Today, we wanted to tell you true stories about Ramadan on TikTok, all based on true numbers. But these numbers were so meaningful, we wanted to show them, in true TikTok-fashion.

So we decided to turn them into a Ramadan-inspired series.

Vertical, sound-on, and built on TikTok’s core equity of entertainment – an equity that becomes even more prominent during the month of Ramadan.

We hope you’ve enjoyed "Numbers. Based on a true story" – we certainly enjoyed sharing it with you.
رمضان

2023
Paste your team photo here!
3/4 users discover a new car through TikTok

STARRING
Genius Statistician  Driver With Questions  Suspicious Spies
TikTok is the ultimate virtual showroom for your brand to belong differently this Ramadan.

80% of people develop a positive opinion about Car Ads on TikTok. من الناس بيعانون اراء إيجابية على اعلانات السيارات على تيك توكت

80% users have convinced a family member to purchase something seen on TikTok. مستخدم من كل اثنين اقنع فرد من العائلة انه يشتري منتج شافه على تيك توكت

72% users are more likely to share their opinion about cars online. من مستخدمين تيك توكت مستخدمين أكثر لمشاركة ارائهم اون لاين

1 in 2 users have convinced a family member to purchase something seen on TikTok. من كل اثنين اقنع فرد من العائلة انه يشتري منتج شافه على تيك توكت

TikTok Marketing Science Automotive Research 2021, Global, Walnut Unlimited.
GWI, KSA & UAE, H1 2022)
TikTok Marketing Science GCC Retail Path to Purchase, 2022
85% of users exposed to videos from Creators move directly from Discovery to Purchase

STARRING
Genius Statistician (In The Shower)
Guy Who Appreciates Shampoo
RETAIL
TikTok is the ultimate shopping mall for your brand to belong differently this Ramadan

72% of users are looking for product reviews and unboxings

Unleash the power of creators to benefit from an additional +6% ABSOLUTE UPLIFTS

61% of users agree that TikTok creators lend more believability to brands they’re unfamiliar with

Ramadan

IPSOS, Ramadan 2022 Post-Evaluation Base: TikTok Users (KSA, UAE, TR)
Ramadan Post-Evaluation by IPSOS, 2022
TikTok Marketing Science Creators Like Me Study, 2021, conducted by Hotspex
TikTok IP BLS MENA, Total Ad Recall Studies
Last year, there were 3,000,000 searches for grapevine leaves recipes.

STARRING
Genius Statistician (Eating Chips)
Not Omar
Food is the second highest viewed category during ramadan.

STARRING
- Guy Who Doesn't Like Onions
- Maybe Omar
- Woman Who Reads Lips
- Spy Slurping Loudly
FOOD, BEVERAGE & QUICK SERVICE RESTAURANTS

Last year, ramadan recipes received 564 M views in MENA

85% of people say a video posted by a brand plays an active role when considering to buy a product

50% spend more time watching cooking videos

TikTok internal data, MENAT, Ramadan 2022 (2nd April – 2nd May 2022) vs Avg monthly 2022

IPSOS, Ramadan 2022 Post-Evaluation Base: TikTok Users (KSA, UAE, TR)
TikTok is the ultimate foodie destination for your brand to belong differently this Ramadan

16B

video views in MENA for food and drink content during Ramadan

16B

Leveraging Branded HTC and BE Solutions, the likelihood of being recalled significantly increases by +30% and recall with HTC and BE is 2x more

60%

of users say participation lifts their spirits and that’s key in making purchase decisions

60%

من المستخدمين يقولون أنه المشاركة ترفع معنوياتهم وده شي اساسي في اتخاذ قرار الشراء
40% of users weren't able to buy something that was trending on TikTok because it was sold out.
HOUSEHOLD, BEAUTY AND PERSONAL CARE

TikTok is the ultimate virtual salon for your brand to belong differently

57% of TikTok users get inspired by content creators to try new household products during Ramadan. From marketing science, TikTok users are 2x more likely to immediately go out and buy something they discovered on the platform.

1 in 2 users have bought a household product after seeing it on TikTok. From vertical research 2021, conducted by Walnut Unlimited.

Ramadan Post-Evaluation 2022, IPSOS. Marketing Science, Path to Purchase, GCC, 2022. TikTok Marketing Science, CPG Vertical Research 2021, conducted by Walnut Unlimited.
71% of luxury purchases driven by TikTok are impulse buys.

STARRING

Boss With Surprising Knowledge
Genius Statistician
Caught Omar
TikTok is the ultimate virtual boutique for your brand to belong differently

67%

of users discover and find inspiration for luxury products on TikTok

Activating multiple Ad products can increase the likelihood of being significantly recalled by +26%

Starting your campaign pre-ramadan increases ad recall by 40%
You’ve heard our story...
Now it’s time to tell yours

This Ramadan

BELONG DIFFERENTLY

* BASED ON A TRUE STORY *

on TikTok.