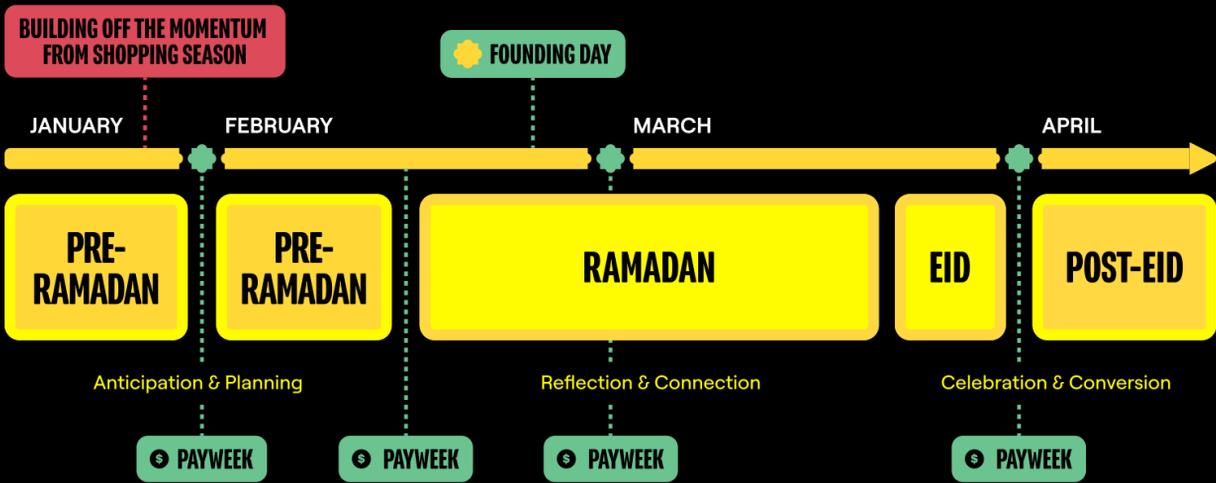


RAMADAN 2026 ACTIVATION GUIDE

Snapchat ranks #1 for gathering inspiration from family and friends, creators, and brands!—making it the go-to platform for Ramadan advertising.



PLAN EARLY. STAY ON. WIN RAMADAN.



YOUR FULL-FUNNEL RAMADAN STRATEGY

| FUNNEL STAGE & OBJECTIVE | ACTIVATION STRATEGY | CREATIVE STRATEGY | RECOMMENDED AD TYPES |
|--|---|---|---|
| Jan 1 - April 1 Awareness & Reach Help build early reach and cultural relevance ahead of Ramadan | <ul style="list-style-type: none"> Start prospecting new audiences ahead of Ramadan Test different bidding strategies and use early performance to guide spend Maintain always-on delivery across the season | <ul style="list-style-type: none"> Lead with culturally relevant Ramadan themes Use humor and togetherness to connect with your audience <p>Keep 3-5 creatives in rotation throughout the season!</p> | <ul style="list-style-type: none"> Takeovers Platform Burst Reach & Frequency Promoted Places AR Lens/Filter Commercials Sponsored Snaps |
| Jan 19 - End of Ramadan Consideration & Engagement Help drive traffic and app installs | <ul style="list-style-type: none"> Scale spend as interest builds Adjust bids strategically to reflect evolving auction dynamics | <ul style="list-style-type: none"> Refresh creative every 10 to 15 days to prevent fatigue Use storytelling to connect brand purpose to special Ramadan moments Showcase product with demos, reviews, or key use cases | <ul style="list-style-type: none"> Reminder Ads Sponsored Snaps Collection Ads Snap Ads |
| Feb 1 - Eid Conversion & Performance Help drive sales, leads, and in-app actions | <ul style="list-style-type: none"> Shift budget towards highest intent periods leading into Eid Prioritize spend on top-performing audiences, placements, and creatives Increase bids selectively where conversion efficiency is strongest | <ul style="list-style-type: none"> Promote limited-time Ramadan and Eid offers Personalize by product, category, or user behavior Use urgent messaging like "Last Chance!" or "Eid Specials" | <ul style="list-style-type: none"> DPA Segment Ads Story Ads Snap Lead Ads (Native Form) |
| Post Eid (2 Weeks) Re-engagement & Retention Help drive repeat orders, app events, and quality leads | <ul style="list-style-type: none"> Retarget high-intent viewers, site visitors, and purchases Shift budget toward proven audiences and top performing products Optimize toward repeat purchase, app events, or lead quality | <ul style="list-style-type: none"> Highlight post-Eid orders, restocks, and everyday use cases Use social proof, reviews, and UGC to reinforce trust Focus on utility, value, and habit-building messaging | <ul style="list-style-type: none"> Collection Ads Story Ads Snap Ads |

BEST PRACTICES FOR RAMADAN SUCCESS

OPTIMIZATION CHECKLIST

Make sure you're set up for success today!

- Set up your Snap Pixel** to track site events and attribute them to your campaign.
- Improve Event Quality Score** and integrate with **Conversions API** to help increase return on ad spend.
- Use your product catalog and the Snap Pixel** to create personalized ads that pull from your product catalog feed in real time, delivering a tailored and dynamic ad experience.

TIPS TO HELP IMPROVE AD EFFECTIVENESS:



Launch campaigns early with fresh creatives to help maximize impact. As competition intensifies during Ramadan, be prepared to raise bids to help secure delivery.



If you get fewer than 5 daily conversions, try setting your budget to 10x your 7-day average bid and combine similar audiences into fewer ad sets.



If spend is falling below your daily budget, consider increasing bids by 20%.



If you're prioritizing ROI, even at the risk of not spending, consider using tCPA and increasing bids by 20%.



If you have a DPA catalog, try using DPA Segment Ads to help improve budget efficiency, support higher CTRs, and achieve lower CPCs than standard Snap Ads.



If you're using tCPA and struggling with competing in the auction, try DPA Segment Ads to help improve budget efficiency and performance.

SAY IT IN A SNAP THIS RAMADAN

