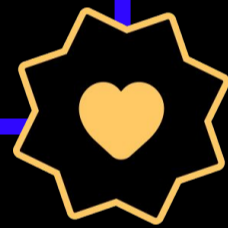




TikTok for Business

# RAMADAN

2024



THE QUEST FOR  
QUALITY ATTENTION



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# Ramadan with TikTok

Celebrating **community**,  
**creativity**, and **beyond**

At the heart of Ramadan lies a profound sense of **community**, **reflection** and **celebration**, all expressed joyfully and entertainingly on TikTok.



Your head-turning  
Iftar/Suhoor look

Delicious recipes

Spirit of community



24/7

For **brands**, it's the opportunity to drive **visibility** and get **attention** when competing against offline activities after Iftar – and ultimately, to spend budgets in a **smarter way**.

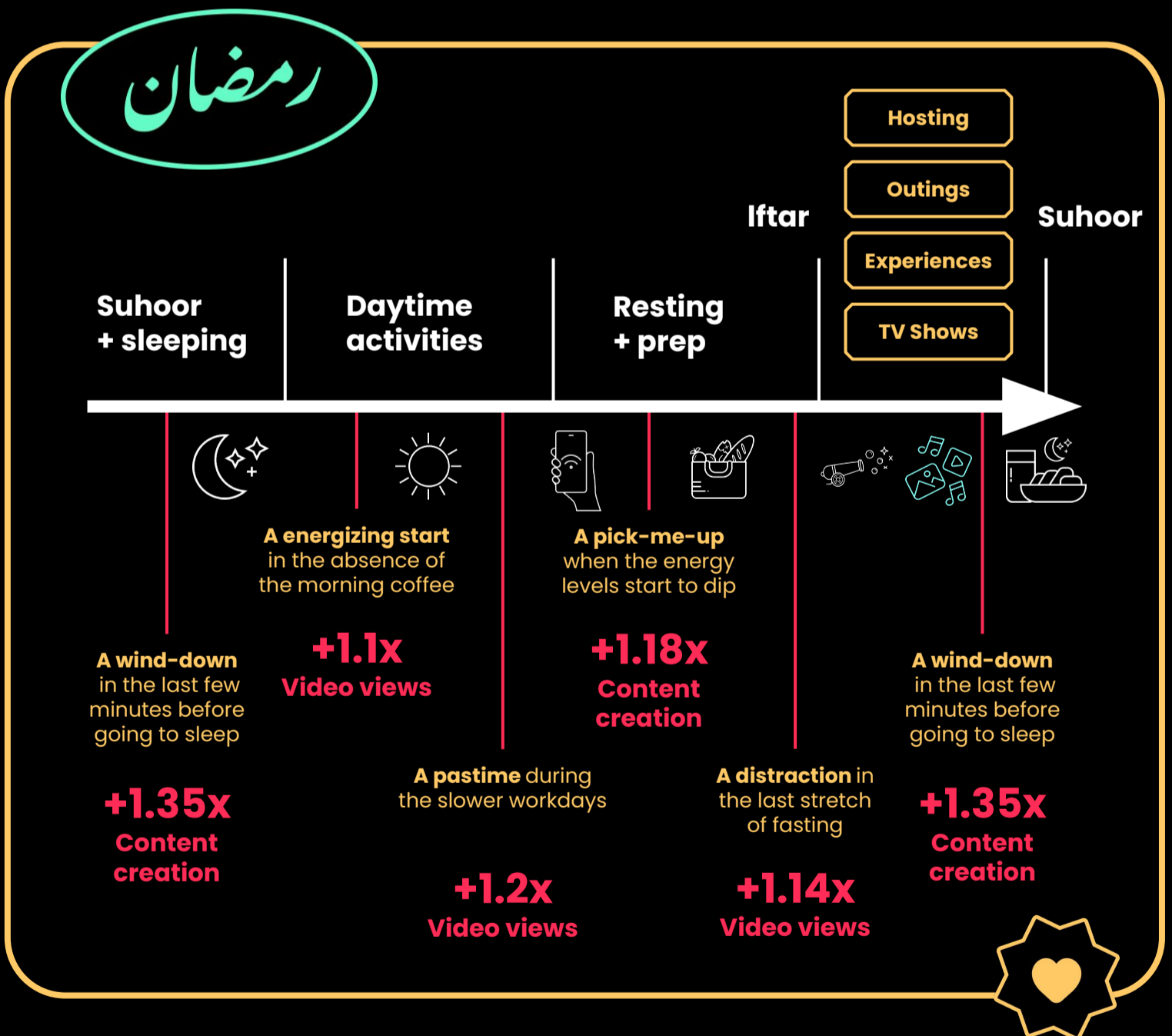
In **this playbook**, we will reveal our latest **insights on consumer behaviour** during Ramadan, provide you with a **strategy blueprint** and give you the **tools** you need for **your advertising A game**.

# Your business opportunity: Prime time is all day

During Ramadan, the rush hour is between Iftar and Suhoor.

In this busy time slot, brands on TikTok compete against all sorts of offline entertainment. People host guests for Iftar, go to restaurants, or binge-watch highly anticipated TV shows. But left and right of this challenge lies an opportunity.

Our research shows that during the holy month, consumers come to TikTok with full attention and engagement throughout the whole day.



So, instead of only focussing on what is traditionally perceived as prime time, you're better off providing **different types of content** that caters to **different consumer needs across their day**.

**Prime time is all day – this alignment shows better performance and an opportunity for budgets well spent.**

Source: TikTok Marketing Science MENAT, TikTok Internal data, hourly consumption, Ramadan 2023

# Matter of facts

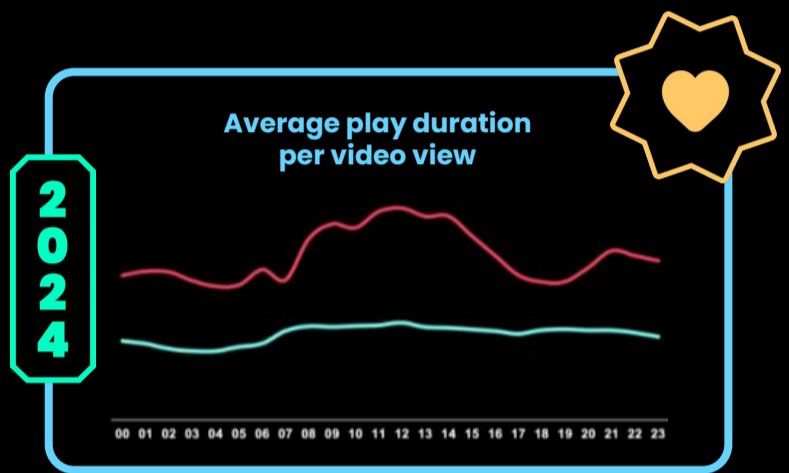
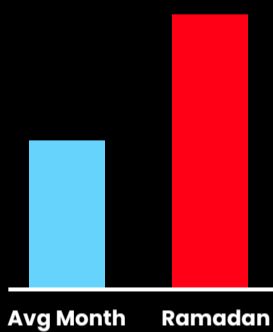
## When the numbers add up

Compared to other months throughout the year, our data shows that Ramadan accounts for **more watch time** across the day.

Spending more time watching content **consistently from AM to PM**

# 1.9x

More watch time per video content during Ramadan



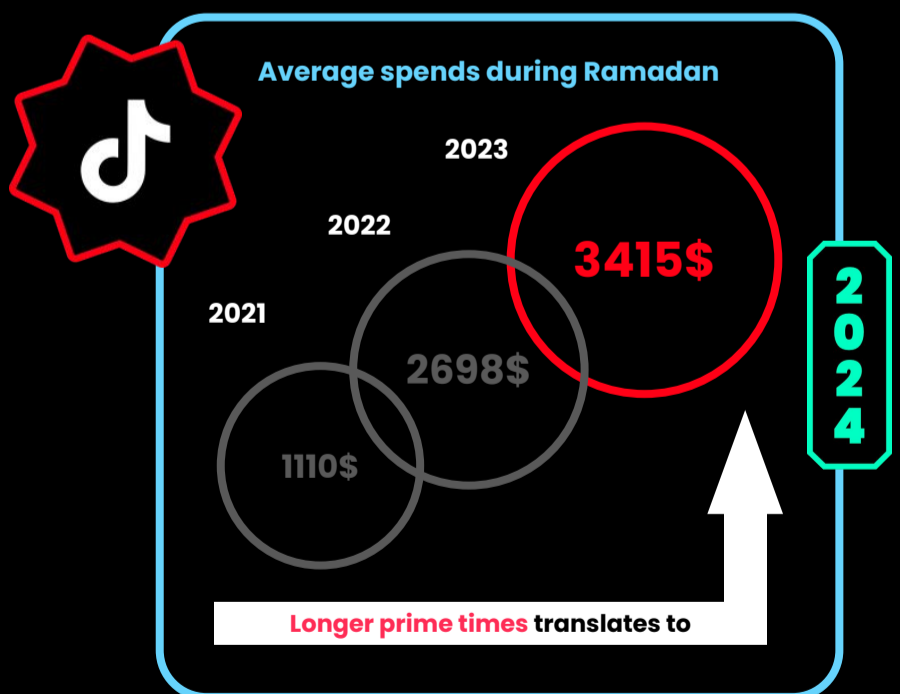
What does this mean for brands? More **watch time** means people are **spending more than usual**. In fact, our growth in average spend has more than tripled in the past 2 years alone.

Longer **prime times** means longer **spending windows**

With the average spend increasing by

# 3.1x

between 2021 and 2023



**Source:**

- (1) TikTok Marketing Science MENAT, TikTok Internal Data Video views by hour, 2022 vs Ramadan 2023
- (2) TikTok Marketing Science MENAT, Ramadan Post Evolution 2023, conducted by IPSOS

Finally, and more importantly, a longer prime time means higher return on ad spend and more impact across the funnel.

Longer prime time translates into **higher ROAS** and **higher impact across the funnel**

## ROAS

(Return on ad spend)

**\$1.54**

TikTok

**\$1.08**

Total digital

**+43%**

## Overall Impact

TikTok

Vs

**1.9x**

Other digital media

## Upper Funnel Impact

TikTok

Vs

**2.6x**

Other digital media

## Lower Funnel Impact

TikTok

Vs

**2.6x**

Other digital media

Prime

\*ROAS (Return on Ad Spend) is the sales revenue generated per every media dollar; \*Effectiveness is the %contribution to incremental sales volume per billion impression. Total Digital includes social, display, video, and programmatic; Total Media includes digital and traditional channels excluding TikTok. SOURCE: Nielsen CPG MMM Study commissioned by TikTok, 16 brands, August 2020 to July 2022.

# The Ramadan Top 3

## Examples of best-performing ads from previous seasons

The numbers speak for themselves – these brands understood how to turn an opportunity into success.

If you want your brand to be a case study of triumph, we'll give you the creative tools you need in the next chapter.

The image displays three TikTok advertisements, each with a performance metric highlighted in a callout bubble:

- Children with Disability Association:** A video showing a young girl in a wheelchair walking down a hallway. A callout bubble indicates **20M views**. The brand name is in a red-bordered box below.
- Bostani Chocolatier:** A video featuring a chocolate box with a play button overlay. A callout bubble indicates **+20% sales**. The brand name is in a blue-bordered box below.
- Halaw Kakaw:** A video showing a person in a blue thobe walking. A callout bubble indicates **81K new customers**. The brand name is in a light blue-bordered box below.

# Your creative toolbox



## Create and adapt your content for TikTok

In this chapter, we'll introduce you to four resources so you can either create value from scratch, or remix and recut existing assets for variety. They are divided as follows and each following page is labeled accordingly.

### VALUE

1. **TikTok** Creative Center

2. **CapCut**

- ✓ Tap into insights, trends, and content that is most relevant to your audiences
- ✓ Turn knowledge into assets with video creation like never before

### VARIETY

3. **TikTok** Creative Exchange

4. **TikTok** Creator Marketplace

- ✓ Get your content into TikTok shape for the best user experience
- ✓ Elevate your assets with experienced creators and their fresh perspective

## Why it matters

Recent studies show that consumers are looking for both **inspirational** and **informative** content that feels TikTok native. Unleash your brand's creativity with **the tools above** and you'll have the formula to entertain shoppers throughout the entire Ramadan season.

**3 in 5** Find TikTok more entertaining during Ramadan

**86%** TikTok users enjoy Ramadan content from TV adverts that are edited to suit TikTok's creative style

**55%** TikTok users were inspired to try new products while watching content creators videos from Ramadan

**72%** of TikTok viewers say that the brand is more personally relevant when the creatives are repurposed



Source: TikTok Marketing Science MENAT, Ramadan Post Evaluation 2023, conducted by IPSOS.



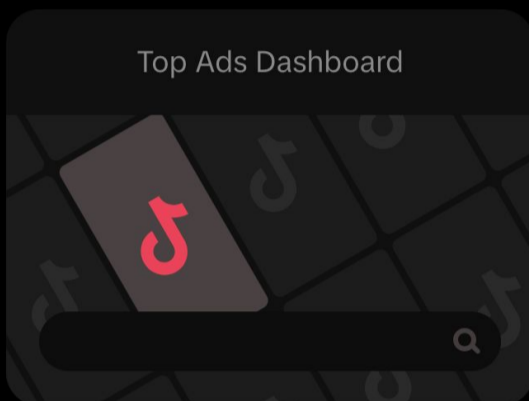
VALUE



## Elevate your ad game in TikTok Creative Center

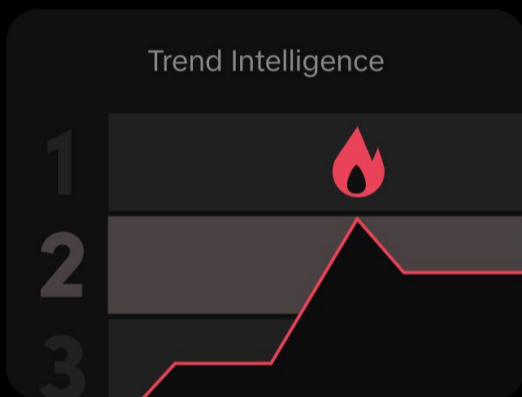
This is your free hub for the latest insights, best practices, and tools to start creating. Get inspired and make authentic, high-quality videos in the unique TikTok style that the community loves so much. Your next idea is just clicks away in this force of resource.

### Looking for examples of top ads?



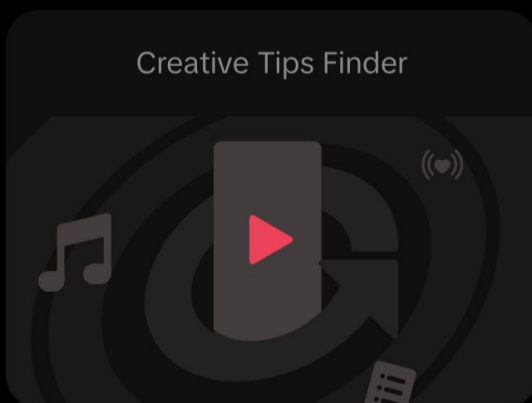
- ✦ Creative success stories
- ✦ A collection of top-performing ads
- ✦ Trending keywords from TikTok

### Wondering what's hot on TikTok?



- ✦ Latest top trends
- ✦ User-generated content
- ✦ Hashtags, songs, creators

### Seeking creative guidance?



- ✦ Creative production guide
- ✦ Visual, audio & script ideas
- ✦ Storytelling patterns

GET STARTED



VALUE



## Free all-in-one video editor

 CapCut

Remove and replace your video background, automate captions or turn text into speech with a range of voices and languages. With this tool you can create anything anywhere and multiply your efficiency. Powered with team collaboration and supercharged with AI, you'll make videos like never before.

- ✦ Simple drag & drop video editor
- ✦ Library of business templates
- ✦ TikTok-styled elements for commercial use
- ✦ Smart features to help with quick creations



 CapCut

Watch this  
demo

VARIETY



## Find the best partners on TikTok Creative Exchange

Connect with the industry's top creative partners who understand how to succeed on TikTok, provide end-to-end support from concept creation to video production, and facilitate efficient collaboration at scale.

PRIME  
TIME



### Net New

Work with a creative agency partner to **produce unique campaign videos from scratch**. The partners **will engage with talent** to create your video based off your concept.



### Remix

Work with a creative agency partner to **create unique campaign video based off existing assets**. These can include any creative from other platforms or existing brand assets, that the creative partner will repurpose to fit TikTok's platform and ad voice. These creative partners **would not engage with talent**, if this package is chosen.

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GET STARTED

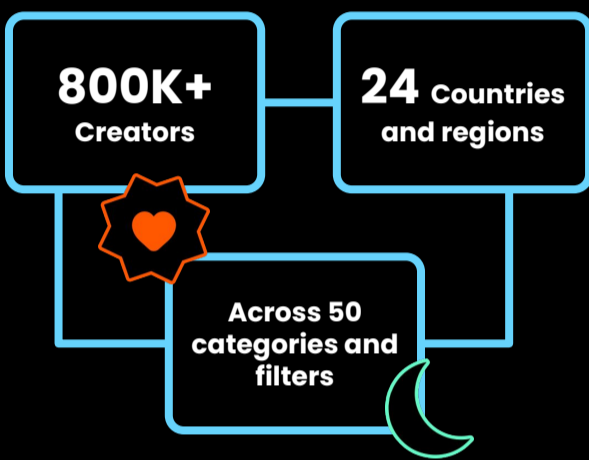


VARIETY



# Partner with the right creators on **TikTok Creator Marketplace**

Get access to a pool of talent and find the perfect match to reimagine your campaign with. Search for creators, invite them to collaborate, and view the insights afterwards.



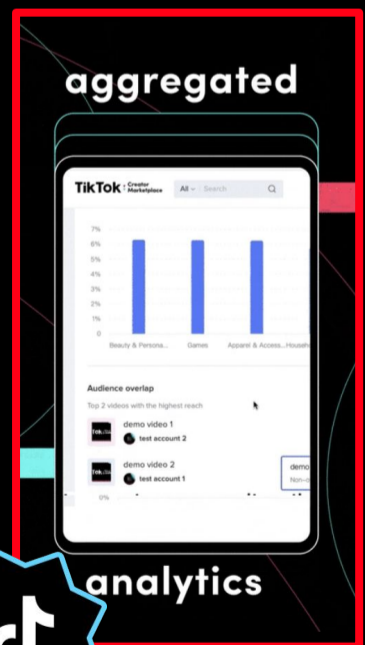
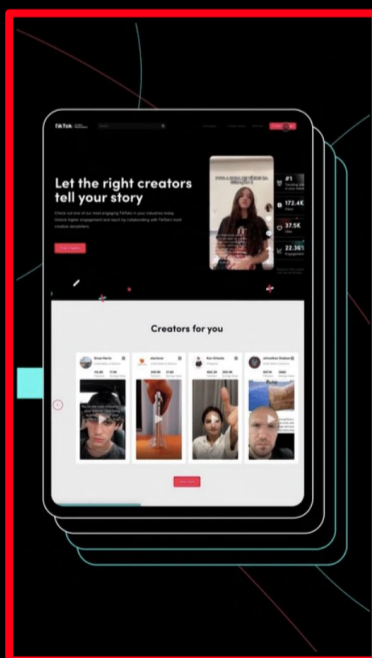
- ✦ Discover and engage the right creators
- ✦ Manage and execute your campaign
- ✦ Sync with TikTok Ads manager to turn creator-led content into Spark Ads

Work with creators you know via Invite Links

Reach out to many creators at once with Open Application

Drive deeper connections to your audience with First-Party Data reporting learnings

RAMADAN



GET STARTED



# Pick your industry and click for more inspiration

Use these quick guides full of insights to help you win Ramadan 2024 – no matter which industry your brand belongs to.

F&B

QSR

Beauty & Personal Care

Automotive

Travel

Fashion

Furniture & Home Decor

E-Comm

Homecare

Tech

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# Getting started

If you're new to TikTok, there are a few fundamentals to get right from the beginning to unlock the full potential of the platform and set you up for success.



## ✖ Create your TikTok Ads Manager account

This is your one-stop shop for running and managing your paid ad campaigns.

See detailed [instructions here](#).

**Make sure to set up a payment method**

*Go to Dashboard > Account Settings > Payment*

## ✖ Set up your TikTok Pixel

This is a piece of code for your website that will help you find new customers, optimise your campaigns and measure ad performance.

We highly recommend advertisers leverage both Pixel **and** Events API when possible for optimal setup.

See detailed [instructions here](#).

- ✖ Build marketing audiences and find new customers
- ✖ Optimize ad delivery
- ✖ Measure campaign performance



# Campaign strategy 101

## Your roadmap to success

In this chapter, we'll provide you with a step-by-step guide for each phase of Ramadan. Build your audiences ahead of time and seed them, then capitalise on the right moments. The next pages will go in-depth from preparations until post-Eid, including inspiring case studies of success.

## The 50-day Ramadan opportunity

Timing is key when planning your campaign

36%

of Ramadan related conversions happened 2 weeks pre-Ramadan and 1 week post-Eid

على مدار الساعة

### Jan-Feb (pre-Ramadan)

Set up your foundations and start building brand awareness in the lead up to Ramadan

### March (Ramadan)

Activate your brand with relevant products and amplify engagement with your audience

### April (post Ramadan And Eid Al-Fitr)

Re-engage and nurture audiences to extend the celebration

Foundations

Test & Learn

Capitalize

Re-engage

PRIME TIME

Source: TikTok Marketing Science MENAT, TikTok internal PSO data, 2023

## Foundations

Pre-celebration, Jan-Feb

### Pixel setup

- Set a minimum of 3 events
- Enable advanced matching & cookies
- Select parameters
- [Go to instructions](#)

### Campaign

- Determine your goal for the Ramadan season
- Define your audience: start with broad audience targeting
- Budget & bidding: start with max. value bidding
- Build out your ad format strategy
- [Go to instructions](#)

### Creative

- Build out some ideas of the videos for your ads using [CapCut](#) and [Spark Ads](#)

على مدار الساعة

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### Case study: 20M+ video views and 70K profile visits for Children with Disability Association

"TikTok has been a game-changer for our Children with Disability Association. We've been able to raise awareness of our work, share inspiring stories about the children we support, and create a strong community."

- **Bader Al-Sudairy**, Digital Marketing Specialist

[READ THE CASE STUDY](#)



### Case study: More than 10M impressions with Spark Ads for Saudi brand Dkhoon AlEmirata

"TikTok is the ideal platform to create links between brands and customers. It can help any size of business amplify their marketing efforts to reach current and future customers."

- **Ahmad Alweshah**, Marketing Director

[READ THE CASE STUDY](#)





## ★ Test & Learn

Pre-celebration, Jan-Feb

### Run a creative test campaign

- ★ Understand how your creative assets and messaging resonate by testing different styles ahead of your big Ramadan launch
- ★ Check out this useful [link about split testing](#)

### Run a new test objective

- ★ Test additional objectives that meet your advertising goals like **“Community Interaction”** to grow your TikTok account awareness, or “Reach” for new audiences

### Case study: 20% increase in sales for Bostani Chocolatier

In their Ramadan and Eid campaign, Bostani Chocolatier were able to garner 35% more followers and increase sales by 20%. Split tests helped the brand to cater to the interest and behaviours of their target audience.

[READ THE CASE STUDY](#)

Bostani  
CHOCOLATIER

★ **RAMADAN**



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## ★ Capitalize

Ramadan, March

- ★ Add **additional ad groups** of your best performing audiences across **Lookalikes** and **Custom Audiences**
- ★ Apply **Value-Based Optimization** bidding to drive higher return on sales
- ★ Enhance creatives and drive urgency around sales spikes with interactive add-ons such as **Display Cards** and **Gift Codes Stickers**. Add Hashtag Targeting to create audiences that viewed seasonal words
- ★ Consolidate ad groups and campaigns that target similar audiences to maximise reach and performance

### Case study: 50% lower CPA and 2x increase in ROAS for Vanquish Fitness

Using a combination of Custom Audiences, Lookalike Audiences, and Value-Based Optimization, Vanquish Fitness managed to engage with their audience by delivering content that resonated with their interests. The numbers speak for themselves.

[READ THE CASE STUDY](#)



24/7

## ★ Re-engage

Post-Ramadan & Eid, April

- ★ Create **Custom** and **Lookalike Audiences** based on previous campaign interactions
- ★ Refresh your creative to prevent fatigue and drop in performance
- ★ Reply to and engage with your community

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# Bonus: Expert tips

## Level up your campaign

2024

### Video Shopping Ads

- ✦ The solution for finding new customers and driving revenue during your biggest brand moments and sales periods this Ramadan
- ✦ Bring your business to life with Video Shopping Ads that make the most of your Catalog and put your products at the forefront
- ✦ Video Shopping Ads can be set up through the **Product Sales Objective** with your Product Catalog

[LEARN MORE](#)



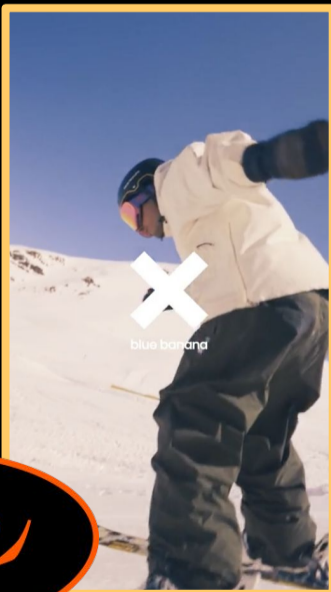
PRIME TIME ALL THE TIME



#### Case study: Hitting sales goals with 9.45x ROAS for Blue Banana

Spanish clothing brand Blue Banana turned adventurous content into effective ads, turning winter sports fans into paying customers. Not only did they hit the sales targets, but they also gained a whopping 20,000 more followers and 30% more engagement with their organic content.

[READ THE CASE STUDY](#)



رمضان



## ★ Lead Generation

A lead is someone who's interested in what your business offers. Therefore, **Lead Generation** is the process of identifying and cultivating potential customers for your products or services.

- ★ **Native lead gen:** Capture leads on an Instant Form with TikTok and sync them to CRM in real-time
- ★ **Web lead gen:** Redirect users to an external landing page and capture leads on your website

على مدار الساعة

### Case study: Generating 694 high-quality leads and 14% conversion for Represent Clothing

"TikTok was great at generating high-quality leads for us. Even better, these resulted in substantial purchases and increased revenue for our business."

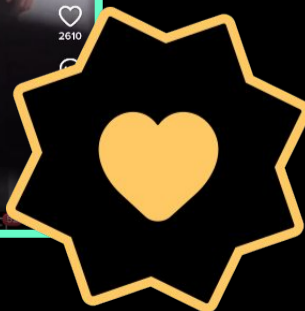
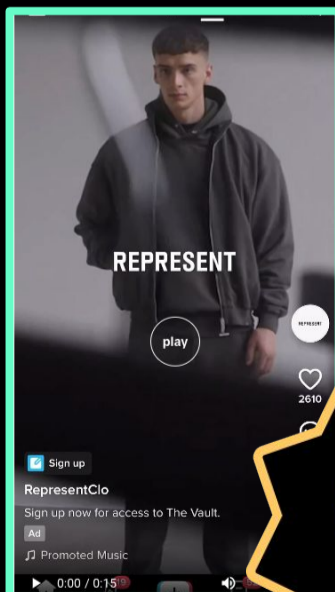
– **Harrison Kirkness**, Digital Marketing Executive

[READ THE CASE STUDY](#)

REPRESENT



RAMADAN





**TikTok** for Business

# THANK YOU

**RAMADAN 2024**

