



# Ramadan 2022

Together on Snapchat, more than ever.

The past few celebrations of the holy month were a little different, and people had to find new ways to reflect and come together during this special time. Consumers adapted, behavior shifted — and new experiences came to life.

## Reinterpret Ramadan



Traditional  
Celebratory  
Values-Driven  
Gatherings  
Customs

## Rediscover Ramadan



Contemplative  
Sincerity  
Nostalgia  
Purposeful  
Entertaining  
Optimism

## Reignite Ramadan



Momentous  
Rekindling  
Reconnections  
Thankfulness  
Reinvigoration  
Better

This year, Snapchatters are excited to once again celebrate Ramadan together, more than ever. It turns out, they're also planning earlier than ever too.

# 46%

plan to take part in more celebratory activities in 2022, as compared to 2021.<sup>1</sup>

# 42%

of Snapchatters start seeking inspiration three weeks or earlier before Ramadan begins, versus 28% for non-Snapchatters.<sup>2</sup>

# 36%

of Snapchatters start shopping three weeks or earlier before Ramadan begins, versus 24% for non-Snapchatters.<sup>3</sup>

# 79%

of Snapchatters are involved in preparing the grocery list for Ramadan, versus 66% for non-Snapchatters.<sup>4</sup>

The Snapchat community has grown significantly in MENA.

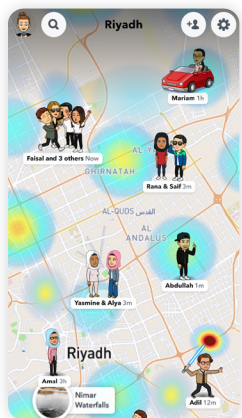
# +33%

YoY growth<sup>5</sup>

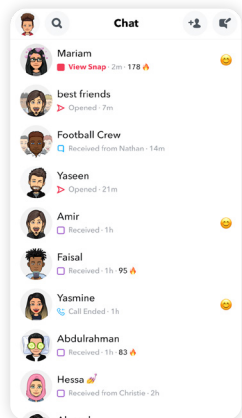
# 20m

Monthly Addressable Reach in the KSA<sup>7</sup>

# Snapchat is the one place for everything that matters this Ramadan.



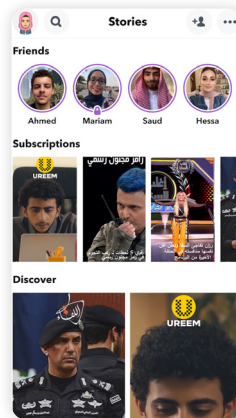
Check what your friends are up to



Chat with people who matter the most



Seek new experiences



Consume tailor-made Ramadan Content



Be part of the trend this Ramadan

## +82%

During Ramadan 2021, Snap Map opens in MENA increased 82% YoY.<sup>8</sup>

## 90B

During Ramadan 2021, Snapchatters in the KSA viewed AR Lenses over 90 billion times.<sup>9</sup>

## 1.03B

During Ramadan 2021, Snapchatters posted more than one billion Snaps to their Stories.<sup>10</sup>

## +33%

Snapchatters spent an increase of 33% more time enjoying Ramadan shows compared to the year prior.<sup>11</sup>



Unlock real results on Snapchat with a multiproduct approach and various ad formats – and deliver results like these:<sup>12</sup>

## 2.5x

brand awareness compared to a single-product approach.

## 2x

ad awareness compared to a single-product approach.

Today, an innovative camera strategy is a crucial component of brand authenticity.

# 4.3x

During Ramadan, campaigns for retailers running a Lens on Snapchat deliver a 4.3x higher average purchase value compared to those running other formats.<sup>13</sup>

1. 2021 Kantar research commissioned by Snap Inc. for Ramadan. Base: N=2385 Q. Which of the following do you think best describes your celebration activities for the upcoming Ramadan (2022) as compared to 2021? 2. 2021 Kantar research commissioned by Snap Inc. for Ramadan. Base: Snapchatter N=1205 | Non-Snapchatter N=1172 Q. When thinking about gathering ideas and inspiration for Ramadan 2022, when do you start doing so? 3. 2021 Kantar research commissioned by Snap Inc. for Ramadan. Base: Snapchatter N=1205 | Non-Snapchatter N=1172 Q. When did you start shopping for Ramadan 2021? 4. 2021 Kantar research commissioned by Snap Inc. for Ramadan. Base: Snapchatter N=1205 | Non-Snapchatter N=1172 Q. Are you involved in the preparation of the Ramadan grocery list? Who is also involved in making the grocery list? 5. Snap Inc. internal data March 2021. 6. Snap Inc. internal data March 2021. 7. Data from Snap Ads Manager as of Oct. 2021. 8. Snap Inc. internal data April 12–May 22, 2021, vs. April 23–June 2, 2020. 9. Snap Inc. internal data April 12–May 12, 2021. 10. Snap Inc. internal data April 12–May 22, 2021. 11. Snap Inc. internal data April 12–May 12, 2021, vs. April 24–May 23, 2020. 12. Kantar Ramadan Meta Analysis, Q4 2021. 13. Snap Inc. internal data April 12–May 12, 2021.

# Hack the celebration cycle and maximize impact. Ramadan's celebration cycle is fifty days long — make sure you're ready by planning ahead!

Ramadan and Purchase Stages	Recommended Products	Opportunity
<p><b>PRE RAMADAN</b> 10 DAYS</p> <p>Inspiration List Making Shopping</p>	<p>First Commercial R&amp;F or Bidded Lens Filter</p>	<p>Encourage users to discover the right items for them early on. Make sure you show your best deals to help purchase progress, and increase brand awareness by adding part of the Ramadan greetings to your TA.</p>
<p><b>FIRST HALF OF RAMADAN</b></p> <p>Inspiration Sharing the Joy</p>	<p>Story Ad Shoppable Lens Snap Ads Filter</p>	<p>Offer more purchase information and assurances with multiple creatives/messaging. Encourage the mindset of sharing purchases for Snapchatters' friends' benefits, not just their own.</p>
<p><b>SECOND HALF OF RAMADAN</b></p> <p>Inspiration List Making Sharing the Joy</p>	<p>App Ads Dynamic Product Ads Collection Ads Shoppable Lens National Lens R&amp;F Lens</p>	
<p><b>EID AL-FITR</b> 10 DAYS</p> <p>Shopping Sharing the Joy</p>	<p>National Lens R&amp;F Lens</p>	<p>Show them how your brand purposefully celebrates the joy of Eid al-Fitr and engage the community with fun, light messaging.</p>

## Three takeaways to create a campaign that matters.

### Adapt

Times are changing, and brands need to learn how to adapt! These changes have shifted consumer behaviors, and they show no signs of slowing down. New experiences have emerged — your brand should be an integral part of the moment.

### Reach

Snapchat is the one place for everything that matters this Ramadan, both for Snapchatters and for your brand. Make sure you reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

### Celebrate

Start as early as two weeks before Ramadan begins. Reach and engage with Snapchatters as they seek inspiration, shop, and share the joy of the holy month. Finally, be a part of the celebration during the 10 days following Ramadan.