



# Ramadan 2023 on Snapchat

Luxury

## Drive Impact during Ramadan

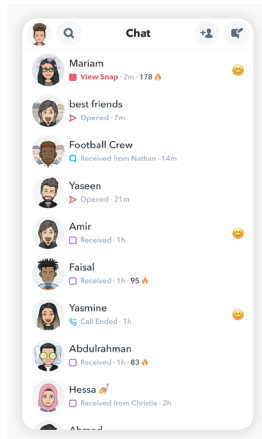
Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

During Ramadan, Snapchat is the most frequented platform throughout the day in KSA<sup>1</sup> because Snapchatters can perform everything on the platform. From chats, maps and discovering new places, to watching Ramadan content and sharing moments with real friends and family.

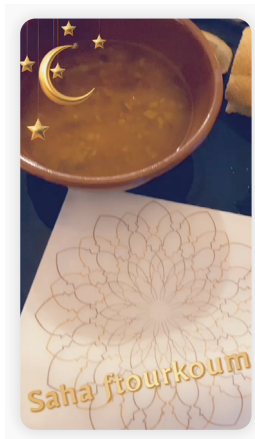
### Maps



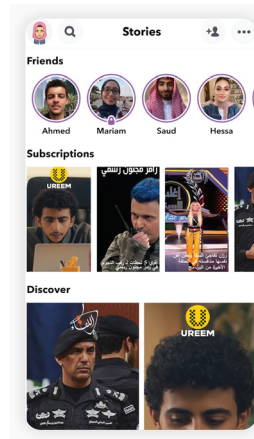
### Chat



### Camera



### Stories



### Spotlight



Snapchat is considered the #1 platform for being a part of the Ramadan culture

# 10B

On average Snapchatters viewed over 10B stories each day in KSA<sup>2</sup>

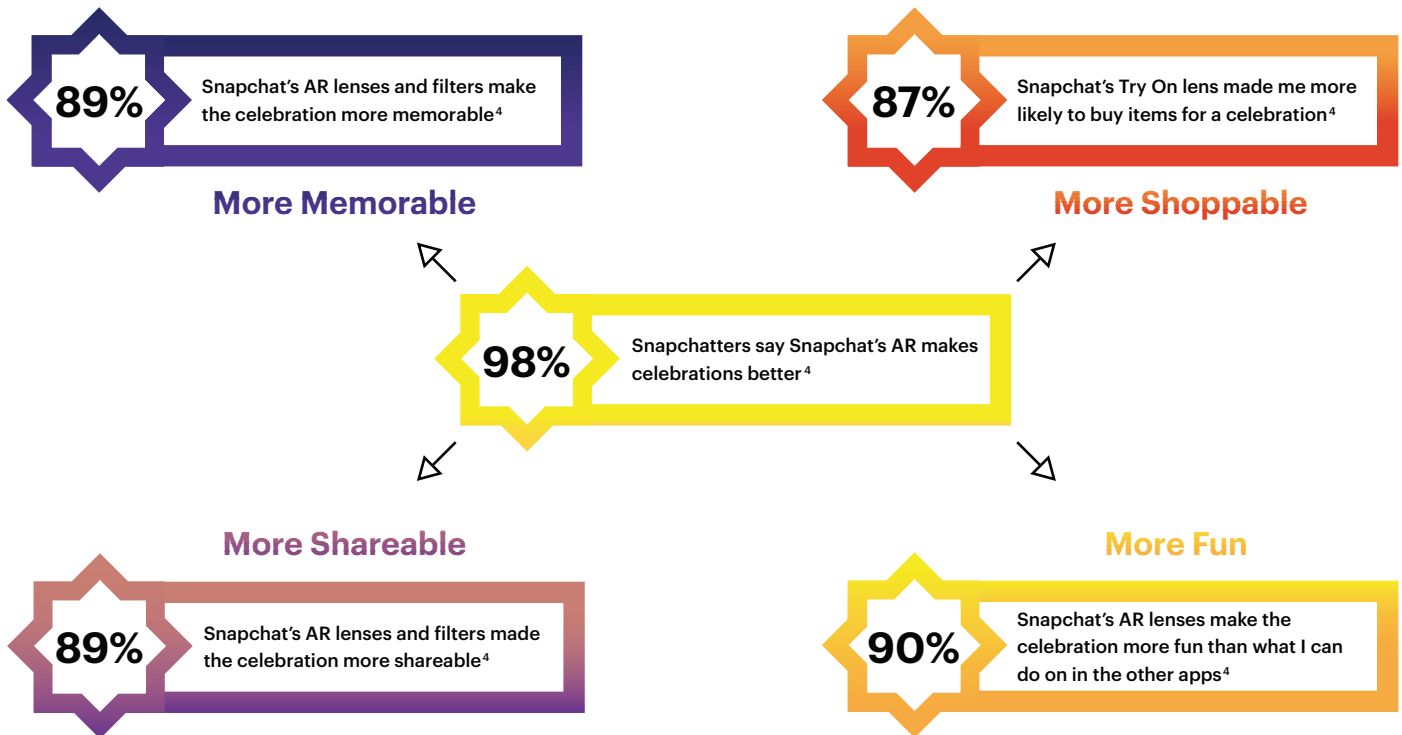
# 89%

Of Snapchatters say Snapchat is where they share their most meaningful moments when celebrating<sup>3</sup>

# 220M

On average, Snapchatters played with Lenses over 220M times each day in Saudi Arabia<sup>2</sup>

# AR takes the Ramadan experience to the next level



## What are luxury consumers up to during Ramadan?

### Their Purchase Planning

**50%**

The majority of consumers **plan their luxury purchases before Ramadan**, with **50% starting over a month in advance**. This makes it crucial to begin engaging with them early.<sup>5</sup>

### Their Mode of Purchase

Luxury shoppers are almost equally likely to purchase in-store or online, making both important touch points to activate<sup>5</sup>

### Their Purchase Need

During Ramadan and Eid, luxury items are bought as gifts, either for the self or for others<sup>5</sup>

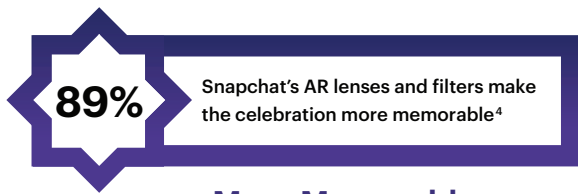
### Their Source of Inspiration

As consumer lean into platforms for inspiration, ads seen on Snapchat are considered more engaging than on other platforms,<sup>5</sup> making them the most shared among Saudi Snapchatters<sup>6</sup>

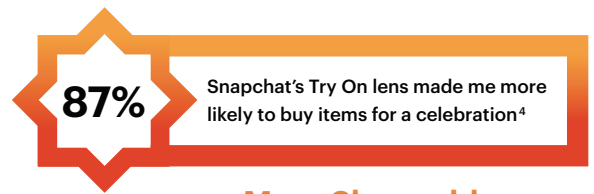
1. 2022 Nielsen Ramadan Media Behaviour Study commissioned by Snap Inc. | Base: Snapchatters n=101 (2376 digital diary entries)  
 2. 2022 Ipsos Reimagining Ramadan Study commissioned by Snapchat Inc. | Base Snapchat Saudi = 568 | Facebook = 423 | TikTok = 527 | Instagram = 555 QSM3.1.1 Based on your experience during Ramadan 2022, with which platforms would you associate the following statements. Statement: Part of Ramadan customs & traditions  
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 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: How well does each of the following describe Snapchat?  
 5. 2022 Ipsos Reimagining Ramadan Study commissioned by Snapchat Inc. | Base (n=247) Saudi social & communication app users  
 6. 2022 Ipsos Reimagining Ramadan Study commissioned by Snapchat Inc. | Base n=247 Saudi social & communication app users | Q7. What actions did you take after watching the ads from this category on social media platforms? Snapchat: 28%, Instagram: 25%, TikTok: 23%, Facebook: 16%



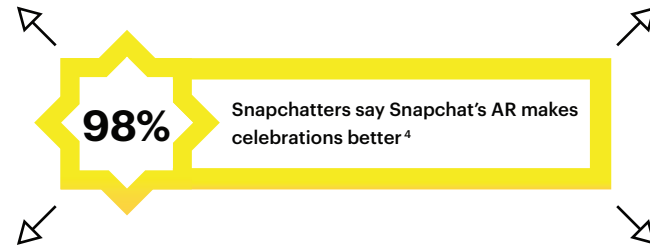
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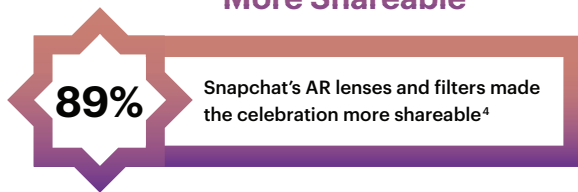
**More Memorable**



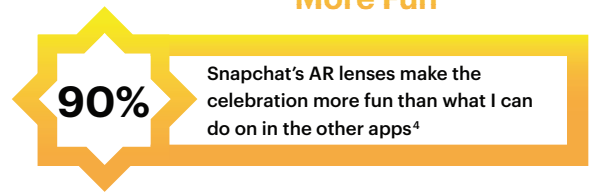
**More Shoppable**



**More Shareable**



**More Fun**



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