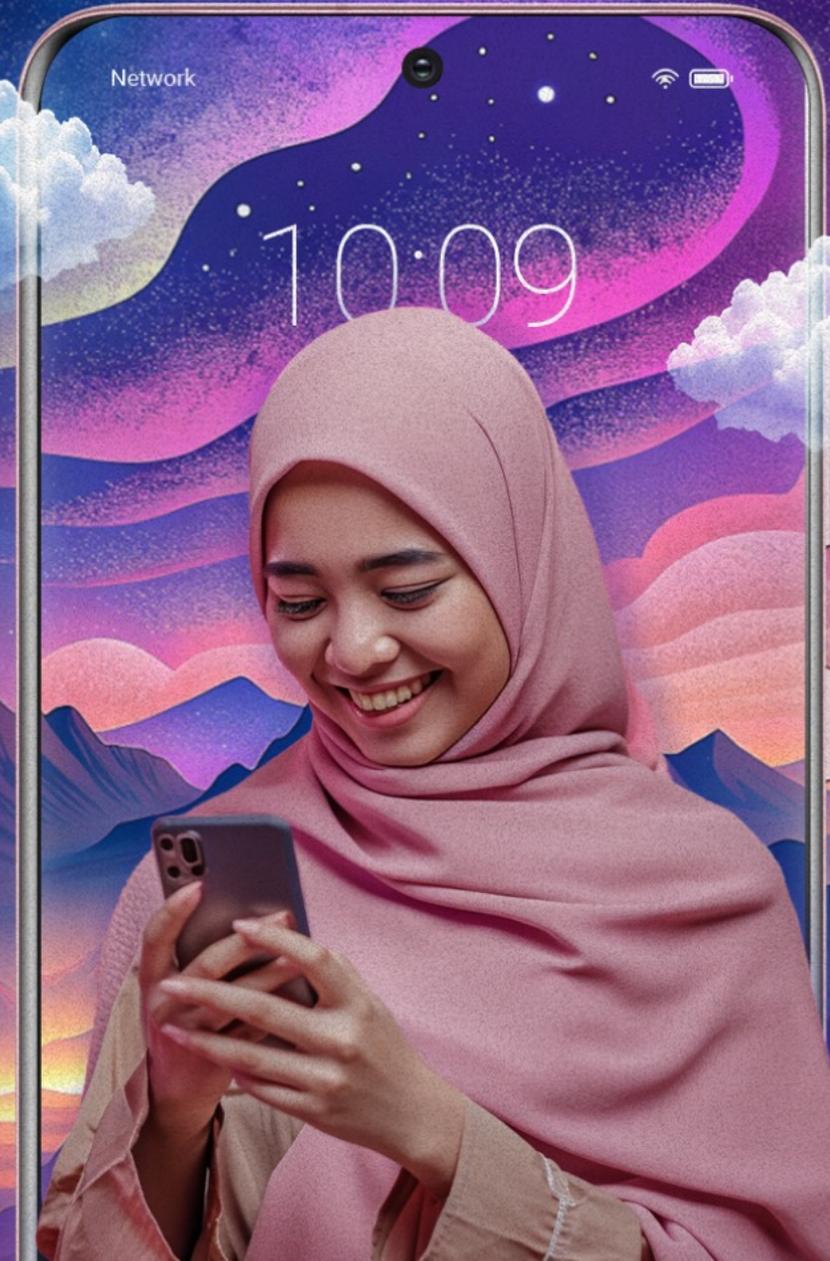
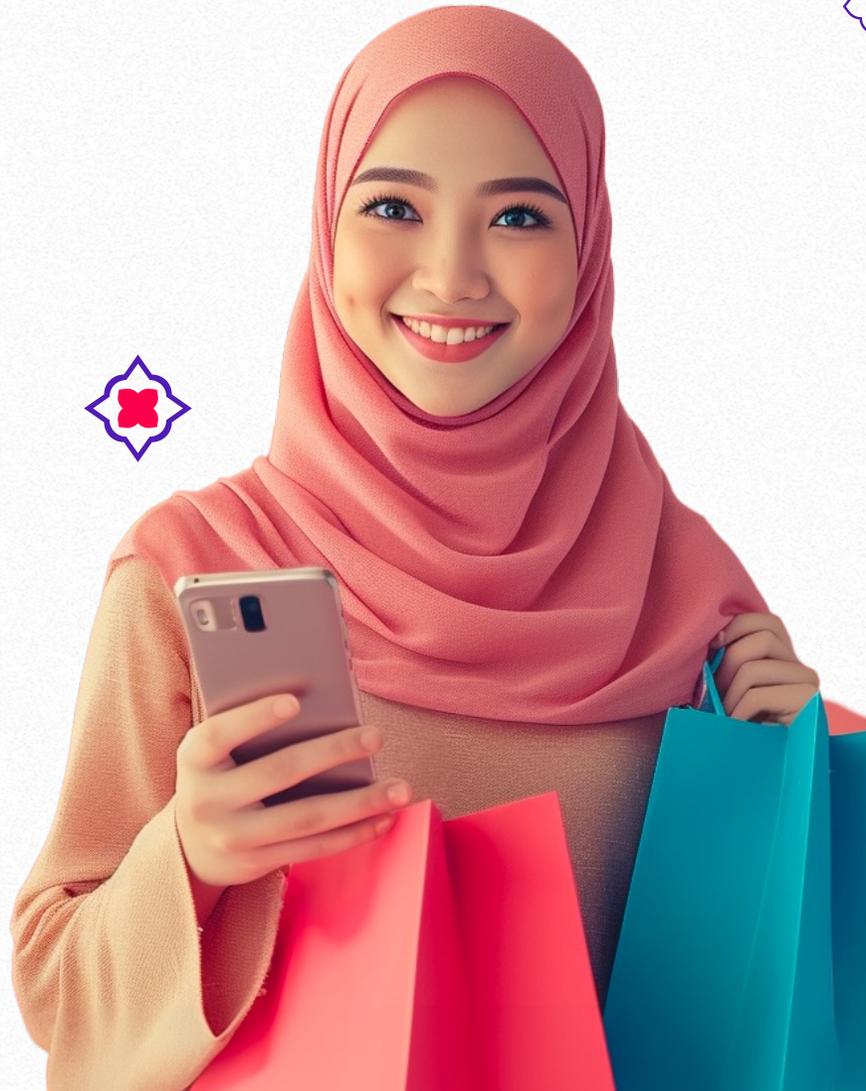
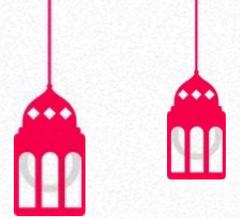


inMOBI | glance

THE MARKETER'S GUIDE TO RAMADAN

Indonesia, 2024





RESEARCH OBJECTIVE

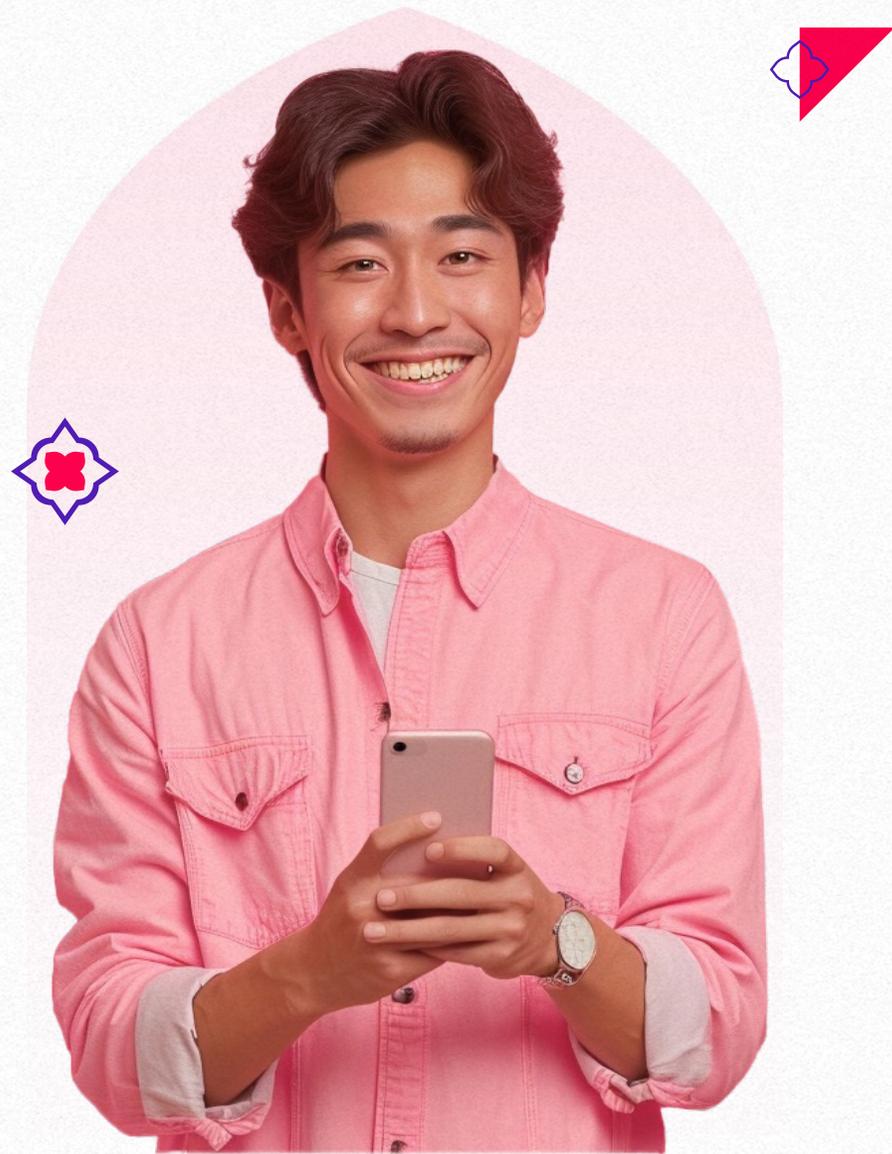
The goal of this study was to understand Indonesian consumers' outlook this Ramadan and offer marketers insights into their behavior.

We set out to understand:

-  Indonesian behavior this Ramadan
-  Their shopping journeys
-  The role of mobile during this season

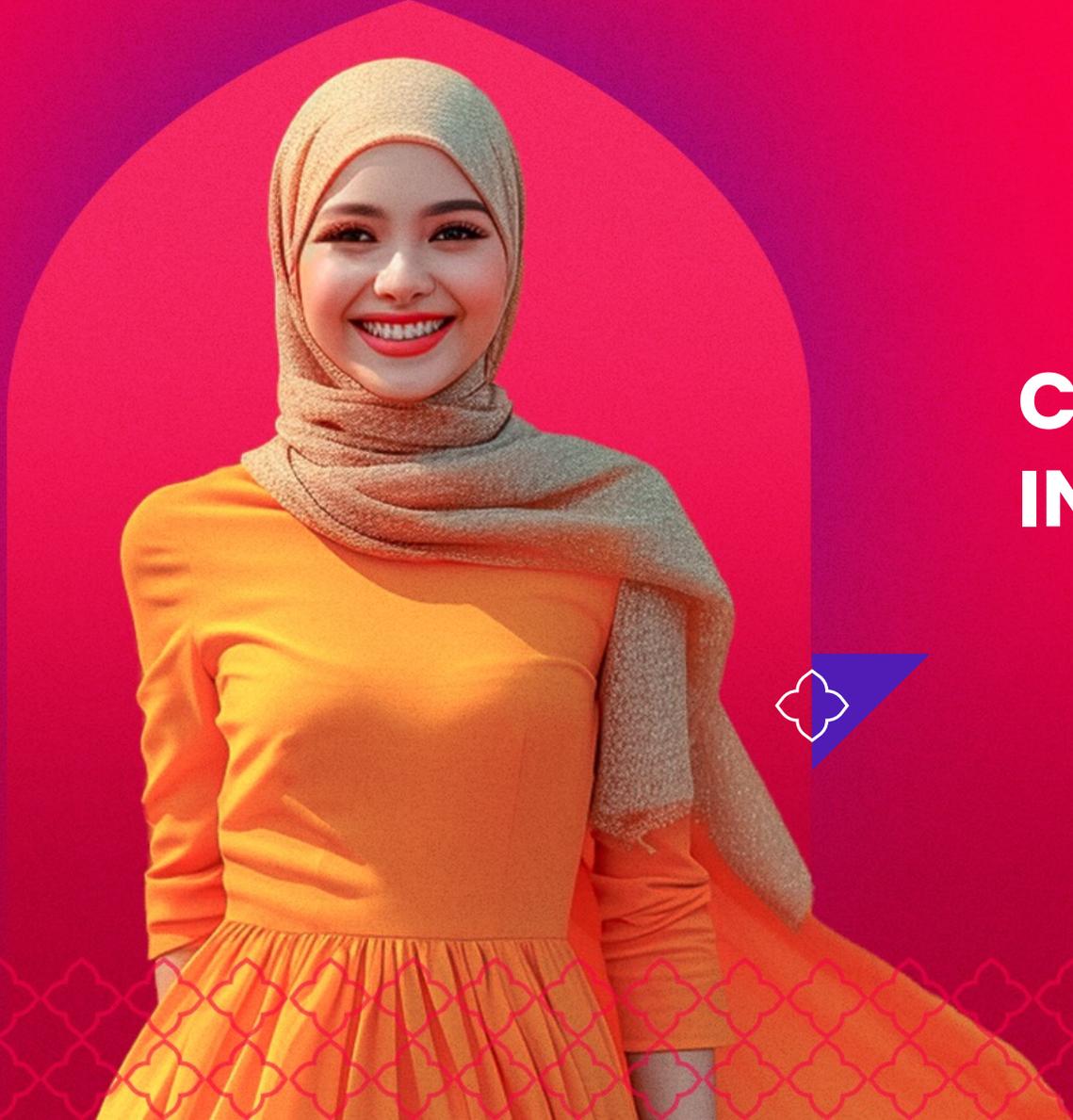
With this, we have prepared insight-based ideas for marketers to leverage as they craft their Ramadan campaigns.





RESEARCH METHODOLOGY

- ◆ On-device survey
- ◆ Sample: n=500 Indonesian smartphone users
- ◆ Respondents recruited between January 4 and 8, 2024
- ◆ Respondents aged above 18, with different marital statuses and genders, and included parents
- ◆ Results targeted and weighted to be representative of Indonesia's smartphone population



**CELEBRATION
IN THE NATION**





THE FESTIVE FRENZY AT A GLANCE

With bigger budgets, multi-channel shopping journeys, and a thirst for travel, the Ramadan celebratory spirit is high this year.



Spends see a spike

Spending is on the rise, with **60%** of Indonesians reporting an increase in their online shopping budgets and **41%** stating they would increase their offline shopping budgets.



Exploring is booming

Indonesians displayed an interest in exploring their options, with **85%** of them stating that they were yet to decide the brand to buy from, the products to purchase, or both.



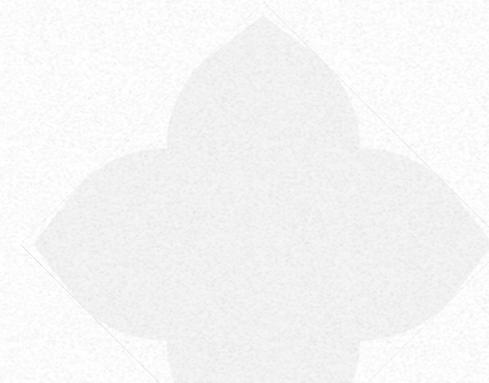
Online shopping is jaw-dropping

A whopping **96%** of Ramadan shoppers reported that digital mediums would be an important part of their shopping journey, thereby indicating the prominence of online channels.



Mudik is massive

The Mudik wave is on, as **74%** of traveling Indonesians plan to take a trip to visit loved ones who live in their hometowns or outside.





BIG BUDGETS

Indonesians are looking forward to shopping and celebrating this Ramadan. The excitement is evident in how a majority of them have planned to increase their shopping budgets.

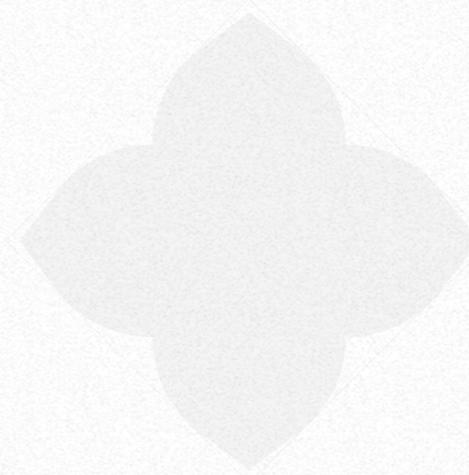
60%
plan to **increase**
their online spends

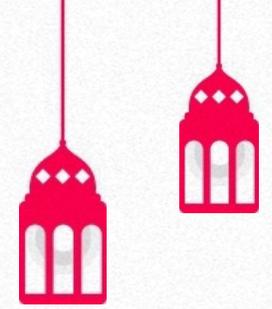
32%
plan to **retain last year's**
online shopping budget

3 out of 5
plan to **spend more than**
Rp 3 million this Ramadan

Indonesians' budgets for Ramadan 2024

Less than Rp 2,000,000	14%
Rp 2,000,000 to Rp 3,000,000	28%
Rp 3,000,000 to Rp 5,000,000	33%
Rp 5,000,000 to Rp 10,000,000	21%
Over Rp 10,000,000	4%

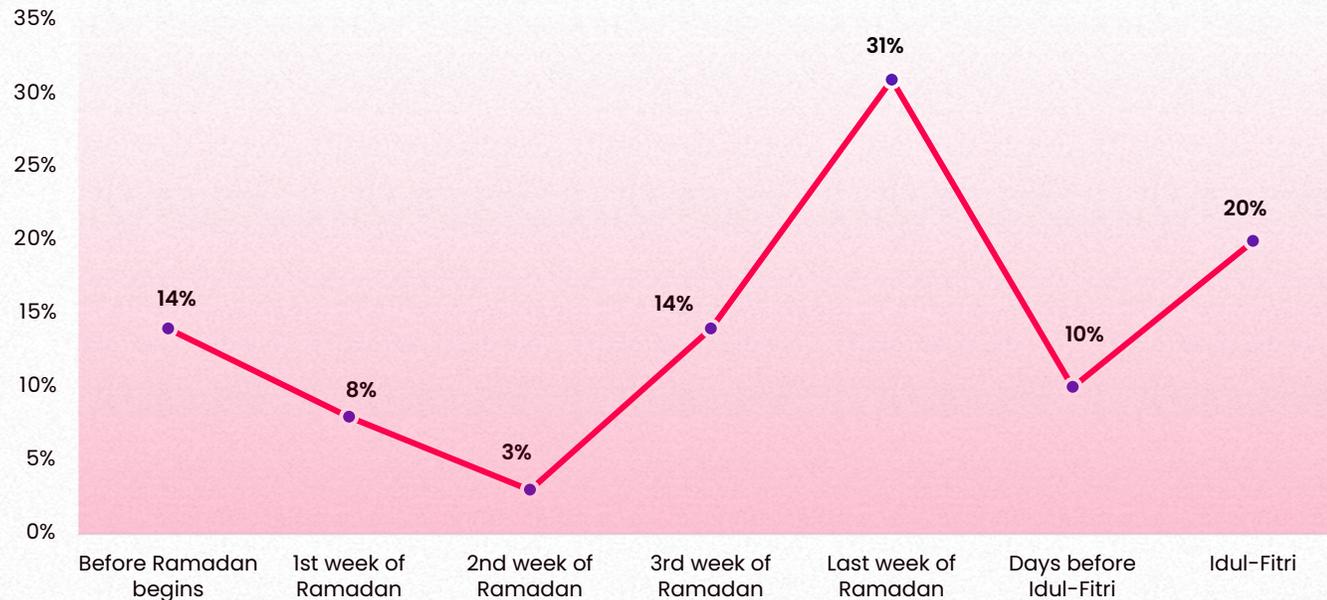


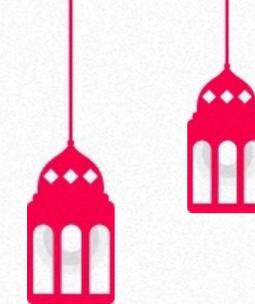


THE MUDIK MOVEMENT

With Mudik on their minds, Indonesians are eager to travel to spend time with loved ones this Ramadan. Travel tends to peak during the last week of Ramadan, just as we observed in the previous year.

Mudik travel plans in Indonesia



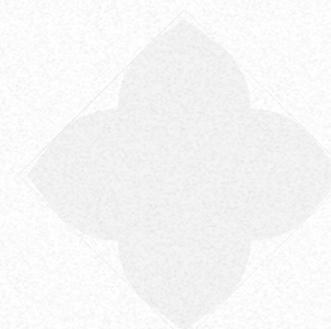


GIVING TO ONESELF AND LOVED ONES

Indonesians have prioritized shopping for themselves and their loved ones this Ramadan, with the focus being their inner circle. **57%** of Indonesians said they would shop for themselves first and **26%** said they would shop for their families first.

Here is who Indonesians are shopping for:

- ✦ For themselves
- ✦ Family members
- ✦ Neighbors
- ✦ People in need
- ✦ Household staff
- ✦ Business partners and clients





WHAT MAKES THEM STOP TO SHOP



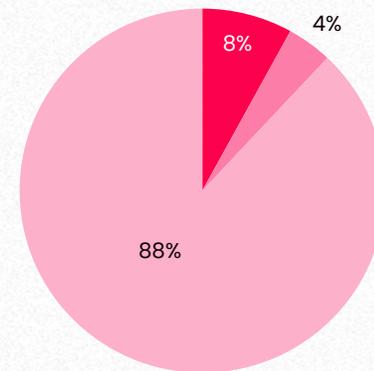
WHAT GETS THE TOP SPOT

For Indonesians, the top channel to shop is online, and apparel and accessories appear to be first on their lists.



88%
of Indonesians reported planning to shop online and offline this Ramadan.

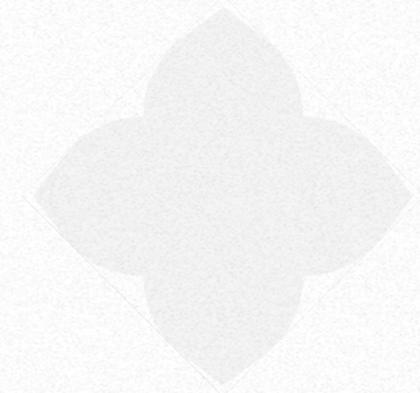
Ramadan shopping plans by channel



■ Online ■ Offline ■ Both online and offline

The top three categories of items they plan to buy

- ✦ Clothing and Accessories (89%)
- ✦ Grocery (71%)
- ✦ Gift Packs (70%)





WHERE THEY SHOP AND WHY

Unlike last year, deals are not the top driver for people to shop, though they feature on the list for mobile shoppers. **Mobile is preferred mainly for ease of payment and physical stores for experiencing the product.**



Top three reasons to shop on mobile

- Easy payments: 51%
- App-only discounts and offers: 49%
- Free shipping: 49%



Top three reasons to shop at stores

- Getting to see or try the product: 49%
- In-store experience: 16%
- Lesser chances of buying the wrong product: 15%

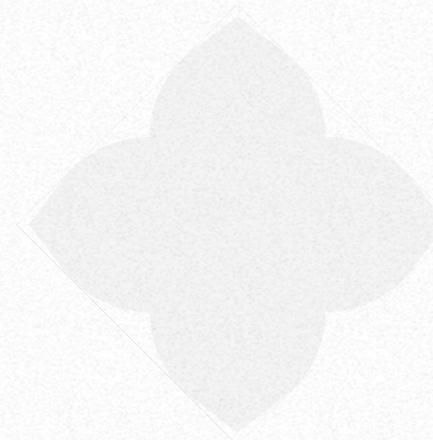
Top categories bought on each channel

Mobile

- ✦ Clothing and accessories
- ✦ Health and beauty products
- ✦ Gadgets
- ✦ Grocery
- ✦ Gift packs

Physical store

- ✦ Grocery
- ✦ Gift packs
- ✦ Vehicles
- ✦ Home appliances
- ✦ Jewelry





MOBILE TAKES THE CAKE

While Ramadan shoppers have adopted the hybrid model, **mobile is their favorite medium** across every stage of their journey. From when they learn about deals and research products or brands to the time they make a purchase, mobile wins.



Learn

- Brand websites/apps: 67%
- Mobile search/ads: 59%
- Family and friends: 54%
- Television: 49%
- Physical store: 47%
- Telegram/WhatsApp/SMS nudges from brands: 32%
- Desktop/laptop: 29%
- Newspapers, magazines, and billboards: 28%
- Email/newsletters from brands: 20%



Research

- Mobile: 97%
- Physical store: 62%
- Desktop: 34%

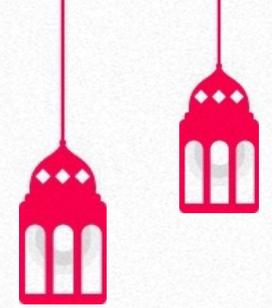


Buy

- Mobile: 73%
- Physical store: 26%
- Desktop: 1%



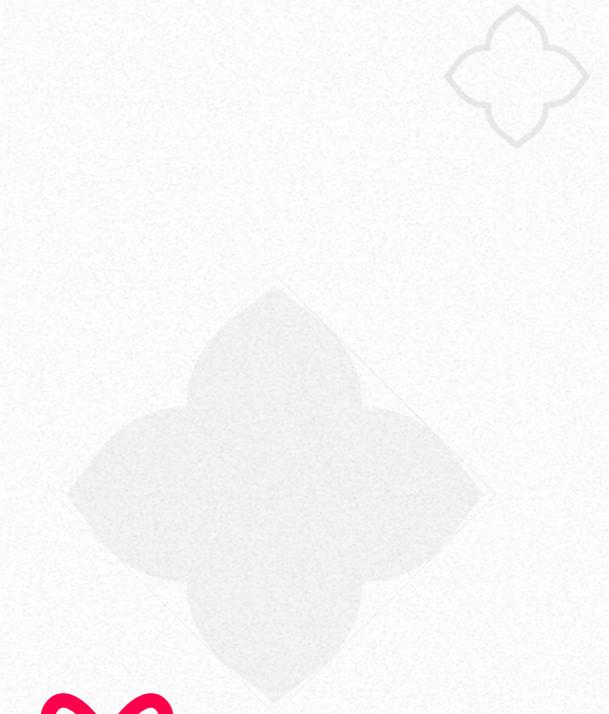
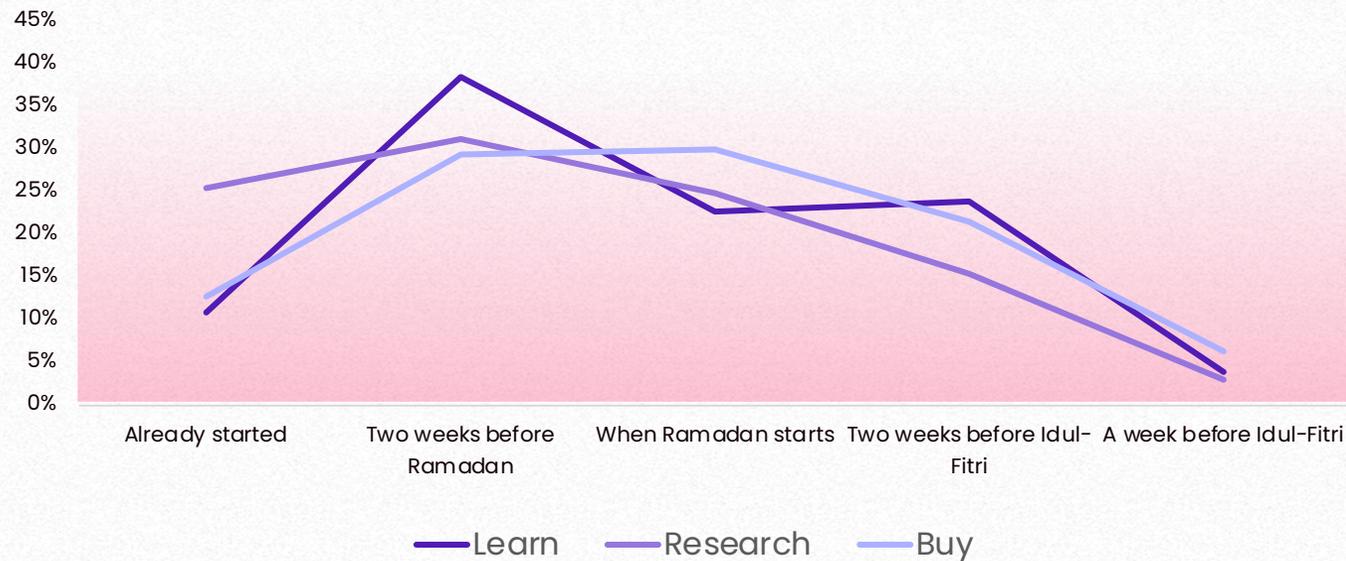
**WHEN SHOPPERS
GET GOING**



SHOPPING STARTS A MONTH BEFORE RAMADAN

Indonesian Ramadan shoppers are true explorers, starting their research and shopping as early as a month before Ramadan. We see this **peak two weeks before Ramadan**. Therefore, **for brands, the month leading up to the festivities is a crucial time** to make a lasting impact.

When Indonesians shop for Ramadan



Q. When do you expect to start planning your Idul-Fitri shopping this year? | Sample size: 330
 Q. When do you plan to research specific brands for the items you want to buy? | Sample size: 330
 Q. When do you plan to buy the particular brand or product? | Sample size: 330



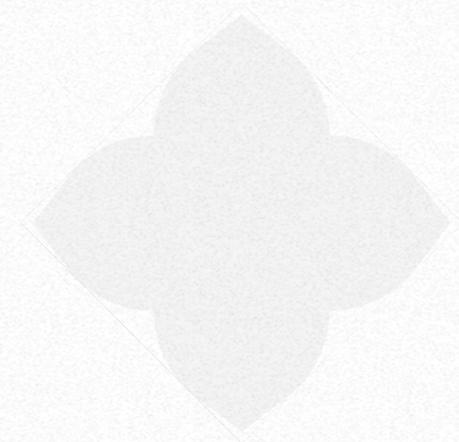
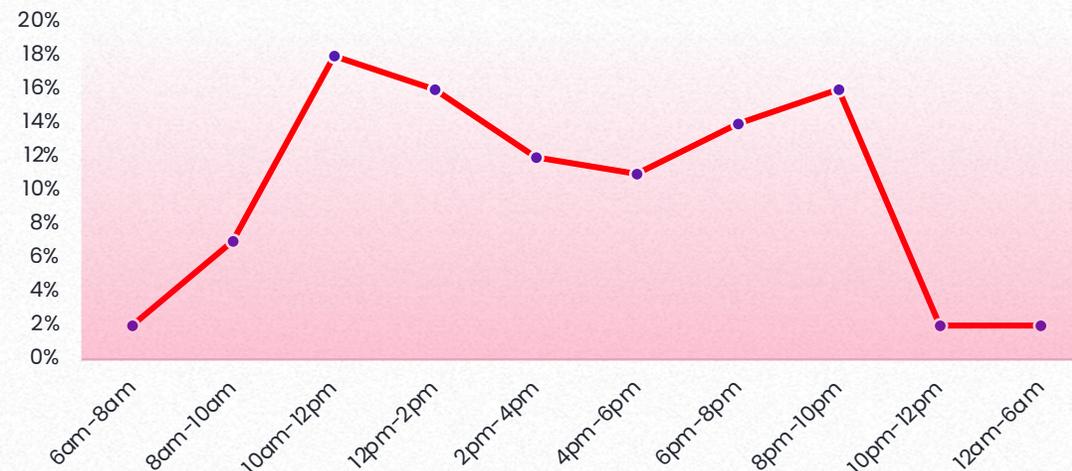
SHOPPING LASTS ALL DAY

The Indonesian Ramadan shopper is active throughout the day, exploring deals, products, and brands. However, shopping peaks twice – once before noon and once late in the evening.

34% of Indonesian shoppers reported that they will **between 10am and 2pm**

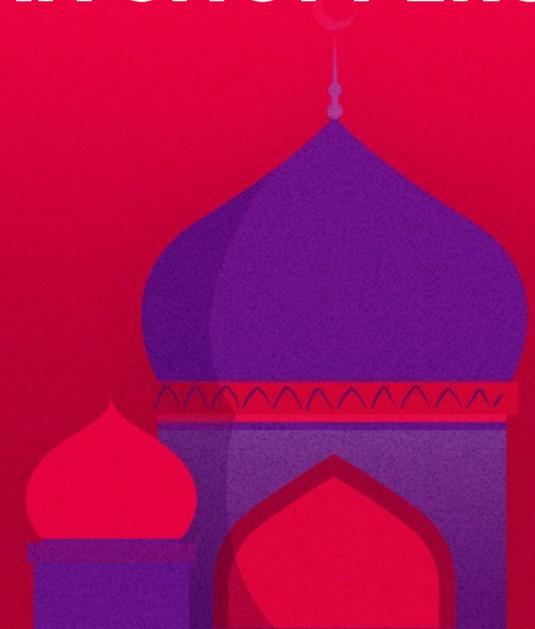
30% of Ramadan shoppers reported shopping **between 6pm and 10pm**

Mobile shopping activity across the day in Indonesia





MEET 2024'S RAMADAN SHOPPERS





WHO THESE SHOPPERS ARE

This year, Indonesia sees **three types of Ramadan shoppers**. Each of them is at a different stage in their shopping journey and approaches their preparations differently.

Unplanned Shoppers

- ✦ Are undecided on the products or brands to buy for Ramadan
- ✦ Are keen on exploring the biggest deals this season

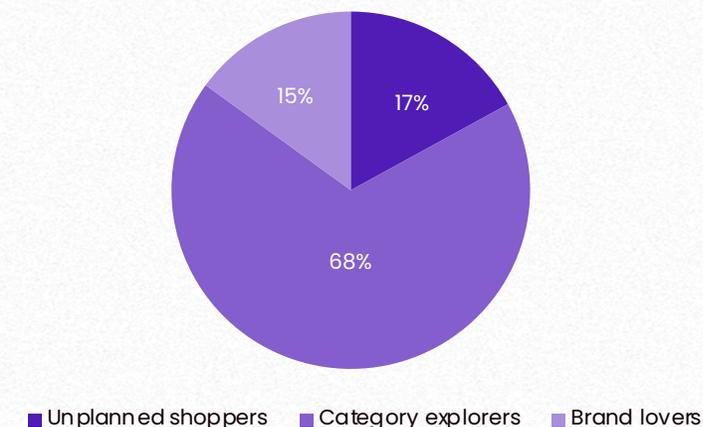
Category Explorers

- ✦ Are decided on the kinds of items to buy (such as phones/clothes) but not the brand
- ✦ Are eager to explore a variety of brands and research on what would be the right choice

Brand Lovers

- ✦ Are decided on the brand that they would like to buy from
- ✦ Are loyal to their favorite brands (such as Apple/Nike)

The three types of Ramadan shoppers





**AN UNVEILING
OF UNPLANNED
SHOPPERS**



MEET THE UNPLANNED SHOPPER

For most unplanned shoppers, deals are a differentiator. Their budgets lie in the lower and mid ranges, but a significant portion of them are willing to spend higher amounts.



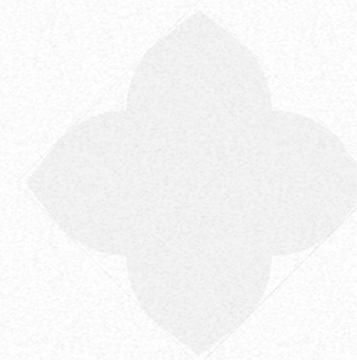
Unplanned shoppers' budgets for Ramadan 2024

13% of millennials
16% of Gen Z
17% of men and women
identify as unplanned shoppers

Less than Rp 2,000,000	30%
Rp 2,000,000 to Rp 3,000,000	31%
Rp 3,000,000 to Rp 5,000,000	21%
Rp 5,000,000 to Rp 10,000,000	13%
Over Rp 10,000,000	5%

61% of unplanned shoppers reported budgets **under 3 million rupiah**

18% of unplanned shoppers reported budgets **over 5 million rupiah**



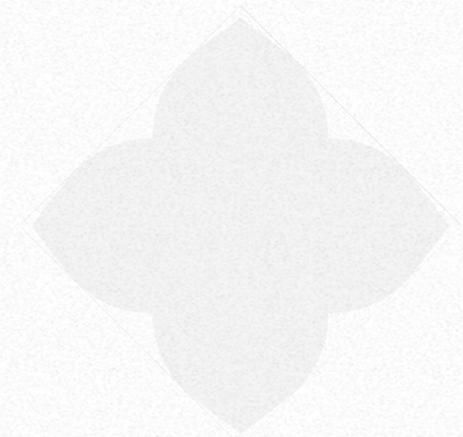
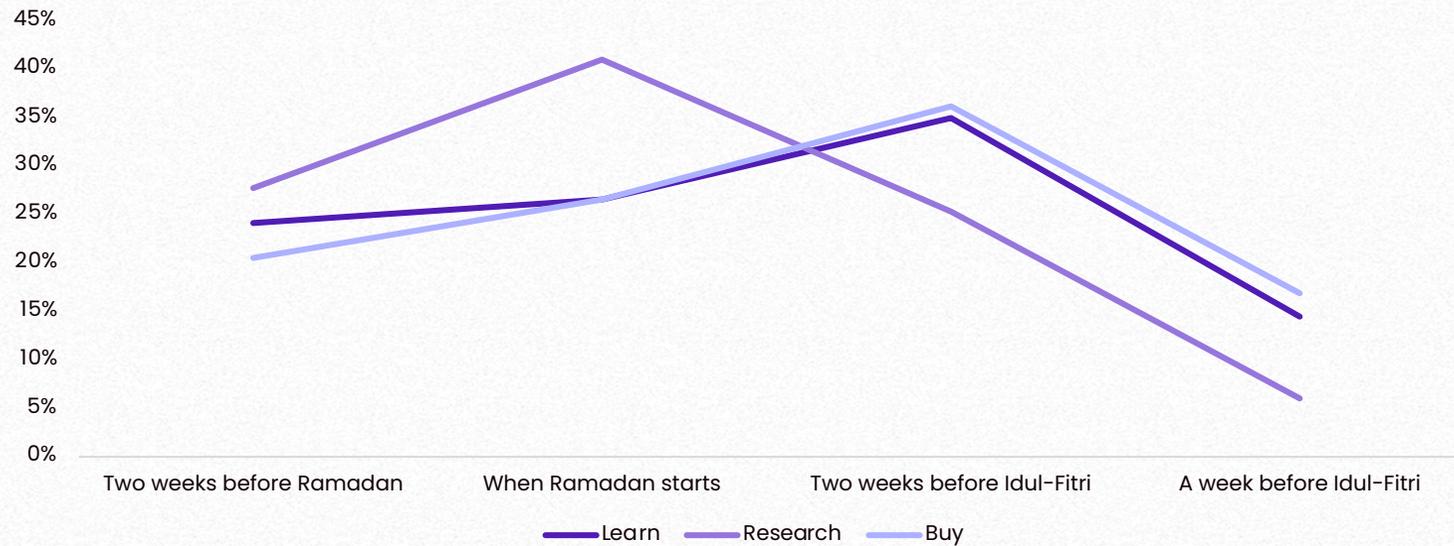


SEE THE UNPLANNED SHOPPER'S JOURNEY

Since unplanned buyers are spontaneous and seek deals, shopping lasts throughout the season for them.



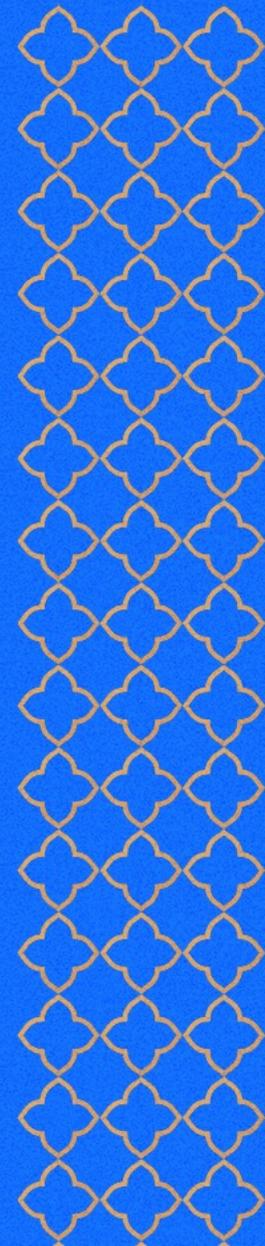
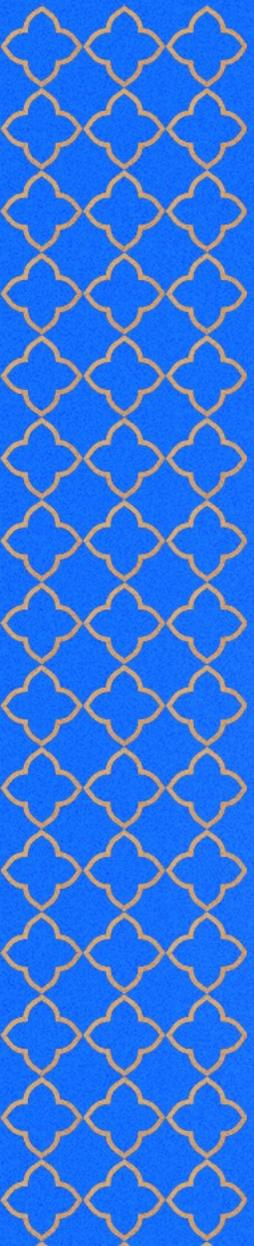
When unplanned shoppers shop for Ramadan



Q. When do you expect to start planning your Idul-Fitri shopping this year? | Sample size: 83
 Q. When do you plan to research specific brands for the items you want to buy? | Sample size: 83
 Q. When do you plan to buy the particular brand or product? | Sample size: 83



A CLOSE LOOK AT CATEGORY EXPLORERS





MEET THE CATEGORY EXPLORER

Most Ramadan shoppers across ages are category explorers who constantly seek information about products, deals, and brands. They are willing to spend a little more to get what they want.



Category explorers' budgets for Ramadan 2024

72% of millennials
70% of Gen Z
66% of women
70% of men
 identify as category explorers



59% of category explorers reported budgets above **3 million rupiah**

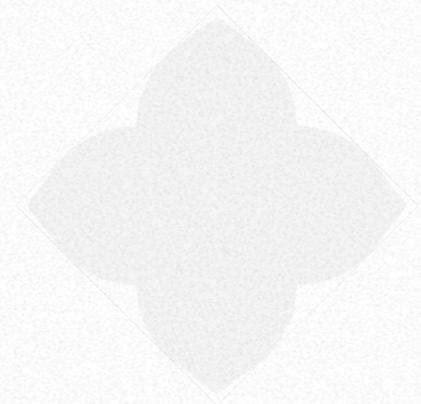
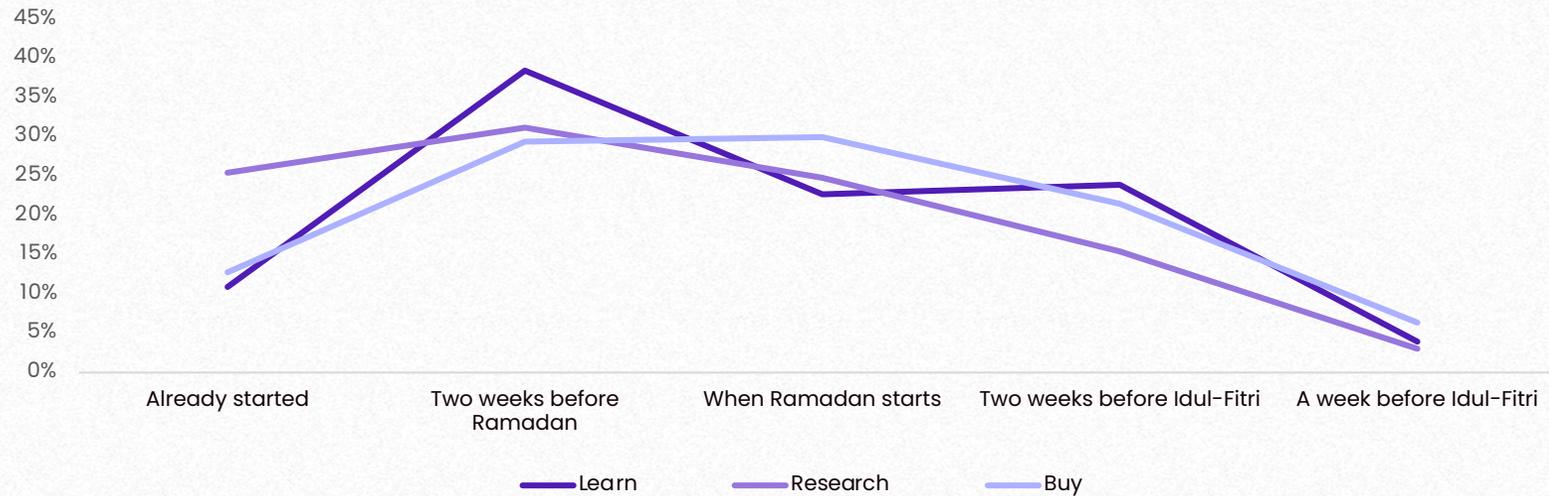




SEE THE CATEGORY EXPLORER'S JOURNEY

For category explorers, shopping peaks two weeks before Ramadan.

When explorers shop for Ramadan

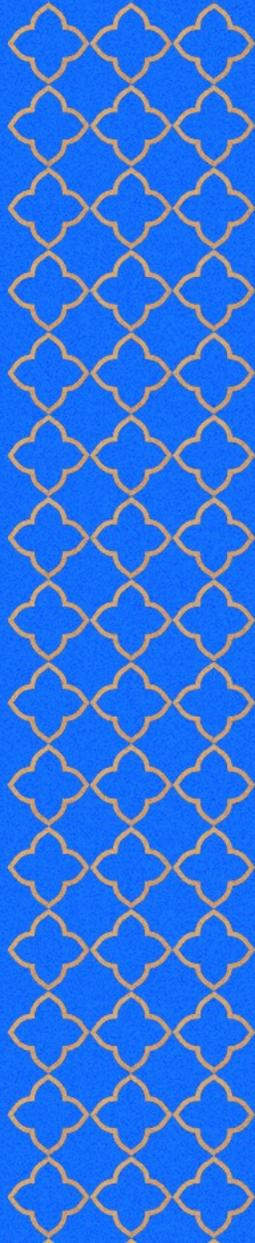
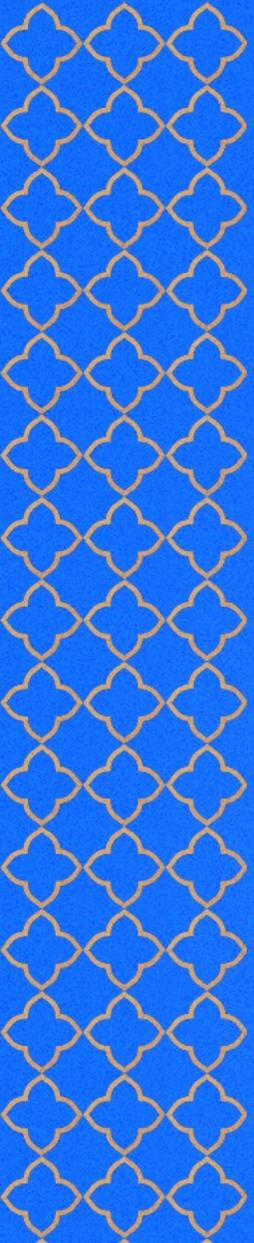


Q. When do you expect to start planning your Idul-Fitri shopping this year? | Sample size: 330
 Q. When do you plan to research specific brands for the items you want to buy? | Sample size: 330
 Q. When do you plan to buy the particular brand or product? | Sample size: 330





A DEEP DIVE INTO BRAND LOVERS





MEET THE BRAND LOVERS

These Ramadan shoppers are loyalists who stick to the brands that they have bought for years. As expected, they have much higher budgets and are willing to pay for their favorites.



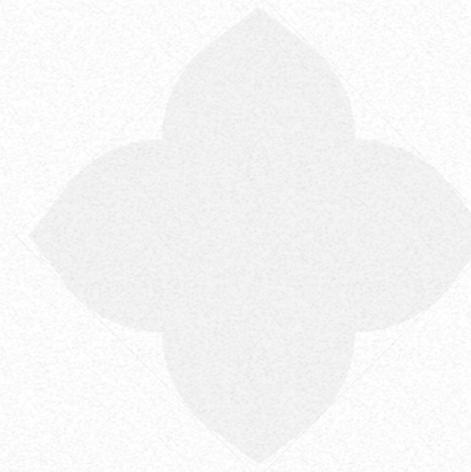
Brand lovers' budgets for Ramadan 2024

16% of millennials
14% of Gen Z
13% of women
16% of men
 identify as brand lovers

Less than Rp 2,000,000	9%
Rp 2,000,000 to Rp 3,000,000	20%
Rp 3,000,000 to Rp 5,000,000	26%
Rp 5,000,000 to Rp 10,000,000	41%
Over Rp 10,000,000	4%

71% of brand lovers reported budgets above **3 million rupiah**

45% of brand lovers reported budgets above **5 million rupiah**

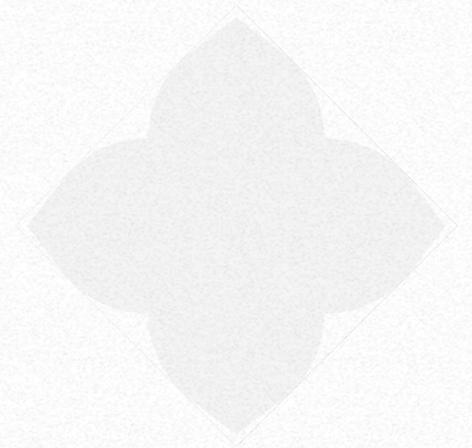
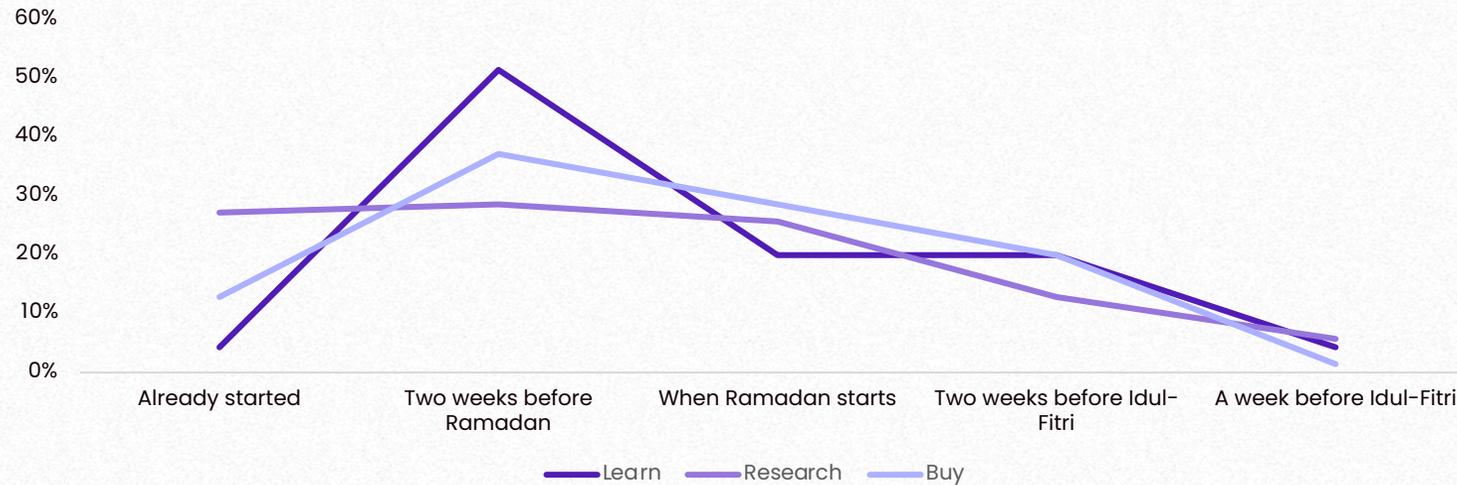




SEE THE BRAND LOVER'S JOURNEY

Just as with category explorers, **shopping peaks two weeks before Ramadan** for brand lovers.

When brand lovers shop for Ramadan

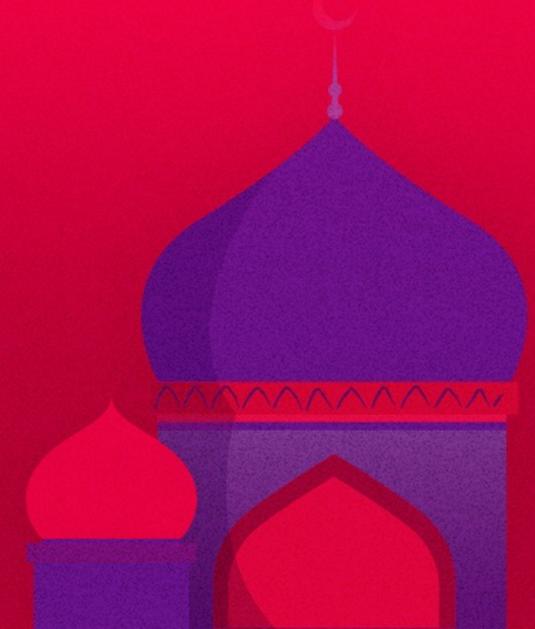


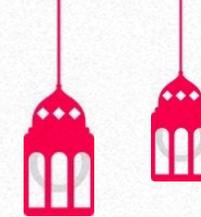
Q. When do you expect to start planning your Idul-Fitri shopping this year? | Sample size: 70
 Q. When do you plan to research specific brands for the items you want to buy? | Sample size: 70
 Q. When do you plan to buy the particular brand or product? | Sample size: 70





**THE PATH TO SHINE FOR
BRANDS THIS RAMADAN**



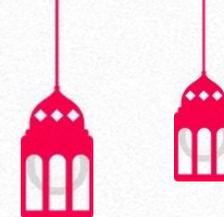


Delight Ramadan shoppers with seamless content and experiences on the smart lock screen

Single tap >>

Seamless
mart
erendipitous





CATCH THE SHOPPER'S EYE BEFORE THEY UNLOCK THEIR PHONES



Destinations on the smart lock screen

Engagement on the smart lock screen

01 Lock Screen

30 million monthly active users

02 Lock Screen Feed

10+ cards consumed in a single session

03 Trends (News/Fashion)

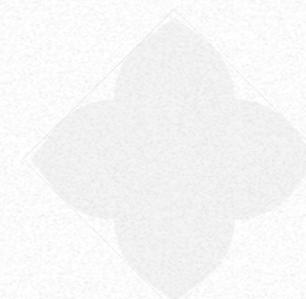
220,000 articles read per day

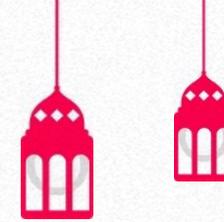
04 Games

1.2 million games played per day

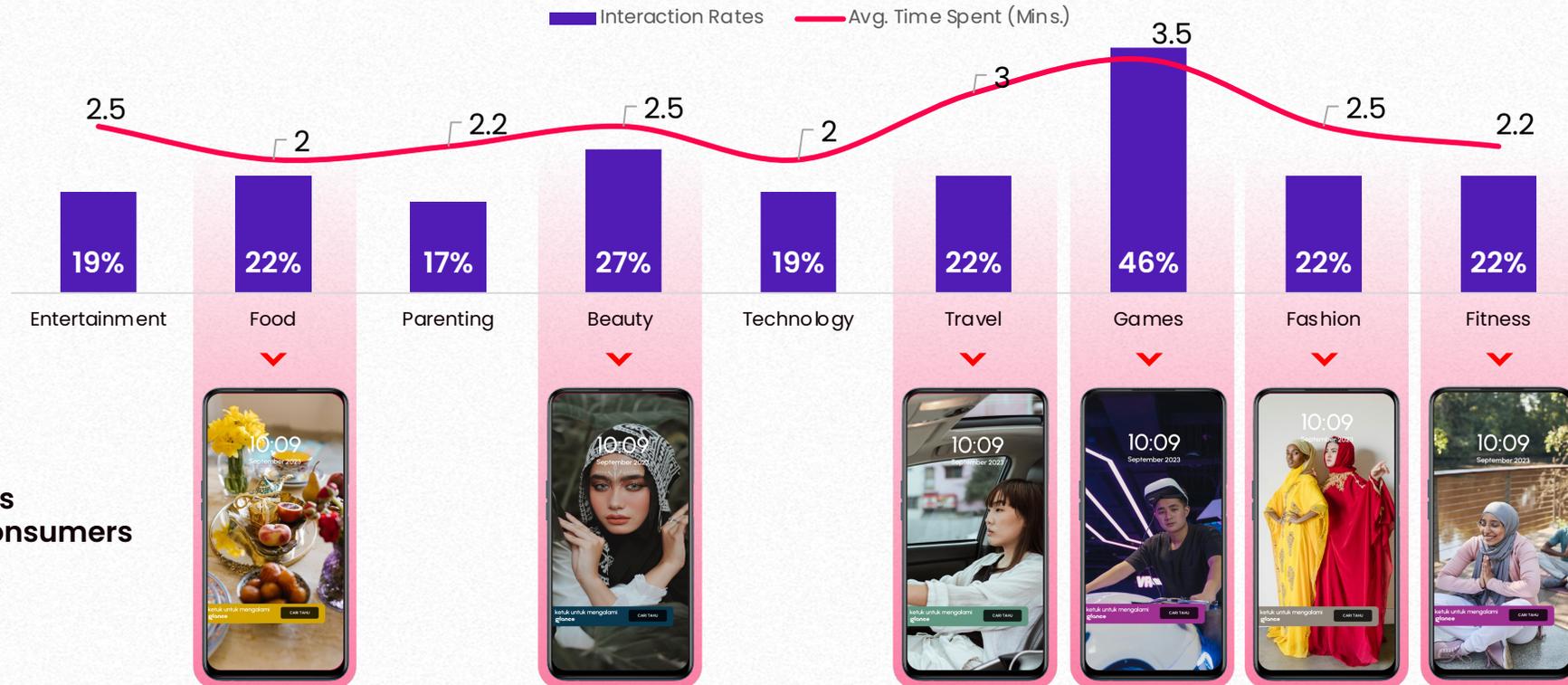
05 Live

2 million hours of content watched per month





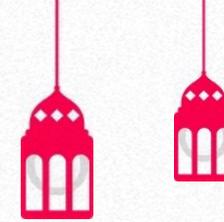
LEVERAGE KEY CATEGORIES WITH **HIGH INTERACTION RATES** THIS SEASON



Content categories resonating with consumers during Ramadan

*Creatives for representational purposes only

Source: Glance platform data, Ramadan 2023



CATER TO THE TOP THREE CONTENT PREFERENCES IN EACH REGION



BALI, NTT

Category	Interaction Rate
Regional News	48.8%
Automotive and Sports	46%
Home and Wellness	43.9%



BORNEO

Category	Interaction Rate
Entertainment	47.6%
Food and Recipes	46.9%
Beauty Trends	44.9%



JAVA

Category	Interaction Rate
Fashion Trends	49.6%
Food and Nutrition	48%
Entertainment	47.8%



SULAWESI

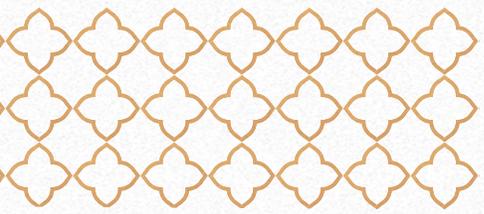
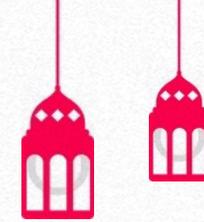
Category	Interaction Rate
Fashion Trends	50.7%
Food and Nutrition	49%
Entertainment	44.7%



SUMATRA

Category	Interaction Rate
Food and Recipes	47.2%
Beauty Tips & Trends	46.1%
Home and Living	43.2%





SHINE BRIGHT WITH STELLAR MEDIA AND CONTENT STRATEGIES FOR RAMADAN

CONTENT

MEDIA

Custom Influencer Live Streams

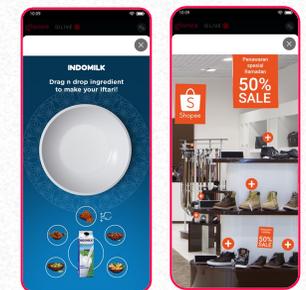
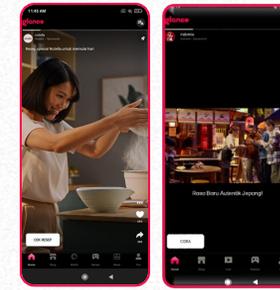
Live Gaming Streams

Casual Games

Full-screen Display

Native Videos

Interactive Experience Units



On the live destination

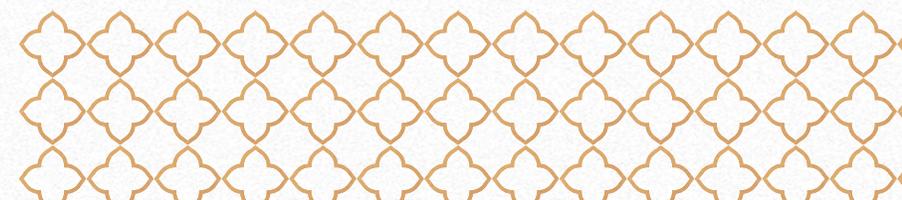
On the gaming destination

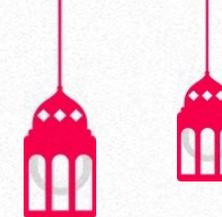
On the gaming destination

On the lock screen and feed

On the lock screen feed

On the lock screen feed





JOIN THE FESTIVITIES LIKE INDOFOOD FREISS DID

During Ramadan 2023, Indofood Freiss had the answer to syrup-loving Indonesians' woes – it launched brand-new packaging with an industry-first spill-proof technology, allowing people to avoid spillage during storage. To **drive awareness and purchases** around this, the brand featured an appetizing cooking **live stream on the smart lock screen** with Glance right around fast-breaking time. Freiss followed this with incredible deals and a **sampling experience** that drove purchases.

Indofood

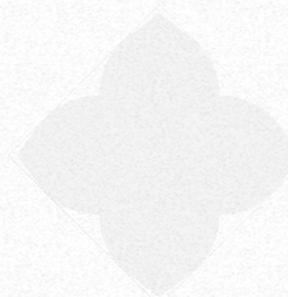


The result:

703K
Indonesians reached on Glance.

102%
of the coupon redemption target achieved.

Read more about this sparkling campaign [here](#).





RAMADAN STRATEGIES AT A GLANCE

- ✦ **Enable seamless experiences**
Engage 30 million mobile-first users on the first mobile touchpoint
- ✦ **Make every interaction smart**
Tap into Ramadan-specific moments with relevant experiences
- ✦ **Create a sense of serendipity**
Give Ramadan shoppers what they want before they unlock their phones.
- ✦ **Start early and keep connecting with shoppers**
Shoppers start researching and purchasing early – Brands must too.

About InMobi

InMobi is a leading provider of marketing and monetization technologies. With deep expertise and unique reach in mobile, it is a trusted and transparent technology partner for marketers, content creators, and businesses of all kinds. InMobi's mission is to power its customers' growth by helping them engage their audiences and build meaningful connections. Its affiliated businesses – Glance, an unconsolidated subsidiary that offers a lock screen-based content discovery platform, and video platform Roposo – help InMobi create new content and commerce experiences in a world of connected devices. InMobi is headquartered in Singapore, maintains a large presence in San Francisco and Bangalore, and has operations in New York, Chicago, Kansas City, Los Angeles, Delhi, Mumbai, Beijing, Shanghai, Jakarta, Manila, Kuala Lumpur, Sydney, Melbourne, Seoul, Tokyo, London, and Dubai. To learn more, visit <http://www.inmobi.com/>.

For any questions, please reach out to glance.marketing@inmobi.com

About Glance

Founded in 2019, Glance is a consumer technology company that operates disruptive digital platforms including Glance, Roposo, and Nostra. Glance's 'smart lock screen' inspires consumers to make the most of every moment by surfacing relevant experiences without the need for searching and downloading apps. Glance Lock Screen is currently available on over 450 million smartphones worldwide. Roposo is a LIVE platform that is revolutionizing live experiences, through a unique, immersive, creator-led approach. Nostra is the largest gaming platform in India and Southeast Asia, offering gamers engaging ways to discover, play, watch, learn and compete.

Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google, and Mithril Capital. For more information visit <https://www.glance.com/>, <https://www.roposo.com/> and <https://nostra.gg/>

