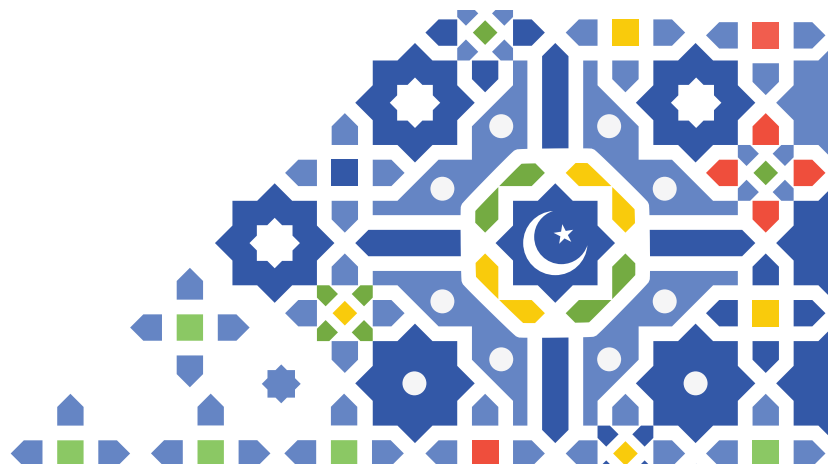




# Making the Most of a Mobile Ramadan

INDONESIA | 2019



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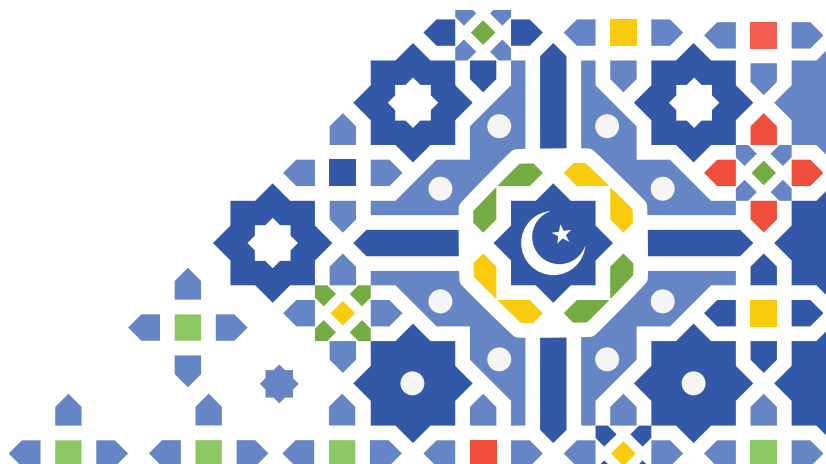
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## 1. 2019 Ramadan Season – the Opportunity



Every year, across the globe, approximately 2 billion Muslims observe the holy month of Ramadan as a commemoration of their beliefs<sup>1</sup>. Indonesia, a predominantly Islamic country, is no exception. Indonesia is home to the largest Islamic population in the world, with 87.2% of people identifying as such<sup>2</sup>.

During this period, in addition to fasting daily from dawn to dusk and attaining spiritual awareness, Indonesians also look forward to travelling back home to their families, shopping for themselves and exchanging gifts. Consequently, while Ramadan is a joyful celebration among Indonesians, it is also one of the largest shopping events on the retail calendar. Consumer patterns change, demand is at an all-time high and shopping budgets soar across households.

Business activities in Indonesia grew 20.2 percent in Q2 2018, triggered by Ramadan and the long Idul Fitri holiday<sup>3</sup>.

Indonesia is projected to have over 56 million digital buyers in 2019, a 23% increase from 2018<sup>4</sup>.

Retail mCommerce sales in the country stands at around \$ 7 billion (60% of all retail eCommerce sales), and is expected to increase 24% in 2019<sup>5</sup>.

<sup>1</sup> - <https://ecommerceiq.asia/ramadan-2018/>

<sup>2</sup> - [https://www.pewforum.org/2015/04/02/muslims/pf\\_15-04-02\\_projectionstables74/](https://www.pewforum.org/2015/04/02/muslims/pf_15-04-02_projectionstables74/)

<sup>3</sup> - <https://www.thejakartapost.com/news/2018/07/13/business-grows-20-23-percent-in-q2-bi.html>

<sup>4</sup> - <https://forecasts-na1.emarketer.com/584b26021403070290f93acb/585191860626310a2c186676>

<sup>5</sup> - <https://forecasts-na1.emarketer.com/5a4ffee8d8690c0c28d1f4c2/5a57d1f8d8690c0dfc42e755>

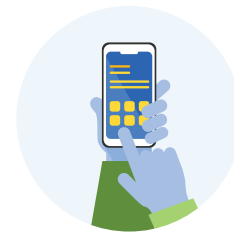


There's a significant uplift in online retail sales during the Ramadan month, and particularly in the last couple of weeks before Eid al-Fitr as consumers buy gifts and presents for family, relatives and friends.

Ramadan is heavily identified with shopping in Indonesia where tech products, specifically smartphones are claiming a larger role in their religious observance. For consumer brands and marketers, it marks a month-long competition and increase in awareness, sales and brand power.



Indonesia has almost 100 million smartphone users as of 2019<sup>6</sup>.



Mobile internet users spend 89% of time spent accessing internet via apps, as opposed to the web<sup>7</sup>.

With more time spent on mobile, It is of little surprise that the Indonesian consumer will be increasingly using mobile as the primary device for shopping during the Ramadan season.



<sup>6</sup> - <https://forecasts-na1.emarketer.com/5a4f9d34d8690c0c28d1f358/585191880626310a2c1867ee>

<sup>7</sup> - <http://totalaccess.emarketer.com/chart.aspx?r=218257>




## 2. What This Means for the Marketer

The distinct spending patterns and behavioural changes observed during the Ramadan month translate into tremendous opportunities for marketers to reach a widespread audience by being on hand to support, enhance and celebrate the Ramadan experience.


Businesses must capitalize on this opportunity with multiple new product launches and Ramadan seasonal sales. To take full advantage of this time to entice consumers, it becomes important for major retailers/e-commerce companies to understand mobile shopping behaviour and a better way to tap the highly potential consumer market.

With multiple brands vying for the same consumers in this immensely busy period, the first step towards carving one's space in the ballgame is to understand the core segments of audiences that should be targeted, and how the messaging will resonate with each of them.


Advertising for peak performance is all about achieving



Reach



Accuracy



Relevance

InMobi Audiences are built on Pristine Users Data Signal

<b>First party SDK data</b>	<b>Carrier verified</b>	<b>Strategic partnerships</b>
Accurate signals that originate from the user's device	Segments are verified for demographics, location, app and web usage	Holistic view of the user with feeds from apps such as social, loyalty, ride sharing & e comm

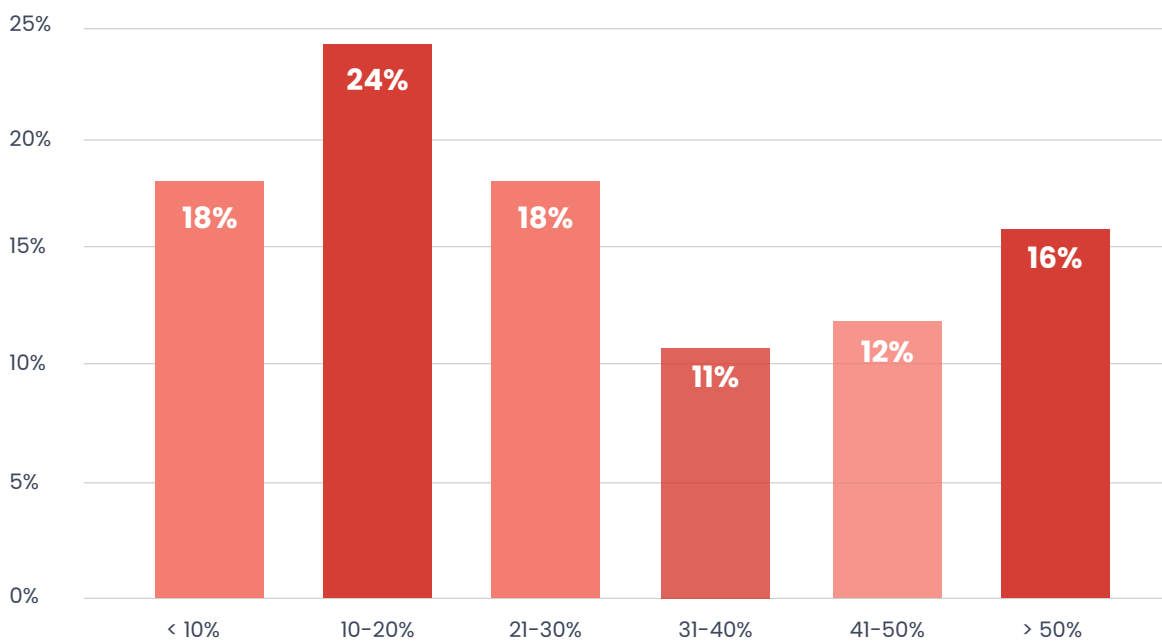


### 3. Understanding Audience Behaviour This Ramadan Season

We at InMobi conducted a detailed Pulse Survey among our high impact audiences to find out their Ramadan spending plans and habits, in order to empower advertisers to succeed in their pursuit of a high sales momentum.

#### 3.1 Spending Pattern of Indonesians This Ramadan Season

**39%** of Indonesian consumers are willing to spend more than **one third** of their total yearly spends during this Ramadan season.



Percentage of total yearly spends willing to spend during Ramadan

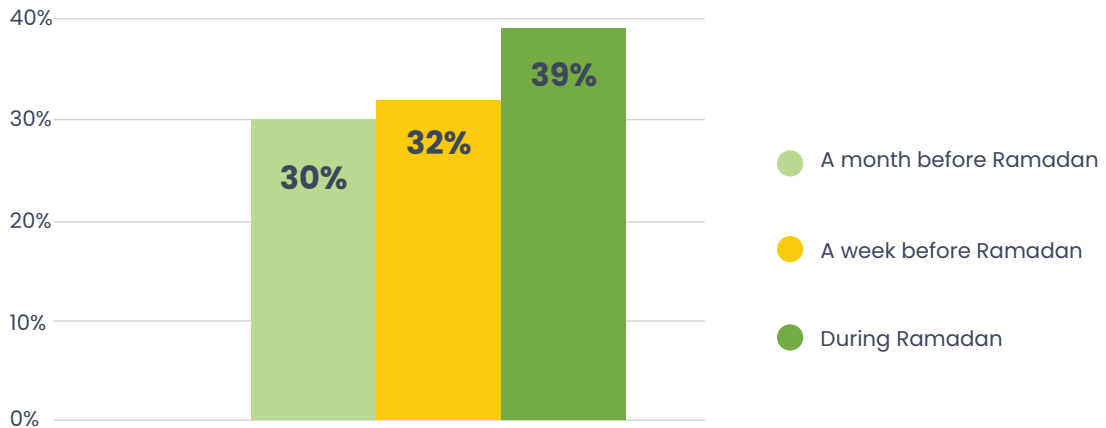
Indonesian consumers are increasingly relying on the **online channel for shopping** during Ramadan.

25%

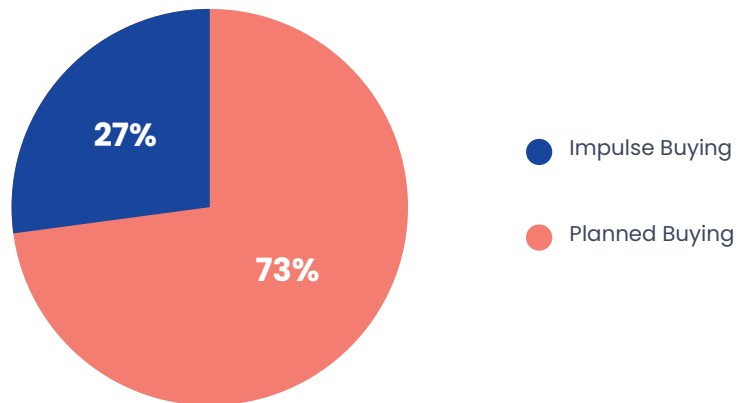
consumers shop Online frequently.

47%

consumers shop both Online & Offline during Ramadan.



Almost 40% of consumers choose to shop during Ramadan, while 32% start making purchases a week before.



A majority of the consumers - over 70% - plan their Ramadan purchases as opposed to buying impulsively.

**53%**

Clothing

**24%**

Fashion  
Accessories

**25%**

Electronics

**57%**

Food

**28%**

Travel

Food, Clothing and Travel are the top three categories of shopping for Ramadan in Indonesia.



### 3.2 Shopping Behaviour by Audience Segments

For every marketer hoping to capitalize on the spending surge during Ramadan, it is extremely crucial to understand the audiences that matter and their shopping behavior.



#### MILLENNIALS

Male and Female Aged between 18-34 Years

**29%** will spend more than **one third** of their yearly spends on Ramadan

**69%** Planned Buying

**31%** Impulse Buying

**40%** shop both Online and Offline

#### Plan to Shop during Ramadan Season

**35%**

A month before

**36%**

A week before

**30%**

During Ramadan

#### Top 3 Shopping Categories

**60%**

Will spend more than Rp 2 mn on

**Food**

**48%**

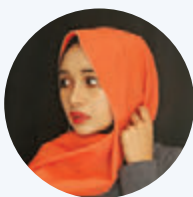
Will spend more than Rp 2 mn on

**Clothing**

**31%**

Will spend more than Rp 2 mn on

**Fashion Accessories**



#### HIJABISTA

Female 18+, who are frequently seen at mosques & religious places

**37%** will spend more than **one third** of their yearly spends on Ramadan

**70%** Planned Buying

**30%** Impulse Buying

**45%** shop both Online and Offline

#### Plan to Shop during Ramadan Season

**30%**

A month before

**30%**

A week before

**40%**

During Ramadan

#### Top 3 Shopping Categories

**55%**

Will spend more than Rp 2 mn on

**Food**

**54%**

Will spend more than Rp 2 mn on

**Clothing**

**42%**

Will spend more than Rp 2 mn on

**Donations to charity**





## MUDIK TRAVELLER

Annual home comers who undertake Mudik travel

**35%** will spend more than **one third** of their yearly spends on Ramadan

**69%** Planned Buying

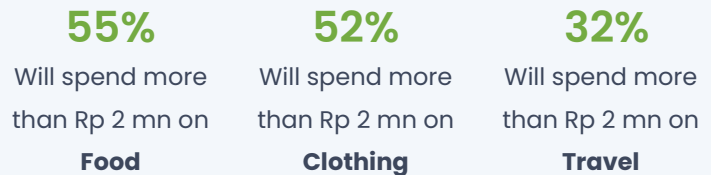
**31%** Impulse Buying

**44%** shop both Online and Offline

### Plan to Shop during Ramadan Season



### Top 3 Shopping Categories



## BUSINESS PROFESSIONALS

Blue collared earning class seen in business locations

**41%** will spend more than **one third** of their yearly spends on Ramadan

**73%** Planned Buying

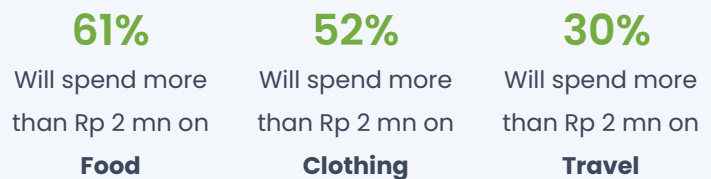
**27%** Impulse Buying

**48%** shop both Online and Offline

### Plan to Shop during Ramadan Season



### Top 3 Shopping Categories





## FITNESS ENTHUSIASTS

Health & Fitness freaks who are spotted near gym & fitness centers

**36%** will spend more than **one third** of their yearly spends on Ramadan

**69%** Planned Buying

**31%** Impulse Buying

**50%** shop both Online and Offline

### Plan to Shop during Ramadan Season

**33%**

A month before

**34%**

A week before

**33%**

During Ramadan

### Top 3 Shopping Categories

**51%**

Will spend more than Rp 2 mn on

**Food**

**45%**

Will spend more than Rp 2 mn on

**Clothing**

**28%**

Will spend more than Rp 2 mn on

**Fashion Accessories**



## DIGITAL NATIVES

True mobile first users who use mobile wallets, finance & shopping apps

**42%** will spend more than **one third** of their yearly spends on Ramadan

**77%** Planned Buying

**23%** Impulse Buying

**47%** shop both Online and Offline

### Plan to Shop during Ramadan Season

**31%**

A month before

**33%**

A week before

**36%**

During Ramadan

### Top 3 Shopping Categories

**59%**

Will spend more than Rp 2 mn on

**Food**

**52%**

Will spend more than Rp 2 mn on

**Clothing**

**22%**

Will spend more than Rp 2 mn on

**Electronics**



## AFFLUENT AUDIENCE

Wealthy Indonesians who are seen in plush localities

**55%** will spend more than **one third** of their yearly spends on Ramadan

**57%** Planned Buying

**43%** Impulse Buying

**57%** shop both Online and Offline

### Plan to Shop during Ramadan Season

<b>31%</b>	<b>38%</b>	<b>31%</b>
A month before	A week before	During Ramadan

### Top 3 Shopping Categories

<b>61%</b>	<b>43%</b>	<b>28%</b>
Will spend more than Rp 2 mn on	Will spend more than Rp 2 mn on	Will spend more than Rp 2 mn on
<b>Food</b>	<b>Clothing</b>	<b>Fashion Accessories</b>



## HOUSEWIVES

Female 25+ who are predominantly seen at home locations, retail outlets & schools/daycares in a day

**41%** will spend more than **one third** of their yearly spends on Ramadan

**77%** Planned Buying

**23%** Impulse Buying

**48%** shop both Online and Offline

### Plan to Shop during Ramadan Season

<b>29%</b>	<b>32%</b>	<b>39%</b>
A month before	A week before	During Ramadan

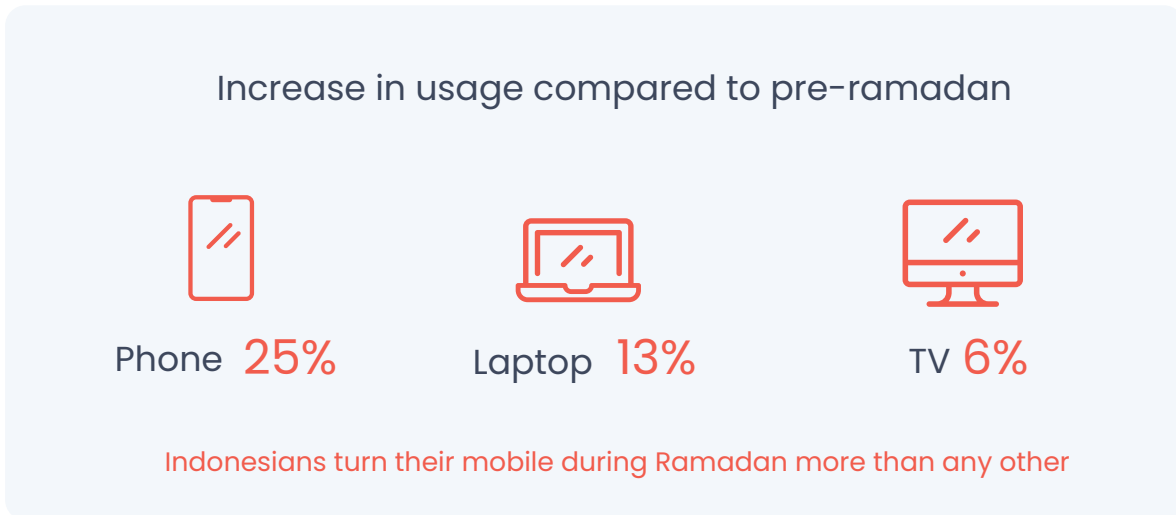
### Top 3 Shopping Categories

<b>57%</b>	<b>55%</b>	<b>25%</b>
Will spend more than Rp 2 mn on	Will spend more than Rp 2 mn on	Will spend more than Rp 2 mn on
<b>Food</b>	<b>Clothing</b>	<b>Fashion Accessories</b>



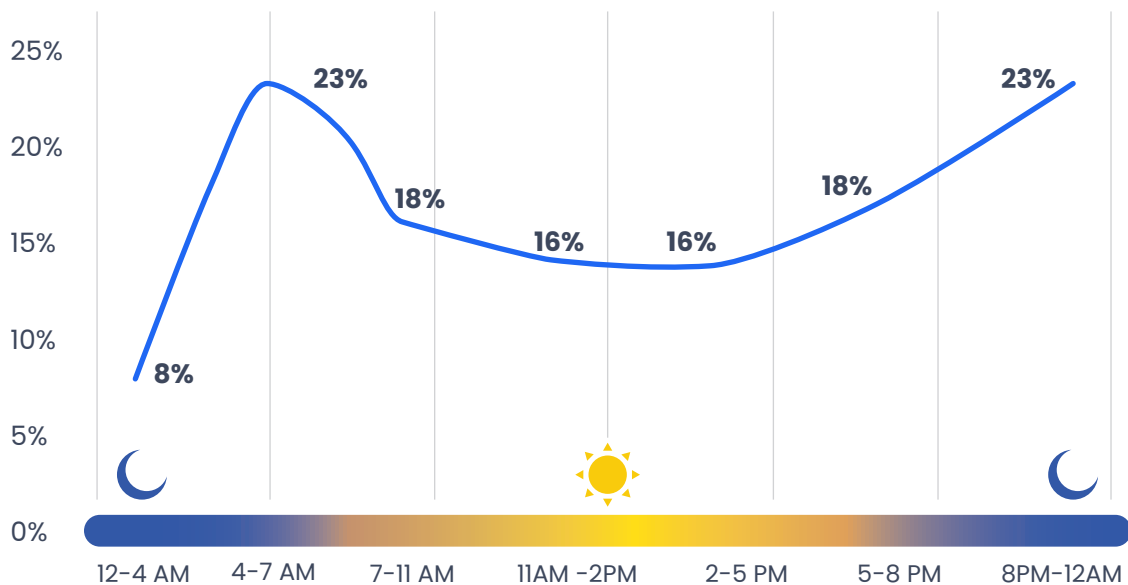
## 4. Mobile Media Consumption Behaviour

### 4.1 Mobile is the Companion during Ramadan



### 4.2 Mobile Usage Surges During Early Mornings & Night Times

- There is a sudden peak in smartphone traffic during suhoor, with mostly religious and news apps being used during this time.
- Smartphone traffic peaks again during the post iftar time-frame, with mostly entertainment apps taking up most of the usage time.

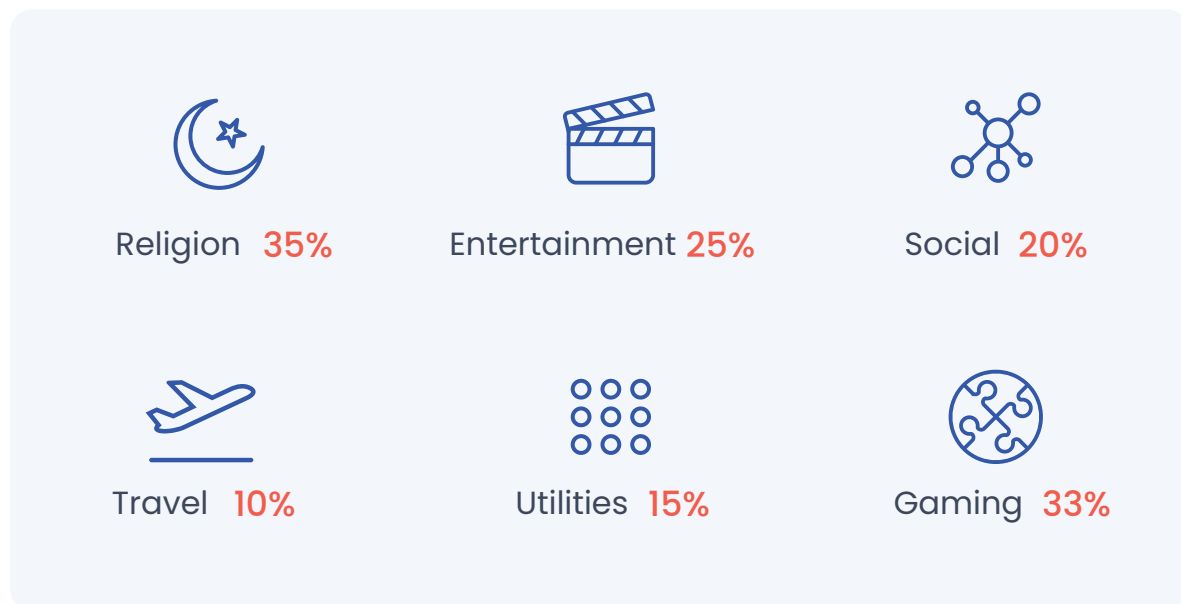




### 4.3 Smartphones are the Anytime, Anywhere Assistants

What will the consumer be looking for?	Where will consumers use their smartphones?	How will consumers use their smartphones?
Offers & discount <b>23%</b>	At home <b>60%</b>	Comparing prices, brands/ products <b>22%</b>
Selection of brands & products <b>15%</b>	At work <b>15%</b>	Find offers/ discounts <b>19%</b>
Product reviews & recommendations <b>14%</b>	In-Store <b>10%</b>	Research products <b>17%</b>

### 4.4 Frequently Used Apps During Ramadan

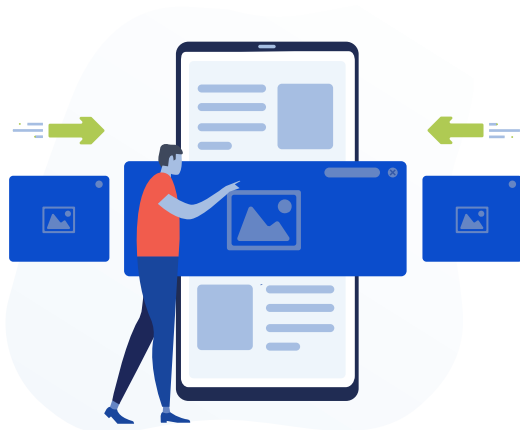




## 5. Tips for Marketers to Make the Most of Mobile Marketing this Ramadan

### Engage your customers early

Since multiple brands are vying for the same consumers during the Ramadan season, it is important for a marketer to plan and engage their consumers early, especially those who undertake planned purchases. Executing the Ramadan campaign early also has the added advantage of lower costs of advertising owing to lesser competition.



### Think mobile-first

Mobile advertising offers marketers the opportunity to deliver brand messaging in rich and interactive ways that evoke instant emotional responses from users, thereby helping to understand them better. With unique capabilities such as sound, location identification, immersive video and participation, mobile advertising allows brands to amplify their messaging in ways that immerse the user in their stories, making it the most lucrative advertising medium during Ramadan.

### Engage Ramadan shoppers with mobile video

To maximize the effectiveness and cost efficiency of Ramadan campaigns, advertisers should consider using mobile video. It's proven that consumers respond and interact much better to video ads and give their undivided attention to mobile video at twice the rate they do for TV.





**Leverage location-based targeting**

Location-based mobile targeting allows marketers to discover where customers live, work and play, providing a rich user profile to target and nurture consumers. IT can unlock places that Ramadan shoppers visit, use key demographics to find potential consumers who are likely to take advantage of promotions based on their income, ethnicity, age etc. Key audiences can then be retargeted based on their affinities for specific brands or retailers based on places they visit.

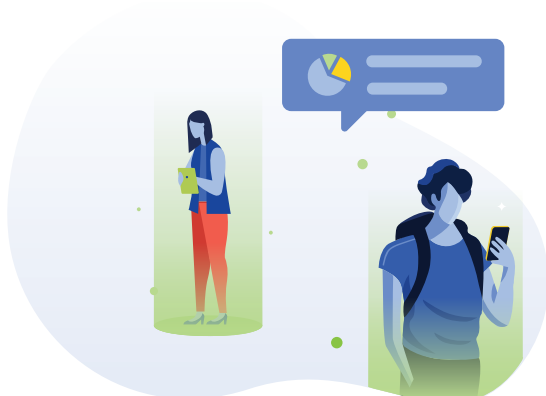
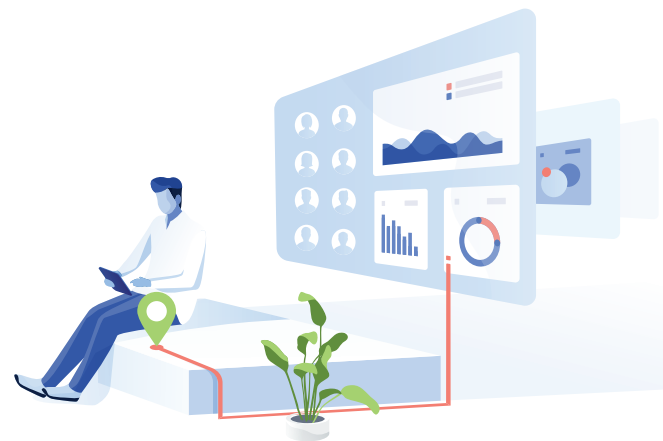


**Get creative with content**

Creating content that builds personal connections and excites audiences is very important and more so during the Ramadan season. Brands must also be sensitive and respectful in their messaging during this period of introspection, altruism and togetherness. Brands must create unique Ramadan-themed campaigns that resonate with the end consumer.

**Be contextual**

In order to communicate meaningfully with the Ramadan shopper, it is important to understand the user's context in terms of who they are, where they are, what they're doing and so on - input that can be effectively gleaned through context-rich mobile signals. Using these signals, advertisers can drive relevant messaging within the context of the user's environment at any given time, a strategy that can be executed by focusing on which user touch points are relevant.



**Engage in moment-based marketing**

Moment-based marketing is about targeting the right media by time of day or location with the right dynamically-selected creative. Several times a day, mobile devices serve as the first screen of engagement. During the Ramadan season, it's important to realize this and leverage this understanding to target consumers in the relevant moment, increasing the usefulness of the ad to the user and improving engagement.



## 6. Conclusion

In a mobile-first economy like Indonesia, marketers can effectively reach potential customers during the festive period of Ramadan through a comprehensive mobile marketing strategy that not only targets the right audience but does so in a creative and innovative way. While the pull from the shoppers this Ramadan is definitely strong, it's imperative for marketers to have their strategies in place well before the Ramadan Rush begins on May 6th, 2019!



### About InMobi

InMobi is a global provider of enterprise platforms for marketers. As a leading technology company, InMobi has been recognized as a 2018 CNBC Disruptor 50 company and as one of Fast Company's 2018 Most Innovative Companies. For more information, visit [inmobi.com](http://inmobi.com)