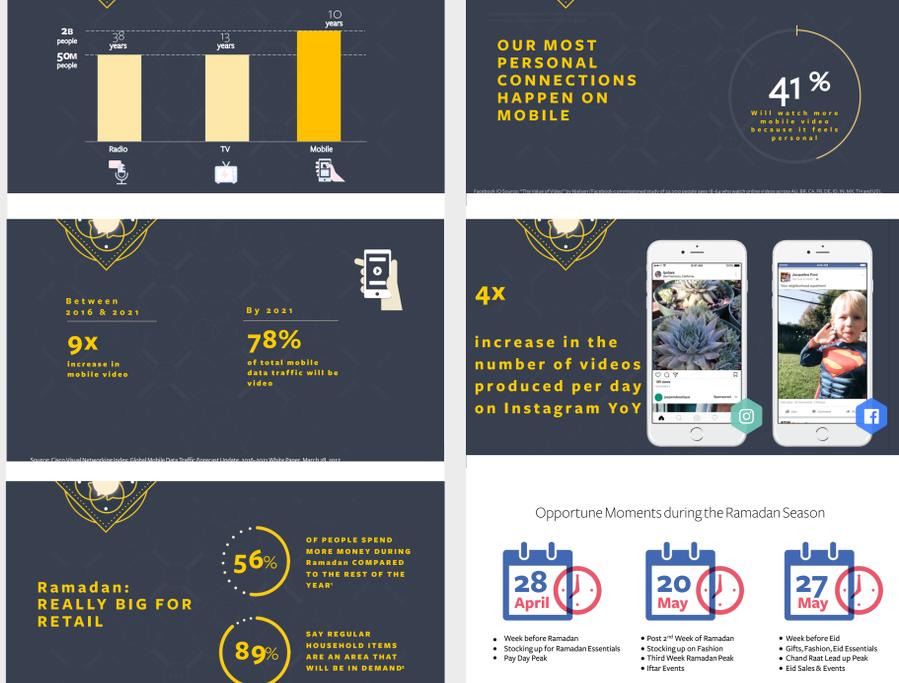


Introduction

This month, East River was able to collect interesting campaign insights that our partners can benefit from. These insights can also be integrated & incorporated into your Ramadan plans to make them stand out. These stats were shared by our partners at Google & Facebook, with the intention of helping us achieve our targets for the month. Moreover, based on these insights, we can devise a way further into the year to literally raise the digital marketing bar even higher! Our top priority is to help you create brand awareness, earn ROI and establish brand recall so we're good for the rest of 2019.

In a span of a few weeks, these target points will achieve estimated numbers and even more!

Facebook Stats:



Google Stats:

Celebrating Ramzan & Eid ul-Fitr in Pakistan

160 million Pakistanis in metro areas	Build Awareness	Grow Consideration & Interest	Drive Actions
PKR 4.2 billion Total media spent on Ramzan last year	Bumper ads TrueView for reach Reservation 15s Masthead	TrueView instream TrueView discovery	TrueView for action
370,000 minutes Total ad exposure on TV during Ramzan	Seasonal searches, e.g. "Eid ul-fitr fashion, iftar recipe searches"	Product and Category Searches	Branded Searches
	Zero Second Videos Carousel Ads	Discovery Ad campaigns	Automation Smart Campaigns Dynamic Ads
	Native Ads Parallax	Audio ads Flipbook	Data-Driven Creative

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What we learned

As you'll see with other social networks, mid-week is the peak period on Facebook. The middle of each weekday, from morning to mid-afternoon, are safe times to post, meaning engagement remains consistent throughout these blocks of time.



While people frequently check in throughout the middle of the day to see what's going on, the peak times are around lunch breaks. When people have more time to scroll through their Facebook feeds and dig into interesting posts, engagement rises correspondingly.

On the other hand, late night and early evening along with weekend days bring in relatively low engagement. While people may check in or post a few updates from weekend activities in the middle of the day on Saturday, these times aren't your best bet for reaching audiences.

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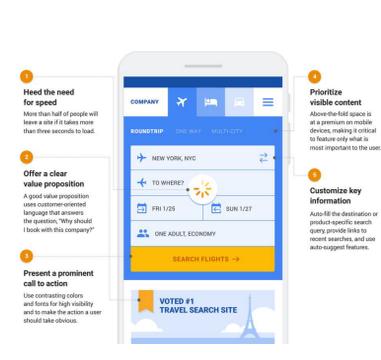
Video tests & Experiments

Unskippable Labs partners with brands to review about 1,000 video ads each month, and has run over 250 experiments globally to put some analytical rigor behind those gut instincts.

Watch Jones explain his team's four-pronged approach to video ad experimentation and find out how your brand can start to experiment too.

[CLICK TO VIEW VIDEO](#)

5 principles of effective travel landing pages for mobile



Now is the time to align your organization around these best practices. A recent study shows that people who have a negative experience on mobile are 62% less likely to purchase from that brand in the future than if they have a positive experience. Remember that anything travelers expect to accomplish online should be just as easy to accomplish on mobile devices.

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Instagram Is the New Mall

The platform is allowing influencers to sell things to users directly through their posts.



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78% of holiday shoppers who visited a store turned to online search before going into a store.

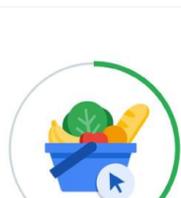
Think with Google

Source: Google/Ipsos, U.S., Omnichannel Holiday Study, Holiday Shoppers who visited a store in the past 48 hours n=1204, Nov. 2017–Jan. 2018.

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Start now to shape new behaviors

While most grocery shoppers aren't buying online yet, they are shopping online. Today over 50% of offline grocery sales are influenced by digital, and 43% of CPG shoppers said they used search to become inspired, browse, or research in their most recent shopping journey. As grocery planning moves online, grocers have an opportunity to provide shoppers with tools and information that influence the products they explore and the decisions they make.



↑50% of offline grocery sales are influenced by digital.

Think with Google

Source: Deloitte, U.S., "The Grocery Digital Divide," 2017.

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