

Reach your best prospects this Ramadan




Mobilewalla is a global leader in consumer intelligence solutions, leveraging the industry's most robust data set and deep artificial intelligence expertise to better identify and understand customer behavior. Our custom Ramadan audience segments are built specifically to ensure highly targeted engagement with your highest value prospects during this important time.

Methodology

Mobilewalla collects data from various sources and then cleans, stores and analyzes it at a Device ID level. We have created Ramadan audience segments using predictive modeling methods based on consumers' mobile app usage and location visitation observed during Ramadan 2019. Further customization is available depending on your specific campaign requirements.

Activation

Mobilewalla Ramadan audience segments can be activated quickly across any DSP and DMP of your choice. You may also deploy these segments in social channels including Facebook, Twitter and Instagram.

SEGMENTS	DESCRIPTION
 Ramadan Observers	Consumers who frequently consume Islamic and religious content, use charity apps and were observed frequently in mosques.
 Ramadan Restaurant Goers	Foodies who frequently use Islamic apps and were observed in food markets that have close proximity to mosques and breaking of fast hours.
 Ramadan Shoppers - Beauty & Fashion	Shoppers who frequently use eCommerce, shopping and digital wallet apps for beauty and fashion and were observed in hair and beauty salons and retail stores (Giant, Mydin, Matahari, Sogo, Ramayana, Ramadan Bazaar locations, etc). They consume content on skin care, make up products, jewelry and clothing trends.
 Ramadan Shoppers - Home	Shoppers who frequently use eCommerce, shopping and digital wallet apps for home and furniture and were observed in physical stores (Giant, IKEA, Informa, Depo Bangunan, Kamdar Department Store, etc). They consume content on home make-over, gardening and tools.
 Ramadan Shoppers - Grocery	Shoppers who frequently use eCommerce, shopping and digital wallet apps for food and groceries and were observed in physical stores (Giant, Alfamart, Indomart, Fair Price, Carrefour, Transmart, Tesco, Mydin, NSK Stores etc.). They consume content on recipes and menu ideas.
 Ramadan Homecomers	Travellers who were using travel apps during the 2019 Ramadan period and are seen at Airports, Train Stations and Bus Depot two weeks prior to Raya.

Location Visitation Attribution (LVA)

Optimize the ROI of your marketing spend with Mobilewalla's Footfall Analytics

- Measure offline conversion to analyse digital and OOH campaign performance
- Gain deeper consumer insights to deliver more engaging marketing offers
- Better understand competitor behaviour to inform customer acquisition strategy and for industry benchmarking