

SNAPCHAT سناب شات



2025

Ramadan Advertising Playbook

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Why Snapchat Ads?

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 getting started?

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, [schedule a call](#) with a Snapchat account strategist.

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

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Drive Online Sales

Engage potential customers and drive online sales throughout the holy month.





Phase 1: Pre-Ramadan (Early January 2025 - February 26, 2025)

Pre-Ramadan is a key time for advertisers to connect with potential customers as they start preparing for the holy month. We recommend adopting a full-funnel approach, including running ads that help build brand awareness and drive traffic to your website, even if your primary objective is driving online sales. This strategy provides valuable insights that can be used to help optimize your Ramadan campaigns for the best results.

Build Brand Awareness

Capture attention and spark interest across a broad audience as the holy month approaches. Build anticipation and generate excitement for your business.

 30% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Audience: Broad¹

Frequency Cap: 4-5 per week

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

Creative Strategy

Ad Creative: Highlight how your business embodies the spirit of Ramadan, such as supporting charitable causes or promoting acts of kindness.

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: Traffic

Performance Goal: Web

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

Frequency Cap: 4-5 per week

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


Creative Strategy

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

Number of Ads: 3-5 creatives in rotation

Drive Online Sales

Drive online purchases with compelling offers as Snapchatters finalize their preparations for the holy month.

 50% of your budget

Ads Manager Setup

Objective: Sales

Performance Goal: Web (Purchases or Add to Cart)

Bid Type: Auto-Bid

Audience: Broad¹

Frequency Cap: 4-5 per week

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

Creative Strategy

Ad Creative: Highlight limited time discounts and offers as consumers begin to ramp up shopping in preparation for Ramadan.

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.



Phase 2: First Half Of Ramadan (February 27, 2025 - March 14, 2025)

The first half of Ramadan is an ideal time to engage shoppers as they look for inspiration and discover new products. A full-funnel strategy will help keep your business top-of-mind and help set the stage for driving online sales during Ramadan.

Build Brand Awareness

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

 60% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Audience: Broad¹

Frequency Cap: 4-5 per week

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

Reserved Campaign Setup

Book a meeting to 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.

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.

 10% 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

Frequency Cap: 4-5 per week

Ad Type: Single Image or Video Ad 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.

 30% 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.



Phase 3: Second Half Of Ramadan (March 15 - 30, 2025)

As Ramadan enters its final days, attention shifts toward preparing for Eid celebrations. This presents the perfect opportunity to target last-minute shoppers, offering timely reminders and compelling incentives to encourage them to complete their purchases.

Build Brand Awareness

Continue to drive awareness and stay top-of-mind for Eid.

 10% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Audience: Broad¹

Frequency Cap: 4-5 per week

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

Creative Strategy

Ad Creative: Build business awareness and brand affinity by shifting Ramadan messaging to focus on the joy and celebration of Eid, using vibrant visuals that capture the festive spirit.

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.

 70% of your budget

Ads Manager Setup

Objective: Traffic

Performance Goal: Click or Landing Page View (LPV)

Bid Type: Auto-Bid

Audience: Broad¹ and/or include lookalikes of website visitors and clickers from the last 30 days

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

Creative Strategy

Ad Creative: Encourage consumers to visit the website, register for loyalty programs, and explore exclusive Eid promotions.

Number of Ads: 3-5 creatives in rotation

Drive Online Sales

Entice last-minute shoppers with compelling offers as they select gifts for loved ones and shop for Eid essentials.

 20% of your budget

Ads Manager Setup

Objective: Sales on Website (Video or Catalog)

Performance Goal: Purchases or Add to Cart

Bid Type: Auto-Bid

Audience: Broad¹ and/or retarget website visitors and clickers who haven't made a purchase in the last 30 days

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

Creative Strategy

Ad Creative: Promote best-selling products for Eid essentials and gifting and highlight ongoing offers.

Number of Ads: 3-5 creatives in rotation

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Generate Leads

Generate leads and connect with potential customers throughout Ramadan.





Phase 1: Pre-Ramadan (Early January 2025 - February 26, 2025)

The period leading up to Ramadan is an excellent opportunity for advertisers to connect with potential customers as they start preparing for the holy month. By using a full funnel approach and taking advantage of Snapchat's lead generation solutions, your business can prospect for new customers, find people who are interested in your products or services, and advertise to them accordingly.

Build Brand Awareness

Capture attention and introduce your business to a wide audience through engaging content and eye-catching ads.

 30% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Audience: Broad¹

Frequency Cap: 4-5 per week

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

Creative Strategy

Ad Creative: Uplifting content highlighting how your business embodies the spirit of Ramadan, like supporting charitable causes or capturing Iftar moments.

Number of Ads: 3-5 creatives in rotation

Drive Lead Generation

Collect leads as potential customers start preparing for Ramadan. Install Snap Pixel to track events on your website, target potential customers who have already shown interest in your business, and optimize your campaign to reach those most likely to take action.

 70% of your budget

Ads Manager Setup

Objective: Leads

Performance Goal:

- Native: Maximize Number of Leads
- Web: Maximize Number of Website Conversions

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 Tileless Story Ad

Creative Strategy

Ad Creative: Use limited-time offers to drive lead generation ahead of Ramadan.

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.




Phase 2: First Half Of Ramadan (February 27, 2025 - March 14, 2025)

The first half of Ramadan is an ideal opportunity to connect with potential customers as they spend more time indoors and on their mobile phones. Continue using Snapchat's lead generation solutions to expand your customer base.

Build Brand Awareness

Generate buzz in the market by owning key dates throughout the holy month.¹

 60% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Frequency Cap: 4-5 per week

Audience: Broad¹

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

Reserved Campaign Setup

Book a meeting to secure a takeover – such as Platform Burst, First Commercials, First Story, or First Lens on key dates.²

Creative Strategy

Ad Creative: Highlight new products and launch announcements to generate excitement and anticipation for your business's latest offerings.

Number of Ads: 3-5 creatives in rotation

Drive Lead Generation

Take advantage of increased content consumption and mobile usage to drive lead generation. Install Snap Pixel to track events on your website, target potential customers who have already shown interest in your business, and optimize your campaign to reach those most likely to take action.

 40% of your budget

Ads Manager Setup

Objective: Leads

Performance Goal:

- Native: Maximize Number of Leads
- Web: Maximize Number of Website Conversions

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, Tileless Story Ad, or Collection Ad

Creative Strategy

Ad Creative: Continue to promote limited time offers to drive lead form conversions.

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.




Phase 3: Second Half Of Ramadan (March 15 - 30, 2025)

As Ramadan enters its final days and Snapchatters begin preparing for Eid celebrations, now is the perfect time to shift your creative to highlight the joy and festivity of Eid. Continue to take advantage of increased content consumption and mobile usage to collect and nurture leads during Ramadan for post-Eid campaigns.

Build Brand Awareness

Continue to drive awareness and stay top-of-mind as Ramadan draws to a close and Eid approaches.

 20% 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, or Commercial


Creative Strategy

Ad Creative: Build brand awareness and positive sentiment by shifting Ramadan messaging to highlight the joy of Eid, using vibrant visuals that capture the festive spirit.

Number of Ads: 3-5 creatives in rotation

Drive Lead Generation

Continue to take advantage of increased content consumption and mobile usage during Ramadan to collect and nurture leads for post-Eid campaigns.

 80% of your budget

Ads Manager Setup

Objective: Leads

Performance Goal:

- Native: Maximize Number of Leads
- Web: Maximize Number of Website Conversions

Bid Type: Auto-Bid

Audience: Broad (excluding clickers in the last 30 days)¹ and/or Lookalikes of both web visitors and clickers in last 30 days

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

Creative Strategy

Ad Creative: Promote last minute offers to drive lead form conversions.

Number of Ads: 3-5 creatives in rotation

¹ Snap’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.

/03

Promote Your App

Connect with Snapchatters to drive app installs and in-app actions throughout Ramadan.





Phase 1: Pre-Ramadan (Early January 2025 - February 26, 2025)

The period leading up to Ramadan is an excellent opportunity for advertisers to connect with Snapchatters as they begin preparing for the holy month. By adopting a full-funnel strategy, you can help set the stage for app downloads and continued engagement throughout the holy month.

Build Brand Awareness

Capture attention and spark interest as the holy month approaches.

 30% of your budget

Ads Manager Setup


Objective: Awareness and Engagement
Performance Goal: Maximize Number of Impressions
Bid Type: Auto-Bid
Audience: Broad¹
Frequency Cap: 4-5 per week
Ad Type: Single Image or Video Ad, Tileless Story Ad, or Commercial

Creative Strategy

Ad Creative: Highlight how your app can effortlessly blend into Snapchatters' daily routines during the holy month.
Number of Ads: 3-5 creatives in rotation

Drive App Installs

Drive app installs ahead of Ramadan to capitalize on increased mobile phone usage during the holy month.

 70% of your budget

Ads Manager Setup

Objective: App Promotion
Performance Goal: App Installs
Bid Type: Auto-Bid
Audience: Broad¹ (excluding clickers in the last 30 days) and/or Lookalikes of both app visitors and clickers in last 30 days
Frequency Cap: 4-5 per week
Ad Type: Single Image or Video Ad or Tileless Story Ad

Creative Strategy

Ad Creative: Encourage Snapchatters to install your app before the holy month by showcasing its features, benefits, and special promotions.
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.




Phase 2: First Half Of Ramadan (February 27, 2025 - March 14, 2025)

The first half of the month is a wonderful opportunity to connect with Snapchatters who are on the lookout for content and apps that fits their Ramadan routine. Capitalize on this behavior to reach more users and drive app installs and in-app actions.

Build Brand Awareness

Generate buzz in the market by owning key dates throughout the holy month.

 40% of your budget

Ads Manager Setup

- Objective:** Awareness and Engagement
- Performance Goal:** Maximize Number of Impressions
- Bid Type:** Auto-Bid
- Audience:** Broad¹
- Frequency Cap:** 4-5 per week
- Ad Type:** Single Image or Video Ad, Tileless Story Ad, or Commercial

Reserved Campaign Setup


Book a meeting to secure a takeover – such as Platform Burst, First Commercials, First Story, or First Lens on key dates.²

Creative Strategy

- Ad Creative:** Showcase how your app adds value to Snapchatters’ Ramadan experience through stories that resonate with the cultural and spiritual significance of the holy month.
- Number of Ads:** 3-5 creatives in rotation

Drive App Installs

Capitalize on increased mobile phone usage during Ramadan to drive app installs.

 40% of your budget

Ads Manager Setup


- Objective:** App Promotion
- Performance Goal:** App Installs
- Bid Type:** Auto-Bid
- Audience:** Broad¹ (excluding clickers in the last 30 days) and/or Lookalikes of both app visitors and clickers in last 30 days
- Ad Type:** Single Image or Video Ad, Tileless Story Ad, or Collection Ad

Creative Strategy

- Ad Creative:** Drive app installs by showcasing your app’s features, benefits, and special promotions.
- Number of Ads:** 3-5 creatives in rotation

Drive In-app Events

Take advantage of increased app usage during Ramadan to prompt users to take key actions within your app.

 20% of your budget

Ads Manager Setup

- Objective:** App Promotion
- Performance Goal:** In-App Event
- Bid Type:** Auto-Bid
- Audience:** Broad¹ (excluding In-App Event from the last 7 days)
- Ad Type:** Single Image or Video Ad, Tileless Story Ad, or Collection Ad

Creative Strategy

- Ad Creative:** Use a clear and persuasive CTA to drive app installs and in-app actions.
- 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.



Phase 3: Second Half Of Ramadan (March 15 - 30, 2025)

Drive app downloads and in-app purchases as people spend more time indoors and engaged with their devices.

Build Brand Awareness

Continue to run ads to drive awareness and stay top-of-mind for Eid.

 10% of your budget

Ads Manager Setup


Objective: Awareness and Engagement
Performance Goal: Maximize Number of Impressions
Bid Type: Auto-Bid
Frequency: 4-5 per week
Audience: Broad¹
Ad Type: Single Image or Video Ad, Tileless Story Ad, or Commercial

Creative Strategy

Ad Creative: As the end of Ramadan approaches, help Snapchatters see how your app will fit into their daily lives beyond the holy month.
Number of Ads: 3-5 creatives in rotation

Drive App Installs

Capitalize on increased mobile phone usage during Ramadan and showcase how your app fits seamlessly into Snapchatters' Eid and post-Eid routines to drive app installs.

 50% of your budget

Ads Manager Setup

Objective: App Promotion
Performance Goal: App Installs
Bid Type: Auto-Bid
Audience: Broad¹ (excluding clickers in the last 30 days) and/or Lookalikes of both app visitors and clickers in last 30 days
Ad Type: Single Image or Video Ad, Tileless Story Ad, or Collection Ad

Creative Strategy

Ad Creative: Drive app installs by showcasing your app's features, benefits, and special promotions.
Number of Ads: 3-5 creatives in rotation

Drive In-App Events

Take advantage of increased app usage during Ramadan to prompt users to take key actions within your app.

 40% of your budget

Ads Manager Setup

Objective: App Promotion
Performance Goal: In-App Event
Bid Type: Auto-Bid
Audience: Broad¹ (excluding In-App Event from the last 7 days)
Ad Type: Single Image or Video Ad, Tileless Story Ad, or Collection Ad

Creative Strategy

Ad Creative: Highlight last chance discounts and in-app-only offers.
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.

/04

Build Brand Awareness

Build brand awareness throughout Ramadan.





Phase 1: Pre-Ramadan (Early January 2025 - February 26, 2025)

Connect with potential customers as they begin preparing for the holy month. This is an ideal time to drive awareness for your business while collecting valuable data to optimize your campaign for Ramadan.

Build Brand Awareness

Build brand awareness and brand affinity ahead of the holy month.

 80% of your budget

Ads Manager Setup

Objective: Awareness and Engagement
Performance Goal: Maximize Number of Impressions
Bid Type: Auto-Bid
Frequency: 4-5 per week
Audience: Broad¹
Ad Type: Single Image or Video Ad, Tileless Story Ad, or Commercial

Reserved Campaign Setup

Book a meeting to secure a takeover – such as Platform Burst, First Commercials, First Story, or First Lens on key dates.²

Creative Strategy

Ad Creative: Highlight how your business embodies the spirit of Ramadan, such as supporting charitable causes or promoting acts of kindness across key dates.
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: Traffic
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 Tileless Story Ad

Creative Strategy

Ad Creative: Encourage potential customers to visit your website to explore Ramadan offers or learn more about your business.
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.




Phase 2: First Half Of Ramadan (February 27, 2025 - March 14, 2025)

The first half of Ramadan is crucial for building brand awareness as potential customers seek new products and inspiration. With increased attention to digital content during the holy month, this is an ideal time to showcase your business through long form storytelling.

Build Brand Awareness

Build brand awareness and brand affinity during the first half of holy month.

 50% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Frequency Cap: 4-5 per week

Audience: Broad¹

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

Reserved Campaign Setup

Book a meeting to secure a takeover – such as Platform Burst, First Commercials, First Story, or First Lens on key dates.²


Creative Strategy

Ad Creative: Highlight new products and launch announcements to generate excitement and anticipation for your business's latest offerings.

Number of Ads: 3-5 creatives in rotation

Drive Video Views

Leverage increased attention to digital content during Ramadan to drive video views.

 40% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Video Views

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 Commercial


Creative Strategy

Ad Creative: A storytelling approach works best as potential customers are more open to long form content during this time of increased consideration and reflection.

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.

 10% of your budget

Ads Manager Setup

Objective: Traffic

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, Tileless Story Ad, or Collection Ad

Creative Strategy

Ad Creative: A storytelling approach works best as potential customers are more open to longer-form content during this time. Encourage customers to explore your product offerings online or in-store.

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.



Phase 3: Second Half Of Ramadan (March 15 - 30, 2025)

The second half of Ramadan is an ideal time to elevate brand awareness as potential customers look for inspiration and prepare for Eid.

Build Brand Awareness

Generate buzz in the market by owning key dates throughout the holy month.¹

 70% of your budget

Ads Manager Setup

Objective: Awareness and Engagement

Performance Goal: Maximize Number of Impressions

Bid Type: Auto-Bid

Frequency: 4-5 per week

Audience: Broad¹

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

Reserved Campaign Setup

Book a meeting to secure a takeover – such as Platform Burst, First Commercials, First Story, or First Lens on key dates.²

Creative Strategy

Ad Creative: Build business awareness and positive sentiment by shifting Ramadan messaging to highlight the joy of Eid, using vibrant visuals that capture the festive spirit.

Number of Ads: 3-5 creatives in rotation

Drive Video Views

Leverage increased attention to digital content during Ramadan to drive video views.

 20% of your budget

Ads Manager Setup

Objective: App Promotion

Performance Goal: Video Views

Bid Type: Auto-Bid

Audience: Broad audience

Ad Type: Single Image or Video Ad or Commercial

Creative Strategy

Ad Creative: A storytelling approach works best as customers are more open to longer-form video during this time of increased consideration and reflection

Number of Ads: 3-5 creatives in rotation

Drive Purchases

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

 10% of your budget

Ads Manager Setup

Objective: Traffic

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, Tileless Story Ad, or Collection Ad

Creative Strategy

Ad Creative: Invite potential customers to visit your store, shop online, and explore your Eid offers.

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.



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Need Additional Help With Your Ramadan Ad Strategy?

Schedule a call today for personalized guidance.