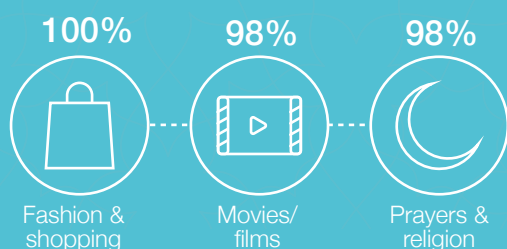


# netizency explains: Ramadan Big Data

## Social Audience

5.2M people are interested in Ramadan content across KSA and UAE

Males between the age of 25 and 34 are the largest segment interested in Ramadan content on Instagram and Facebook

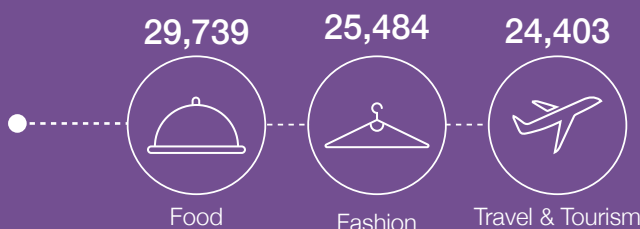


Fashion, movies and prayers are among the top topics that they seek online

Source: Facebook Adverts Manager

## Search Trends

Ramadan 2016 Google searches were dominated by food and cooking followed by fashion and travel



Source: Google Trends – UAE & KSA

## Hashtags



Source: Instagram

## Platform Usage During Ramadan



Inspiration  
Source: Facebook



Live content & engagement with celebrities  
Source: Twitter



Education & entertainment  
Source: Think With Google



Decision making  
Source: Facebook

## Engagement

Time spent per session increases by  
**5%**  
during Ramadan



The highest user engagement with brand content during Ramadan takes place between 8pm and 11pm Dubai time

Source: 42 monitored regional brand pages

## Emerging #Ramadan Themes



Countdowns for the holy month and its rituals



CSR initiatives around food donation



Tips for healthy eating and safe driving



Ramadan TV series polls, reviews, and preferences

Source: Social listening