TikTok

Ramadan 2026

2026 Playbook

Agenda

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02 Solutions for success

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01

The Ramadan Opportunity on TikTok

Ramadan is full of discovery, creativity, and connection, and your brand belongs in the conversation shaping the moment.

Let’s explore the opportunity on TikTok.

A Season of Connection and Discovery

In the lead-up to Ramadan, people come to TikTok to **connect, create, and seek inspiration.**

From Iftar recipes to outfit ideas, décor, and special offers, it's where inspiration drives action and **brands turn engagement into real growth.**

→ **TikTok is the go-to destination for Ramadan discovery:** Here, attention turns into action.

Among video entertainment and digital media apps, **TikTok is the mobile platform where people spend the most time during Ramadan.**[1] As engagement peaks, users turn to TikTok to **connect, discover, and make purchase decisions.**

2x

users watch videos on TikTok more often than on other platforms during Ramadan.[2]

43%

discover new Ramadan-related content on TikTok, making it the **#1 platform inspiring people to shop during Ramadan.**[2]

1.2x

Users discover the best deals for Ramadan on TikTok 1.2x more than on other platforms.[2]

This highlights TikTok's unique role during Ramadan as the place where discovery meets action. For brands, it's the moment to reach highly engaged audiences, showcase products in culturally relevant ways, and drive measurable results through creative campaigns.

For your brand, this is the moment to be part of the stories people care about. Show up authentically, engage with the community, and turn inspiration into impact.

([1]) App Annie Ramadan 2025 – MENA (Only covers mobile devices)
([2]) TikTok Marketing Science MENA, TikTok Ramadan & Eid Research Project, Conducted by IPSOS 2025

When Inspiration Turns into Action

On TikTok, shopping intent builds early, gaining momentum in the weeks before Ramadan as people discover, compare, and plan what to buy.

For brands, it's a powerful window to connect with audiences and **influence decisions that drive real growth.**

People start planning their Ramadan purchases **up to 3 weeks before** the month begins.[1]

60%

of users bought a product after seeing Ramadan TikTok content.[1]

72%

of users spend more than budgeted.[1]

Online inspiration translates into offline impact for Ramadan. In fact...

1 in 2

users are driven to explore or purchase physically in-store.[1]

The takeaway?

Ramadan on TikTok is a window of opportunity, where creativity meets intent and audiences are ready to act.

Don't miss your chance to show up early, stay visible, and turn attention into lasting growth

[1] Source: TikTok Marketing Science MENA, Ramadan & Eid Research Project 2025

02

TikTok Solutions to Drive Success

Our solutions make it easier than ever for your business to reach your audience at the right time, and drive measurable impact.

Getting started

Before you launch your Ramadan campaigns, set the stage for success.

Our solutions are designed to **help your brand reach the right audience and turn engagement into real results.** And the first step is making sure your foundations are strong.

By connecting your TikTok Pixel or Events API, you'll share key website or app actions directly with TikTok Ads Manager, helping you unlock s**marter targeting, sharper optimization, and stronger conversions.**

How Pixel can help your brand:

- Measure traffic on your website.
- Measure ad campaign performance.
- Optimize your campaigns to find new customers.

TikTok Events API creates a **seamless, reliable connection between your marketing data and TikTok, across web, app, and even offline channels like stores or CRMs.**

It gives you control over the data you share, enabling **custom measurement, deeper optimization and stronger conversion tracking** for your campaign.

TikTok Tip:

For best performance, integrate both **Events API** and **Pixel:** they work hand in hand to supercharge your Ramadan campaigns.

Level up your campaigns with Smart+

Ramadan is a season of high competition and **Smart+ helps your brand keep up and stand out.** Let Smart+ do the heavy lifting while you focus on how to set your business apart.

With AI-powered automation, Smart+ builds, tests, and optimizes campaigns in the background, **helping you reach the right audience faster.**

Why Smart+?

Return on investment: Find new customers faster and build high performing campaigns with machine learning and predictive AI.

Return on effort: Smart+ automatically creates and removes ad groups and manages ads in the backend based on best practices and your objectives, saving you time.

Return on creative: Optimize existing creative or start fresh using your product catalog or TikTok's AI-powered generation to create new assets and preview them before they're live.

How does Smart+ Automation work?

Set up your campaign: Choose your set-up with a simple one-page flow.

Smart+ creates multiple ad groups in the backend: based on your campaign parameters.

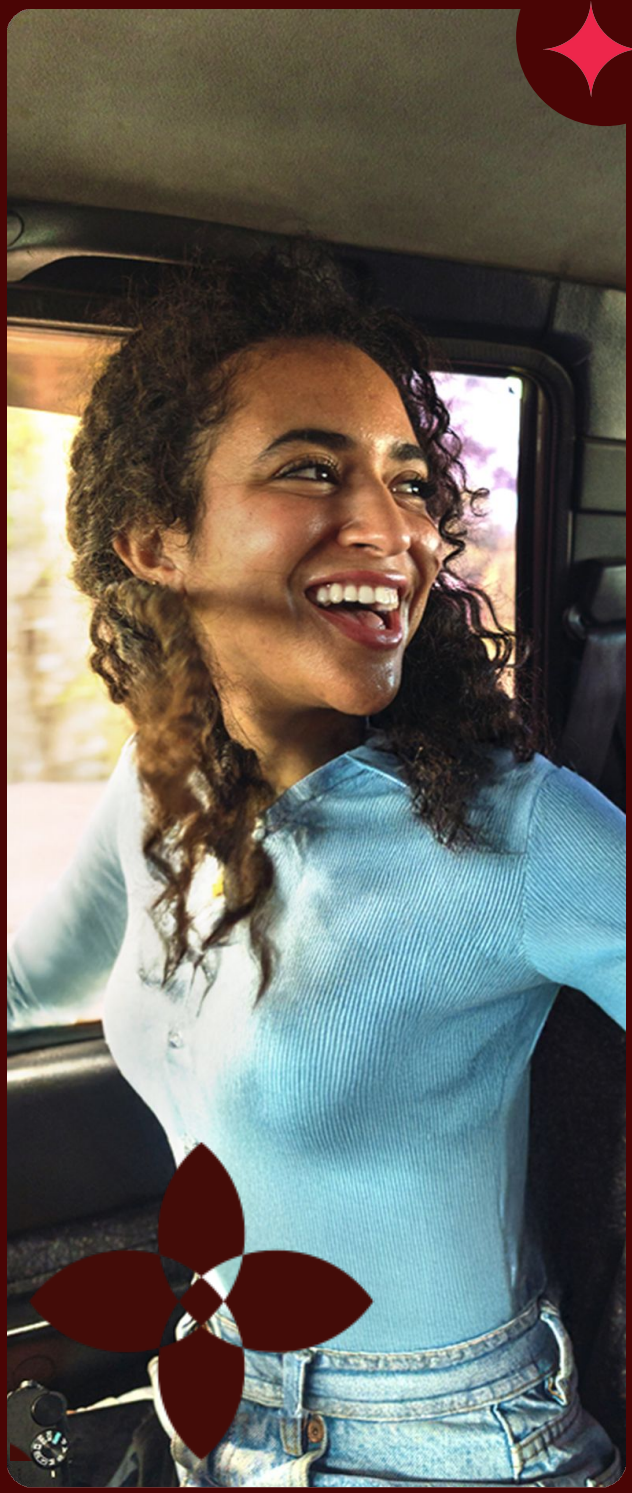
Smart+ auto-optimizes creative at scale: It invests in the best performing ads and pauses poor performers.

The Upgraded Smart+ Experience

You spoke. We upgraded.

This Ramadan, **Smart+ is smarter than ever,** with simplified setups and sharper results.

Our latest updates make it easier for your brand to launch high-performing campaigns, through flexible structures, customizable settings, and more.



From:

- Multiple buying flows can be confusing.
- Full automation doesn't work for all advertisers.
- Smart+ campaign structure is too rigid.
- Limited and siloed campaign operations are time-inefficient.

To:

- One unified buying flow with the ability to tailor settings to full/partial automation, or full manual.
- Empower advertisers to choose their preferred automation settings per module.
- A more flexible campaign structure, with a more sophisticated targeting, budget and creative approach.
- Deeper creative insights and streamlined ad operations in a unified view.

Experience a brand new TikTok Smart+ experience...

Modular Upgrades:

Structure: one campaign, multiple ad groups, multiple asset groups.

Budget: CBO or non-CBO; daily or lifetime budget.

Creative & Catalog: enable creative-to-text pairing, multiple URLs & multiple product sets supported, recommended creatives, and auto enhancements.

Placement: Individual placement options by allowlist.

Reporting & Operations: Enhanced reporting (eg. creative combinations) and streamlined operations, AOS and best practices.

Efficiency-Driven Enhancements:

- **AOS**: Enhanced always-on automation and best practices in TTAM.
- **Auto Rules**: Ability to set auto rules on campaign, ad group or ad level.
- **Bulk Import/Export**: Create & upgrade campaigns at scale.
- **Split Test**: New testing variables including ability to test creatives, budgets, catalog and placements.
- **Duplicate**: Enabling duplicate function to upgrade campaigns.
- **Draft, Duplicate, Bulk Edit**: Efficiency tools for Smart+.

Sign up to get early access to the upgraded Smart+ experience:

Get started here!

Looking to drive sales?

Smart+ Web Campaigns

Powered by machine learning, Smart+ Web Campaigns simplifies advertising by **optimizing targeting, bidding, and creative.**

Perfect for: **Performance-focused brands who want to drive more sales on their website.**

Why it works:

- **Simplified campaign setup:** Fewer steps, faster launches.
- **Automated optimization:** Automates key aspects of campaign management, including audience targeting, bidding, and ad creative selection
- **Personalized journeys:** Improved product targeting, more personalized shopping journeys, and better performance tracking.

Proof in performance:

53% of lift to Return on Ad Spend when using Smart+ Web Campaigns compared to manually-created BAU campaigns.[1]

Read more about Smart+ Web Campaigns here

Al Gharbi Stores (KSA)

Al Gharbi, a Saudi brand specializing in premium spices & nuts, leveraged Smart+ Web Campaigns to drive conversions with new audiences.

The Results

10K Conversions

12.13 ROAS

19.78 CPA

Read the full story

[1]Source: TikTok Internal Data from Smart+ Closed Beta testing, Global 2024

Smart+ Catalog Ads

With Smart+ Catalog Ads, your product visuals come alive through dynamic AI-powered ads that personalize recommendations based on people's interests and behaviors, allowing you to reach both new and existing audiences.

Perfect for: **Advertisers who have a product catalog and are looking to drive sales for their business.**

Why brands love it:

Stronger Results: 78% of advertisers saw improved performance with Smart+ Catalog Ads compared to manual setups.[1]

Simplified Setup and Execution: A dedicated entry point and conversion-optimized objective in Ads Manager.

Creative that Scales: Repurposing existing visuals and automatically shifting budget toward top-performing assets, to reduce fatigue and boost conversions.

May Al Ward

May Al Ward is a Saudi beauty brand that leveraged Smart+ Catalog Ads to drive campaign performance and boost conversions.

The Results

1.7K	11.82	0.84%
Clicks	ROAs	CTR

Explore how

Don't have a catalog yet? Learn how to create one here.

Explore how to get started with Smart+ Catalog Ads and unlock best practices here.

[1]Source: TikTok Internal Data from Smart+ Closed Beta testing, Global 2024

Looking to generate leads?

Smart+ Lead Generation

Smart+ Lead Generation automates setup and optimization to **find leads quickly, delivering the right message to the right audience using real-time signals.**

This Ramadan, save time and drive better leads with Smart+ automation.

Perfect for: Travel brands promoting Eid getaways, auto companies running Ramadan offers, wellness or service providers looking to connect with audiences, or any brand looking grow this Ramadan without selling physical products. **Learn more here.**

- **Smarter setup:** Automates campaign settings based on live signals.
- **Better performance:** 71% of advertisers saw improved results with Smart+ Lead Generation campaigns.[1]
- **More leads:** 78% more conversions when Smart+ Lead Generation campaigns are used with a cost-cap bidding strategy.[1]
- **Time saved:** 25% faster ad setup was reported from advertisers using Smart+ Lead Generation campaigns.[1]

Mohamed Yousuf Naghi Motors Co.

Mohamed Yousuf Naghi Motors–Ford made the most of TikTok's Lead Generation tools to generate more leads and drive test bookings.

The Results:

3.8M+
Impressions

8K+
Leads generated

+40%
Qualified goods

Click here to learn more

[1] Source: TikTok Smart+ Lead Generation Beta Test Report, Aug - Sep 2024, n = 61 valid sample pairs

TikTok Instant Messaging Ads

Conversations that convert.

Looking to create a bridge between discovery and decision? With Instant Messaging Ads, users can start a chat with your business through **popular messaging apps** like WhatsApp or Facebook Messenger.

Learn more

Why you should use TikTok Instant Messaging Ads:

- **Connect directly** with new customers and highly-engaged audiences.
- **Speed up decisions** by giving a direct line to ask questions, get answers, and take action.
- **Qualify leads instantly** by interacting and identifying high-intent prospects.
- **Build loyalty** with two-way communication that lasts beyond the season.

Case in point: Lavera Clinics

Lavera Clinics is a leading aesthetic and dermatology center in Riyadh. They leveraged TikTok Instant Messaging Ads boost booking volume, conversion rates, and overall business growth.

The Results

3.5K
Clicks

1.32
SAR CPC

4.61
SAR CPM

Explore how

Want to drive qualified leads?

If you're looking to take your campaigns to the next level, you should leverage:

Logic Settings

Tailor questions to different users based on their answers, so you're only collecting the most relevant data.

High Intent Forms

Add extra steps (like confirmation screens) to filter out low-intent users and focus on serious prospects.

Deep Funnel Optimization

TikTok's algorithm works smarter to find users more likely to take action, not just click.

TikTok Search Ads Campaign

Introducing Search Ads Campaigns:

Search Ads Campaign enables sophisticated keyword-based ads which specifically target TikTok's search results page.

Convert customers when they're most curious.

Tap into TikTok's unique search behavior where users discover both intentionally and serendipitously, and align content with different search intents to maximize impact.

Capture diverse user intent across search queries.

Reach audiences across demographics & interests. Use **keyword targeting**, **enhanced bidding**, **creative flexibility and budget management** to target high-intent users.

Unlock incremental value.

Advertisers running **Search Ads + In-Feed Ads** see a **20% increase in conversions** on average, at a similar or better CPA.[1]

18% **of users** who view an In-Feed Ad but don't convert later complete the conversion after seeing a Search Ad.[1]

How do Search Ads work?

Users begin by tapping the **search icon** on the For You Page.

After typing in a query, they receive results: Search Ads appear **within the search results**.

Once a user clicks on a Search Ad, they are able to continue scrolling through the search results in the order they appear on the page.

Source: TikTok Internal Data, July 2024

03

Creative Made Simple

This Ramadan, turn creativity into conversions with TikTok's tools.

Creative Made Simple

With TikTok's full suite of tools, creating content that resonates has never been easier. Test different styles, storylines, and creators to reach more people, then double down on what drives results!

This Ramadan, create faster with **TikTok One**, our all-in-one powerhouse.

Creative Center: Find inspiration faster, and your next great idea.

Why it should be your go-to hub:

- **Stay current**: Explore trending sounds, vertical content, and best-performing ads.
- **Work smarter**: Use free AI tools to generate scripts, brainstorm ideas, and build your ads faster, without extra cost.
- **Learn what works**: Access expert creative guides, best practices, and tips that help you consistently improve results.

Creator Marketplace: Easily find and collaborate with creators who understand your audience and know how to tell your story.

Leverage their expertise to produce impactful, scalable content:

- **Streamlined, fully integrated workflows**: Easily produce & scale creator-led ads, while new distribution methods offer marketing versatility, all from one place.
- **Better matches, faster:** With enhanced tools that deliver curated creator recommendations, so you spend less time searching and more time growing.
- **Measurable performance:** With advanced direct response features and clearer, more actionable reporting, so you can confidently track ROI and optimize campaigns.

Get inspired. Get creating. Get started on TikTok One today!

Explore TikTok One →

Craft Game-Changing Creative

During Ramadan, storytelling thrives on emotion and connection, and with TikTok's creative tools, you can bring those stories to life seamlessly.

Creative Quantity + Creative Quality = Creative Success.
Successful campaigns feature a steady flow of varied, top-quality creatives to prevent fatigue, reach new audiences & drive action.

Best practice:
Start with 4–6 videos. Add 2–5 more if budget increases or creative fatigue sets in. Keep your content authentic, relatable, and relevant.

Symphony Assistant*: Your AI Creative Partner

- Brainstorm fresh, Ramadan-relevant ideas.
- Generate TikTok-ready concepts inspired by top trends.
- Identify and implement creative best practices.
- Find inspiration to elevate your content game.

Get started now!

Symphony Creative Studio*: Your shortcut to scroll-stopping content.

- **Generate and remix videos:** Turn your product or brand ideas into TikTok-ready ads quickly, even if you have limited resources.
- **Create avatars:** Personalize your campaigns with AI-generated avatars of your spokesperson, brand IP or creator.
- **Translate & dub videos:** Connect with diverse audiences by translating original voiceovers into multiple languages.
- **Edit like a pro:** Use AI-powered editing tools to optimize pacing, hooks, and storytelling.

Explore Symphony Creative Studio→

CapCut: Edit Like a pro, in minutes.

- User-friendly interface with trending effects and transitions.
- Seamless editing tools to fine-tune ads and videos.
- Perfect for creators, brands, and anyone ready to share their story beautifully.

Try CapCut →

**Some features not available in Arabic.*

Creative Inspiration for Ramadan

Ramadan is a time rich with creativity, from quiet reflections to joyful gatherings, from food traditions to acts of generosity.

People come to TikTok for inspiration that feels real, relatable, and emotionally engaging. Let's explore the content ideas and trends capturing audiences' attention this Ramadan.

During Ramadan, shoppers prefer when brands communicate through:[1]

56%
Entertaining and story-led content

54%
Interactive and participatory content

49%
Offers, discounts, and exclusive previews

47%
Inspiration and purpose-led content

46%
Educational and informative Ramadan -related content

Here are a few creative thought-starters to inspire your next big Ramadan idea...

Fashion:
Ramadan lookbooks: "Pre-iftar outfit checks"
Wardrobe tips: "3 timeless pieces to style all month long"

Beauty:
Hydration Hacks: "Here's how to keep your skin glowing and hydrated during Ramadan."
Eid prep: "One week to Eid! Here's a must-try glow-up routine."

Food & Beverage:
Healthy Suhoor ideas: "Nutritious, light meals to stay full all day"
Iftar for busy families: "30-minute Iftar ideas"

Automotive:

Deal reveal: "POV: just found the best Ramadan car deal 🔑✨"
Limited-time: "Ramadan specials that won't last past Eid! 🚗💫"

[1] Source: TikTok Marketing Science MENA, TikTok Ramadan & Eid Research Project, Conducted by IPSOS 2025

04

Your Ramadan Strategy

Scale campaigns that deliver results in Ramadan and beyond.

Your path to Ramadan Success

Now that you've got the insights, tools, and creative inspiration, it's time to bring it all together.

Step 1: The gift of a good set up

- **Strengthen your data connections with Pixel & Events API:** Your website & app should send the right signals so your campaigns reach the right people.
- **Have an online shop? Sync your Product Catalog in Catalog Manager.** Keep it organized and updated to power dynamic, shoppable ads all month long.

Step 2: Always-on performance

Stay top-of-mind and conversion-ready with campaigns designed for efficiency and results.

- **Launch Smart+ Campaigns,** our automated solution that brings your top-performing ad to the right people, with less manual effort.
- **Level up with Smart+ Best Practices:** consolidate campaigns, use strong creative, and ensure your setup is conversion-ready.
- **Use Smart+ Catalog Ads** to drive traffic and sales to your site or app with product-focused ads that capture Ramadan demand.

Step 3: Creative that scales

Content is a top growth driver, but don't let it slow you down.

- Apply **Creative Codes**, our proven principles like strong hooks, sounds & trends to make ads feel native & engaging.
- Use **Symphony Creative Studio** to create performing videos with tools built for speed, scale and results.
- Leverage **TikTok One** to manage everything from idea to execution all in one place, to stay ahead during Ramadan.

Step 4: Measurement

Leverage **Attribution Analytics**: see which ads and touchpoints lead to conversions. These insights help you refine your strategy and optimize for even better performance.

TikTok

Thank you!