Reach your best customers and prospects with Mobilewalla's Ramadan Audience Segments

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 modelling methods based on consumers' mobile app usage observed during Ramadan 2020. 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
Food Delivery Patrons	Foodies who frequently use food apps during breaking of fast hours.
Ramadan Shoppers - Online Grocery	Shoppers who frequently use eCommerce, shopping and digital wallet apps for food and groceries. They also consume content on recipes and menu ideas.
Ramadan Shoppers - Beauty & Fashion	Shoppers who frequently use eCommerce, shopping and digital wallet apps for beauty and fashion. They consume content on skin care, make up products, jewellery and clothing trends.
Ramadan Shoppers - Home	Shoppers who frequently use eCommerce, shopping and digital wallet apps for home and furniture. They consume content on home make-over, gardening and tools.
Note: The above are examples and not an exhaustive list.	

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

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