

MDA Report on Ramadan Season: Get the Data that Puts You Ahead of the Competition

This report provides you insights from SimilarWeb's Digital Marketing Intelligence that helps plan your marketing strategy for the upcoming Ramadan season. With COVID-19 pandemic today, we also took a look at how consumer preferences and spending changed.

According to a recent [report published by McKinsey & Company](#), consumer behavior has shifted in five main areas:

- Increased online buying
- Increased interest in household goods
- Higher focus on essentials (health, hygiene, security and sustainability)
- More mindful shopping (consumers do more research and look for cheaper alternatives and value)
- More readiness to break loyalty to a brand

Consumer loyalty has suffered during the time of crisis. This can be meaningful for retention marketing and also serve as an opportunity for your acquisition marketing and content strategy. Competition is certainly going to be fiercer than ever during this Ramadan season.

Understand Ramadan season traffic trends

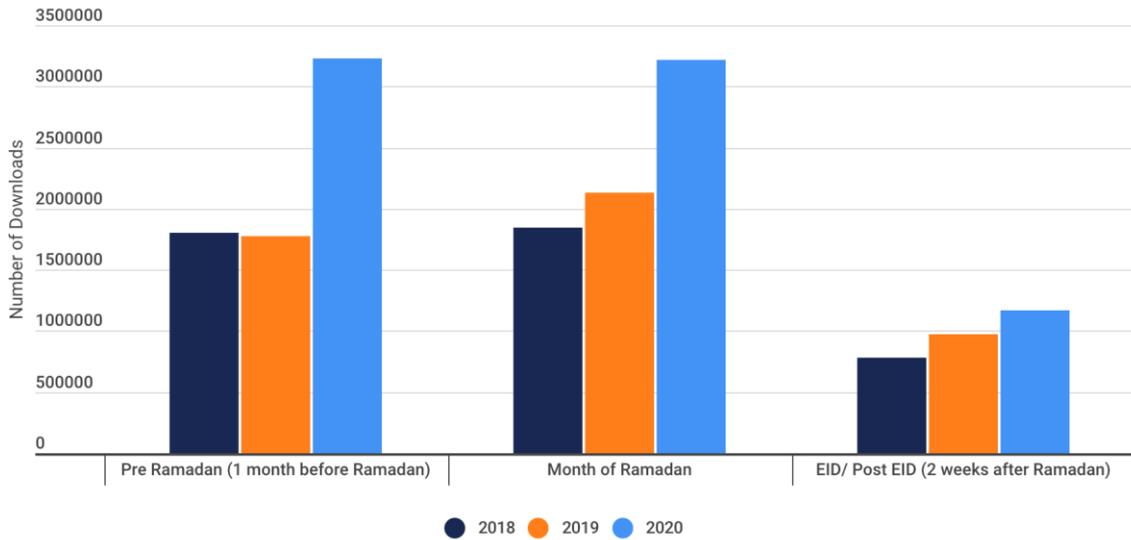
This report highlights E-Commerce sites - Lazada.com.my, Shopee.com.my, Taobao.com, Amazon.com, AliExpress.com, Tmall.com, Tesco.com.my, Ebay.com, Alibaba.com and Pmall.my during: -

- 2018: Pre Ramadan (Apr 18 - May 15), Month of Ramadan (May 16 - Jun 14), EID & Post-EID (Jun 15 - Jun 28)
- 2019: Pre Ramadan (Apr 7 - May 4), Month of Ramadan (May 5 - Jun 4), EID & Post-EID (Jun 5 - Jun 19)
- 2020: Pre Ramadan (Mar 26 - Apr 22), Month of Ramadan (Apr 23 - May 23), EID & Post-EID (May 24 - Jun 6)

Despite the increase in engaged site visits, these E-Commerce apps (Lazada, Shopee, Taobao, Amazon, AliExpress, Tesco, eBay, Alibaba, PG Mall) experienced YoY growth in the number of downloads over Ramadan season.

E-Commerce Apps Downloads

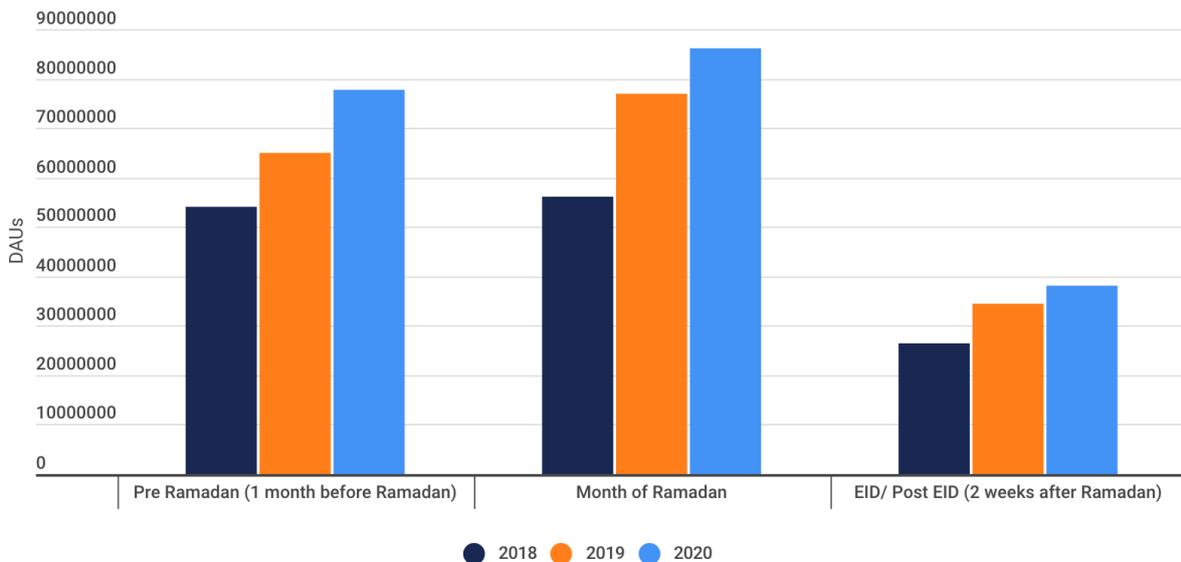
Malaysia, Android App Data, Apr - Jun 2018/ Apr - Jun 2019/ Mar - Jun 2020



Total Daily Active Users (DAUs) also experienced YoY growth especially the local E-Commerce apps e.g., Lazada, Shopee, Tesco and PG Mall.

E-Commerce App Daily Active Users(DAUs)

Malaysia, Android App Data, Apr - Jun 2018/ Apr - Jun 2019/ Mar - Jun 2020



With households hunkered down at home, it looks like last year’s trend continues. For marketers, it means now is the time to buckle up; you might need an extra-aggressive Ramadan marketing strategy.

Optimise for strong SEO and PPC keywords

It is a good time to review your keyword strategies for Search Engine Optimisation(SEO) and Pay Per Click(PPC). After all, they are both major traffic drivers.

SEO means optimising your website's content, structure and user experience according to Google's Search Engine Result Pages (SERPs). This starts with an effective keyword research for organic searches and competitor analysis, followed by a review of your pages, and optimisation of your pages according to your research findings. For SEO, it is crucial that your pages stay focused on the topic at hand which means your meta tags need to be relevant and your pages need to include related and relevant information around the right focus keyword. Another important factor is that your content needs to be linked to from other pages on your site as well as from other websites. As your content pages gain authority and rank over time, they will move up the SERP.

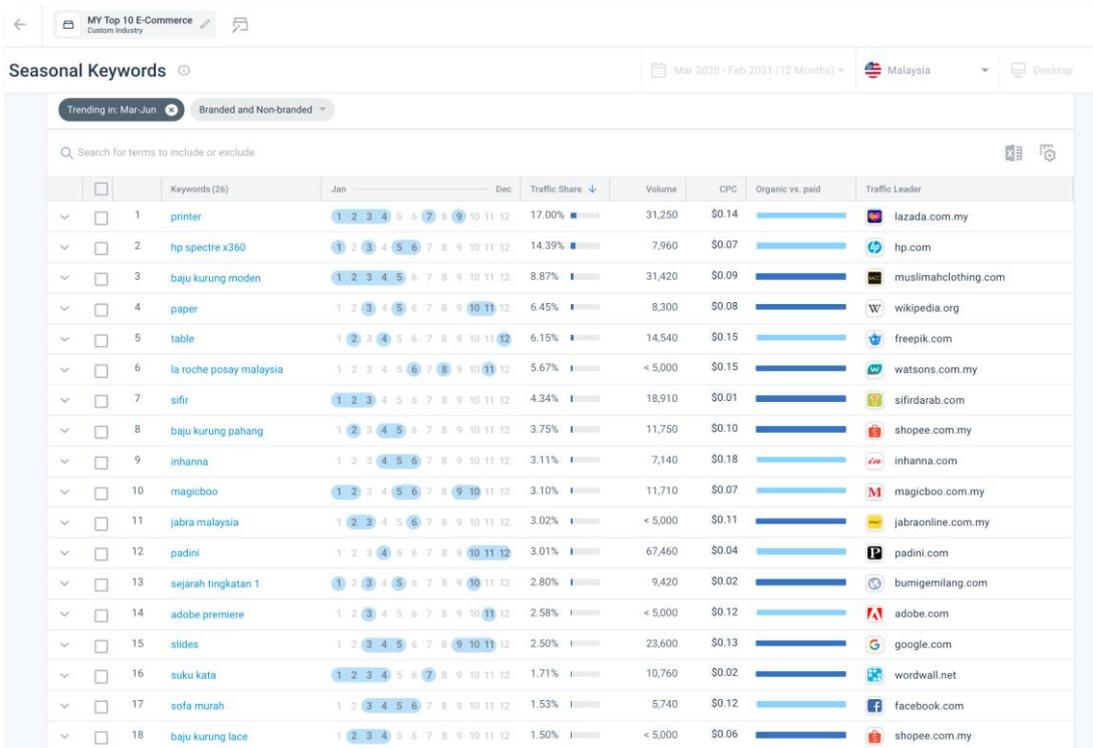
The process of optimising your pages should have started months ago so, now it is an excellent time to re-check your internal linking, meta titles, and image ALT tags and ensure everything is in the right place. It is also critical to check search volume changes and new trending keywords to make sure you are still targeting the best keywords. Searches are constantly changing so there might be new keyword phrases growing in search volume that your competitors are not targeting yet. The closer we get to the Ramadan, the more competition gets fiercer over major seasonal terms.

Keyword analysis for PPC is one of those critical tasks for the Ramadan season. To get optimal results with PPC, you have to be on the ball with the latest trending keywords. This is the time to finalise your budget, adjust your bids and overall strategy, so you can easily adapt and pivot during the busier times ahead as you see campaign results and understand how your audience is responding. You may also want to adjust based on what your competitors are doing to drive clicks.

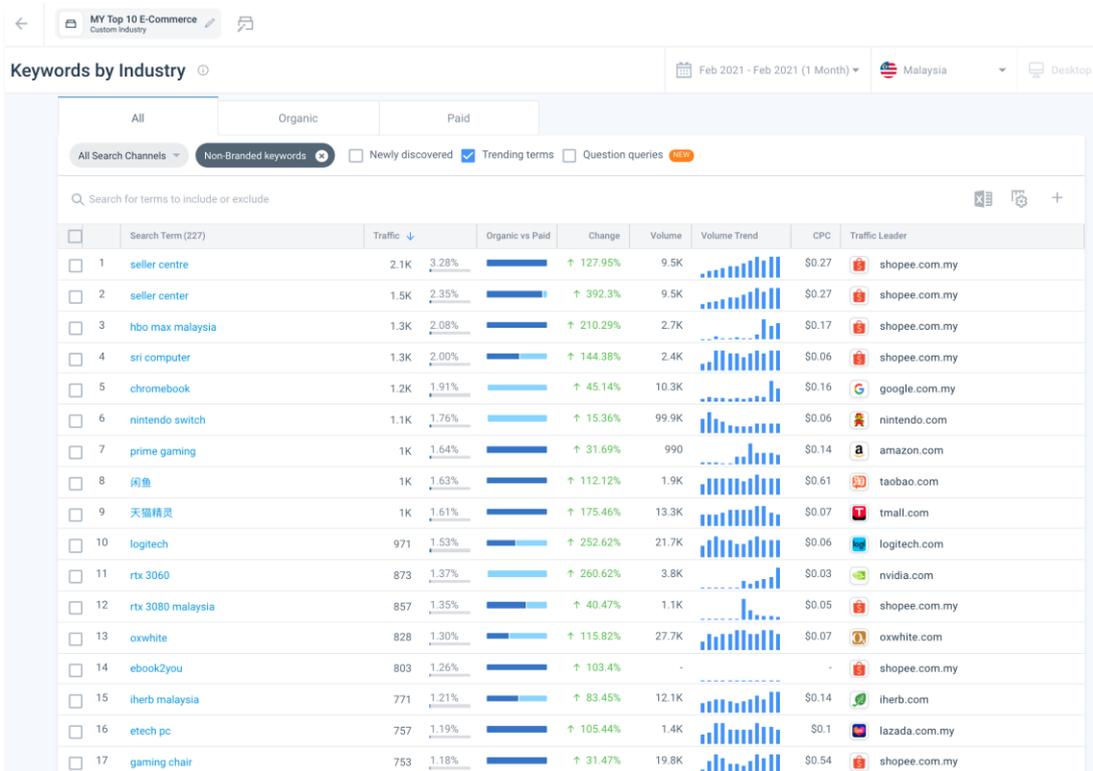
Analysing keyword-driven traffic for seasonal marketing

During Ramadan, brands largely dictate what shoppers are searching for. That is because consumers do not want to miss out on their uncounted deals and special offers. For you, this is an opportunity to hook onto the right keywords and go head-to-head with your biggest competitors. It is a once-in-the-year chance to "steal" large amounts of traffic from under their nose and convert them into paying visitors. Once you have acquired new customers, it is hard for others to win them back.

You can use tool to receive the freshest keyword-related data and identify trends before anyone else. You can also generate and prioritise keywords, optimise traffic share and benchmark against your industry. For example,

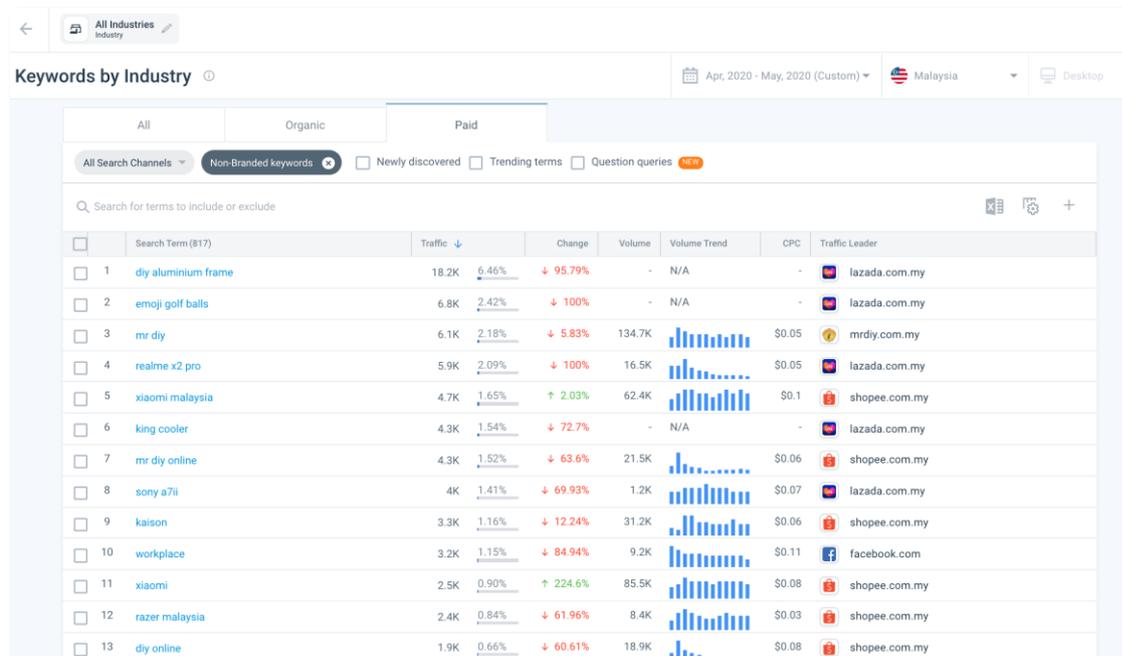


Next, we want to see if brands also snatch the majority of the traffic.



Ramadan 2020

A review of popular keywords in Ramadan 2020 shows that 4 out of the top 10 non-branded paid search keywords were related gadget and home appliances.



Search Term (817)	Traffic	Change	Volume	Volume Trend	CPC	Traffic Leader
1 diy aluminium frame	18.2K	6.46%	↓ 95.79%	-	N/A	lazada.com.my
2 emoji golf balls	6.8K	2.42%	↓ 100%	-	N/A	lazada.com.my
3 mr diy	6.1K	2.18%	↓ 5.83%	134.7K	\$0.05	mrdiy.com.my
4 realme x2 pro	5.9K	2.09%	↓ 100%	16.5K	\$0.05	lazada.com.my
5 xiaomi malaysia	4.7K	1.65%	↑ 2.03%	62.4K	\$0.1	shopee.com.my
6 king cooler	4.3K	1.54%	↓ 72.7%	-	N/A	lazada.com.my
7 mr diy online	4.3K	1.52%	↓ 63.6%	21.5K	\$0.06	shopee.com.my
8 sony a7ii	4K	1.41%	↓ 69.93%	1.2K	\$0.07	lazada.com.my
9 kaison	3.3K	1.16%	↓ 12.24%	31.2K	\$0.06	shopee.com.my
10 workplace	3.2K	1.15%	↓ 84.94%	9.2K	\$0.11	facebook.com
11 xiaomi	2.5K	0.90%	↑ 224.6%	85.5K	\$0.08	shopee.com.my
12 razer malaysia	2.4K	0.84%	↓ 61.96%	8.4K	\$0.03	shopee.com.my
13 diy online	1.9K	0.66%	↓ 60.61%	18.9K	\$0.08	shopee.com.my

Realme, Xiaomi and Sony appeared as top searched brands and it is fair to assume that they appeared wish list in shopping.

It is also interesting to see that 'mr diy' and 'kaison' appeared to be the top searched paid terms. Both Mr DIY and Shopee were actively capturing this shopping intends for household and electrical products for home improvements in preparation for Ramadan & EID.

Unlike PPC, most of the organic searched terms to the E-Commerce sites related to gaming(e.g. 'nintendo switch', 'twitch prime', 'gaming chair' and 'razer'), health essentials(e.g. 'face mask') and home improvement(e.g. 'mr diy'and 'daiso'). This demand were mostly due to the impact of working from home during Covid-19.

MY Top 10 E-Commerce
Custom Industry

Keywords by Industry Apr, 2020 - May, 2020 (Custom) Malaysia Desktop

<input type="checkbox"/>	Search Term (10,235)	Traffic ↓	Change	Volume	Volume Trend	CPC	Traffic Leader
<input type="checkbox"/>	1 nintendo switch malaysia	17.7K 1.06%	↓ 62.63%	21.4K		\$0.07	shopee.com.my
<input type="checkbox"/>	2 aws	9K 0.54%	↓ 2.63%	8.7K		\$1.03	amazon.com
<input type="checkbox"/>	3 twitch prime	3.9K 0.23%	↑ 84.16%	1.9K		\$0.21	amazon.com
<input type="checkbox"/>	4 nintendo switch	3.8K 0.23%	↓ 34.08%	99.9K		\$0.06	nintendo.com
<input type="checkbox"/>	5 nintendo switch lite malaysia	3.3K 0.20%	↓ 34.85%	1.7K		\$0.07	shopee.com.my
<input type="checkbox"/>	6 gaming chair	2.7K 0.16%	↑ 94.13%	19.8K		\$0.54	shopee.com.my
<input type="checkbox"/>	7 razer malaysia	2.5K 0.15%	↓ 13.78%	8.4K		\$0.03	razer.com
<input type="checkbox"/>	8 surgical mask malaysia	2.1K 0.12%	↓ 100%	-		-	shopee.com.my
<input type="checkbox"/>	9 闲鱼	2.1K 0.12%	↑ 144.85%	1.9K		\$0.61	taobao.com
<input type="checkbox"/>	10 j	2K 0.12%	↑ 121.73%	74.3K		\$0.26	jtexpress.my
<input type="checkbox"/>	11 thundermatch	2K 0.12%	↓ 20.39%	11.1K		\$0.06	tmt.my
<input type="checkbox"/>	12 aeon online	1.9K 0.12%	↓ 78.4%	16.7K		\$0.16	aeoncredit.com.my
<input type="checkbox"/>	13 grimo malaysia	1.9K 0.12%	↓ 100%	-	N/A	-	shopee.com.my
<input type="checkbox"/>	14 face mask malaysia	1.8K 0.11%	↓ 91.77%	-		-	shopee.com.my
<input type="checkbox"/>	15 the ordinary malaysia	1.8K 0.11%	↑ 65%	19.6K		\$0.3	wynora.com
<input type="checkbox"/>	16 mr diy	1.7K 0.10%	↓ 50.91%	134.7K		\$0.05	mrdiy.com
<input type="checkbox"/>	17 mr diy online	1.7K 0.10%	↓ 69.26%	21.5K		\$0.06	mrdiy.com.my
<input type="checkbox"/>	18 kindle	1.6K 0.10%	↓ 5.23%	9.7K		\$0.09	amazon.com
<input type="checkbox"/>	19 daiso malaysia	1.6K 0.10%	↑ 38.31%	9.5K		\$0.09	daisojapan.com
<input type="checkbox"/>	20 aws console	1.6K 0.09%	↓ 22.97%	2.9K		\$1.61	amazon.com

Build strong display and referral partnerships

Referral sites and a Display Ads strategy are crucial during Ramadan season too. Why? Consumers are looking for deals, but they also know that not every 'deal' is a good bargain for them. They trust 3rd party sites to review and guide them through the jungle of deals during the shopping seasons.

Some of the affiliate and display publisher sites driving the most traffic fell within the 10 top winners of keyword traffic over the Ramadan season in 2020.

Here is your opportunity to generate more traffic to your site. Using referral sites such as deal comparison sites and review sites that can help you win a bigger chunk of the traffic share.

Find your best affiliates by analysing performance statistics of display publishers and referral sites. You can compare relevant sites and identify the biggest traffic providers. This enables you to benchmark against your main competitors for traffic from the significant sites.

The Ramadan marketing games are on, roll up your sleeves!

During the Ramadan season, optimising your digital strategies is more critical. You can only be sure of it is efficiency when you build on reliable data about you and your main competitors' performance.

Understand how different channels work together to drive success. Leverage seasonal market trends and determine how to make consumer behavior work in your favor. Find the best affiliates to partner with, the most successful channels to utilise, and the highest trending keywords in real-time. If you cannot wait to see how you can fine-tune your marketing strategy for this Ramadan season, connect to us for the most-up-to-date data for this year and get the competitive edge you need to blow your competition away.

About MDA

The Malaysian Digital Association (MDA) is a representative body that comprises online publishers, advertising agencies, creative agencies and digital service providers. Founded in 2009, MDA has been instrumental in shaping the Malaysian digital industry and committed to driving it forward with innovative initiatives. Such initiatives include the endorsement of digital measurement partners for the industry, Digital Wednesday events, MDA School, Best Practice Reports, MDA Video Series and d Awards.

For more information about MDA, please visit malaysiandigitalassociation.org.my or contact Zati Azami at the MDA Secretariat at Telephone: +6037660-8535 or zati@macomm.com.my. The MDA office is located at Unit 706, Block B, Pusat Dagangan Phileo Damansara 1, 9 Jalan 16/11 Off Jalan Damansara, 46350 Petaling Jaya, Selangor DE, Malaysia.

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