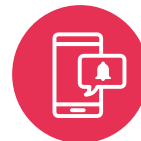
Timely and user-intent based Push Notifications and SMS can help you increase the number of sessions.



You can use video ads and rich media ads to show the look and feel of the app even before the app is installed.



Utilize Audience intelligence to target users with a higher proclivity of conversion. It will help you grow paying users.



Use in-app notification to ask for referrals and attract more users.



Travel

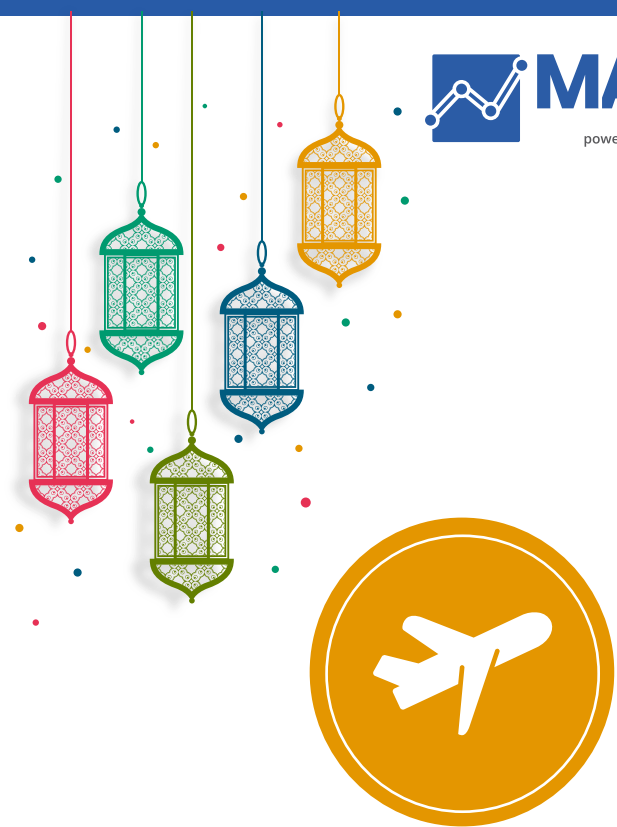
Key Changes in Consumer Behavior

It is not clear when the visa restrictions will be lifted or how Ramadan and the major Hajj pilgrimage - which begins in July - will be affected.

BBC^[10]

- ➔ Travel restrictions across the globe are in different situations currently. Users living and looking to travel in the unaffected regions are likely to travel to spend time with their families during Ramadan.
- ➔ Ramadan travel activities notice a steep rise close to Eid-al-Fitr, which can give travel apps some positive results. Even though uncertainty will mean that users may not plan their holidays in advance, but they may go for spontaneous plans if the travel regulations improve.

You can approach the users who are expected to travel to and from least affected regions. Focus on the regions-based plans.



Ramadan Campaign Tips:



You can run branding campaigns over less expensive models to maintain connected retention among the existing users.



Using the audience intelligence tool segment the users based on their travel preferences so that you can build custom targeting plans for users who are in travel-friendly



Remain prepared to leverage travel opportunities close to Eid-al-Fitr. You can run user acquisition and retargeting campaigns as and when the situation gets better.

A Note for Marketers:

Affle wishes a happy Ramadan to everyone. May this Ramadan bring joy, happiness, and prosperity for all.

At Affle, we have re-aligned and adapted our execution plans, scenarios, and strategic priorities to deliver uninterrupted and top-quality services to the clients. We are committed to your marketing success with a strengthened and spirited team to help you through these unusual and challenging times!

References

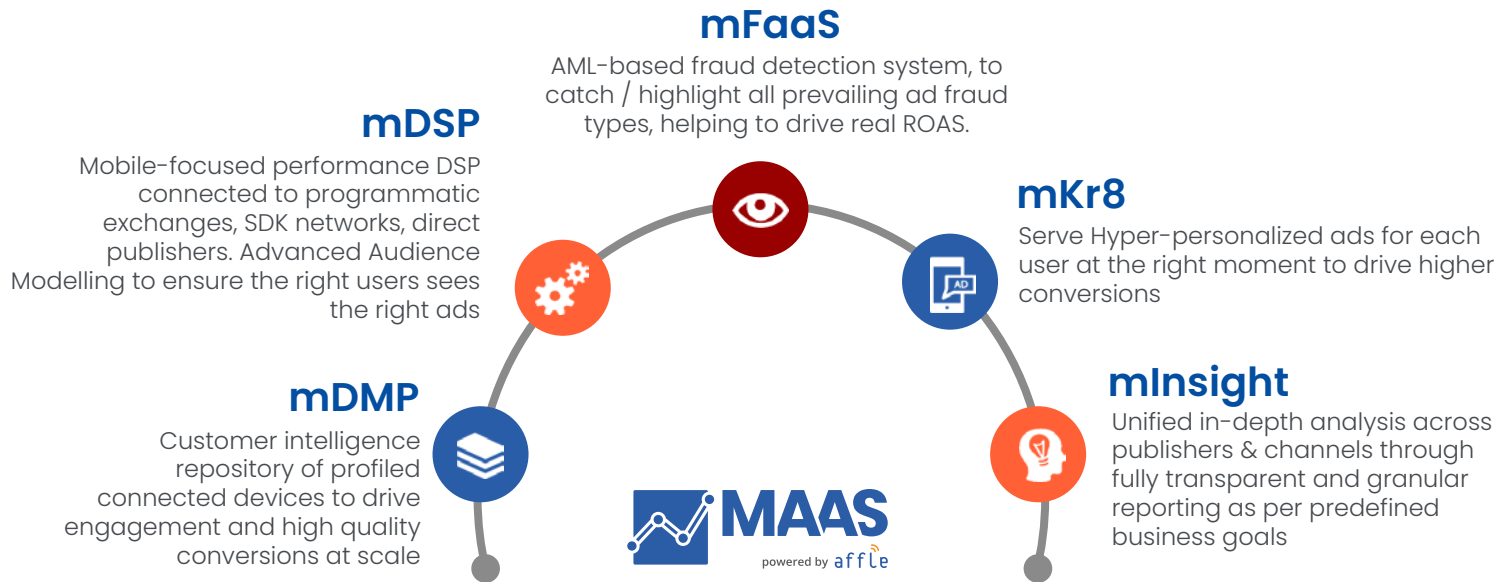
- ➔ [1]
https://en.wikipedia.org/wiki/Religions_by_country
- ➔ [2]
<https://www.independent.co.uk/voices/coronavirus-ramadan-easter-passover-muslim-food-banks-a9411571.html>
- ➔ [3]
<https://www.appsflyer.com/coronavirus-marketing-updates/>
- ➔ [4]
<https://www.appannie.com/en/insights/mobile-gaming/social-distancing-accelerates-multiplayer-mobile-gaming/>
- ➔ [5]
<https://www.mckinsey.com/industries/financial-services/our-insights/wealth-management-in-asia-navigating-the-impact-of-coronavirus>
- ➔ [6]
<https://www.forbes.com/sites/simonchandler/2020/03/30/coronavirus-drives-72-rise-in-use-of-fintech-apps/#52de565566ed>
- ➔ [7]
<https://techcrunch.com/2020/03/16/grocery-delivery-apps-see-record-downloads-amid-coronavirus-outbreak/>
- ➔ [8]
<https://www.adjust.com/blog/how-does-ramadan-affect-time-spent-on-mobile/>
- ➔ [9]
<https://www.reuters.com/article/us-health-coronavirus-teleconference/teleconference-apps-and-new-tech-surge-in-demand-amid-coronavirus-outbreak-idUSKBN21033K>
- ➔ [10]



About Maas

Affle's MAAS is a unified audience platform that enables mobile advertisers to acquire quality users at scale, across directly integrated publishers, programmatic platforms, and app recommendations on OEM app stores

MAAS | Diversified Technology Unified at One Place





Contact us

✉ maasmarketing@affle.com

🌐 maas.affle.com

