

The 2026 Ramadan Marketing Guide

Tested Strategies to Convert
Peak-Season Demand



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Every Tap Counts

The Ramadan season is when a marketer's strength is really tested. Traffic spikes, prices swing, and attention becomes a limited-edition item.

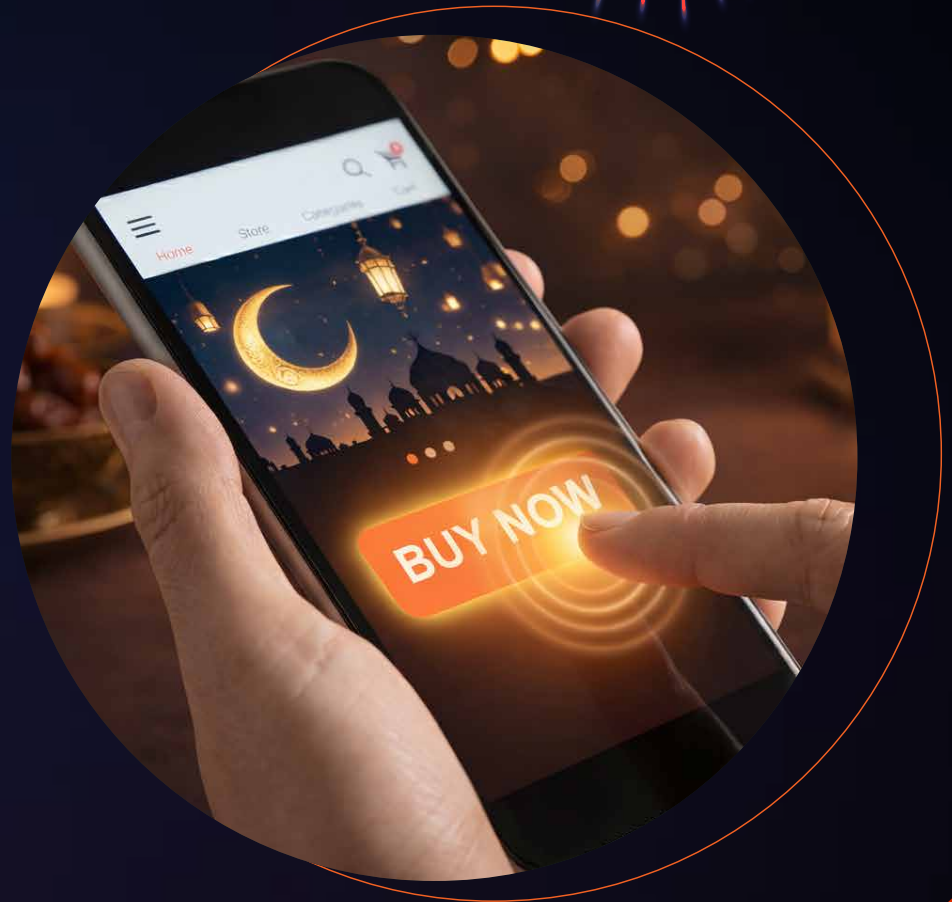
Customers don't see the chaos behind the curtain. They just expect clarity, good value, and speed. They want what they want, and they want it now.

This playbook helps you win those moments without burning out your teams or your customers. It's built around three simple moves:

Engage → Convert → Retain.

Think of them as a rhythm, not a checklist. Wake intent. Close cleanly. Bring the next order sooner.

You don't need big budgets or loud campaigns, just timing, clarity, and a plan that works when the pressure's on.



1

The Ramadan Season: Full of Promise – and Pitfalls

The Ramadan season isn't just about more people shopping; it's about everyone shopping at once. Prices change by the hour, carts fill and vanish, and inboxes turn into mini-malls.

A few numbers tell the story why it's a Goldmine

- **Millions of people** spend online on Ramadan –half of it from phone
- **Conversion rates double** on peak days. Urgency really does sell.
- Over **50%** of online holiday sales happen in the final two weeks of the season, meaning last-minute urgency drives volume.

But it can also be a Landmine

- **~70%** of carts are abandoned. The intent's hot; the hand-off isn't.
- **59%** of promotions lose money. Yet last year saw record holiday discounting – average markdowns neared **30%**, pushing profit margins to their lowest in years.
- Ad costs rise by nearly **140%** during festive peaks, turning every click into a costlier bet.

So yes, it's a goldmine – but only if you know when and how to dig. Your audience is impatient, informed, and mostly on mobile. They'll wait for the right signal – a price drop, a size restock, a delivery promise – and act the moment it appears. This season rewards marketers who listen faster, not those who shout louder.



2

Framework Time...

While we understand that marketers have enough frameworks as it is, this one's definitely worth holding on to.



Engage



Convert



Retain

This isn't a theory. It's a rhythm.

When everything's peaking – traffic, tension, caffeine – these three steps bring calm to the chaos.

- **Engage** wakes intent before it slips away.
- **Convert** makes every click count without shouting louder.
- **Retain** keeps the next order closer than the last.

It's how you turn festive frenzy into flow.

Simple. Grounded. Built for real people with real targets and real dashboards on fire.



3

Meet Your Ramadan 2026 Shoppers

Every shopper looks different during the holidays, but most fit into three familiar types. Meet Jay, Maya, and Owen. Together, they represent a major share of festive shopping behavior you'll see this season.



Omar
The Deal Hunter

He lives for price drops, flash sales, and “only-2-left” alerts. Shopping is a game, and winning means getting the best deal. He doesn’t buy into hype; he buys into proof, clear savings, and visible value.



Zara
The Quality-first Buyer

She doesn’t chase discounts but looks for quality. She compares reviews, cross-checks products, and takes her time. Marketing that builds trust through detail and clarity earns her confidence (and the sale).



Faisal
The Loyal Regular

He’s the returning customer who expects early access, small perks, and a bit of recognition. He doesn’t need discounts; he needs to feel remembered.

Each one reacts to different cues – price for Jay, timing for Maya, recognition for Owen – but all expect the same thing: instant clarity, especially on mobile.

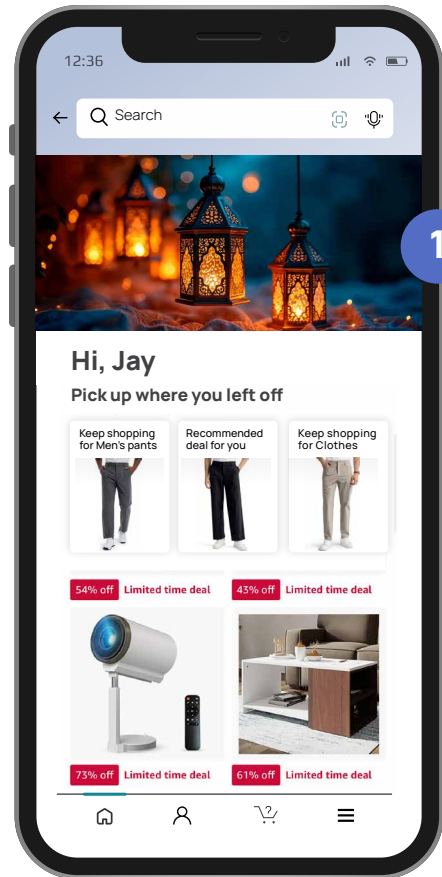
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Engage: Wake Intent in Time

The festive rush doesn't reward louder brands; it rewards the ones that feel personal. "Engage" is about recognising intent early and making shoppers feel like the store already knows them.

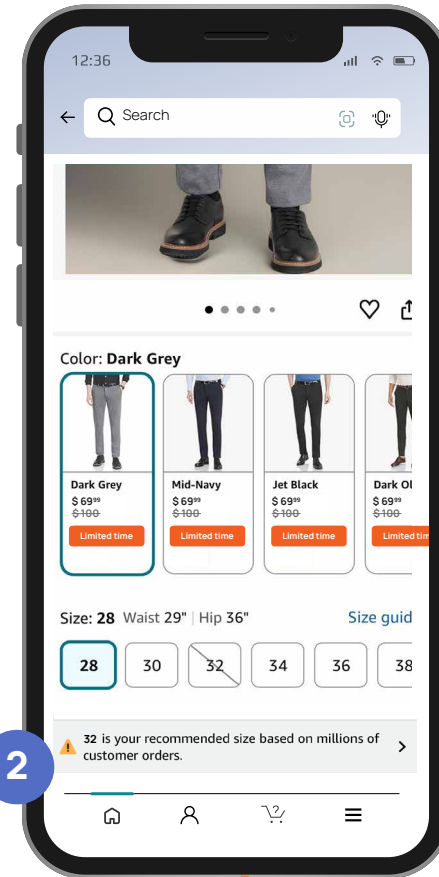


Omar,
The Deal Hunter



1 Ramadan week

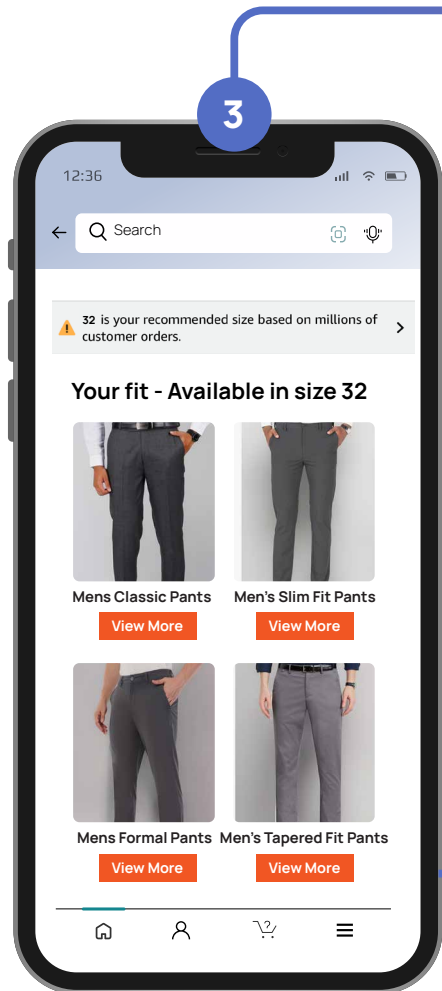
Jay opens your app and sees "Pick up where you left off."



2

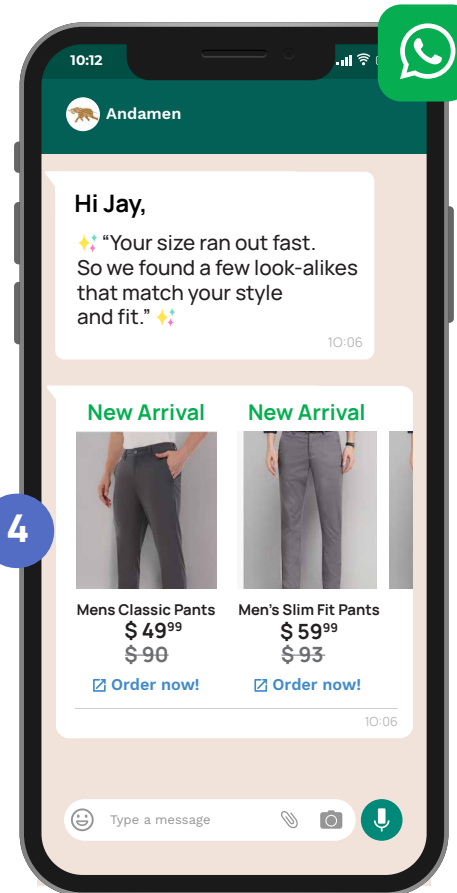
The pants he viewed last time are right there — one tagged Only 2 left.

He taps the grey one. Size 32 is out.



Below, a “Similar Styles” rail appears – same color, same cut.

He smirks. “At least someone knows what I’m looking for,” he thinks, scrolling through the list. Before closing the app, he clicks Notify me when it’s back.



The next day, his phone buzzes with a WhatsApp alert:

Inside, there’s a banner offering an extra 10% off and a carousel of near-identical picks.

He taps one in another color; the product page opens with his size already selected – the offer applied.

“Alright, that’s smart,” he mutters, adding it to cart.

That’s personalization in motion – the right message, for the right product, at the right time.

5

Personalization Plays That Work

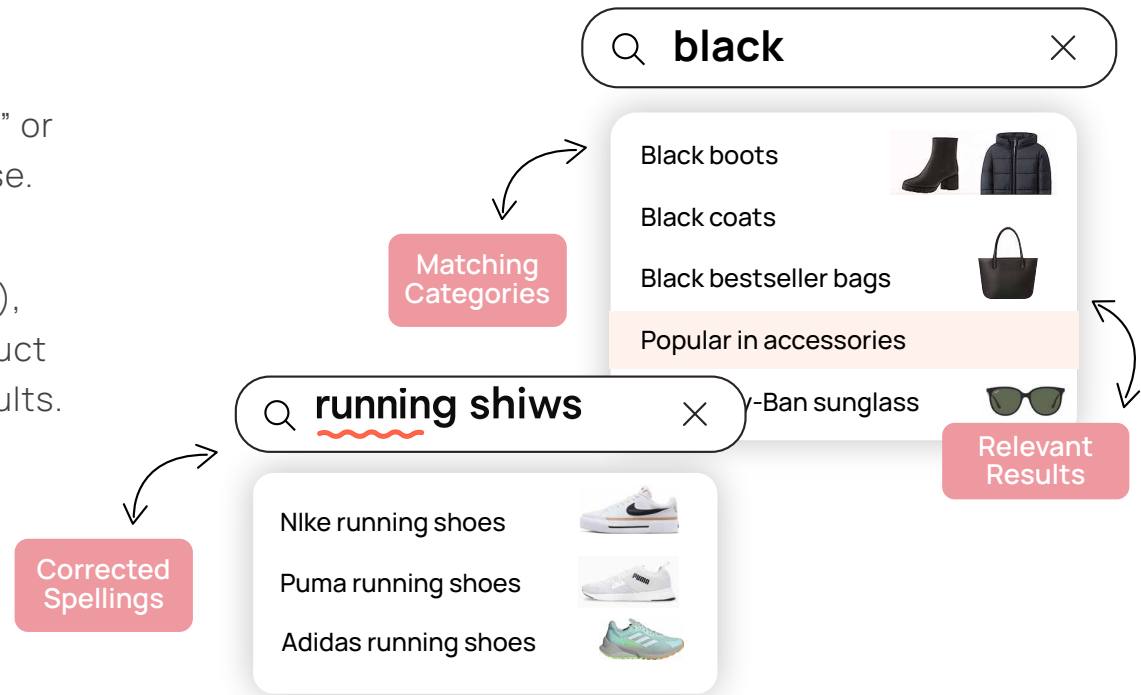
The best festive campaigns don't start from scratch; they start from memory. Here's what separates smart personalization from spam:

1. Dynamic Home & Search Experiences

- Show returning visitors a “Recently Viewed” or “You May Also Like” rail before anything else.
- Use **behavioral data** (views, saves, carts), **product metadata** (price, stock, category), **predictive + affinity data** (preferred product category, likely to buy) to show search results.

2. Triggered Communication

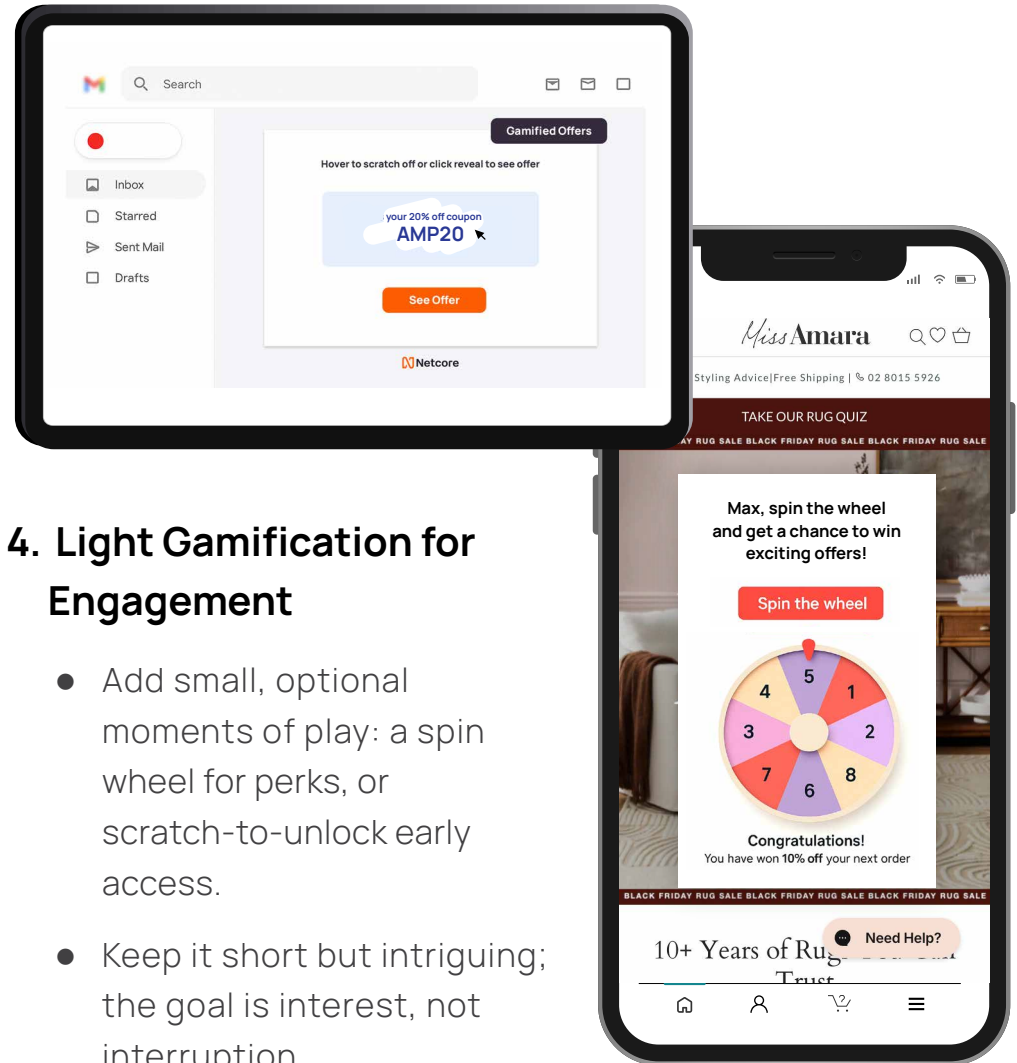
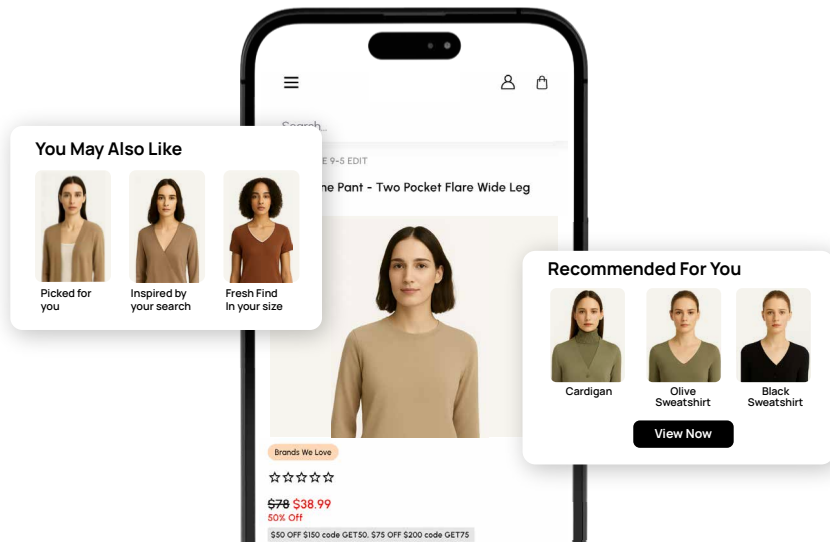
- Set up **event-based triggers**: back-in-stock, price-drop, low-stock alerts.
- Keep messages short, specific, and actionable. Example: “Your size is back – see it now.”



Autosuggest with Spell-checks

3. Adaptive Recommendations

- Use **AI-driven recommendation engines** to populate “Similar Items” and “Complete the Look” modules.
- Prioritize recency, availability and affinity to avoid recommending out-of-stock or generic product feed.

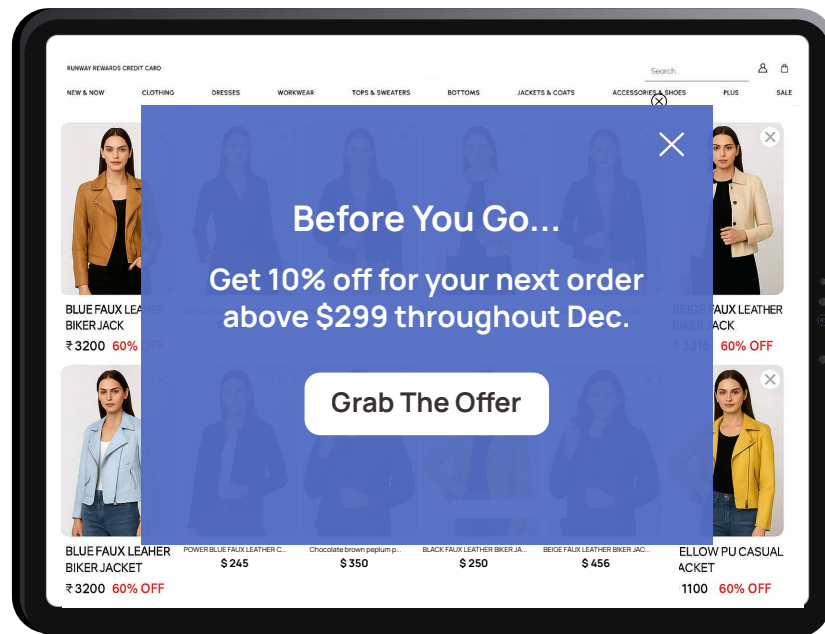


4. Light Gamification for Engagement

- Add small, optional moments of play: a spin wheel for perks, or scratch-to-unlock early access.
- Keep it short but intriguing; the goal is interest, not interruption.

5. Exit-Intent Capture

- When users are about to drop off, offer a one-tap “Save for Later”, “You might also be interested in” and “Before you go: Get Free Delivery on next order” exit intent pop-up.
- Avoid pop-up overload; one clean save button is enough.



How
You Know
It's
Working

- **Search-to-PDP Conversion Rate** ↑
- **CRM Revenue Contribution** ↑
- **Recommendation Conversion Rate** ↑
- **Engaged Session Rate** ↑
- **Wishlist Additions** ↑
- **Channel Conversion Rate** ↑

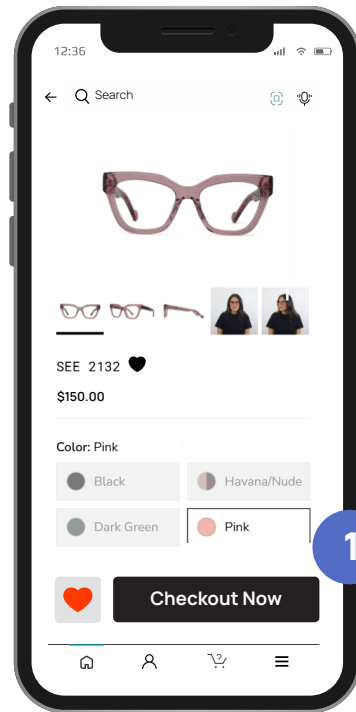
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Convert: Finish Cleanly

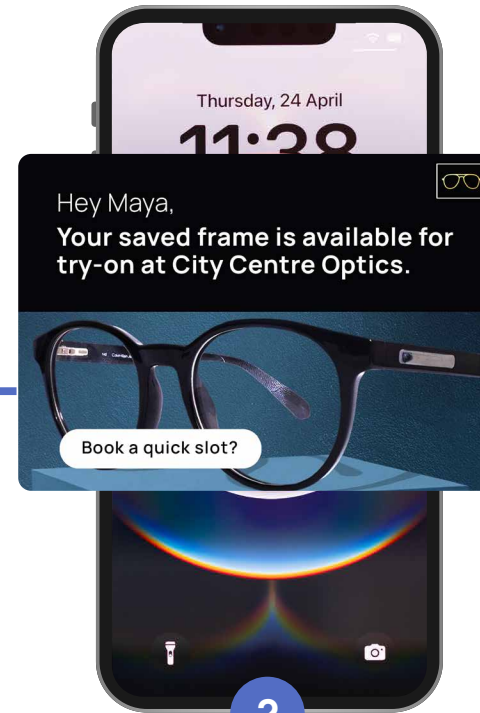
The festive window is when attention turns into intent – and intent turns into action only if the path is simple. **Conversion isn't about convincing; it's about removing friction.**



Zara,
The Quality-first Buyer



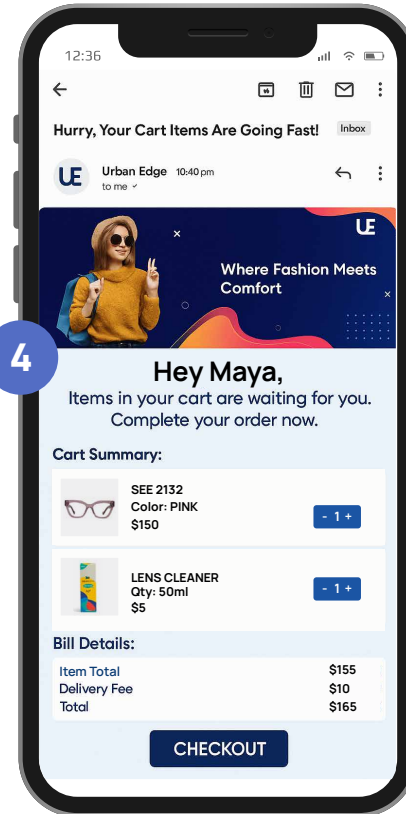
She spots a pair of handcrafted eyeglasses online, sleek and minimal, but hesitates to buy it online. She saves the style and moves on.



The next morning, she gets a message: **“Your saved frame is available for try-on at City Centre Optics. Book a quick slot?”** She books it.



At the store, the optician already knows the frame she liked. She tries it on, feels the craftsmanship, but decides to think it over.



That evening, an email lands: “Your try-on is saved – view your selected frame and complete the fit online.”

Her preferences and measurements sync instantly; checkout takes seconds.

That’s how conversion happens when every channel speaks the same language, not through offers, but through assurance.

7

Conversion Plays That Work

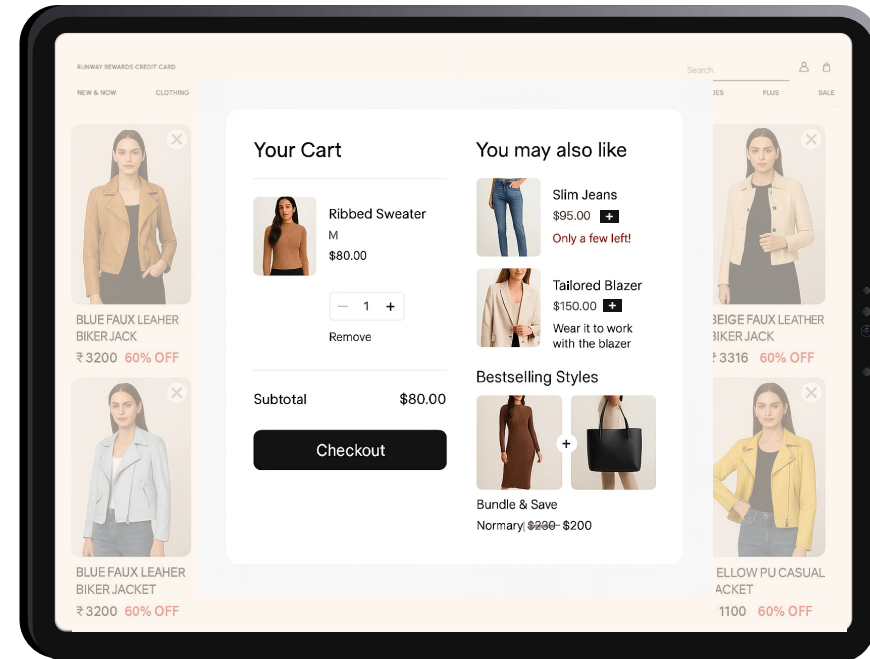
Smart festive marketing isn't about hype; it's about coordination.

1. Personalized Nurture Journeys

- Use agentic orchestration to tailor channel, timing, and content to each buyer.
- Build a 3-4 step drip sequence that continues the conversation – guiding Maya from interest to purchase.

2. Low-Friction Add-Ons

- Offer small, relevant extras – gift wrap, care kits, complementary items – right on the PDP or cart.
- Keep it one tap. Don't make people rethink their purchase.

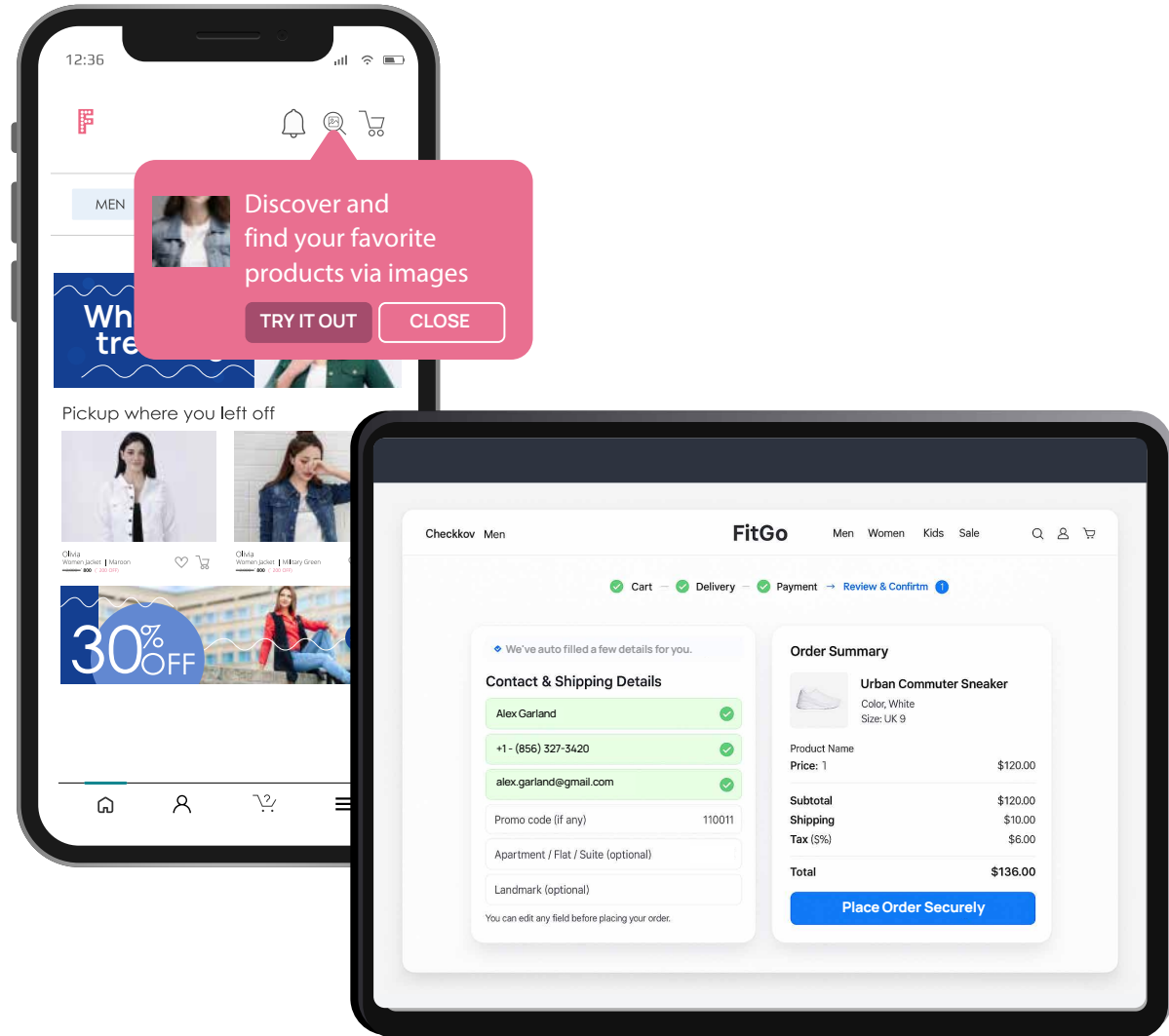


3. Contextual Nudges

- Trigger short, event-based reminders when shoppers pause close to checkout: price change, low stock, or abandoned cart.
- Deep link them back to the exact variant or cart.

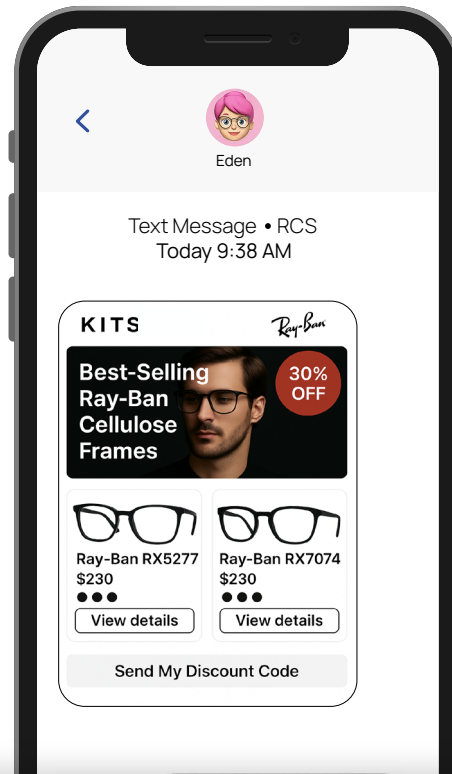
4. Optimised Checkout Flow

- Design checkout for mobile first – visible digital wallets, auto-filled details, and one-page completion.
- Every extra field costs conversions.



5. Inbox Commerce

- Let shoppers browse and buy right inside email, RCS, WhatsApp – no redirects, no extra steps. Turn messages into mini storefronts with tappable product cards and one-tap checkout.
- Keep it light and fast; one clean path from scroll to sale is all you need.



How
You Know
It's
Working

- PDP-to-Checkout Rate ↑
- Checkout Conversion Rate ↑
- Abandoned Cart Recovery Rate ↑
- Attach Rate ↑
- Average Order Value (AOV) ↑
- Mobile Conversion Rate ↑

Pro Tips for Timing

- Send reminders a few hours before cutoffs, not all day.
- Match channel to context – push for app-active, email for dormant, SMS/WhatsApp for urgent.
- Never double-stack channels; one well-timed message beats three.

When checkout feels effortless and reminders land at the right moment, you've nailed conversion.

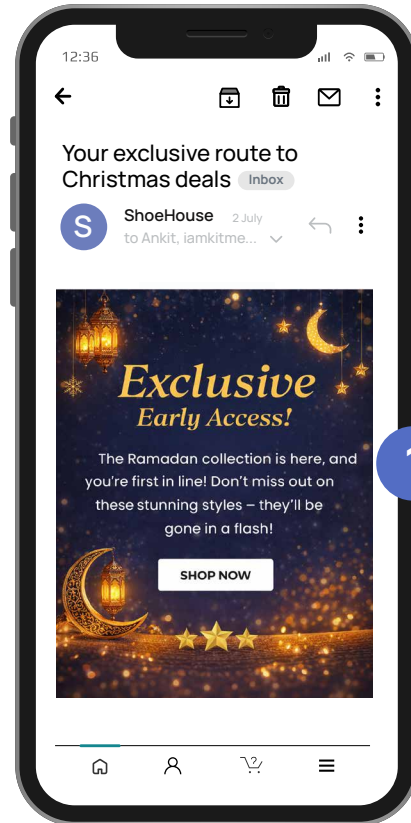
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Retain: Bring the Next Order Sooner

Winning a customer once is luck. Winning them twice means your experience worked. Retention isn't about discounts; it's about showing up with relevance when it actually matters.

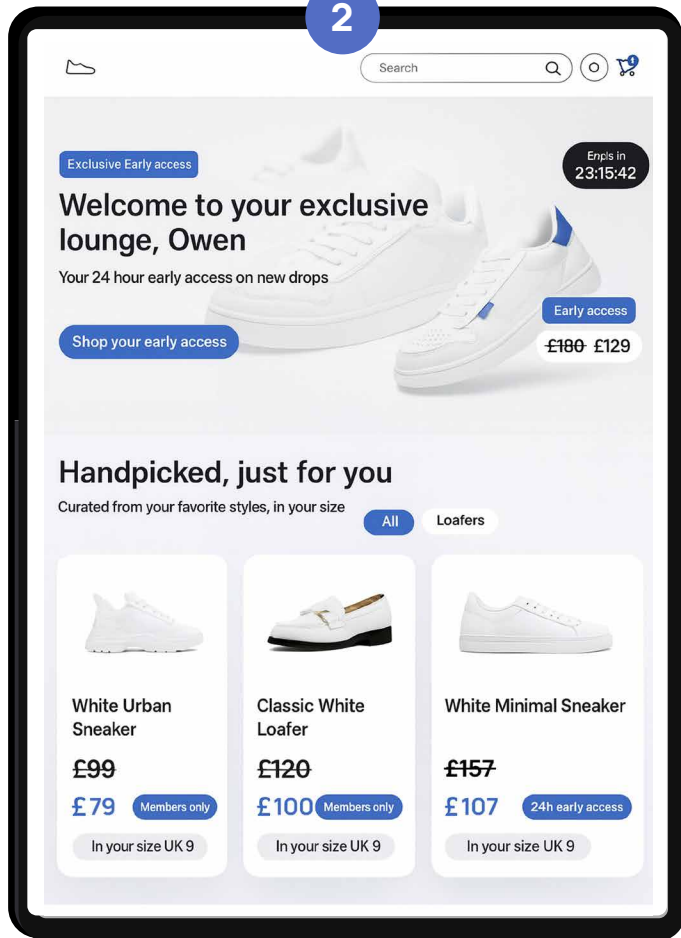


Faisal,
The Loyal Regular



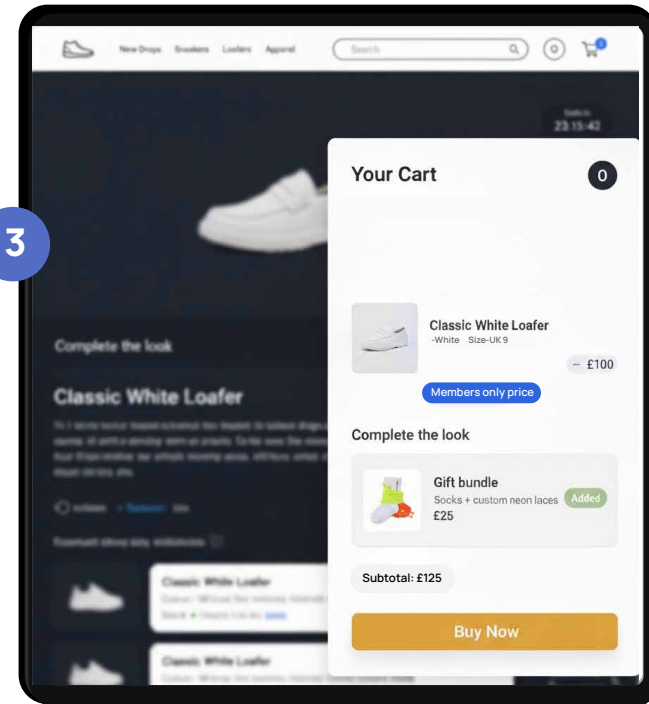
Ramadan,
early access morning.

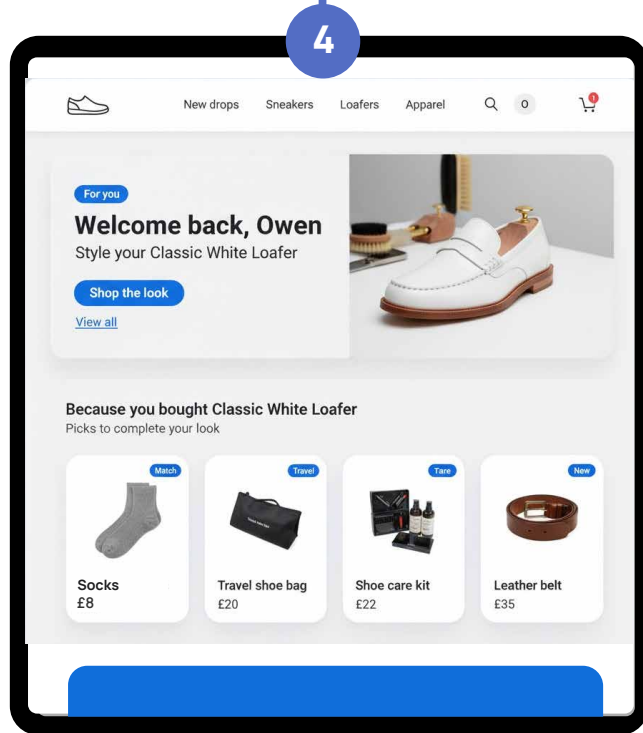
Faisal gets an email
that says, "Your early
access is live."



He opens the app – there’s a banner waiting for him with three products in his usual size.

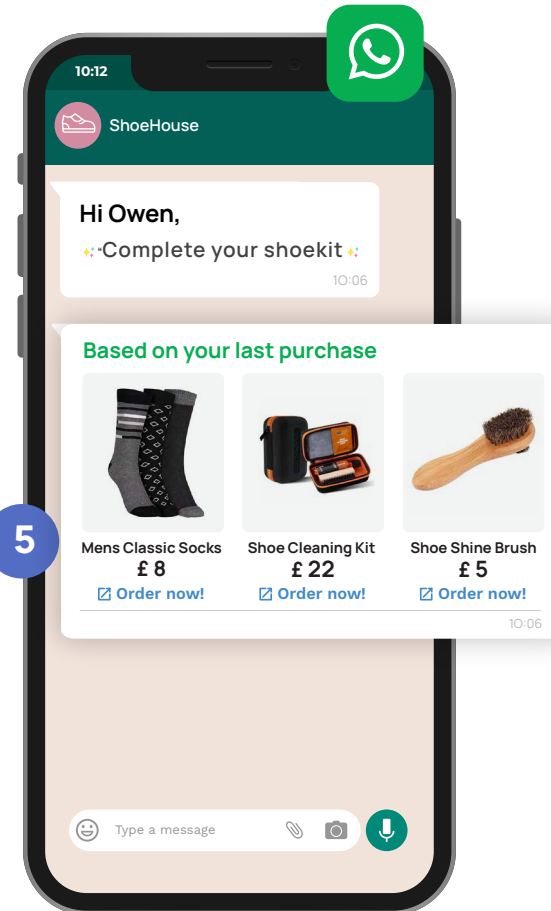
He buys a pair of shoes and adds the “Gift Bundle” add-on in one tap.





4

A few days later, his home feed reads “Because you bought...” with matching accessories.



5

The next week, he gets a short WhatsApp message for items complementing his last purchase - when his second purchase propensity is high.

Two taps later, he placed another order.

That's retention done right – helpful, timely, and personal.

9

Retention Plays That Work

Retention starts the moment an order is delivered. The goal: make coming back the easiest decision they'll make all season.

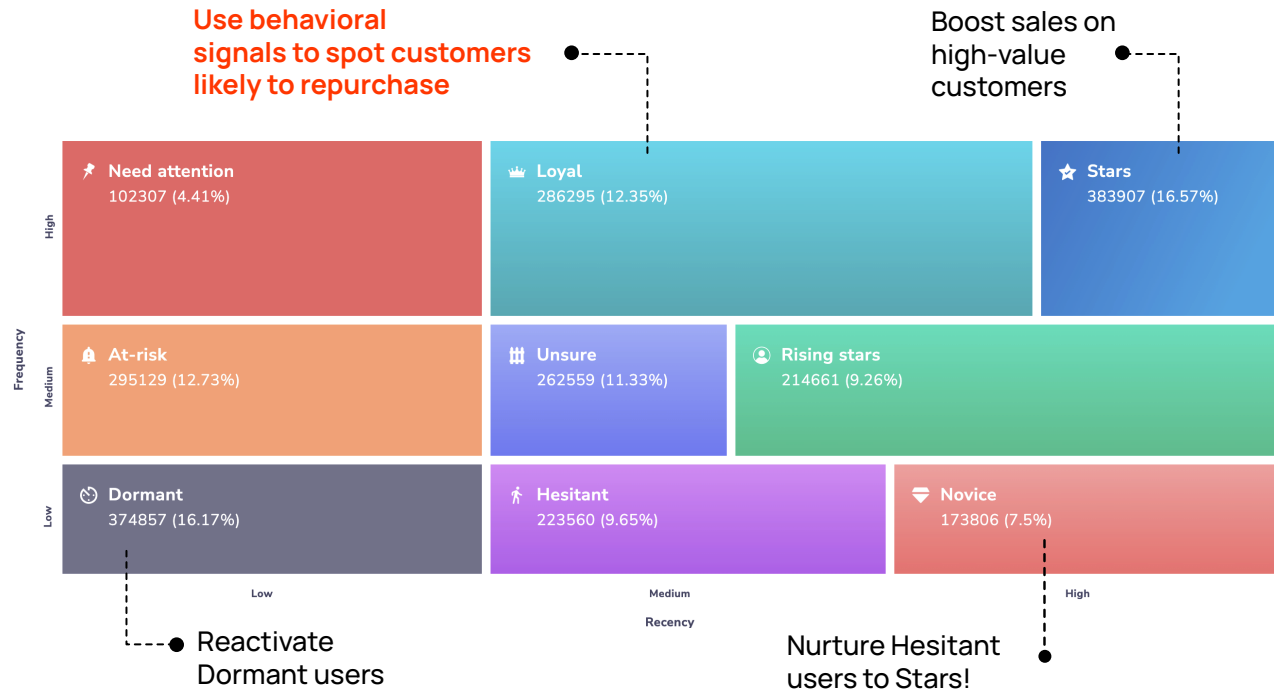
1. Post-Purchase Journeys

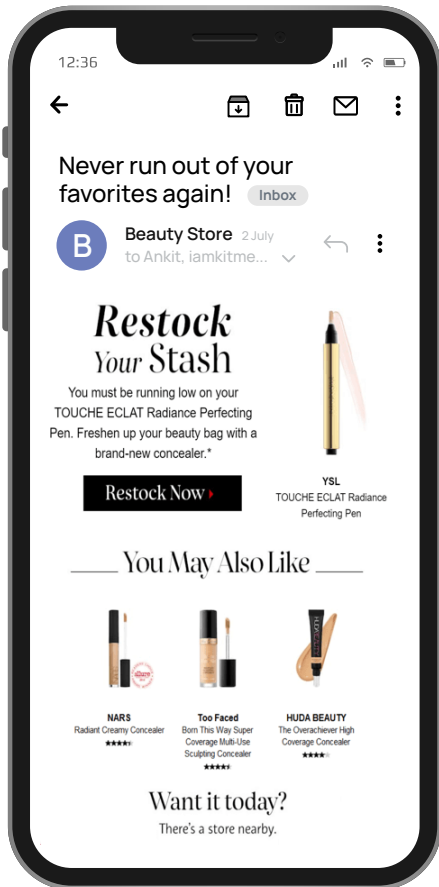
- Send quick setup or how-to content right after delivery.
- Replace “thank you for your order” with value-driven follow-ups.

2. Predictive Re-Engagement

- Use behavioral data (time since last purchase, category frequency, responsiveness) to predict who's likely to buy again.
- Send one contextual nudge before they disappear.

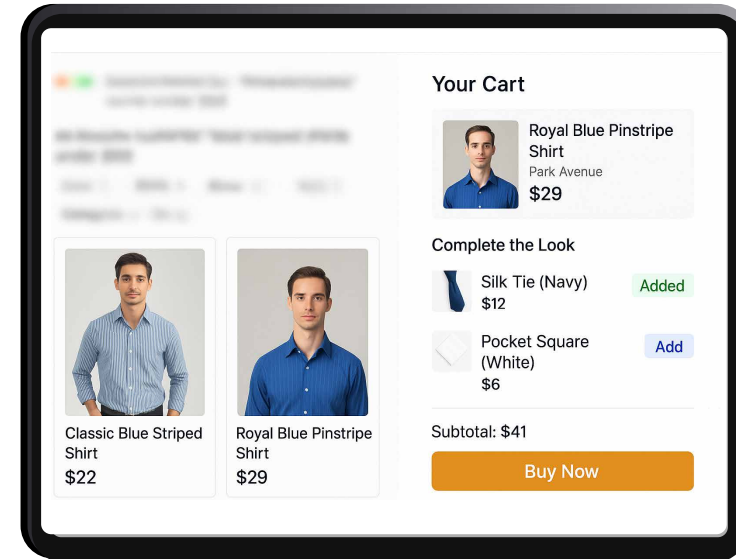
RFM Based Predictive Segment





3. Timed Refill & Reorder Prompts

- Map realistic reorder cycles by category – beauty, fitness, grocery, fashion.
- Schedule reminders based on usage cadence, not campaign calendars.

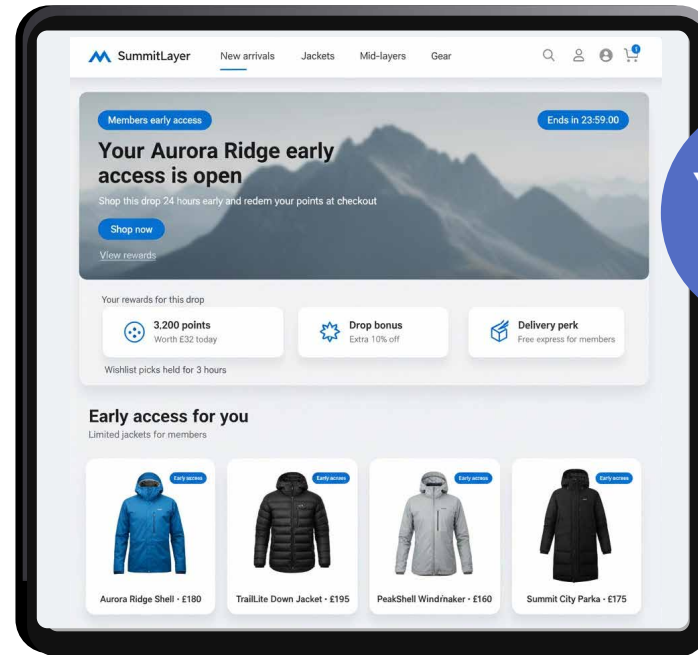


4. Contextual Cross-Sell

- Recommend products that naturally follow what they already bought. Example: “Make it a full set? Add matching jacket for 20% off.”
- Don't overload PDPs – one relevant add-on beats five random ones.

5. Early Access & Loyalty Windows

- Give high-value segments short early access to new or limited collections.
- Let wishlists act as soft reservations – the size they saved, held for a few hours.



How You Know It's Working

- Post-Purchase Engagement and Repeat Visit Rate ↑
- Time-to-Second-Order ↑
- Repeat Purchase Rate ↑
- Churn-Risk Conversion and Reactivation Rate ↑
- Average Order Value on Repeat ↑
- VIP and Wishlist Conversion Rate ↑

Retention Tactics That Build Trust

- Space out touchpoints; over-messaging kills repeat behavior.
- Use channel-based frequency caps – fewer nudges, better timing
- Keep every follow-up useful first, promotional second.

When buyers start returning out of habit, not offers, your retention strategy is doing its job.

10

The Engine Behind It All

Now that you have the strategy and framework, the real challenge begins – too much data, too little time, and a customer who moves faster than the campaign calendar.

That's where Netcore steps in. Its Agentic AI and marketing stack take over the heavy lifting, helping brands listen, act, and learn in real time.

Knowing Who to Talk To

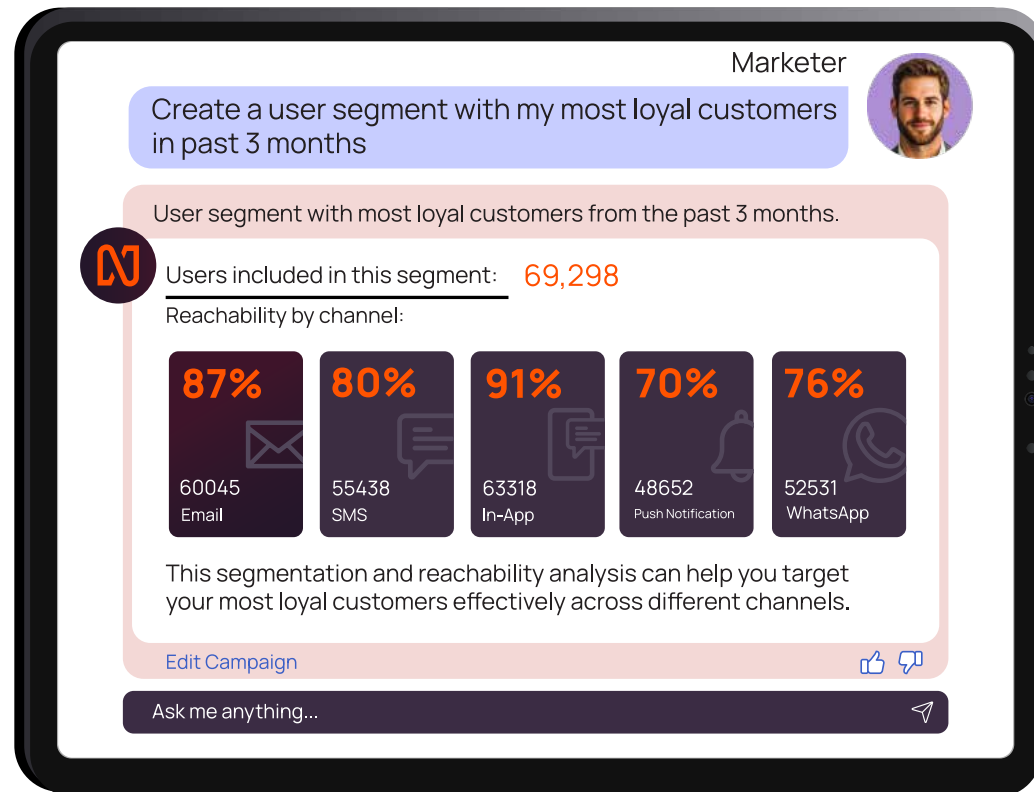
You can't personalize if you don't know who you're talking to.

Segment Agent builds live, evolving audiences – not static lists.

It groups shoppers by behavior and intent: the deal-hunters, gifters, loyal regulars. Affinity, RFM, and propensity models ensure every message feels relevant, not random.

What it solves: Scattershot targeting and wasted sends.

What you see: Higher engagement rates and repeat conversions.



Finding What They Want

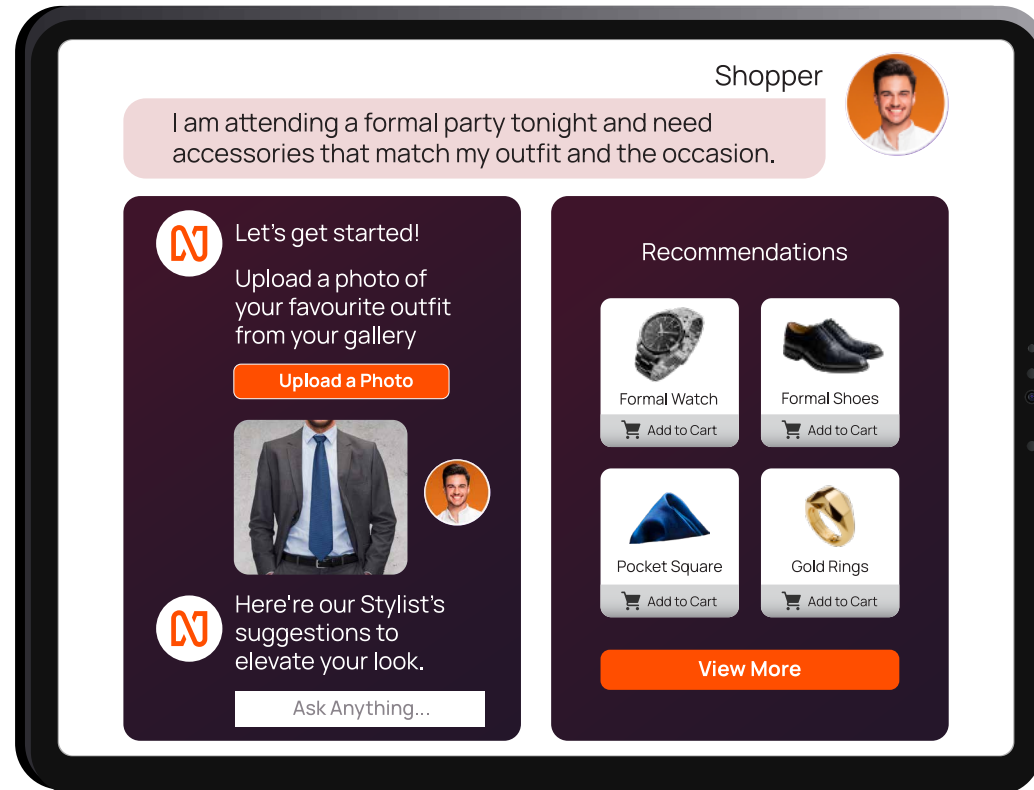
Festive shoppers don't browse — they search.

Shopping Agent makes sure they find what they meant, not just what they typed.

It powers AI-led search, personalized recommendations, and inbox commerce (Interactive AMP Email + RCS + WhatsApp) so discovery feels natural, and buying feels close.

What it solves: Search drop-offs, empty results, dead ends.

What you see: Faster product discovery and higher PDP-to-checkout rates.



Knowing What's Working

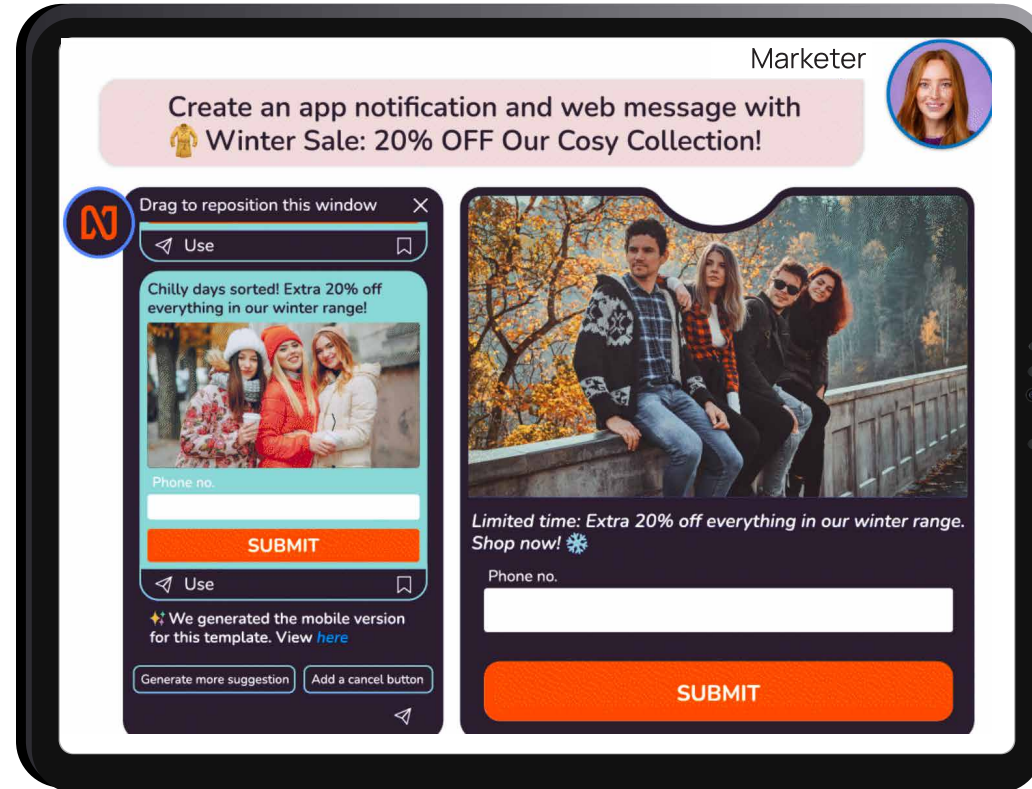
When timing's tight, words matter.

Content Agent crafts short, channel-ready copy – emails, pushes, web nudges – matched to the shopper and moment.

It learns what works, so every message sounds personal and lands better.

What it solves: Generic campaigns and creative delays.

What you see: Faster go-lives and higher CTRs.



Knowing What's Working

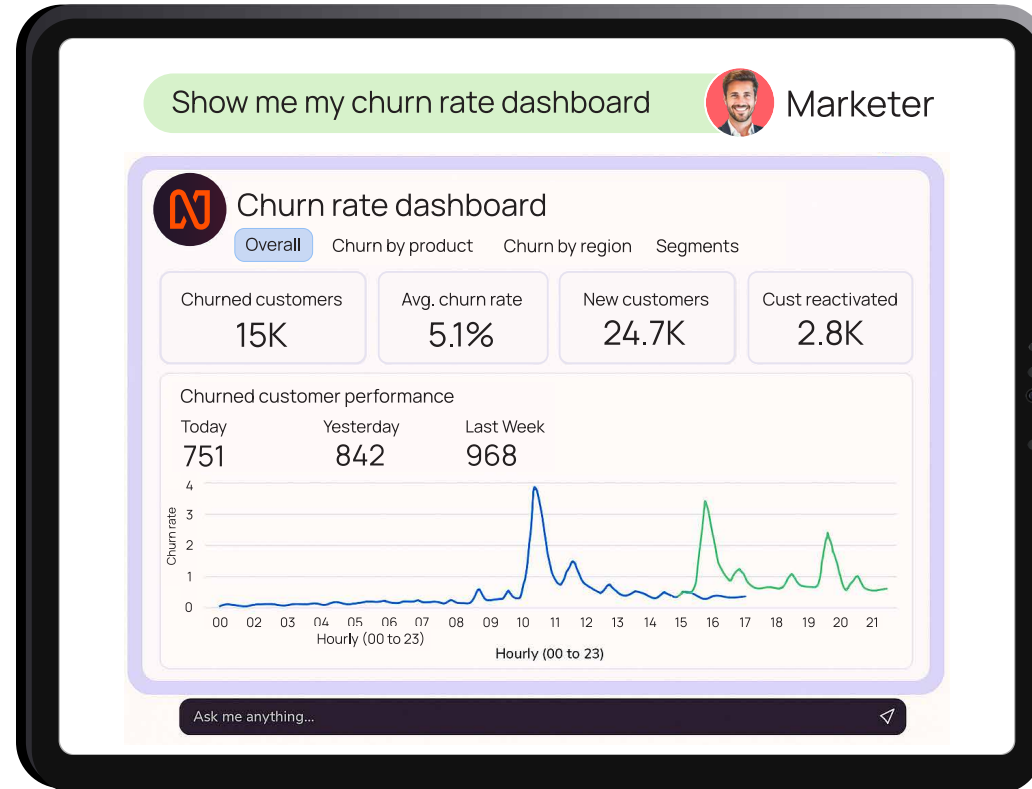
Every marketer wants answers without another dashboard.

Insights Agent highlights what changed, what's working, and what to do next – automatically.

It spots drop-offs, churn risks, and winning journeys before they become trends.

What it solves: Data overload and guesswork.

What you see: Quicker decisions, better ROI.



All Connected by One Unified Stack

These agents sit inside Netcore's full-stack marketing engine – not as separate tools, but as a coordinated system that powers:



Personalized Web & App Engagement: Gamified web nudges, adaptive banners, guided walkthroughs.



Journey Automation: Real-time triggers across email, push, SMS, and WhatsApp



Omnichannel Inbox Commerce: Shoppable experiences inside messages.



Governance & Control: Frequency caps, Trust Layer, Brand Guardrails and Central KPI governance baked in.

Each capability feeds into the agentic loop:



11

Quick Start: Go Live in 7 Days

You don't need a six-month roadmap to make festive marketing work. Start small, wire the essentials, and let automation do the rest.

Day 1 – Set the Signals

Connect core events: viewed, saved, added to cart, price drop, restock, order placed.

Make sure every event carries size, color, and price: the small stuff drives big results.

Day 2 – Make Arrivals Familiar

Add “Pick up where you left off” and “Recently Viewed” rails.

Tune search for typos and synonyms. Add simple chips like Back in stock or Price dropped.

Day 3 – Wake Intent

Enable size-back and price-drop triggers.

Send short, single-action messages. Use interactive channels like email and WhatsApp to keep people browsing inside the message.

Day 4 – Finish Cleanly

Show order-by promises on PDPs.

Enable one cutoff-aware reminder and one relevant add-on. Keep checkout to one page.

Day 5 – Go Live, Then Read the Numbers

Launch in order: Engage → Convert → Retain.

Hold a short weekly readout with just three metrics per pillar – and one decision to improve next week.

Day 5 – Bring Them Back

Send setup or care tips post-delivery.

Prep refill reminders and wishlist holds for repeat buyers.

Day 6 – Test the Guardrails

Check message frequency, quiet hours, and approval flows.

Nothing kills trust faster than spam during the holidays.



About Netcore

One platform

Multiple Channels

25+ years

6500+ Global Brands

Netcore, a global MarTech leader, empowers B2C brands to craft distinctive digital journeys through innovative acquisition, engagement, and retention solutions. Established in 1997 by Rajesh Jain, a visionary in the internet domain, Netcore pioneered AI/ML-driven marketing automation. Today, Netcore continues revolutionizing consumer interactions for marketing and product teams worldwide.

We champion 'Intelligent Customer Experience' for brands, facilitating seamless, personalized interactions across digital channels. As part of its continued innovation, Netcore has engineered Agentic AI—a first-of-its-kind collective of intelligent agents that think, decide, and execute like expert marketers. Anticipating the shift toward intelligent

automation early, Netcore has spent the last two years building Agentic AI to deliver autonomous personalization, campaign intelligence, and profitable growth at scale with unmatched efficiency.

In 2025, Netcore Cloud won the Google Cloud Business Applications Partner of the Year Award for Emerging Industry. Additionally, we secured 200+ badges and have been recognized as Leaders in 22 categories in G2's Spring 2025 report.

Headquartered in Mumbai, India, with offices throughout Southeast Asia, Europe, Africa, and the Americas, Netcore serves over 6,500 clients across 40 countries, delivering over 2 billion experiences every day - including 1 billion emails and 1.6 billion push notifications.



Brands that Trust Us



**Stay in touch with
your customers throughout
their lifecycle**



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