

SNAPCHAT سناب شات



2025

Ramadan Advertising Playbook



Why Snapchat?

Snapchat is the preferred app for planning Ramadan with loved ones¹

Snapchat outperforms other apps, ranking #1 for:

- ✦ Getting inspiration from friends or family¹
- 🌙 Getting feedback from friends on what they are planning for Ramadan¹
- 🛒 Chatting or messaging with friends while they shop¹
- 😊 Building excitement with friends and loved ones¹

More than half of Snapchatters discover new products and brands during Ramadan²

Join the conversation on Snapchat as shoppers actively seek recommendations.

91% of Snapchatters are likely to purchase a product after watching a story from family or friends on Snapchat.²

89% of Snapchatters say they would make a purchase after seeing an intriguing ad on Snapchat.²

89% of Snapchatters say Snapchat is where they get advice from friends.²

Launch your Ramadan ads early to maximize results

With more than half of Snapchatters starting their Ramadan planning by January,² launching your campaign well before the holy month is recommended. By leveraging Snapchat's full funnel solutions early, you can start connecting with potential customers to help drive action throughout Ramadan.

Need help launching your Ramadan campaign?

This playbook provides detailed Ads Manager setup recommendations for each phase of Ramadan, along with creative recommendations to help meet your campaign goals—whether you're focused on building brand awareness, generating leads, driving app installs, or increasing online sales.

📞 For personalized guidance, reach out to your Snapchat client partner to discuss.

¹2024 NRG study commissioned by Snap Inc. | Base: KSA Snapchatters | Compared to Facebook, Instagram, TikTok, Pinterest, YouTube, Twitter

²2024 NRG study commissioned by Snap Inc. | Base: KSA Snapchatters



Why Snapchat?

Drive advertiser success by unlocking Ramadan engagement

56% of UAE Snapchatters say Snapchat is their go-to platform for Ramadan-specific content.¹

73% of KSA Snapchatters say Snapchat is their go-to platform for Ramadan-specific content.²

Most Sought After Content Genres on Snapchat During Ramadan²

Food and Religious content dominate Ramadan preferences, with women embracing Health, Skincare, and Reviews, while men lean into Comedy and Gaming.²

Food & Cooking	Religious	Health & Wellness	Restaurants
74%	70%	51%	50%

Products that Snapchatters intend to purchase next Ramadan²

Clothing/Fashion/Accessories: **58%**

Kitchenware: **56%**

Perfumes/fragrances: **56%**

Household care: **46%**

Shoes/Footwear: **44%**

Hair Care products: **42%**

Skincare products: **42%**

Home decor: **39%**

 For personalized guidance, reach out to your Snapchat client partner to discuss.

¹Toluna online survey with Snapchatters (defined as daily Snapchat users based in UAE), n=612, October 2024

²Toluna online survey with Snapchatters (defined as daily Snapchat users based in KSA), n=970, October 2024



Ramadan Planning

This strategy provides valuable insights that can be used to help optimize your campaigns pre-Ramadan, first and second half of Ramadan. We recommend adopting a full-funnel approach, including running ads that help build brand awareness and drive traffic to your website.

Build Brand Awareness

Generate buzz in the market by owning key dates throughout the holy month¹

 30% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Audience: Broad¹

Ad Type: Single Image or Video Ad, Tileless Story Ad, AR Lenses or Commercial

Reserved Campaign Setup

Secure a takeover – such as Platform Burst, First Commercials, First Story, or First Lens on key dates.²

Creative Strategy

Ad Creative: Introduce new products and launch announcements to build excitement around your business' latest offerings. through brand videos and creators collaborations (marketplace & discover).

Number of Ads: 3-5 creatives in rotation

Drive Traffic

Drive traffic to your website and install the Snap Pixel to track events. By using Snap Pixel, you can optimize your ad campaigns to reach potential customers most likely to take action.

 20% of your budget

Ads Manager Setup

Objective: Drive Traffic to Website

Performance Goal: Click or Landing Page View (LPV)

Bid Type: Auto-Bid

Audience: Broad¹ (excluding clickers in the last 30 days) and/or lookalikes of both web visitors and clickers in last 30 days

Ad Type: Single Image or Video Ad or Lead Gen or Tileless Story Ad


Creative Strategy

Ad Creative: Encourage potential customers to visit your website and explore Ramadan offers.

Number of Ads: 3-5 creatives in rotation

Drive Online Sales

Entice shoppers with compelling offers and inspire them to choose your business as they select gifts for loved ones and shop for Ramadan essentials.

 50% of your budget

Ads Manager Setup

Objective: Sales on Website (Video or Catalog)

Performance Goal: Maximize Number of Website Conversions (Conversion Event: Pixel Purchase or Pixel Add to Cart)³

Bid Type: Auto-Bid

Audience: Broad¹ (exclude purchasers in the last 30 days) and/or include lookalikes of website visitors and clickers from the last 30 days

Ad Type: Single Image or Video Ad, Tileless Story Ad, or Collection Ad

Creative Strategy

Ad Creative: Focus on showcasing early promotions and exclusive deals as Ramadan shopping ramps up.

Number of Ads: 3-5 creatives in rotation

¹Snap's platform is most effective when ad sets are set up with large and broad audiences. This allows our delivery system the flexibility to help maximize ROAS (return on ad spend) by delivering the right ad to the right person.

²Key dates include the day before Ramadan, the first day, the second day, and the final ten days of Ramadan.

³If you do not have Snap Pixel installed, select 'clicks' as an alternative.



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Need Additional Help With Your Ramadan Ad Strategy?

Reach out to your Snapchat client partner for personalized guidance.