



Meet **Meta** this Ramadan



A guide to help grow your business with Meta technologies during Ramadan and Eid.



Ramadan is a global moment observed by almost **two billion** people.

At its core, it is a time for togetherness, connection and community.

13.4M

interactions with togetherness, connection and community on Instagram.¹

91%

of users like to see content that promotes community and togetherness on Facebook and Instagram.

Meta technologies are the home of meaningful connection during Ramadan and Eid.

66%

of shoppers or observers watched online videos on Meta technologies in 2022.

64%

of shoppers or observers have purchased from personalised ads on Meta technologies.

7 in 10

have used instant messaging services by Meta during Ramadan and Eid.

For businesses, this provides a valuable opportunity to reach and resonate with audiences throughout the consumer journey.

Brand storytelling

58% of shoppers or observers said they felt more connected to a brand after seeing Ramadan or Eid content on Facebook or Instagram.

Discovery Commerce

71% of shoppers or observers agree it's easier to complete their Ramadan shopping with personalised product and gift suggestions.

Business messaging

66% of shoppers or observers feel more connected to a brand through instant messaging during Ramadan and Eid.

Unlocking connection with **brand storytelling.**

An increasingly connected world is creating new rules for brand building during Ramadan and Eid.



INSIGHT 1

Video is a powerful vehicle for brand storytelling, helping to drive awareness and consideration.

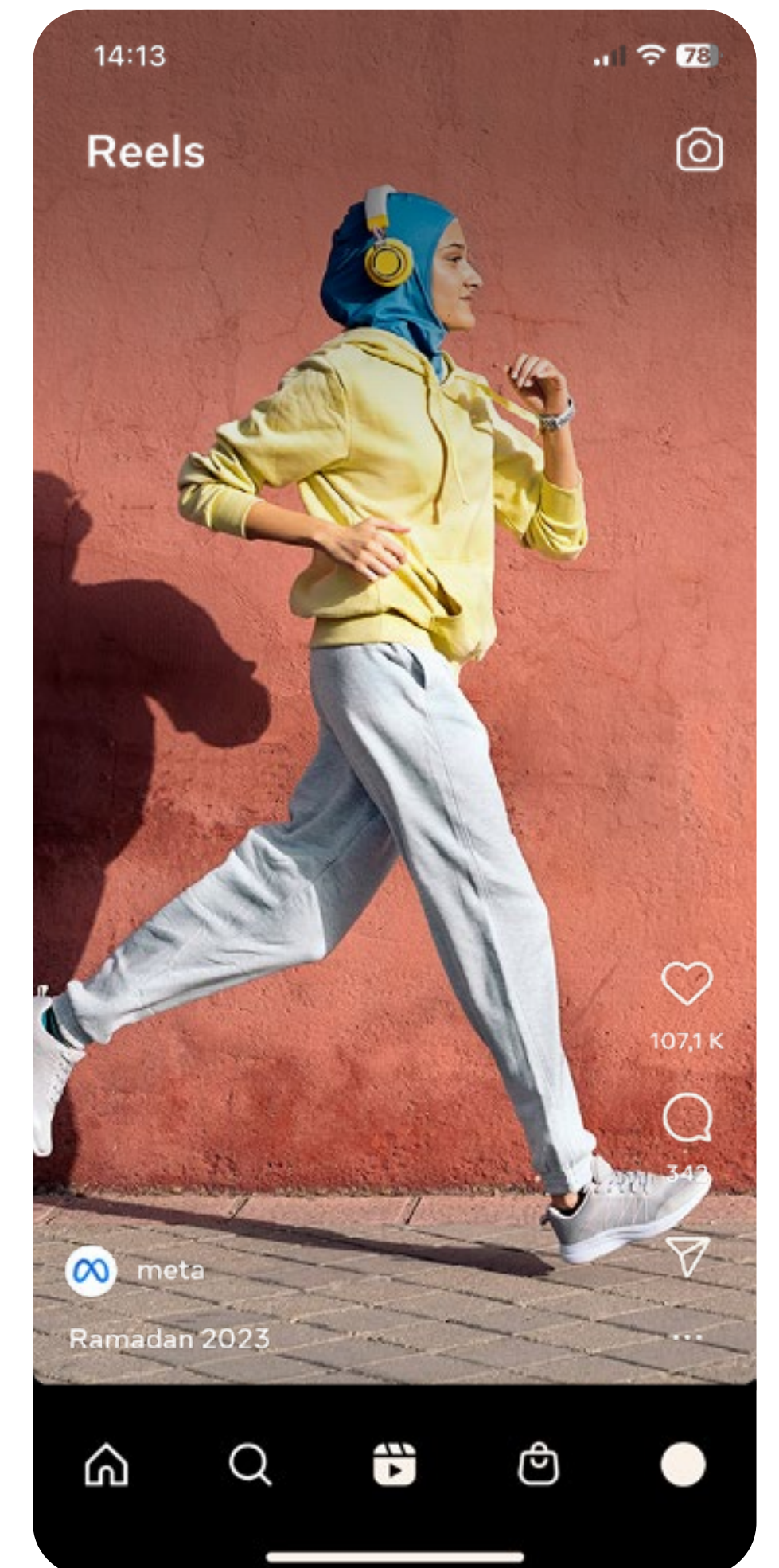
65% of shoppers or observers spend more time watching video content during Ramadan and Eid.

Recommendations

Explore the variety of video formats available on Meta technologies to help drive different business goals.

Help maximise your results with Reels and Facebook in-stream video ads.

Ready to learn more about what video can do for your business? Visit our video advertising solutions hub [here.](#)



INSIGHT 2

Creators are a trusted gateway to reach and inspire new audiences.

59% of shoppers or observers are more likely to trust a brand that partners with a trustworthy creator during Ramadan and Eid.

Recommendations

Partner with creators that align with your values and understand the value of your brand or products.

Leverage branded content ads to help scale your collaborations to new audiences.

Discover our best practices for effectively collaborating with creators in our [free downloadable guide](#).



INSIGHT 3

Augmented reality puts your brand at the heart of the celebration.

83% of shoppers or observers who have used or are open to AR agree it has an influence on their purchasing decisions.

Recommendations

Consider creating an AR effect that aligns with consumer sentiment during the season.

Help drive further adoption of your AR effect with augmented reality ads.

Find out how beauty retailer Sephora used augmented reality ads to increase brand awareness in Saudi Arabia last Ramadan.

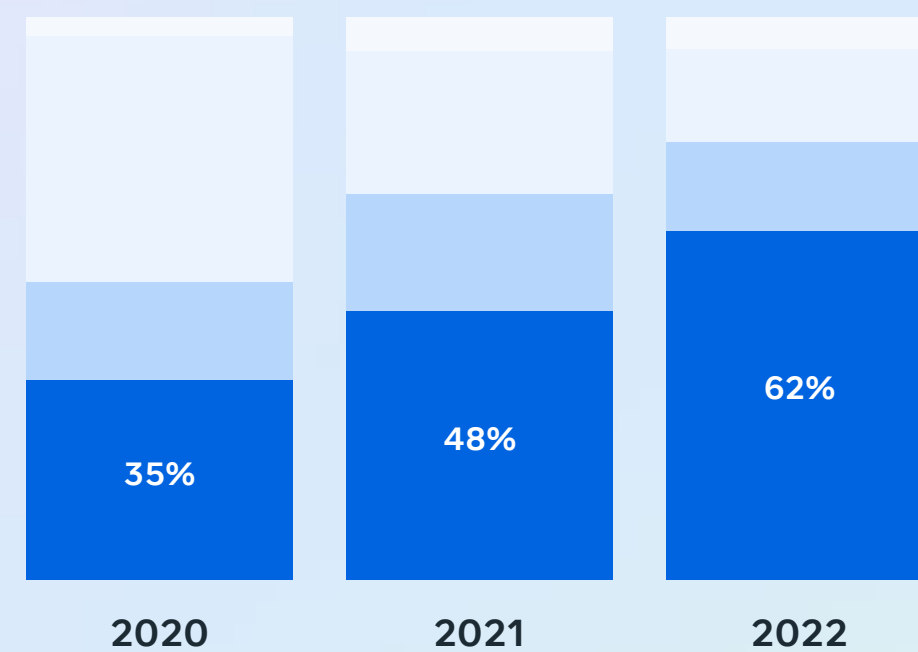


Personalising connection with Discovery Commerce.

Ramadan is a key commerce moment with the majority of shoppers or observers spending more year-on-year.

Total spend on Ramadan and Eid compared to last year.

More Same Less Don't know



However, **4 in 5** believe that planning ahead financially for this Ramadan and Eid season is more important than ever.

The power of personalisation for commerce.

Meta's AI-powered machine learning drives personalisation at scale.

64%

of shoppers or observers have purchased from personalised ads on Meta technologies.

2 in 3

shoppers or observers enjoyed personalised shopping experiences on Meta technologies.

Recommendations

- Use Advantage+ shopping campaigns to help drive more online sales at a lower cost.
- Create a streamlined route to purchase by using Ads with product tags on Instagram.

Learn more about how to help scale your business with Discovery Commerce.

Strengthening connection with business messaging.

7 in 10

have used instant messaging services by Meta during Ramadan and Eid.

65%

prefer messaging businesses rather than using email or the phone.²

Discover Meta's messaging technologies to unlock stronger connections with your customers.



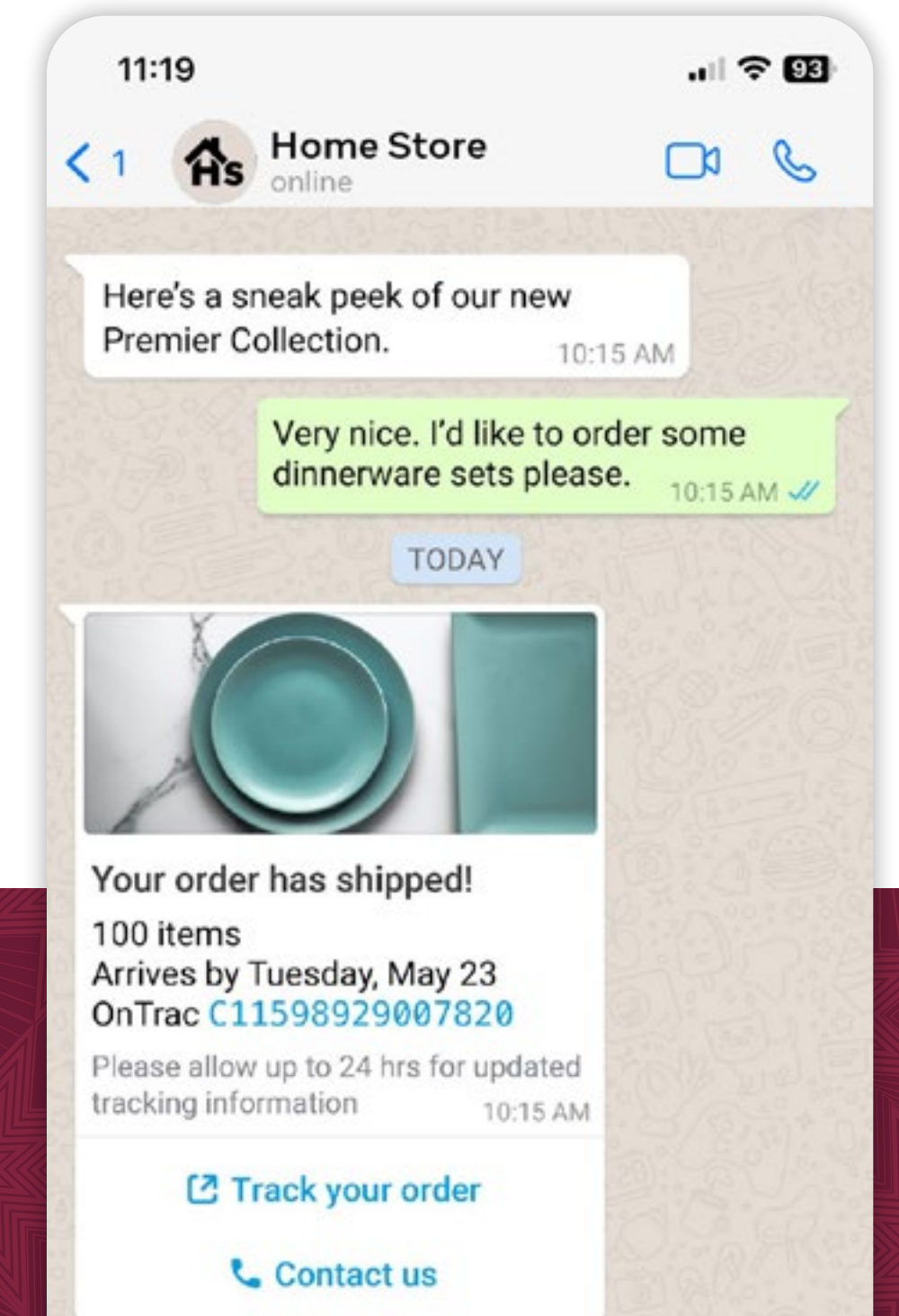
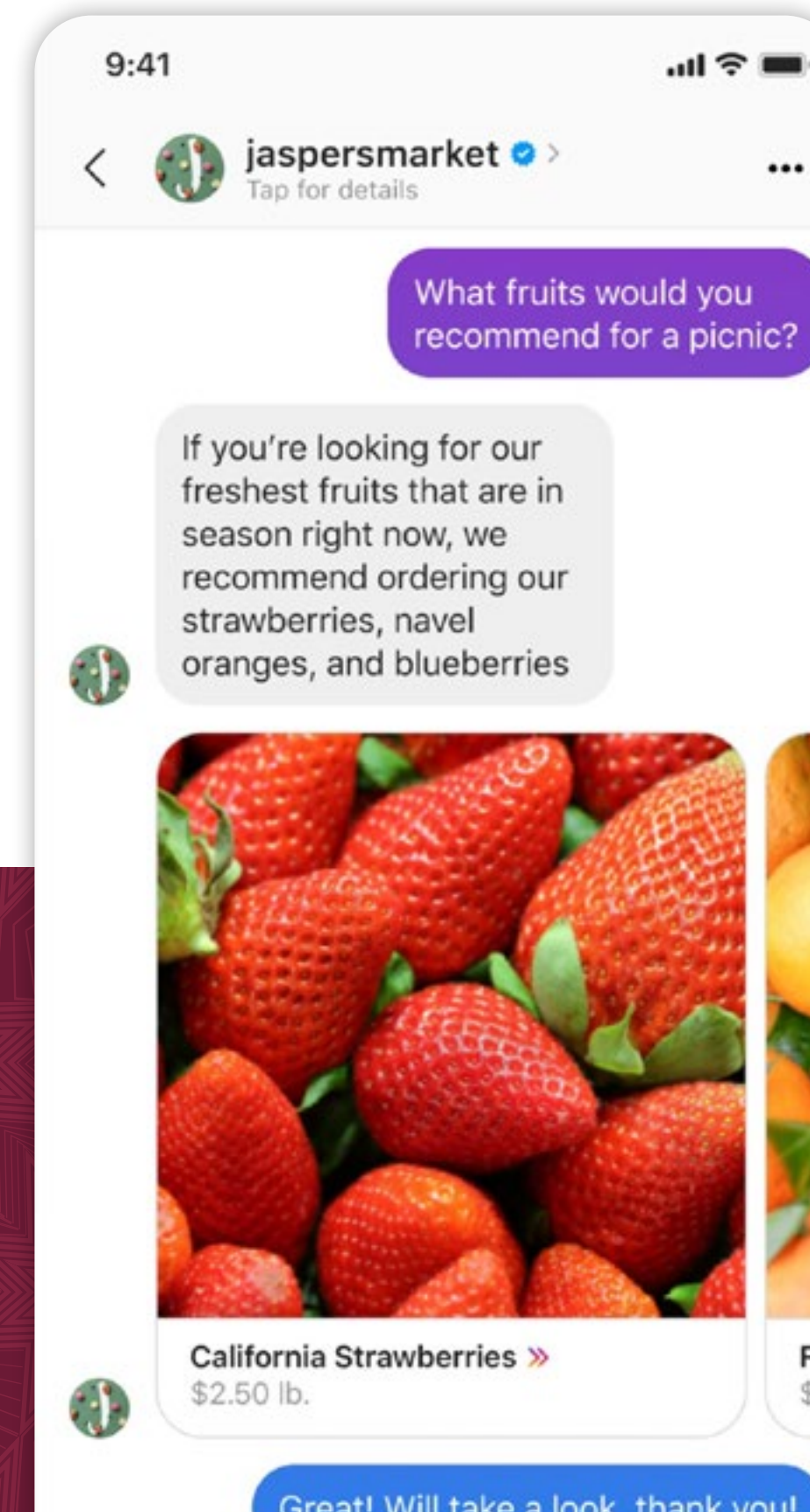
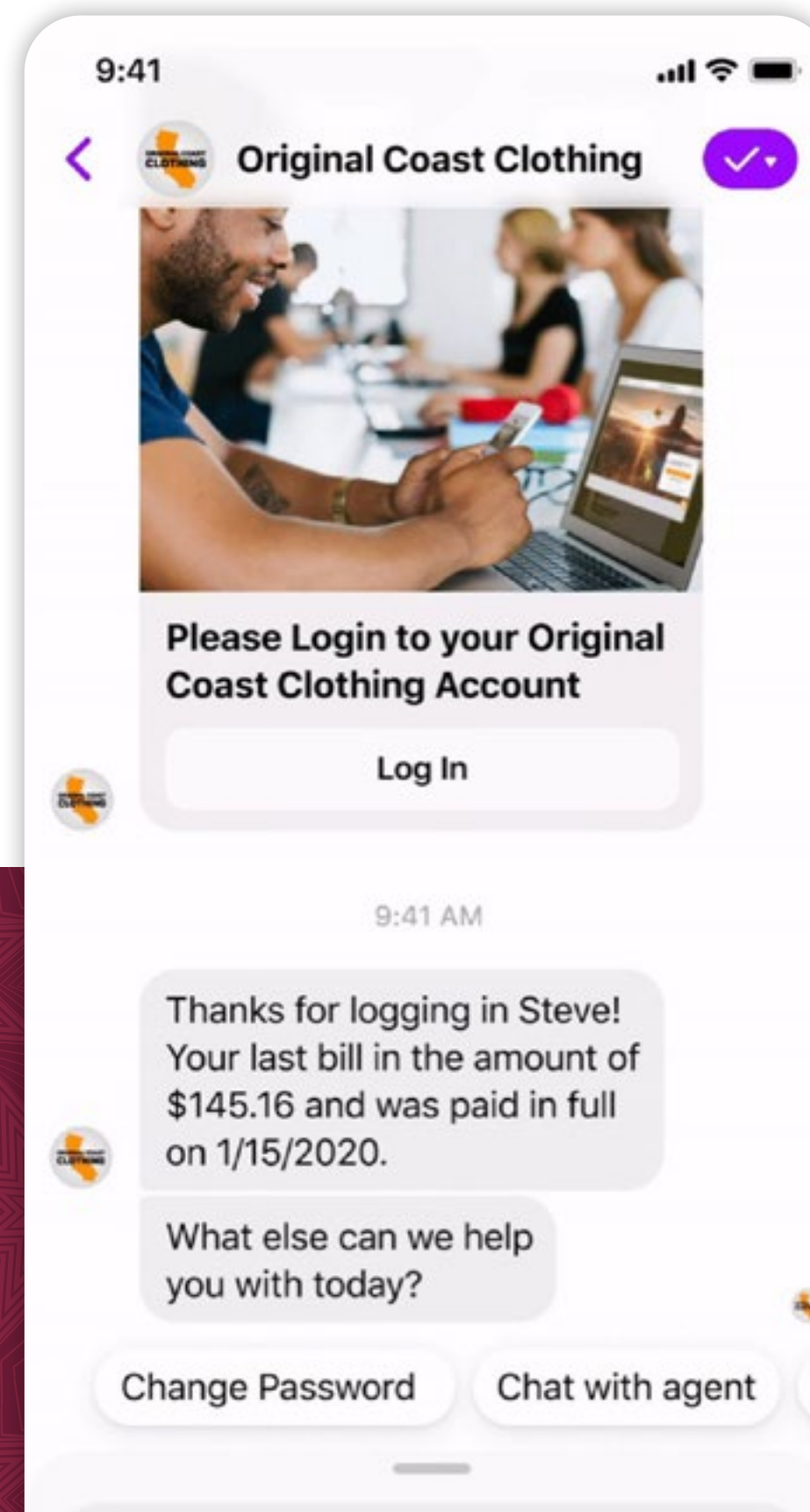
Direct connection to Facebook makes building relationships convenient and personal.



The destination where people connect with the people, brands and things they love.

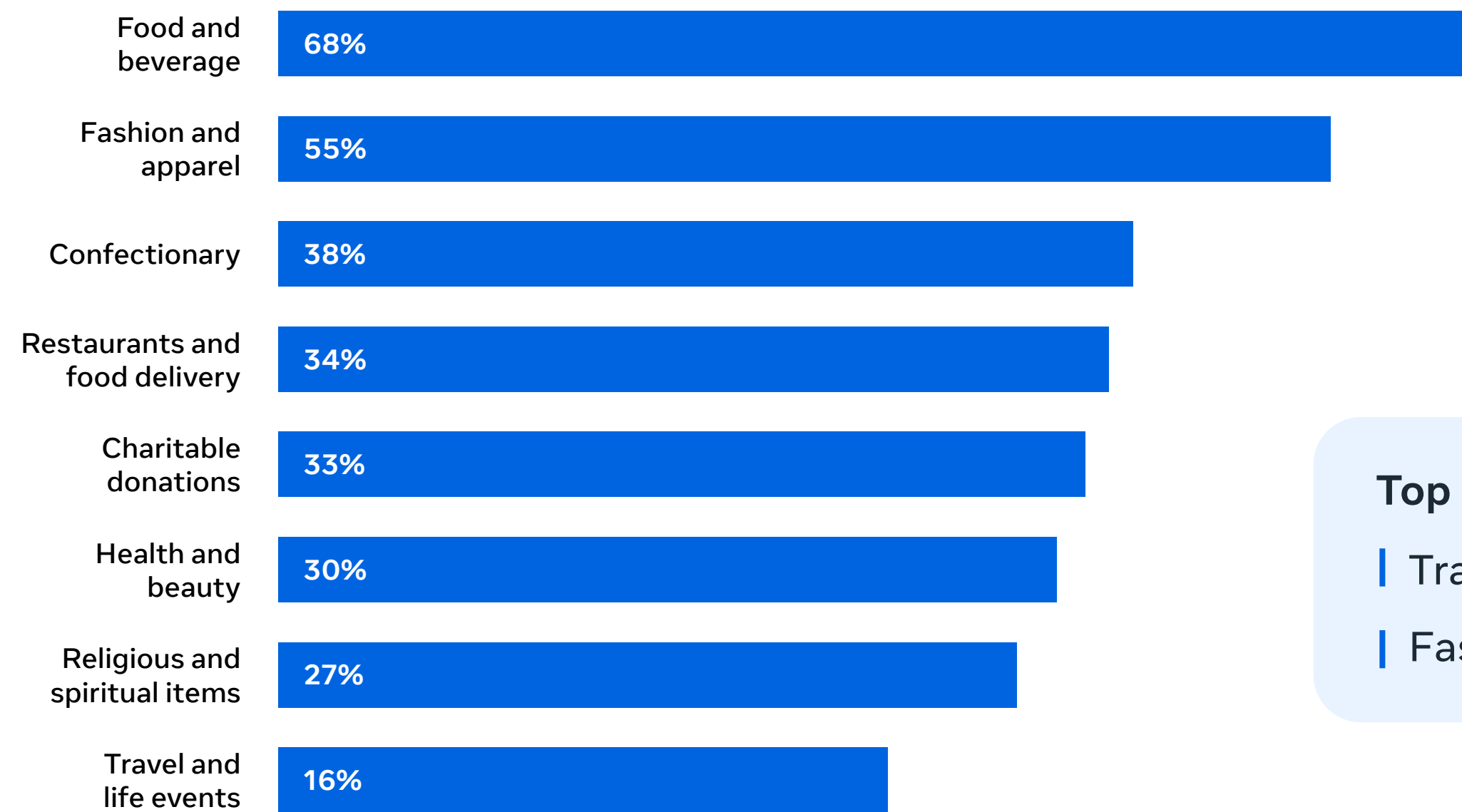


Allows people to discover, communicate and transact with any business.



Ramadan consumer insights: **Top commerce categories.**

Percentage of surveyed shoppers or observers that made a purchase per category in 2022.



Top growth categories:

- | Travel
- | Fashion and apparel



Ramadan consumer insights: **Commerce planning** time frames.

When people start planning their Ramadan and Eid purchases:

60%

**Before
Ramadan**

- 52%** Experiences
- 50%** Designer goods
- 48%** Religious items
- 48%** Home and garden
- 48%** Household appliances

25%

**During Ramadan
and Eid**

- 47%** Fashion and apparel
- 46%** Charitable donations

16%

**Ongoing: before and
during Ramadan and Eid**

- 34%** Restaurants or food delivery
- 27%** Food and beverage
- 26%** Confectionery
- 25%** Financial services

Percentage of shoppers or observers who plan a purchase per category during each time frame.

*Categories included per time frame had a significant majority versus other time frames.



All sources unless otherwise stated: “Meta Ramadan Moment Study” by YouGov (Meta-commissioned online study of 13,232 people aged 18+ across 9 markets: AE, BD, EG, ID, MY, NG, PK, SA, TR). Minimum N=1500 per market, May 2022. Analysis based on respondents who shop for or observe Ramadan.

1. Crowdtangle, Global Instagram pages interactions from 27th March to 7th May 2022.
2. Meta “Conversations” event internal data; May 2022.