



# LOTAME DATA EXCHANGE

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

## RAMADAN DATA SEGMENTS MENA

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 Ramadan segments to support all of your audience targeting needs during this time.

Gain instant access to behavioral, intent and location based data to ensure that the right message is hitting the right audiences.



## SAMPLE RAMADAN AUDIENCES FOR MENA (MIDDLE EAST & NORTH AFRICA) AND GCC\* (GULF COOPERATION COUNCIL) REGIONS:

### Behavioral

	MENA	GCC
Ramadan	7MM	3 MM
Gifting	6 MM	2 MM
Philanthropy & Charity	2 MM	1 MM
Home Renovators / Improvement	12 MM	5 MM
Recipes & Cooking	43 MM	15.4 MM
Middle Eastern Cuisine	14.5 MM	5.6 MM

### Intent

	MENA	GCC
Consumer Electronics	18 MM	10 MM
Sweet & Dry Fruits	13 MM	9 MM
Online Shopping Intent	24.5 MM	8.5 MM

\*\*GCC: United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia.

The Lotame Data Exchange (LDX) provides instant access to billions of global 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 [datasales@lotame.com](mailto:datasales@lotame.com)