



LOTAME DATA EXCHANGE

World's Largest 2nd and 3rd Party Data Marketplace

RAMADAN DATA SEGMENTS APAC

Ramadan is the ninth month of the Islamic calendar, observed by Muslims worldwide as a month of fasting, prayer, reflection and community. This year, Ramadan 2020 will begin on 23rd April and end on the 23rd May. Lotame has captured granular data from a variety of different data providers to create high quality behavioral and intent Ramadan segments to support all of your audience targeting needs during this time.



SAMPLE RAMADAN AUDIENCES FOR APAC REGIONS

BEHAVIORAL	ID	MY	SG	HK	TH	PH
Ramadan	6 MM	2.2 MM	2.4 MM	670 K	1.2 MM	1.9 MM
Gifting	5.4 MM	1.1 MM	1.1 MM	600 K	1.7 MM	1.3 MM
Philanthropy & Charity	1 MM	450 K	710 K	460 K	880 K	800 K
Home Renovators / Improvement	16 MM	7 MM	7 MM	2.4 MM	3 MM	7 MM
Recipes & Cooking	56.1 MM	15.4 MM	11.5 MM	6.2 MM	11.4 MM	13.5 MM
Middle Eastern Cuisine	5.3 MM	580 K	1.8 MM	600 K	950 K	930 K

INTENT	ID	MY	SG	HK	TH	PH
Consumer Electronics	17 MM	5.2 MM	4 MM	3 MM	4.6 MM	6.4 MM
Sweet & Dry Fruits	4.3 MM	1.1 MM	1.2 MM	650 K	1 MM	1.1 MM
Online Shopping	23.3 MM	9.2 MM	6.4 MM	4 MM	6.6 MM	7.2 MM

The Lotame Data Exchange (LDX) provides instant access to 1 billion APAC users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of Lotame's third-party data.

Interested in Lotame Ramadan data segments? Contact us at APACDataRFP@lotame.com