WebEngage
#RETENTIONSIMPLIFIED

Ramadan 2026

Retail & E-commerce Playbook for SEA Teams

How Ramadan Reshapes Shopping Across SEA

Ramadan is one of the few periods where consumer behaviour shifts across the entire region at once.

Daily Routines Shift

Shopping happens in shorter, more intense windows

Multiple Visits

Customers browse often and return multiple times

Later Decisions

Purchases happen later in the day, not immediately

The Ramadan Revenue Opportunity

30-40%

Revenue Uplift During Ramadan

Industry studies show brands see significant growth (Bain & Company)

The Reality

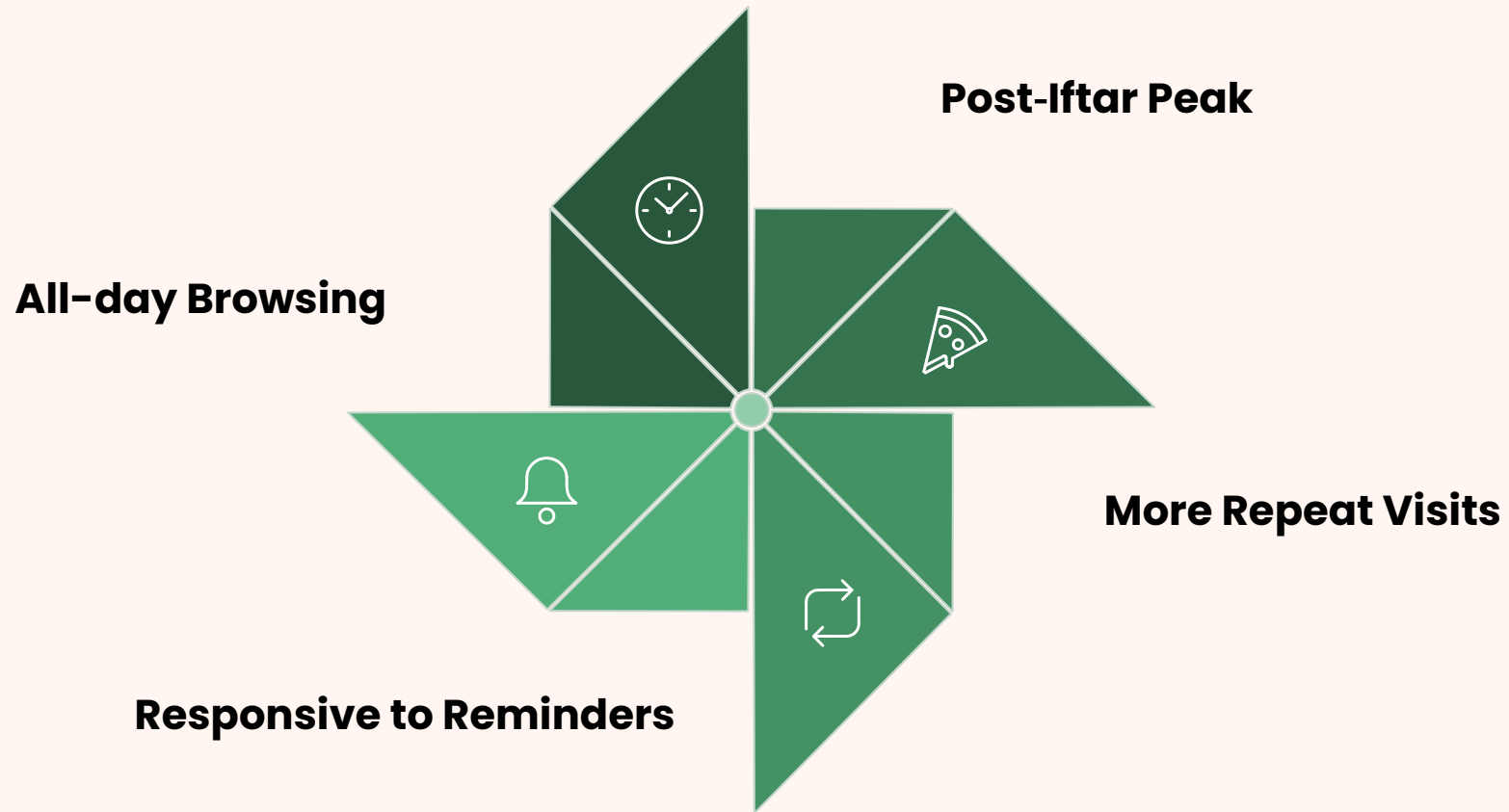**But that uplift is uneven. It doesn't come automatically.**

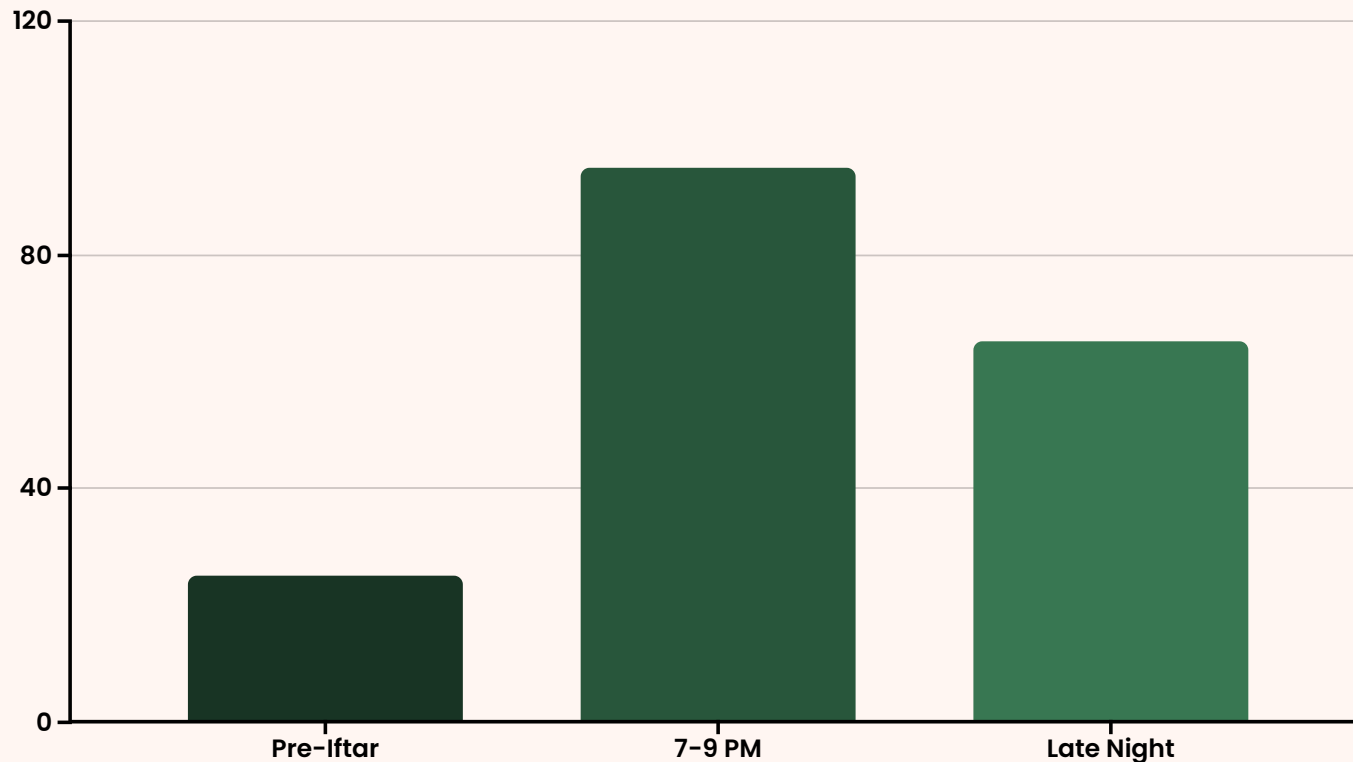| Mistimed Messages	Over-Discounting	Campaign Fatigue	Missed Intent

How Consumer Behaviour Shifts During Ramadan

Post-Iftar Peak

All-day Browsing

More Repeat Visits

Responsive to Reminders

Ramadan doesn't reduce demand; it redistributes it. Timing and relevance matter more than volume.

The Post-Iftar Shopping Window

120

80

40

0

| Pre-Iftar | 7–9 PM | Late Night |

Peak shopping activity consistently observed **between 7–9 PM post-iftar**, when families break fast and browse online.

Late-night engagement often continues beyond this window, especially on mobile.

The Core Execution Problem

Ramadan campaigns fail not from lack of ideas, but from poor execution at scale.

1 Building dozens of segments quickly

2 Adjusting send times as routines shift

3 Personalising offers across large catalogues

4 Coordinating Email, WhatsApp, and Push together

5 Launching and monitoring many campaigns at once

How Do I Segment Customers Without Spending Weeks on It?

A typical retail database may contain millions of users.
Ramadan planning requires segments such as:

First-time buyers

Cart abandoners

High-AOV customers

Discount-sensitive shoppers

Evening browsers

MANUAL SEGMENTATION

30-60 MINUTES PER SEGMENT

AUTOMATED APPROACH

00:00:05

SECONDS

SIMULTANEOUS CREATION OF MULTIPLE SEGMENTS

Natural Language Segments

> 🗒️ *"Users who browsed abayas in the last 7 days, added to cart but didn't buy, prefer WhatsApp, and are active between 7–9 PM."*

> 🗒️ **Time impact:** 30–60 minutes → seconds per segment

Segments created in seconds and update automatically.

∞ **Never**	👤 **Ever**	⇧ **Growing**
★ **Core**	⚠️ **At-Risk**	

How Do I Send the Right Message When Everyone's Schedule Changes?

Daytime Engagement

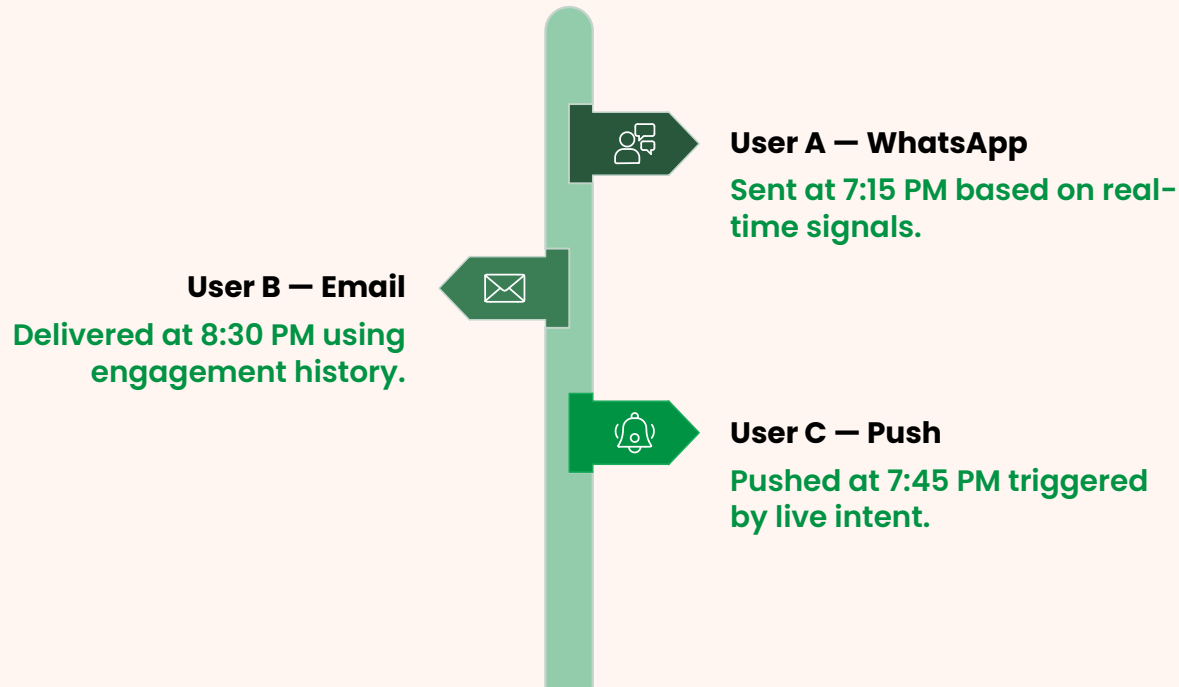**Drops significantly**

Evening Engagement

Rises sharply

Channel Preference

Varies by user

Sending messages during standard business hours results in low response rates. Choosing the wrong channel wastes the touchpoint.

Best Time & Channel

User A — WhatsApp
Sent at 7:15 PM based on real-time signals.

User B — Email
Delivered at 8:30 PM using engagement history.

User C — Push
Pushed at 7:45 PM triggered by live intent.

Real-Time Optimization

Evaluates historical engagement to determine when to send and which channel to use.

Decisions made in real time, allowing messages to respond to live browsing or intent signals.
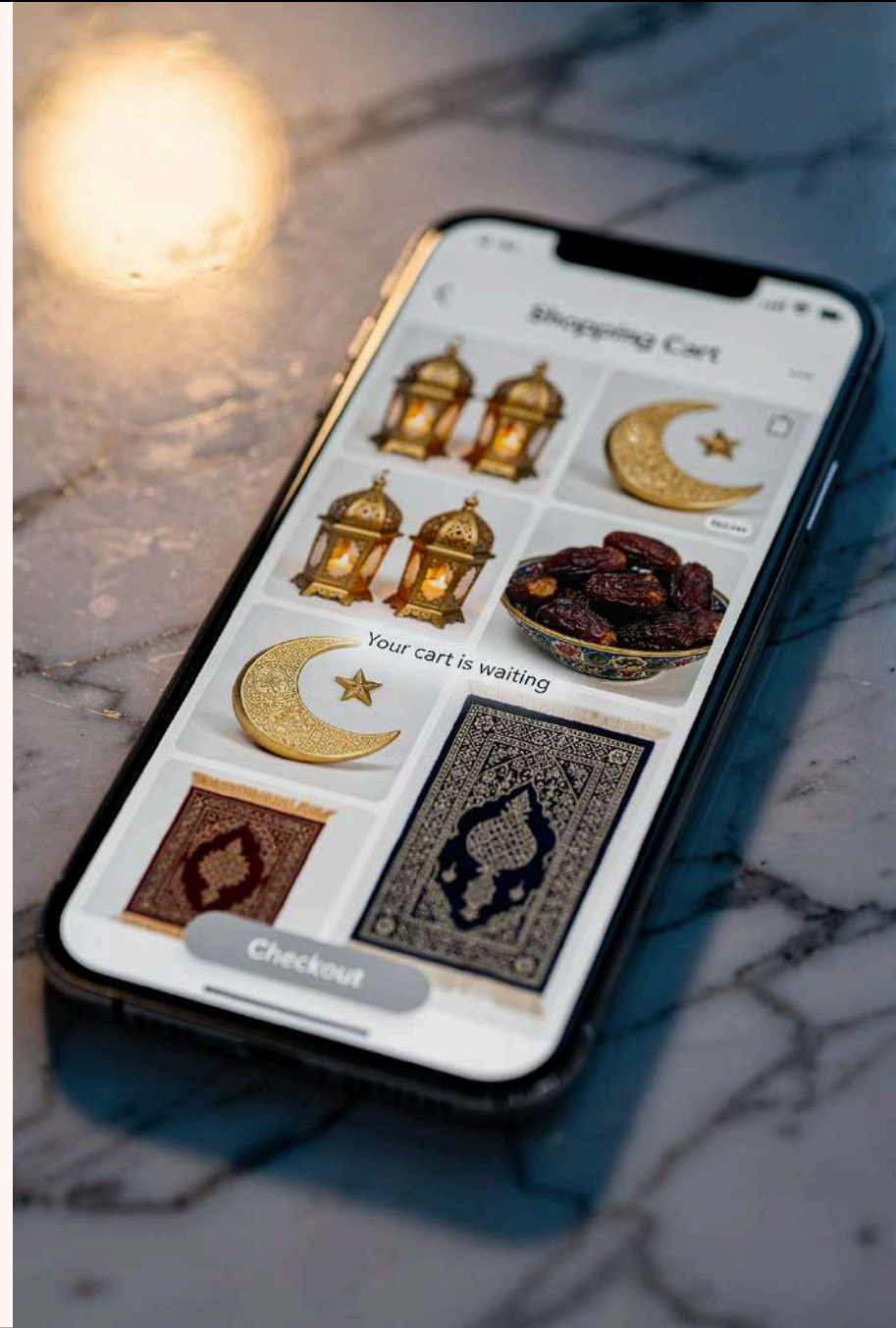
Result: Messages arrive when users are actually engaged.

How Do I Reduce Cart Abandonment When Volumes Spike?

Cart abandonment increases during Ramadan because users browse whilst fasting and purchases are deferred.

Generic reminders feel irrelevant. Single-touch recovery messages underperform.

Custom Recommendations

Personalise recovery messages using:

- Cart contents
- Browsing behaviour
- Size and price preferences
- Brand affinity

Journey Path Optimiser continuously tests different sequences and applies the highest-converting path automatically.

Short-Delay Reminder

Exact cart items

Evening Follow-Up

Post-iftar timing

Catalogue Message

Relevant alternatives

How Do I Decide Who Gets Discounts and Who Doesn't?

During Ramadan, many brands default to blanket discounts. This drives volume but erodes margins.

Some customers would convert with little or no incentive, but manually identifying them is difficult.

Custom Derived Attributes

Calculate signals such as:

Brand Affinity
Cultivating loyalty in frequent buyers.

Purchase Frequency
Identifying repeat buying patterns.

Discount Sensitivity
Analysing customer response to offers.

Targeted Discounting
Initial offers to a broad audience.

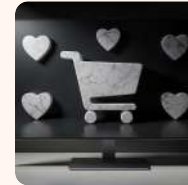**Discounting becomes targeted rather than universal.**

How Do I Personalise Recommendations Across a Large Catalogue?

Generic "**You may also like**" recommendations rarely convert. Shoppers expect relevance tied to their behaviour and context.

This becomes harder with tens of thousands of SKUs.

Browsing & Consideration

Cart & Wishlist Intent

Post-Purchase Upsell

How Do I Launch Campaigns Fast Enough During Ramadan?

Ramadan requires continuous iteration:

Pre-Ramadan teasers

Iftar-hour pushes

Gifting campaigns

Eid urgency

1

Magic Campaigns

Automate journey creation: channels, timing, content, test variants

2

Content Copilot

Culturally appropriate messaging, creative generation, deliverability checks

Campaign setup shifts from hours to minutes.

Real-Time Performance Visibility

With dozens of campaigns running simultaneously, waiting days for analysis limits optimisation.

Smart Campaign Insights

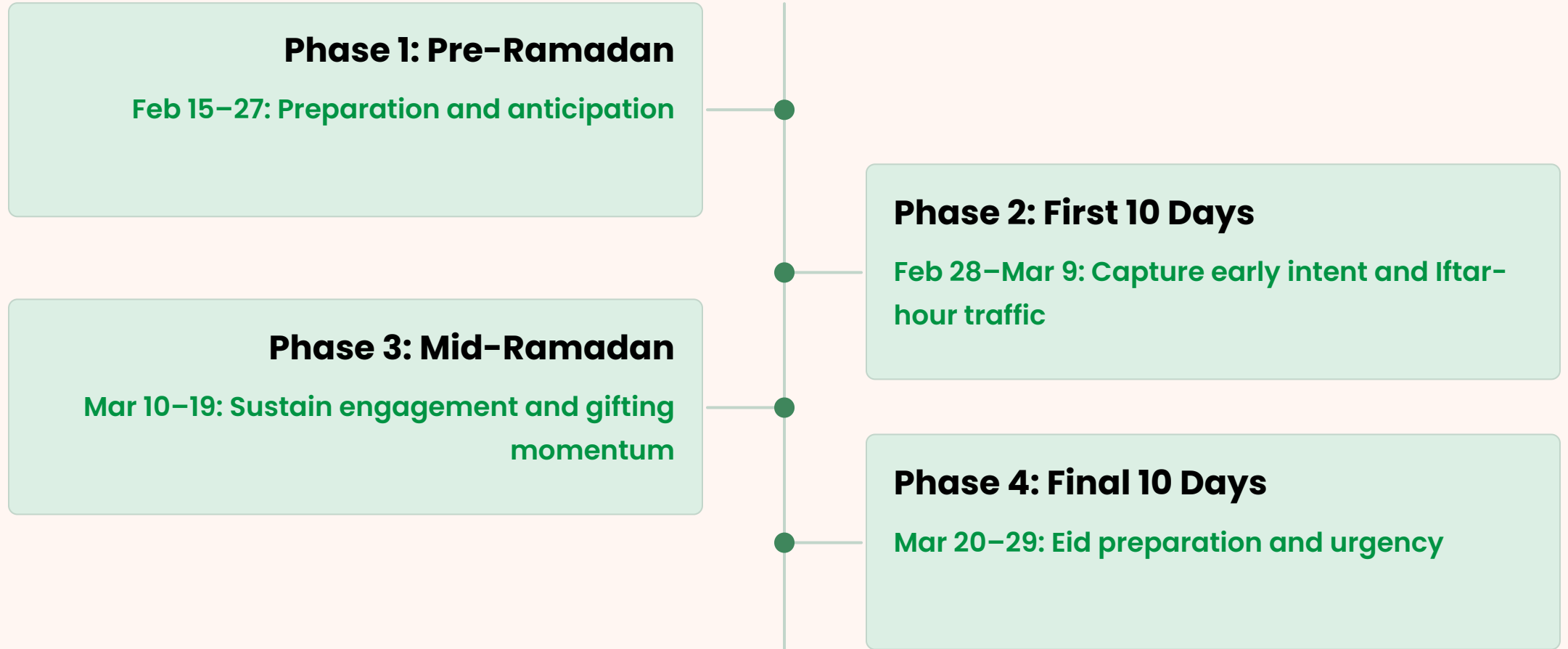Key performance drivers and conversion bottlenecks

Smart Funnel Insights

Channel and timing effectiveness

Content X Audience

Which messaging works for which audience types

The 4-Phase Ramadan Execution Framework

Phase 1: Pre-Ramadan

Feb 15–27: Preparation and anticipation

Phase 2: First 10 Days

Feb 28–Mar 9: Capture early intent and Iftar-hour traffic

Phase 3: Mid-Ramadan

Mar 10–19: Sustain engagement and gifting momentum

Phase 4: Final 10 Days

Mar 20–29: Eid preparation and urgency

Closing Thought

> Ramadan rewards brands that move with customer behaviour.

Clear segmentation, adaptive timing, relevant recommendations, and controlled frequency create consistency in a month where routines constantly shift.

Preparation and responsiveness make the difference.

Let's build your Ramadan 2026 execution roadmap.

Connect with our SEA team to discuss your strategy.

Supritha Murthy

supritha.murthy@webengage.com

Amar Saripudin

amar.saripudin@webengage.com

Fahmi Mubarak

fahmi.mubarak@webengage.com