



Ramadan 2023 on Snapchat

Tech

Drive Impact during Ramadan

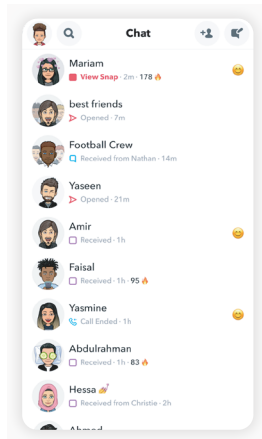
Snapchat is the place to reach your audience at scale through immersive and impactful experiences — across the entire consumer journey.

During Ramadan, Snapchat is the most frequented platform throughout the day in KSA¹ 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.

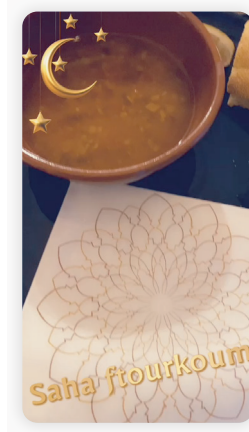
Maps



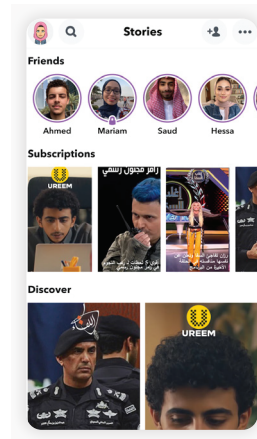
Chat



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 KSA²

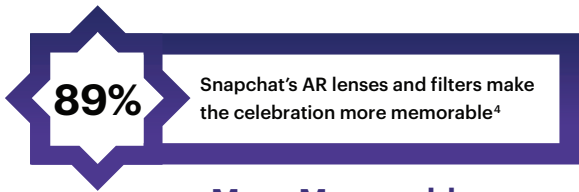
89%

Of Snapchatters say Snapchat is where they share their most meaningful moments when celebrating³

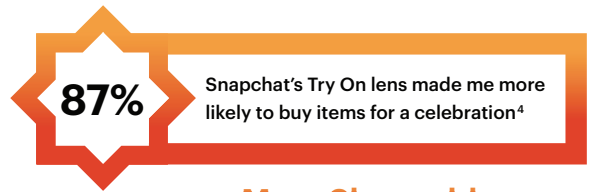
220M

On average, Snapchatters played with Lenses over 220M times each day in Saudi Arabia²

AR takes the Ramadan experience to the next level



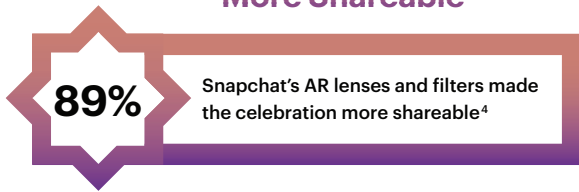
More Memorable



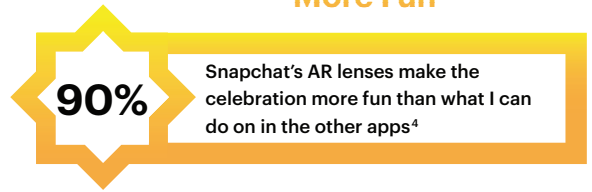
More Shoppable



More Shareable



More Fun



What are tech consumers up to during Ramadan?

Their Purchase Planning

40%

The majority of shoppers start planning their tech purchases well before Ramadan, with **over 40% starting more than a month in advance**⁵

Their Purchase Need

1/4

While 1/4 of shoppers choose to gift tech items, this category is predominantly **purchased for individual use**, whether as a daily gadget or a self-treat for the occasion⁵

Their Mode of Purchase

Tech shoppers are **equally likely to purchase in-store or online**, making both important touch points to activate⁵

Their Source of Inspiration

Consumers are constantly seeking inspiration to keep up with the latest models and gadgets. Among other platforms, Snapchat is considered **the top source of purchase inspiration for Saudis** (43% Snapchat vs. 35% competition avg.)⁵

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
 3. Snapchat internal data April 1st - May, 7 2022
 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=255) Saudi social & communication app users