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In Ramadan: What People Talk About, When They Engage, and Why It Matters

MENA & Jordan Edition

Terms & Definitions

- **Mentions:** Indicates the total number of social media posts/news articles/blogs where any of the specified topics and related keywords were mentioned.

- **Conversation Volume**: Refers to the total number of posts, comments, or discussions related to a particular subject over a specified time period. It helps gauge the amount of public interest and activity around a topic.

- **Key Themes:** These are the dominant topics or subjects that emerge from the conversations. Key themes help to identify the focal points of discussions and the issues that are most relevant to the audience.

- **Engagement:** The total amount of likes/comments/shares/retweets that the conversations received; which reflects the level of audience interest generated by a specific subject.

- **Sentiment Analysis**: Can also be called opinion mining, which is understanding the general feeling behind each result in the context it was written, not as a trivial analysis based on single keywords or used Emojis for example. The sentiment is deemed positive when the subject is being talked about in a constructive or supportive manner, while the sentiment is deemed negative when the context is pessimistic or skeptical or shows disbelief. However, the sentiment is identified as neutral when there is no apparent bias, or the context is just sharing news.

- **Source:** A website, blog, or social media channel from which results are delivered and sourced from.

- **Audience Segmentation:** Dividing the audience into groups based on specific characteristics, such as demographics, behaviors, or engagement patterns. This helps to analyze which segments of the population are engaging with the topic most actively.

EXECUTIVE SUMMARY

Ramadan 2025 revealed that **audience behavior** is driven less by messaging volume and more by **timing, utility, and emotional fit**. Across **Jordan** and **MENA**, engagement followed daily life rhythms—peaking after iftar and late at night—showing that relevance is earned by **aligning with real routines, not seasonal slogans**.

Jordan and **MENA** diverged in how decisions form. **MENA audiences rewarded immediacy and impulse**, while **Jordanian** audiences favored clarity, trust, and family validation, responding more strongly to **structured offers, credible voices, and clear value**. In both markets, **digital experience and human interaction mattered more than price or innovation claims**.

Sector analysis highlighted a key gap: telecom brands capitalized on Ramadan's night-time utility needs, while **banks focused on promotions but under-leveraged the month's emotional and community dimensions**. The strongest performance came from brands that made life feel easier during Ramadan—clear offers, smooth digital journeys, and respectful tone.

Makana 360's insight goes beyond what people said—it explains when attention activates, why trust forms, and how decisions are made. **This behavioral lens turns Ramadan from a seasonal spike into a strategic advantage.**

PRACTICAL PLAYBOOK FOR RAMADAN PLANNING

Turn insights into a weekly operating plan across timing, content, and risk control

Best Windows to Activate (Timing Rules)

- Primary peak: Post-Iftar (evening) — highest engagement window for most content types
- Secondary peak: Late night / Suhoor window — stronger for spiritual, reflective, and community content
- Planning rule: Build your weekly calendar around 2 "hero pushes" (post-iftar + late night) and place utility reminders earlier in the day

What Wins (Repeatable Drivers of Performance)

- Utility-first content: clear value (offer clarity, service info, availability, location, delivery, hours)
- Clarity and simplicity: one message per post, direct CTA, no confusion in pricing/terms
- Respectful Ramadan fit: tone aligned with the month (family, generosity, spirituality) without forcing emotional language
- Trust-building proof: real service performance, customer support responsiveness, and visible problem solving

What Risks Backlash (Red Flags to Avoid)

- Unclear offers: vague discounts, hidden conditions, "fine print" surprises
- Performance gaps: promoting offers while service issues remain unresolved (delivery delays, poor support, network/branch problems)
- Tone mismatch: over-commercializing sensitive moments, opportunistic messaging, or using Ramadan symbolism without relevance
- Overposting without value: high frequency with low utility increases negative sentiment and disengagement

Introduction

Ramadan is more than a calendar month, it is a season that reshapes routines, spending, media habits, and social behavior across the region. In 2025, the public conversation reflected that shift clearly: preparation started early, daily rhythms reorganized around Iftar and Suhoor, attention moved between spirituality and entertainment, and affordability became a defining theme as audiences evaluated value, offers, and necessity.

This report presents a social listening view of Ramadan 2025 across MENA, with a dedicated deep dive on Jordan, powered by **Buraq**, the social listening and insights tool by **Makana 360**. The analysis covers the full "Ramadan season" window—one week before Ramadan, Ramadan itself, and one week after (Eid week)—to capture how conversation built up, peaked, and evolved after the season ended.

Using **Buraq's** monitoring capabilities, the report tracks conversation volume, engagement, sentiment (positive/neutral/negative), key themes, top entities (brands, retailers, places), and influential accounts across six structured topics: Food & Iftar/Suhoor, Prices & Affordability, Shopping & Retail, Charity & Zakat, Entertainment & Media, and Eid. The storytelling is organized into five phases: Pre-Ramadan, Early Ramadan, Mid Ramadan, Last 10 Days + Eid preparation, and Eid Week, to show how priorities and emotions shifted over time, what triggered spikes, and where Jordan aligned with or diverged from wider MENA patterns.

The purpose of this report is to translate the Ramadan 2025 conversation into clear, actionable insights: what audiences cared about most, what created trust or backlash, which topics were most sensitive (especially in Jordan), and how brands and institutions can optimize timing, messaging, and value delivery across each phase of the Ramadan season.

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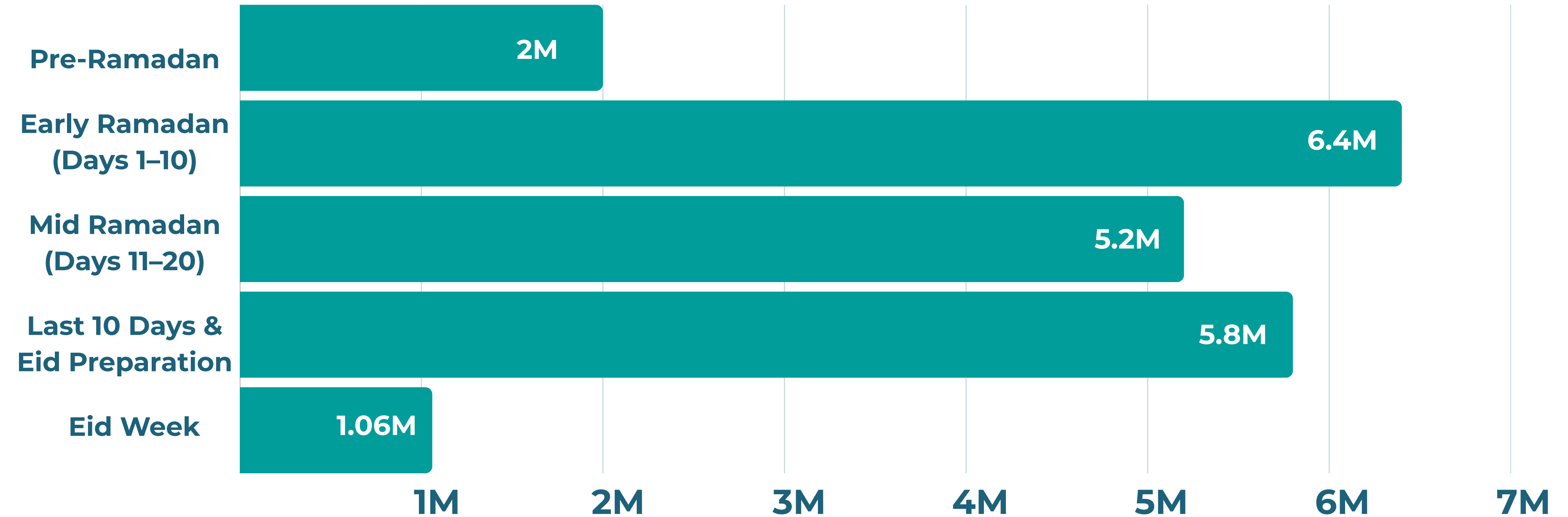# Ramadan 2025: The Digital Story Across MENA & Jordan

Ramadan 2025: Online Conversation Volume

Social media conversations during Ramadan in both **Jordan** and **MENA** evolve throughout the month, starting with discussions around **rituals and well-being, shifting to charity, and peaking with entertainment** as the month progresses.

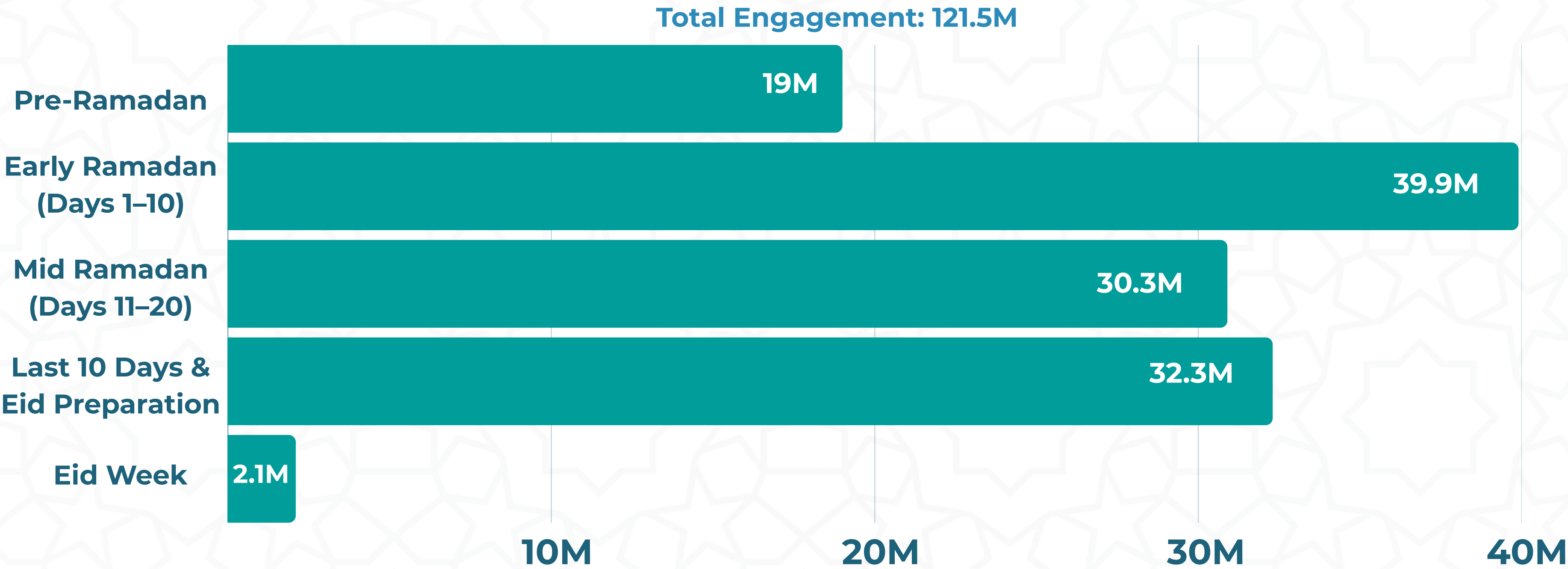## Total Conversations: 20.5M

Phase	Conversations
Pre-Ramadan	2M
Early Ramadan (Days 1–10)	6.4M
Mid Ramadan (Days 11–20)	5.2M
Last 10 Days & Eid Preparation	5.8M
Eid Week	1.06M

Ramadan 2025: Online Engagement Volume

Engagement during Ramadan peaks early in the month (Days 1–10) due to anticipation, greetings, and the start of religious activities. It declines in Mid Ramadan (Days 11–20) as focus shifts to routine fasting. Engagement rises again in the Last 10 Days due to Eid preparation and (Qiyam al-Layl, The night of Qadr). However, Eid Week sees a sharp decline as people focus more on social visits, family gatherings, and celebrations rather than online engagement.

Total Engagement: 121.5M

Category	Engagement
Pre-Ramadan	19M
Early Ramadan (Days 1–10)	39.9M
Mid Ramadan (Days 11–20)	30.3M
Last 10 Days & Eid Preparation	32.3M
Eid Week	2.1M

10M   20M   30M   40M

Ramadan Across **MENA** & **Jordan:** The Digital Narrative

2025 Online Conversation Trends Across MENA & Jordan

Online Activities	Online Activities	Online Activities	Online Activities	Online Activities	Online Activities
2M	**5.2M**	**4M**	**4.4M**	**4.8M**	**1.8M**
One Week Before Ramadan	First Week Of Ramadan	Second Week Of Ramadan	Third Week Of Ramadan	Fourth Week Of Ramadan	Eid-Al Fitr

One Week Before Ramadan
People: Fasting, meal prep, & spirituality.
Brands: Giveaways & contests.
Pages: Sharing "Ramadan Mubarak" greetings.

First Week Of Ramadan
People: family gatherings, cultural traditions
Brands: charitable acts
Pages:
Pages: Ramadan shows

Second Week Of Ramadan
People: family traditions
Brands: Heavy Promotional Campaigns
Pages: celebrity endorsements & Cooking Recipes

Third Week Of Ramadan
People: family traditions
Brands: celebrity endorsements
Pages: Cooking Recipes

Fourth Week Of Ramadan
People: sharing meals with underprivileged communities.
Brands: Eid Promotions
Pages: Al Qadr night

Eid-Al Fitr
People: sharing meals with underprivileged communities.
Brands: Eid Promotions
Pages: Al Qadr night

What Drove Ramadan Conversations Across **MENA** Region

41% WORSHIP

Religious practices dominated Ramadan discourse, driven by prayer schedules, mosque attendance, and spiritual reflection. Engagement peaked around Taraweeh and Suhoor hours, positioning worship as the emotional and temporal anchor of the month.

23% PROMOTIONS

Commercial content ran in parallel with religious discourse, with promotions embedded into daily Ramadan routines. Offer-led messaging, flash deals, and digital activations gained traction, particularly during late-night scrolling periods.

23% GATHERINGS

Family and social gatherings shaped Ramadan as a collective experience. Conversations around Iftar invitations, group activities, and shared moments reinforced togetherness as a core social driver across the region.

Ramadan conversations across **MENA** were fundamentally **faith-led, with worship setting the daily rhythm of engagement. Promotions accelerated participation by aligning seamlessly with late-night routines,** while family and social gatherings sustained momentum, reinforcing Ramadan as a shared, collective experience.

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What Drove Ramadan Conversations Across **Jordan**

39% WORSHIP

Worship dominated Ramadan conversations, with prayer times, Qur'an recitation, taraweeh, and Laylat al-Qadr shaping daily engagement patterns and anchoring the month's discourse in spiritual practice.

18% GAZA/PALESTINE

Gaza and Palestine remained a central topic throughout Ramadan, frequently discussed through religious language, prayers, and moral framing—embedding political and humanitarian concern within faith-driven conversations.

15% COMMERCIAL

Commercial conversations gained traction when aligned with Ramadan routines, with brands integrating promotions into content around iftar, late-night browsing, and socially driven moments rather than standalone advertising.

Ramadan conversations in **Jordan** were anchored in worship, **with prayer, Qur'an recitation, taraweeh, and Laylat al-Qadr setting the dominant rhythm of the month**. At the same time, Gaza/Palestine remained deeply embedded in Ramadan discourse, frequently articulated through religious language—positioning faith not only as a spiritual practice, but also as a channel for collective empathy and moral expression.

How Engagement Intensifies After Iftar

Audience activity accelerates after iftar, reaching its highest intensity during evening hours—especially on weekdays.

Time of Day	Weekdays (Total Hours)	Weekend (Total Hours)
Morning	55,000	18,000
Midday	95,000	32,000
Afternoon	80,000	30,000
Evening	**145,000 (Peak)**	**60,000 (Peak)**
Night	60,000	28,000

After iftar, the conversation comes alive, peaking during the evening on weekdays, while weekends maintain strong engagement but at a lower peak compared to weekdays.

How Content and Platforms Drove Engagement

Top Engaging Content Types

Content Type	Enagagment
Video	12.9M
Images	8.7M

Top Engagement By Social Media Platforms

Platform	Enagagment
X/Twitter	7.9M
Instagram	7.8M
Facebook	6.5M

Video content drove the highest engagement, with X/Twitter emerging as the leading platform for Ramadan conversations, capturing the most attention across the region.
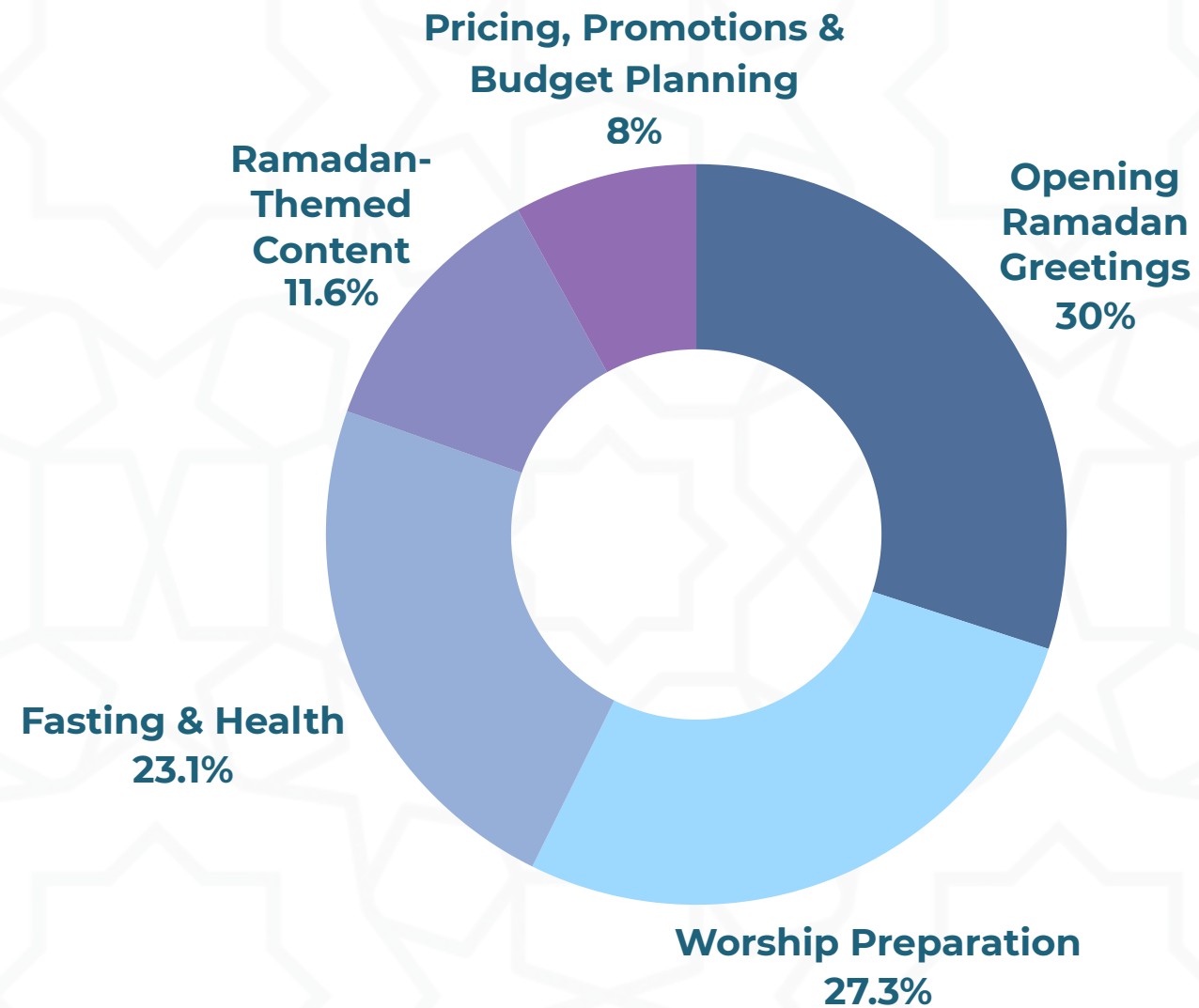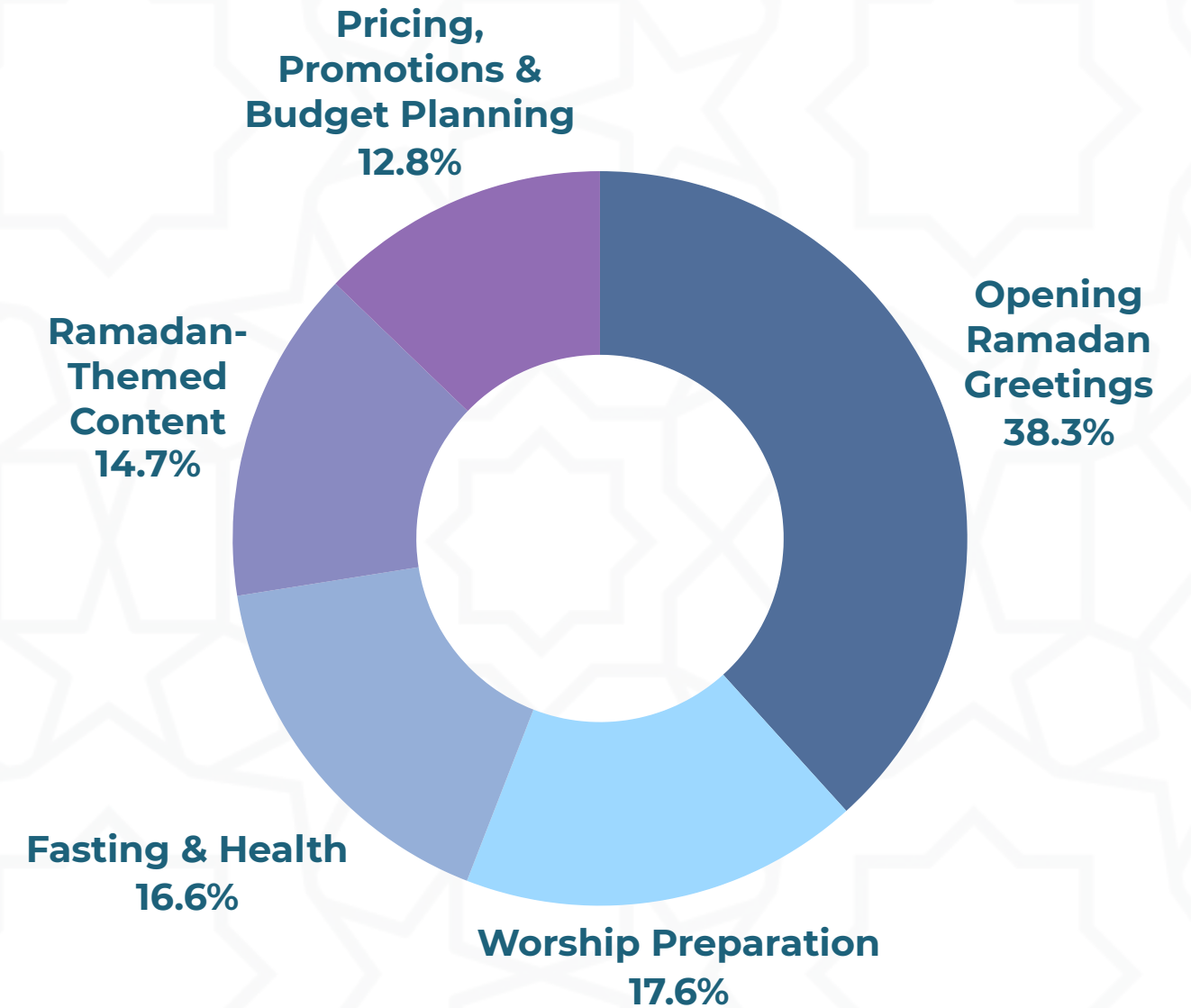
02 *The Ramadan Narrative in Five Phases*

Phase 1: Pre-Ramadan (1 week)

MENA

Pricing, Promotions & Budget Planning 8%
Ramadan-Themed Content 11.6%
Opening Ramadan Greetings 30%
Fasting & Health 23.1%
Worship Preparation 27.3%

Jordan

Pricing, Promotions & Budget Planning 12.8%
Ramadan-Themed Content 14.7%
Opening Ramadan Greetings 38.3%
Fasting & Health 16.6%
Worship Preparation 17.6%

- **MENA** warms up with greetings first. Pre-Ramadan talk is mainly "Ramadan is coming", people share congratulations, countdown vibes, and social posts before anything else.
- Pre-Ramadan conversations in **Jordan** are cost-led, with early budgeting, shopping preparation, and offer evaluation shaping engagement before the month begins.

The Role of Ramadan Greetings: MENA vs Jordan
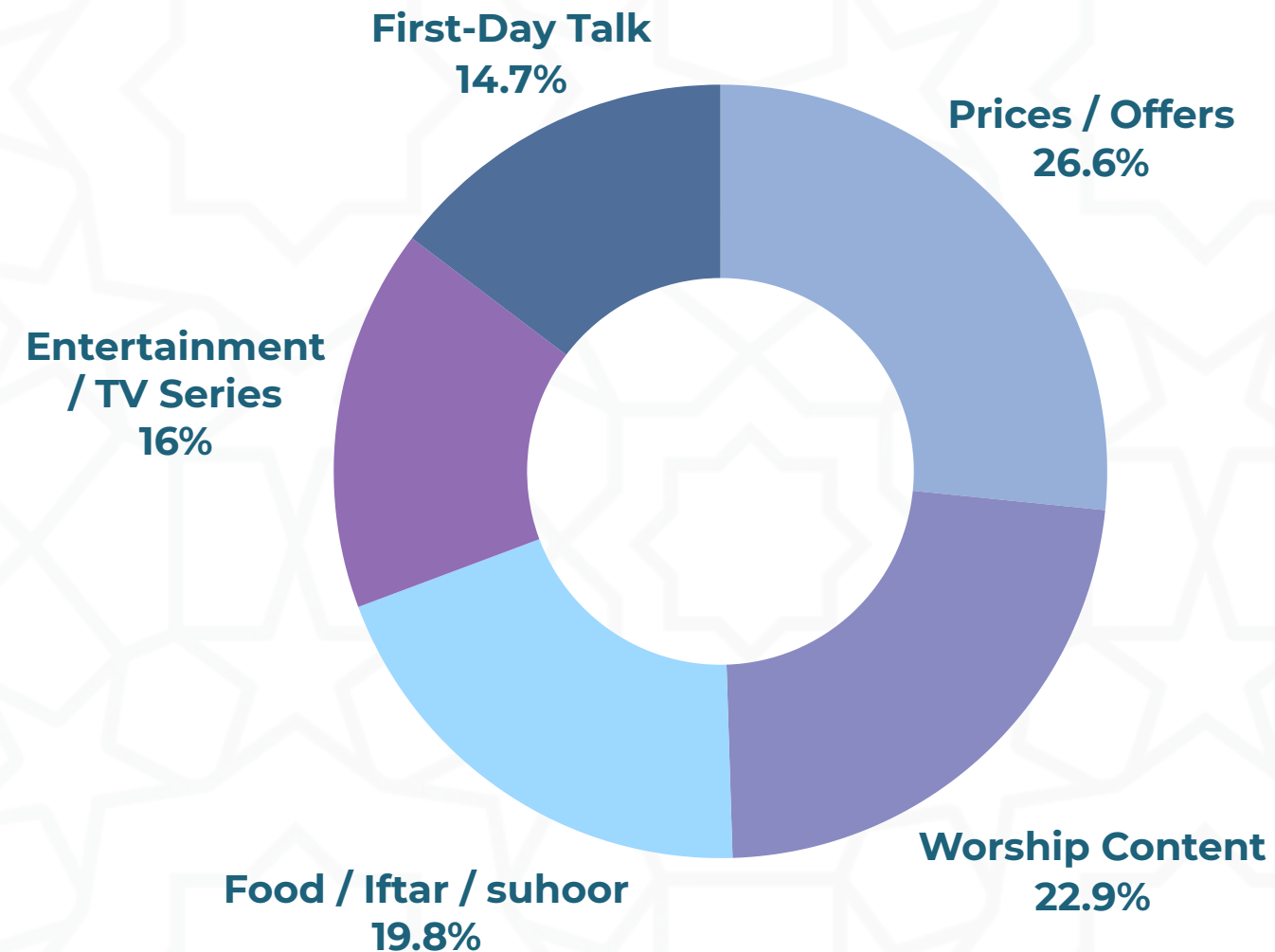

MENA

30%

Jordan

38.3%

- **MENA** uses greetings as a quick **lead-in. People say "Ramadan Kareem,"** then quickly shift to preparation and Ramadan routines rather than staying in greeting-only posts.

- **Jordan** uses greetings as a social signal. **Pre-Ramadan greetings aren't just "Ramadan Kareem" or "Welcome Ramadan",** they perform like a public check-in: people post them to show presence, reconnect, and set the month's tone early.
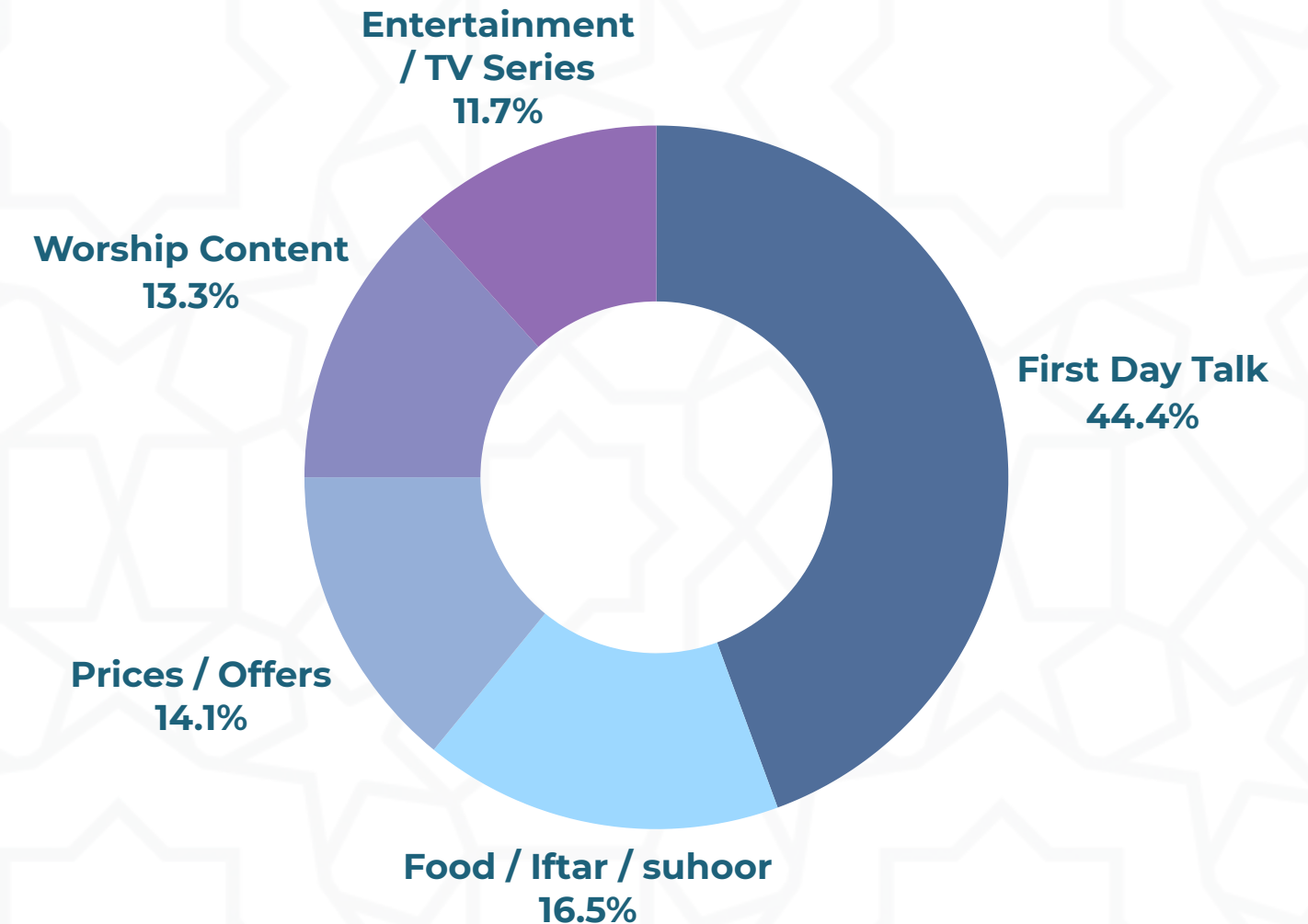
MENA

First-Day Talk
14.7%

Prices / Offers
26.6%

Entertainment
/ TV Series
16%

Worship Content
22.9%

Food / Iftar / suhoor
19.8%

Jordan

Entertainment
/ TV Series
11.7%

Worship Content
13.3%

First Day Talk
44.4%

Prices / Offers
14.1%

Food / Iftar / suhoor
16.5%

Early Ramadan looks different in each market. In **MENA**, the first days quickly become about everyday choices: what to buy, what to eat, and what to watch. Alongside worship. In **Jordan**, the opening days are more social, with people talking about the start itself: what they do and what they eat at "Iftar" more than anything else.

The Power of Ramadan's First Day: MENA vs Jordan
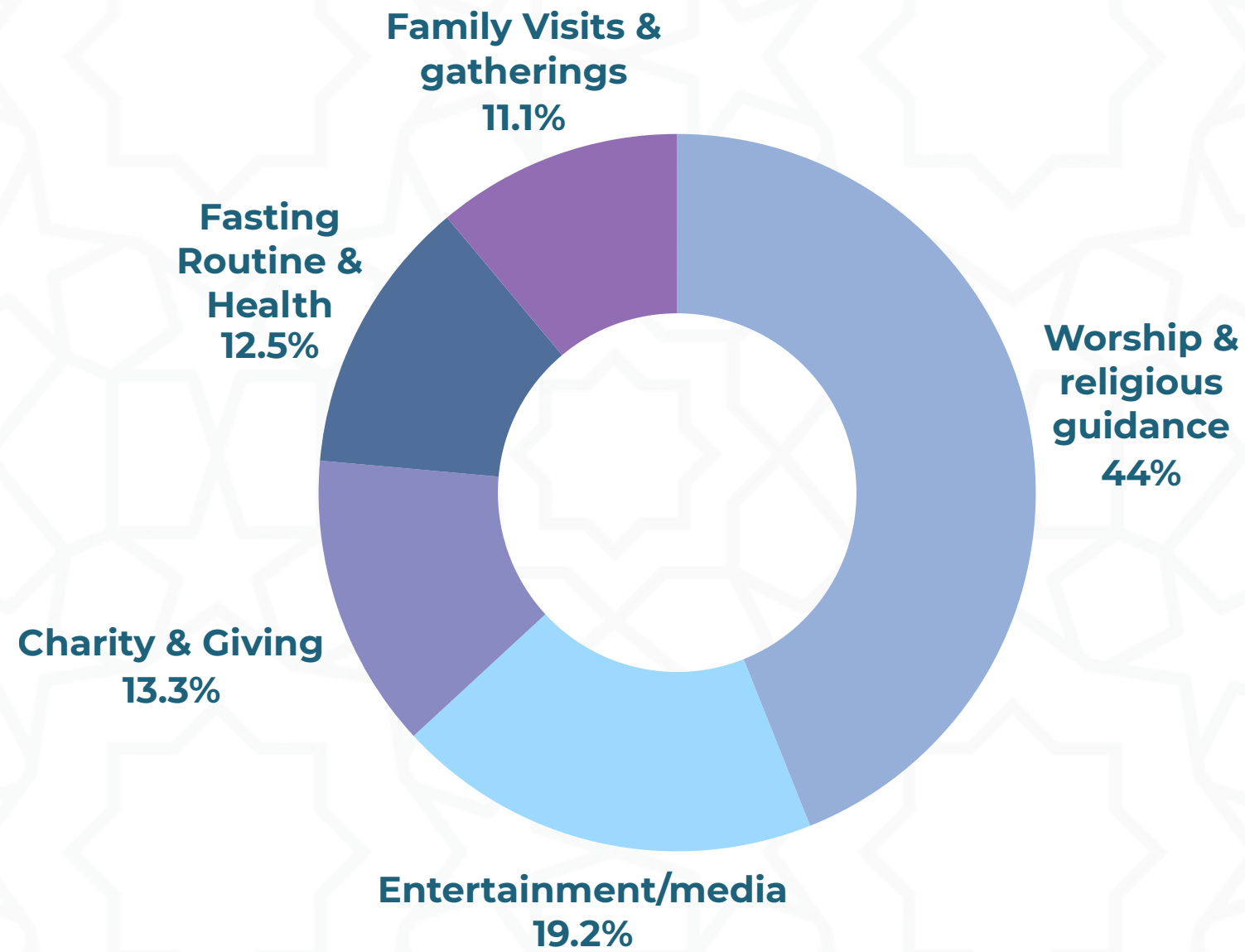
MENA
14.7%

Jordan
44.4%

- **First-day talk** is the moment that sets the mood for the whole month. **It's where people publicly declare what kind of Ramadan they're having: disciplined, tired, excited, social, spiritual**, so it's the best moment for messages that feel personal and human, not promotional.

- **Jordan's first-day talk** is extremely dominant because people treat the **start of Ramadan as a shared national moment,** checking in publicly, exchanging greetings, and posting "day one" experiences
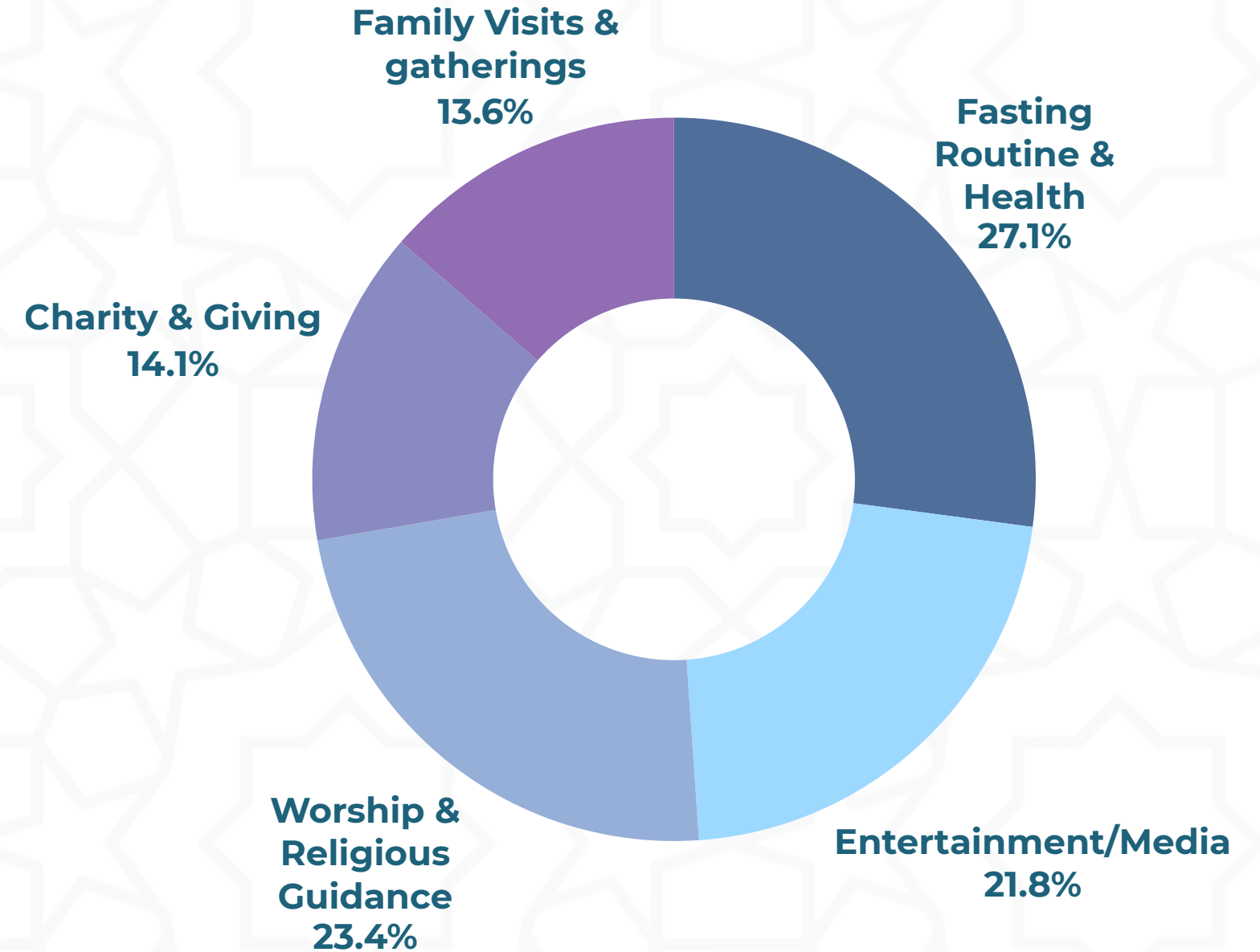
MENA

- Family Visits & gatherings 11.1%
- Fasting Routine & Health 12.5%
- Charity & Giving 13.3%
- Entertainment/media 19.2%
- Worship & religious guidance 44%

Jordan

- Family Visits & gatherings 13.6%
- Fasting Routine & Health 27.1%
- Charity & Giving 14.1%
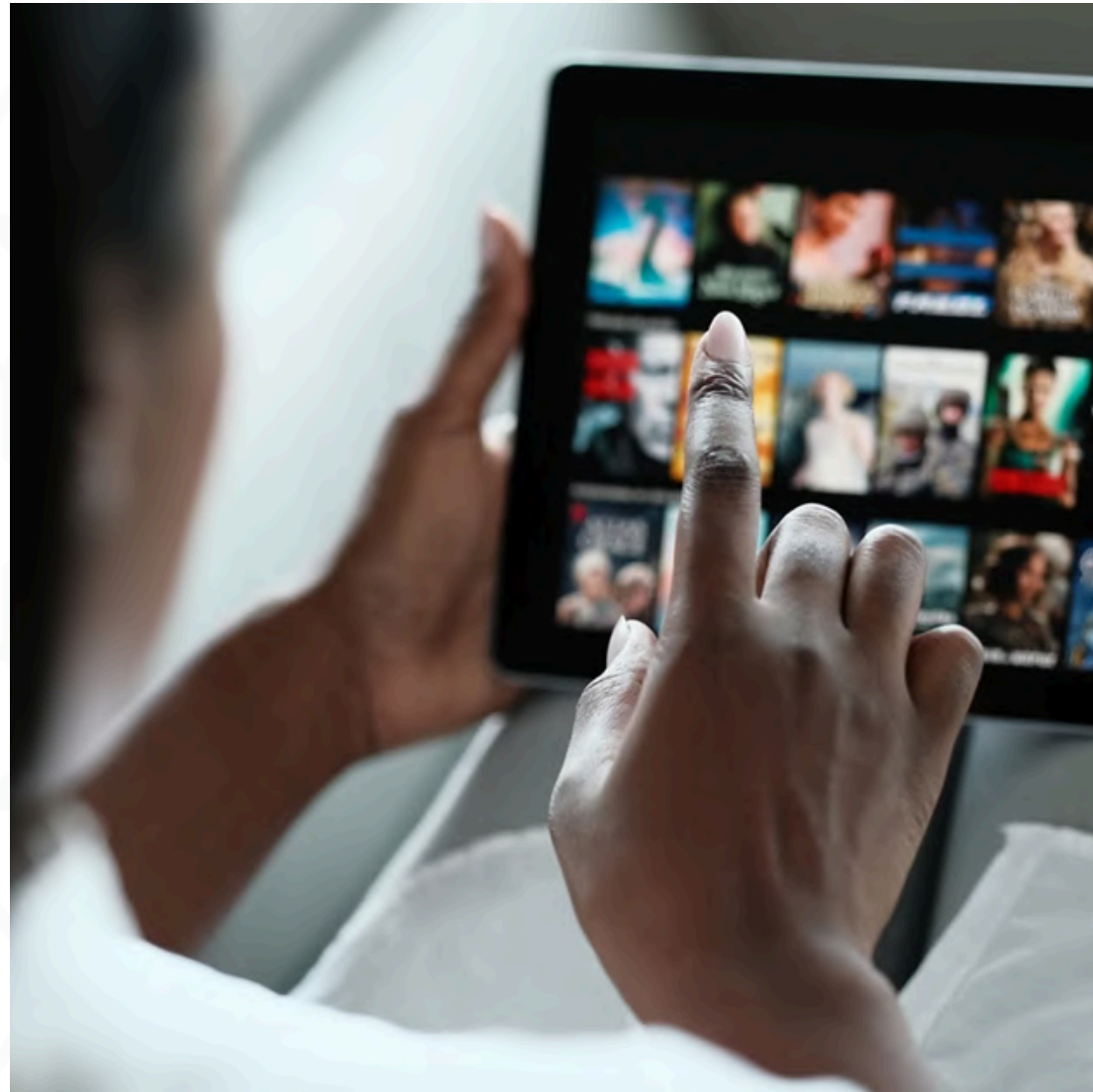- Worship & Religious Guidance 23.4%
- Entertainment/Media 21.8%

Mid-Ramadan is where habits lock in. The **early "Ramadan started" excitement** fades, and **conversation** becomes more about what **people are actually living day to day.**
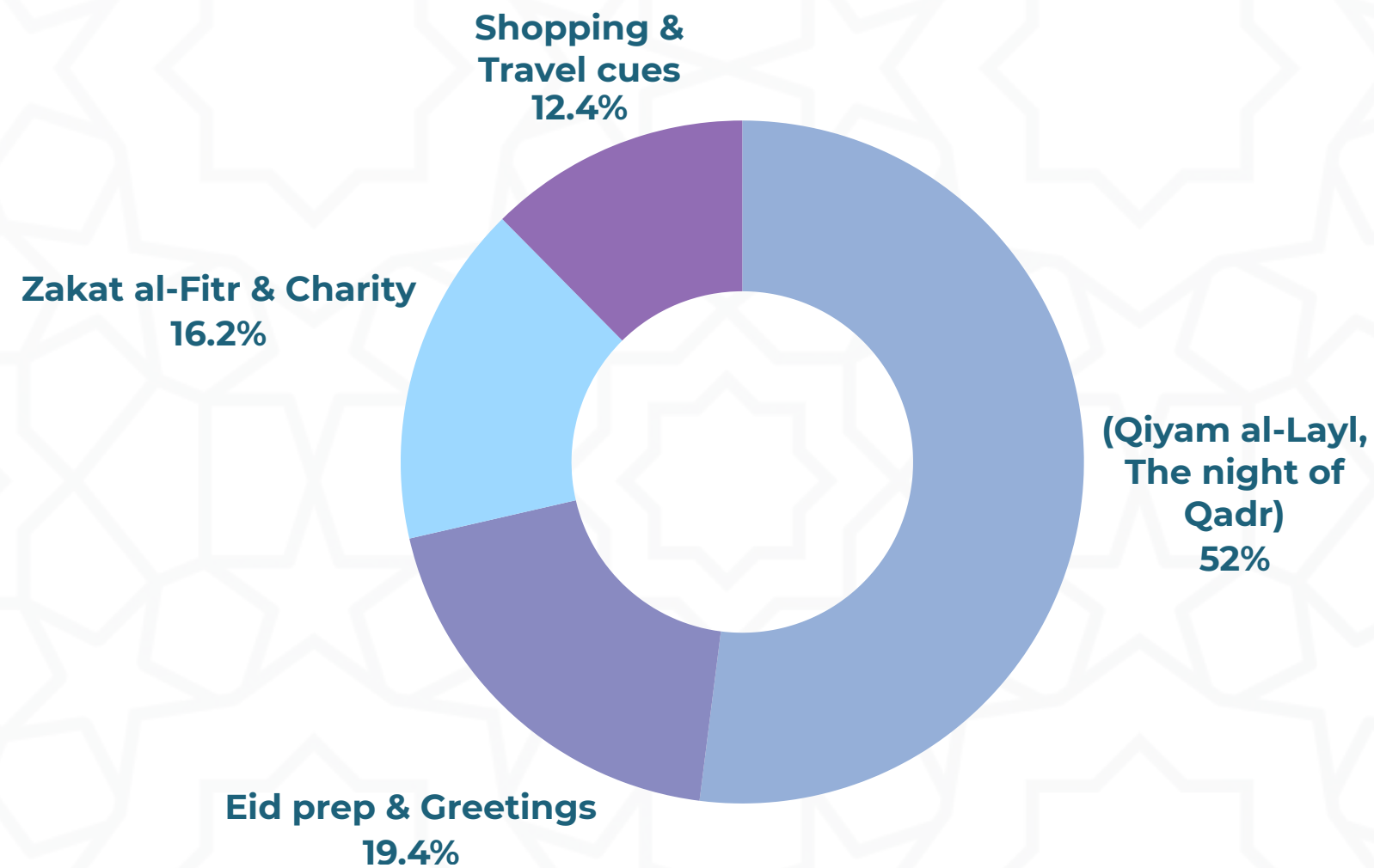
MENA

19.3%

Jordan

21.8%

Entertainment becomes the **"evening companion" of mid-Ramadan**. It fills the **post-iftar hours** and turns into a **shared talking point,** people use shows and clips to reset, stay connected with others, and keep the night routine steady as the month starts to feel long.
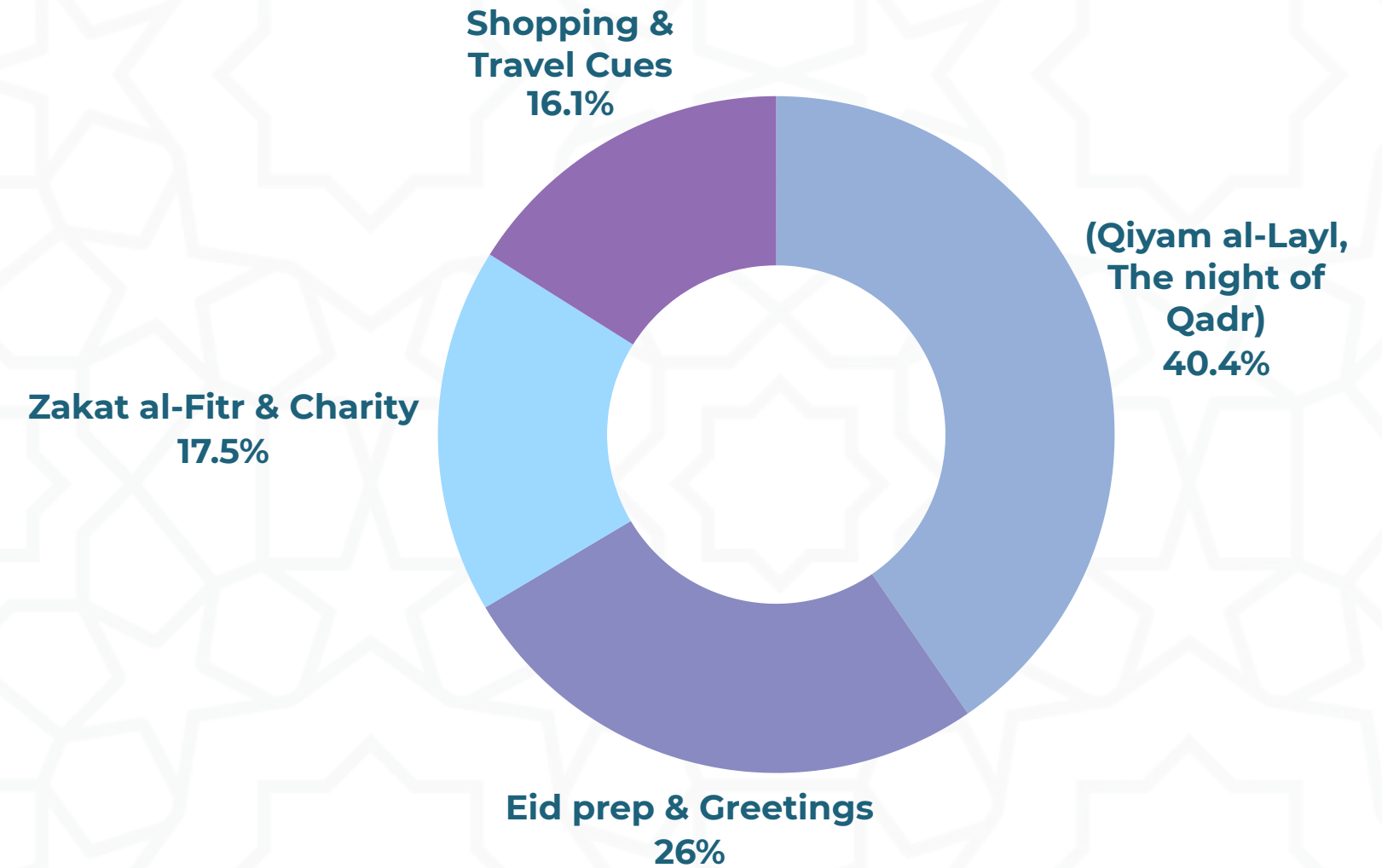
MENA

Shopping & Travel cues
12.4%

Zakat al-Fitr & Charity
16.2%

(Qiyam al-Layl, The night of Qadr)
52%

Eid prep & Greetings
19.4%

Jordan

Shopping & Travel Cues
16.1%

(Qiyam al-Layl, The night of Qadr)
40.4%

Zakat al-Fitr & Charity
17.5%

Eid prep & Greetings
26%

The last 10 days create a clear shift in focus. **Late-Ramadan** talk is strongly centered on **worship, Qiyam al-Layl, and the Night of Qadr,** making this phase feel like the high season for religious content. Alongside worship themes, **Eid preparation becomes more visible: shopping, visits planning, and getting ready for the social side of Eid.**

Religious Content (Qiyam al-Layl, The night of Qadr)
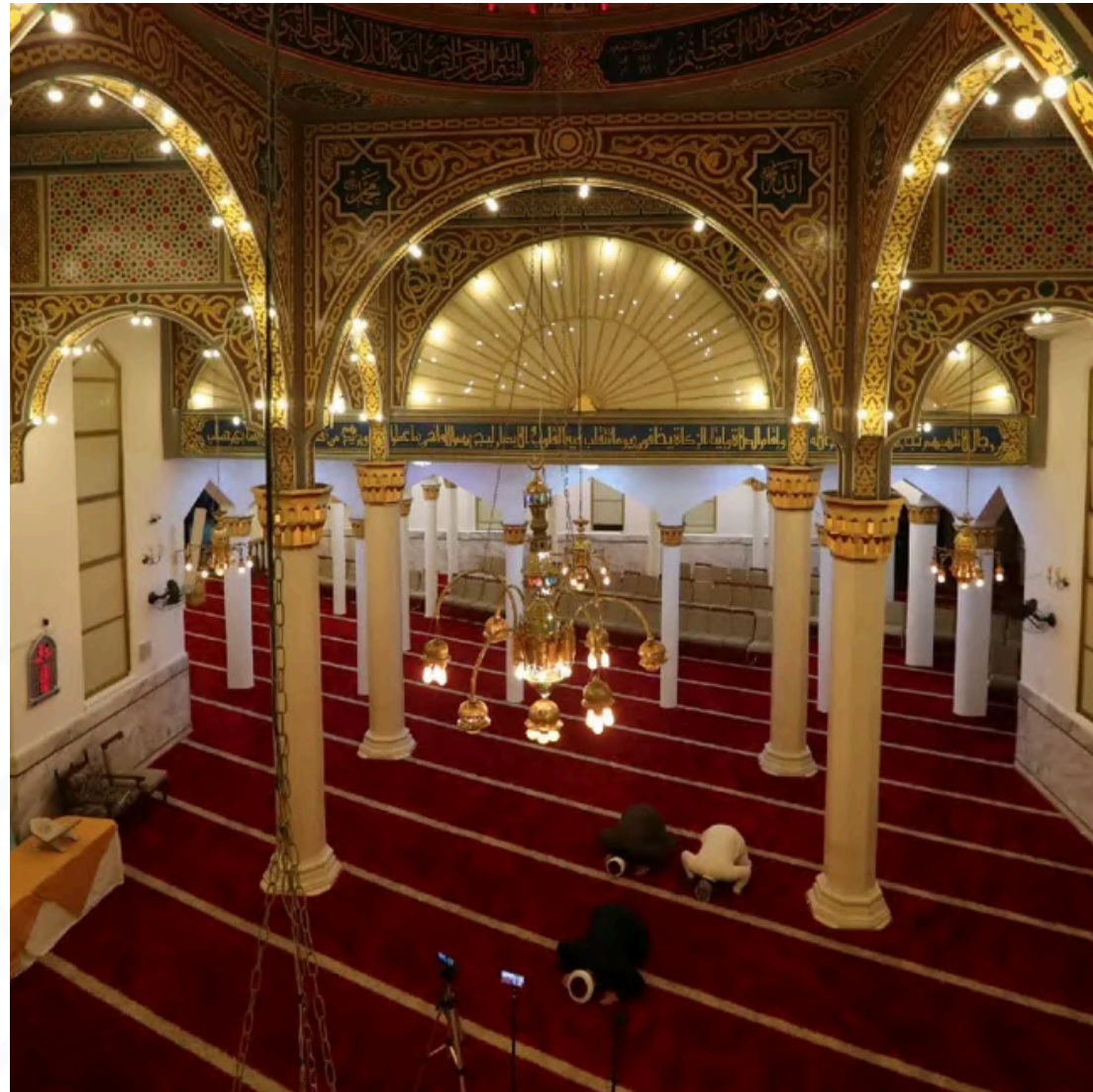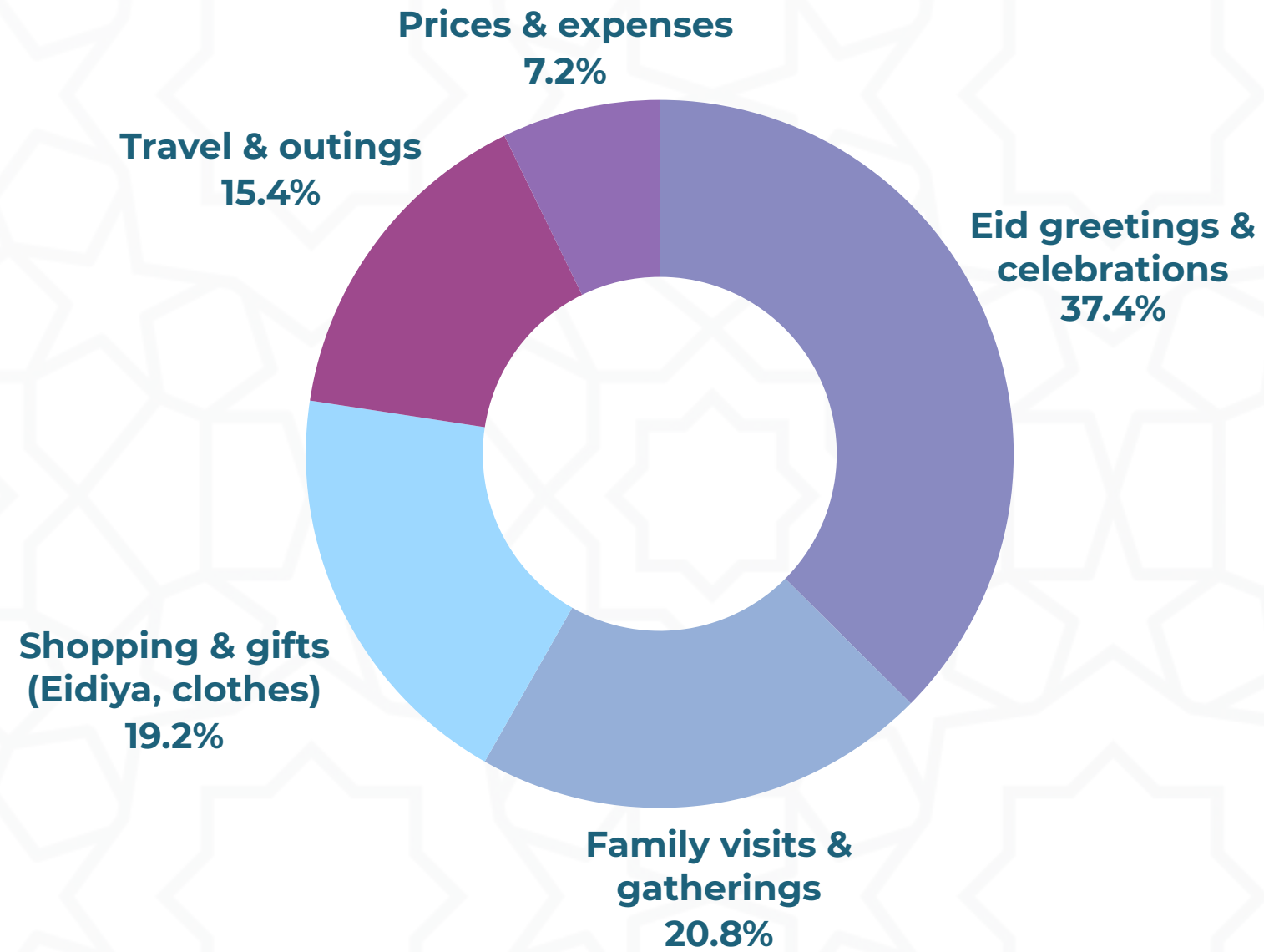

MENA
52%

Jordan
42.4%

These nights represent the **spiritual peak of Ramadan, when audiences prioritize extra worship and actively seek guidance.** Attention concentrates around timely reminders, practical instructions, and "what to do tonight" content—positioning this period as the high-impact season for religious messaging.
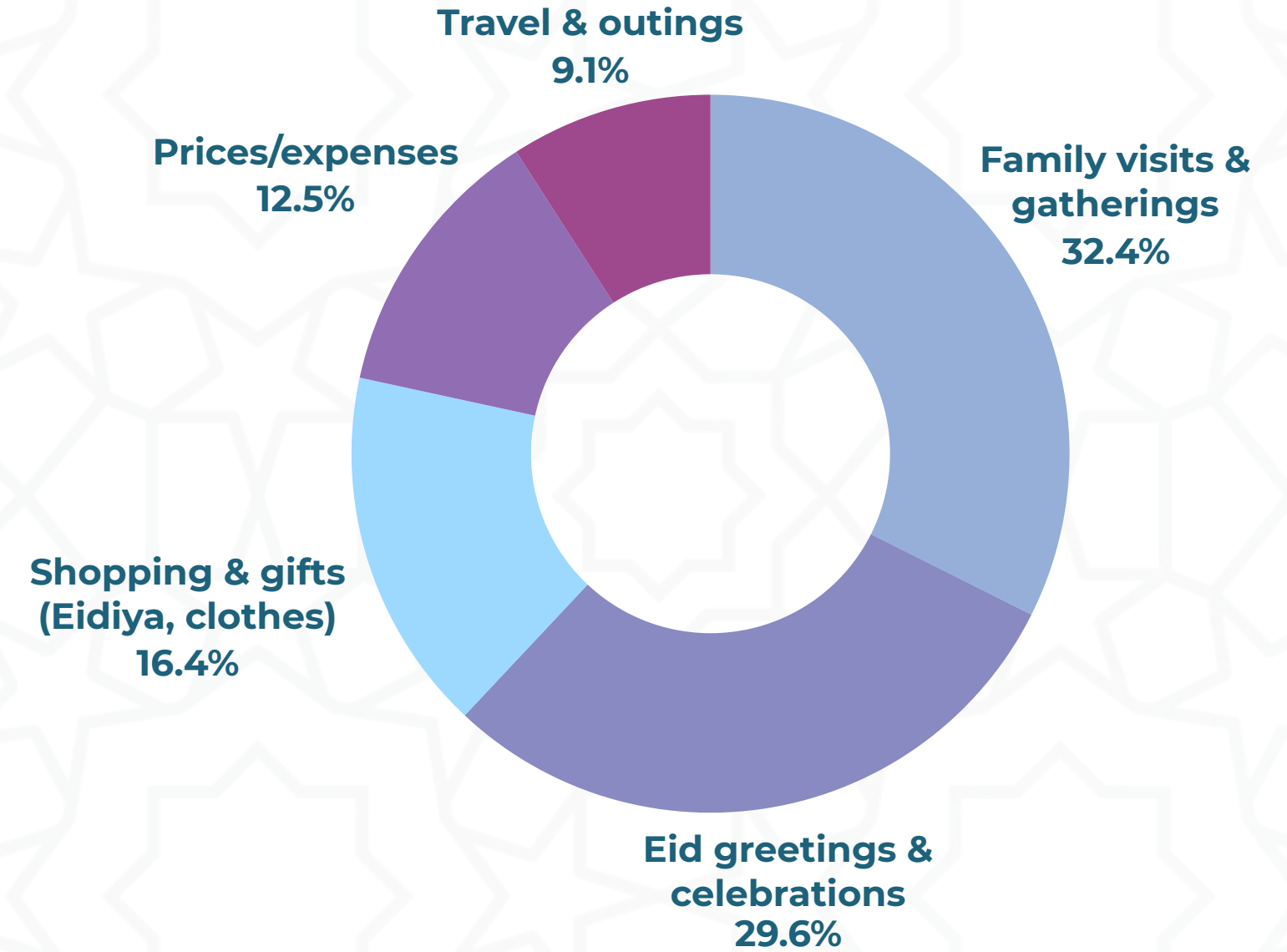
Phase 5: Eid Week

MENA

Prices & expenses
7.2%

Travel & outings
15.4%

Eid greetings & celebrations
37.4%

Shopping & gifts (Eidiya, clothes)
19.2%

Family visits & gatherings
20.8%

Jordan

Travel & outings
9.1%

Prices/expenses
12.5%

Family visits & gatherings
32.4%

Shopping & gifts (Eidiya, clothes)
16.4%

Eid greetings & celebrations
29.6%

Eid week is a full reset in conversation**. Ramadan themes drop, and people switch to celebration, visits, shopping, and movement. Pricing and budget discussions** is more visible in **Jordan**. People speak more openly about Eid being expensive, which makes value messaging stand out during this week.

MENA

37.4%

Jordan

29.6%

Eid greetings and family visits shape the week's social flow; **greetings are a quick way to check in with everyone and keep connections warm,** while **visits** become **the real agenda, who gets visited first, timing, and what to bring,** so much of the conversation shifts to managing plans and expectations, not just celebration.
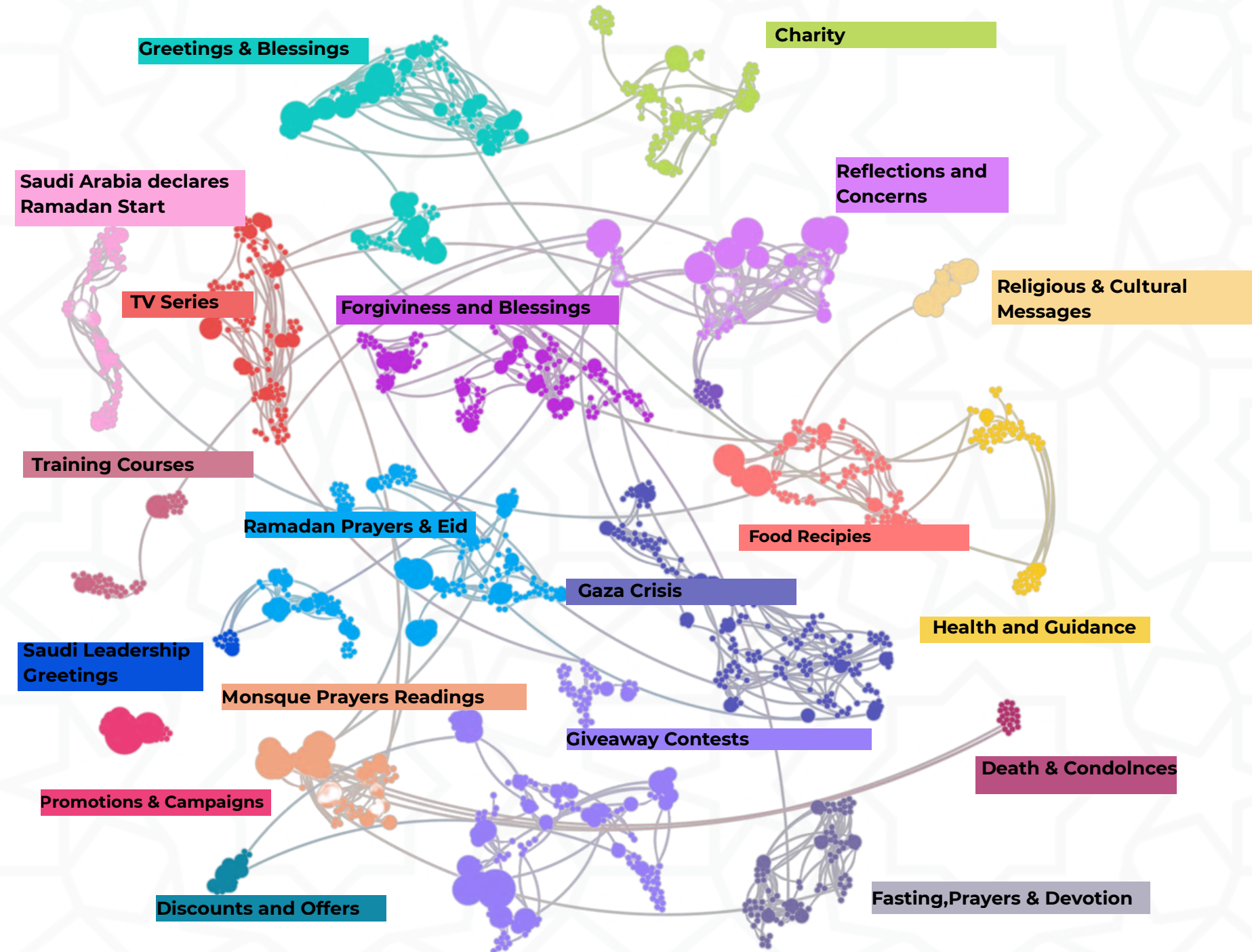
03

*How Ramadan
Conversations
Took Shape*

Ramadan Conversations Across **MENA**: Ritual, Community, and Engagement

MENA Region

Legend:

- Ramadan Quiz and Giveaway Contests (12.9%)
- Ramadan prayers and Eid Celebrations (10%)
- Ramadan Greetings and Blessings (9.9%)
- Religious Reflections and Concerns (8.8%)
- Gaza Crisis (7.5%)
- Ramadan Mosque Prayer Readings (7.2%)
- Blessings and Forgiveness (7.1%)
- Promotions and campaigns for Ramadan (5.6%)
- Ramadan Food Recipes (5%)
- Ramadan TV Series (5.8%)
- Charity (4.2%)
- Fasting, prayer and Devotion (3.5%)
- Saudi Arabia declares Ramadan Start (3.5%)
- Health and Guidance (2.4%)
- Training Course Promotions (2.3%)
- Religious & Cultural Messages (2.1%)
- Discounts and Offers (1.4%)
- Death and Condolences (0.7%)
- Saudi Leadership Greetings (0.5%)

How the Story Unfolds

Spiritual Core:

- At the center of the conversation are **prayers, mosque readings, religious reflections, and fasting,** anchoring Ramadan as a deeply spiritual period focused on devotion, forgiveness, and personal reflection.

Collective Celebration:

- Surrounding this core, **greetings, Eid celebrations, Ramadan TV series, and food-related content** reflect shared cultural rituals and daily Ramadan life—where faith intersects with family, tradition, and media consumption.

Engagement & Participation:

- The outer clusters highlight **quizzes, giveaways, promotions, and charity initiatives,** showing how audiences actively engage with brands, institutions, and content that aligns respectfully with the season's values.
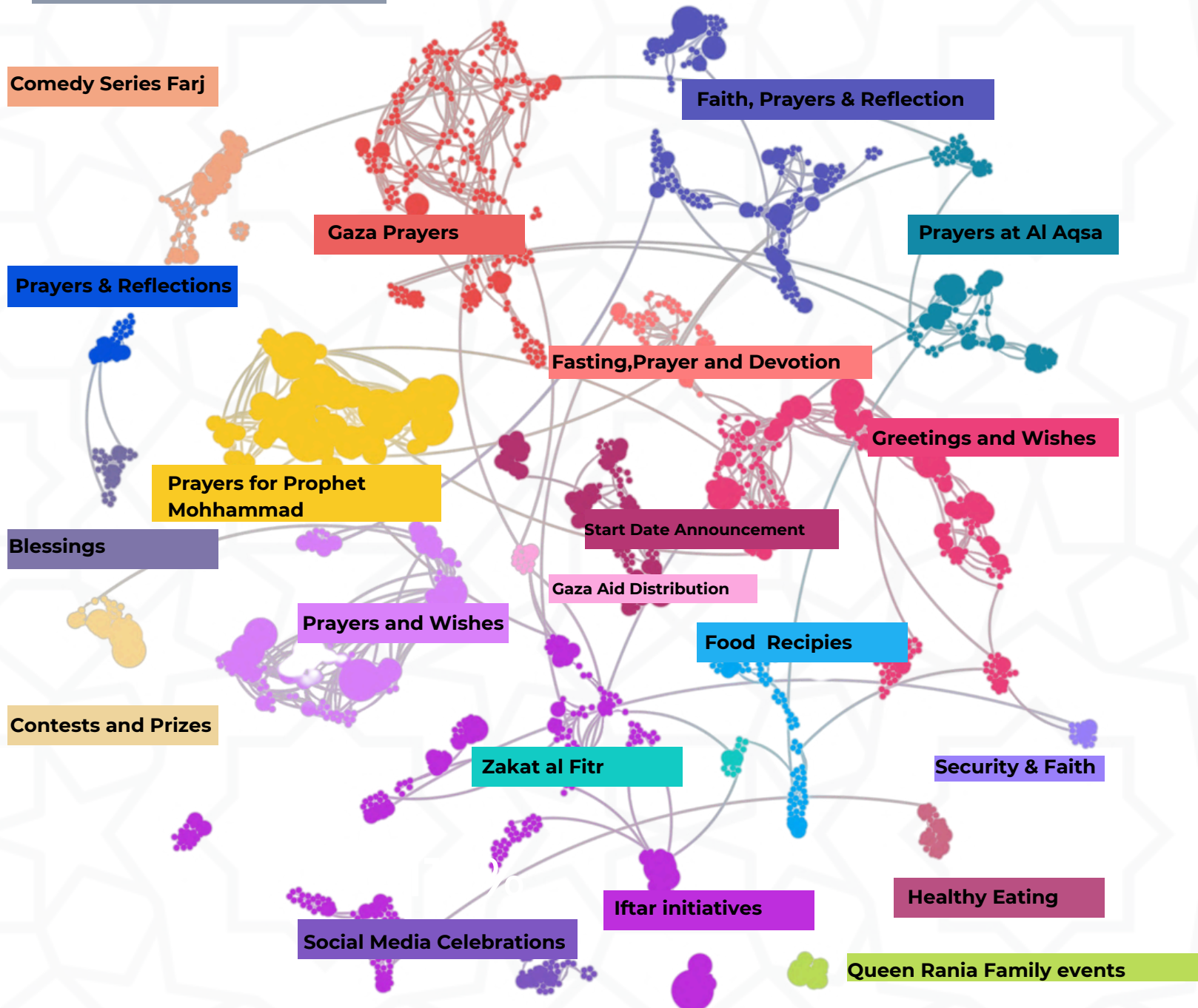
Note: Percentages represent relative cluster size within mapped Ramadan conversations.

Jordan

Legend:
- Constant Prayers for Prophet Muhammad PBUH (25%)
- Royal Charity, Ramadan Iftar Initiatives (12.6%)
- Ramadan Greetings and Wishes (11.2%)
- Ramadan Prayers, Wishes and Gratitude (10.2%)
- Gaza: Prayers, Suffering and Resistance (7.8%)
- Ramadan Faith, Prayer and Reflection (6.9%)
- Ramadan starts dates announcement (5%)
- Ramadan Prayers at Al Aqsa (4.4%)
- Ramadan Comedy Series Farj (2.9%)
- Ramadan Food Recipies (2.7%)
- Ramadan Contests and Prize Drawings (2.3%)
- Fasting, prayer and Devotion (1.9%)
- Ramadan Blessings (1.3%)
- Ramadan themes, prayers and reflecions (1.1%)
- Ramadan Healthy Eating and Weight (1%)
- Ramadan social media celebrations (1%)
- Queen Rania Ramadan Family events (1%)
- Jordans Security & Faith (0.6%)
- Zakat al Fitr (0.5%)
- Gaza Ramadan Aid Distribution (0.5%)

How the Conversation Forms

Spiritual & Ritual Core:

- The densest clusters center on prayers, **Quran recitations, fasting, and Ramadan greetings, reinforcing Ramadan as a period of devotion, reflection, and moral grounding** in daily Jordanian life.

Family & Cultural Expression:

- Surrounding this core are conversations around **Ramadan meals, home gatherings, TV series, comedy skits, and food traditions,** highlighting how spirituality translates into shared domestic and cultural experiences.

National & Regional Sensitivity:

- Distinct clusters **reference Gaza-related prayers, charity initiatives, zakat, and humanitarian aid,** underscoring how Ramadan discourse in Jordan is closely tied to solidarity, empathy, and regional responsibility.

Engagement & Light Participation:

- Interactive content—such as **contests, prize draws, and brand-led greetings**— appears at the edges, indicating that participation is welcomed when it aligns respectfully with religious values and social context.

Note: Percentages represent relative cluster size within mapped Ramadan conversations.

People Emotions: A Sentiment of Unity, Suffering, and Hope

Limited **Small** Wonderful **Learning** Flowing
Perfect **Grand** **Difficult** **Happy** **Suffering** Steadfast **Warm**
Content **Beautiful** **Good** **Spiritual** **Light** Ready
Engagé Dedicated Healthy **Complete** Committed
Oppressed **Special** **Blessed** **Destroyed** **Faith**
Unable **Tough** Understanding **Kind**
Love **Peaceful** **Free** **United** **Great** Warm
Rich Simple **Loved** **Hungry** **Hope** **Lost** **Unique**
Clear **Strong** Confused **Sharing** Deep

Ramadan in Gaza came through as a month shaped by destruction and shortage: homes and streets damaged, basics hard to access, and repeated loss affecting families and even medical workers.

04

Understanding Audience Engagement During Ramadan

Ramadan Audience Signals: Jordan vs. MENA

Same season. Different behavioral logic

PRIME ACTIVITY WINDOW
BOTH PEAK POST-IFTAR (18:00–23:00) AND ON FRIDAYS.

SUHOOR ADVANTAGE (MENA)
MENA IS +20% MORE ACTIVE BETWEEN 12:00–5:00AM, DRIVEN BY POST-TARAWEEH AND SUHOOR SCROLLING — A LOW-COMPETITION, HIGH-ATTENTION WINDOW.

MORNING RHYTHM (JORDAN)
JORDAN SHOWS STRONGER MORNING ENGAGEMENT, REFLECTING A MORE WORK-ANCHORED DAILY ROUTINE, EVEN DURING RAMADAN.

IMPULSE VS. INTENT
MENA IS IMPULSE-DRIVEN (42%) AND HIGHLY RESPONSIVE TO SOCIAL MEDIA TRIGGERS (90%). **JORDAN** IS DELIBERATE (28% IMPULSE) AND RESEARCH-ORIENTED.

WHO VALIDATES DECISIONS
MENA CONVERTS VIA FLASH OFFERS, SOCIAL PROOF, AND ONE-TAP JOURNEYS. **JORDAN** CONVERTS VIA COMPARISON, TRUST, AND FAMILY VALIDATION (65%).

CONTENT POWER ROLES
JORDAN = AMPLIFIERS → HIGH RETWEETING. **MENA** = CREATORS → HIGH ORIGINAL POSTING.

BRAND VS. UTILITY
BRAND NAME MATTERS 48% MORE IN **MENA** (36%). **JORDAN** PRIORITIZES PRACTICAL VALUE AND UTILITY OVER LABELS.

INFLUENCER ARCHITECTURE
JORDAN TRUSTS JOURNALISTS & ANALYSTS (CREDIBILITY-LED). **MENA** ACCEPTS BRANDS, INSTITUTIONS, AND PUBLIC FIGURES AS INFLUENCERS.

Jordan Audience

Digital-First, Value-Aware, Decision-Driven

Education	Largely college-educated **(15%)**	**Language**	Arabic is primary language **(50%)**, followed by english
Personality	Analytical · Opinionated · Alert	**Media Affinity**	

Audience Engagement

- Engagement spikes around **utility, relevance, and immediacy**
- Interaction skews toward **amplification, not debate**

Platform & Media Affinity

Audience attention concentrates around high-credibility news and religious outlets, with strong affinity toward **Al Jazeera** platforms **(up to 40.5%)** and **Qur'an**-centric religious accounts **(36.2%)**

Digital Behavior

- **Overwhelmingly mobile-first (93%)**
- Engagement favors scroll-optimized, concise formats
- Strong culture of sharing greater than long-form creation

Decision and Influence Driver

- **Social media** is the **primary decision trigger (90%)**
- **Family & peer** influence remain **strong (82%)**
- **Brand name** alone plays **a secondary role (36%)**

Decision & Response Triggers

- **Planned purchasing** dominates
- Impulse exists, but is **controlled and relevance-driven**
- **Urgency** increases near **iftar & late evening windows**

Consumer Behavior

- High credit usage **(52%)**
- **Selective spending**, not reckless
- **Trust** greater than **novelty** in final decisions

Preffered Platforms

- **Telegram (4.9× affinity)** : fast news circulation & community discourse
- **Spotify / SoundCloud** : background audio, commentary, long-form listening
- **WhatsApp** : private sharing & trust-based dissemination
- Lower reliance on **Instagram/Facebook** for primary information intake

Age

25–44 (dominant), led by 25–34 **(54%)**

Gender

Predominantly Male **(70%)**

Relationship Status

Balanced mix of single and married, suggesting relevance across:
- Household-level economic concerns
- Individual career and identity narratives

MENA

Emotionally engaged, mobile-first, trust-driven, action-oriented

Education	Largely college-educated **(15%)**
Language	• Arabic-first **(57%)** • English used selectively
Personality	Empathetic, Active, Purpose-Driven
Media Affinity	الجزيرة / alarabiya العربية / beIN SPORTS / التلفزيون العربي

Audience Engagement

- Audience behavior during Ramadan skews toward active participation,
- with a near-balanced mix of original posting **(43.7%)** and sharing **(32.6%**

Platform & Media Affinity

- Influence within this audience is dominated by official and institutional accounts. Top entities show high affinity levels **(17%–30%)** combined with very large reach
- Government figures, **state media, religious accounts, and major institutions** (including banks) outperform personalities,

Digital Behavior

- **This audience is overwhelmingly mobile-first (95%),** consuming and engaging with content primarily on smartphones.

Decision and Influence Driver

- Behavior is most influenced by social media exposure **(84%)**
- followed by online advertising **(74%)** and family and peer circles (**65%),** while brand names alone carry limited persuasive weight.

Decision & Response Triggers

- **Planned spending** dominates; **cards provide control**
- **Impulse** is **limited** and **timing**-driven, not campaign-led
- **Social influence** outweighs **brand and ads**

Consumer Behavior

- Spending patterns are **planned and cautious,** with **high credit-card usage**
- low impulsivity, and **limited responsiveness to promotional campaigns**— indicating preference for relevance, trust, and value over urgency.

Preffered Platforms

- Audience activity concentrates on **Telegram (4.8x)** and **WhatsApp (3.3x),** signaling a strong preference for private, fast-moving information channels over public social platforms.

Age

Core audience concentrated within 25–44, led by 25–34, **(57%)** reflecting a socially active, working-age population

Gender

Predominantly male **(70%),** indicating stronger participation in public, political, and religious discourse across the region

Relationship Status

Balanced mix of single and married, suggesting relevance across:
- Household-level economic concerns
- Individual career and identity narratives

05

From MENA to Jordan: What People Talked About and When It Spiked

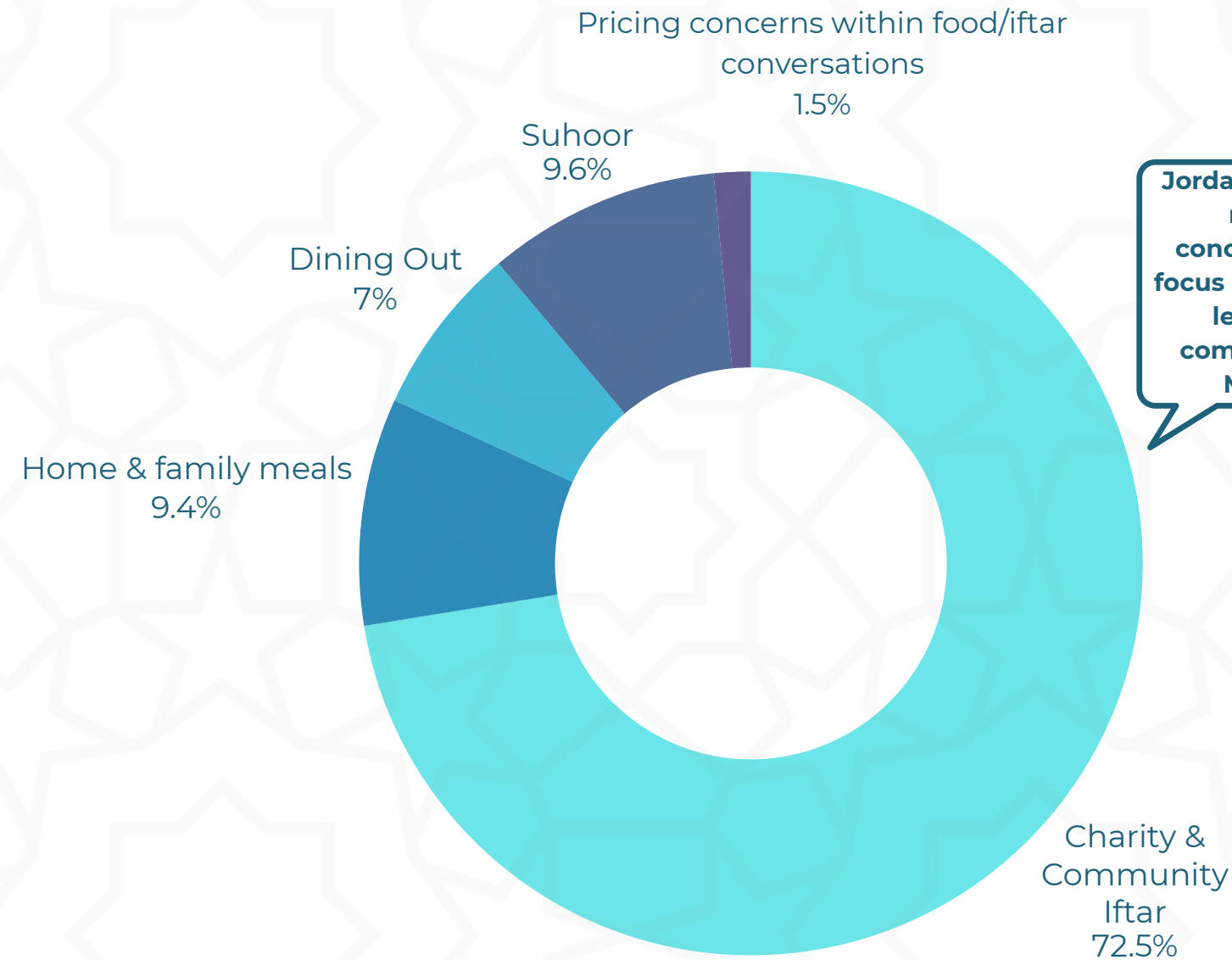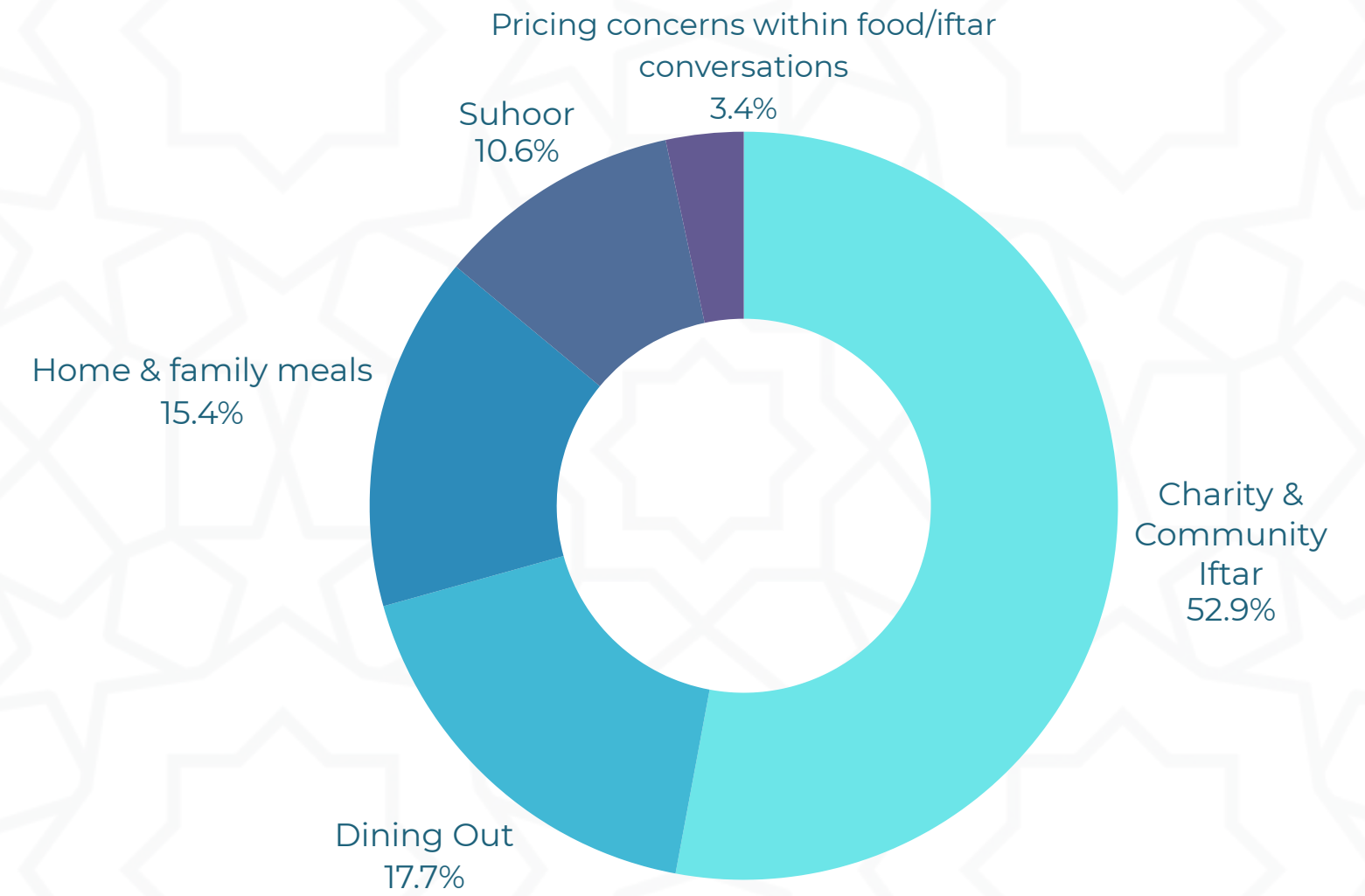# The Ramadan Table: How Jordan & MENA Shaped the Conversation

Share of Food & Iftar-Related Conversations

JORDAN

- Pricing concerns within food/iftar conversations 1.5%
- Suhoor 9.6%
- Dining Out 7%
- Home & family meals 9.4%
- Charity & Community Iftar 72.5%

> Jordan shows a more concentrated focus on charity-led iftar compared to MENA

MENA

- Pricing concerns within food/iftar conversations 3.4%
- Suhoor 10.6%
- Home & family meals 15.4%
- Charity & Community Iftar 52.9%
- Dining Out 17.7%

Within food and iftar-related discussions, both **Jordan** and **MENA** were dominated by charity-driven narratives, highlighting the role of communal giving and shared meals in shaping Ramadan food conversations.

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Ramadan Costs: Balancing Affordability and Promotions

Share of Pricing -Related Conversations

JORDAN

Price Comparision
9.2%

Affordibility
28.3%

Discounts
62.5%

MENA

Price Comparision
15.7%
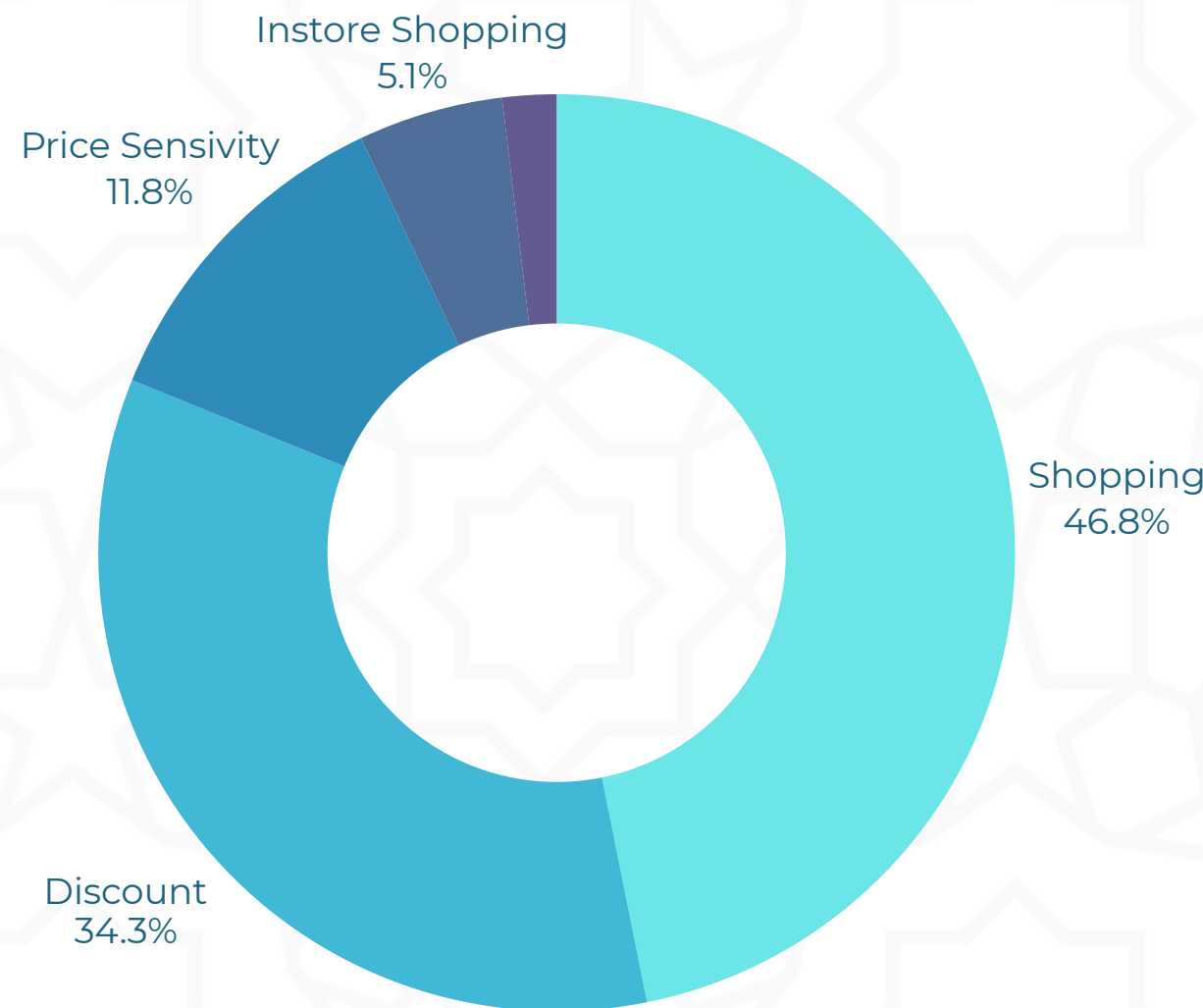
Affordibility
49.6%
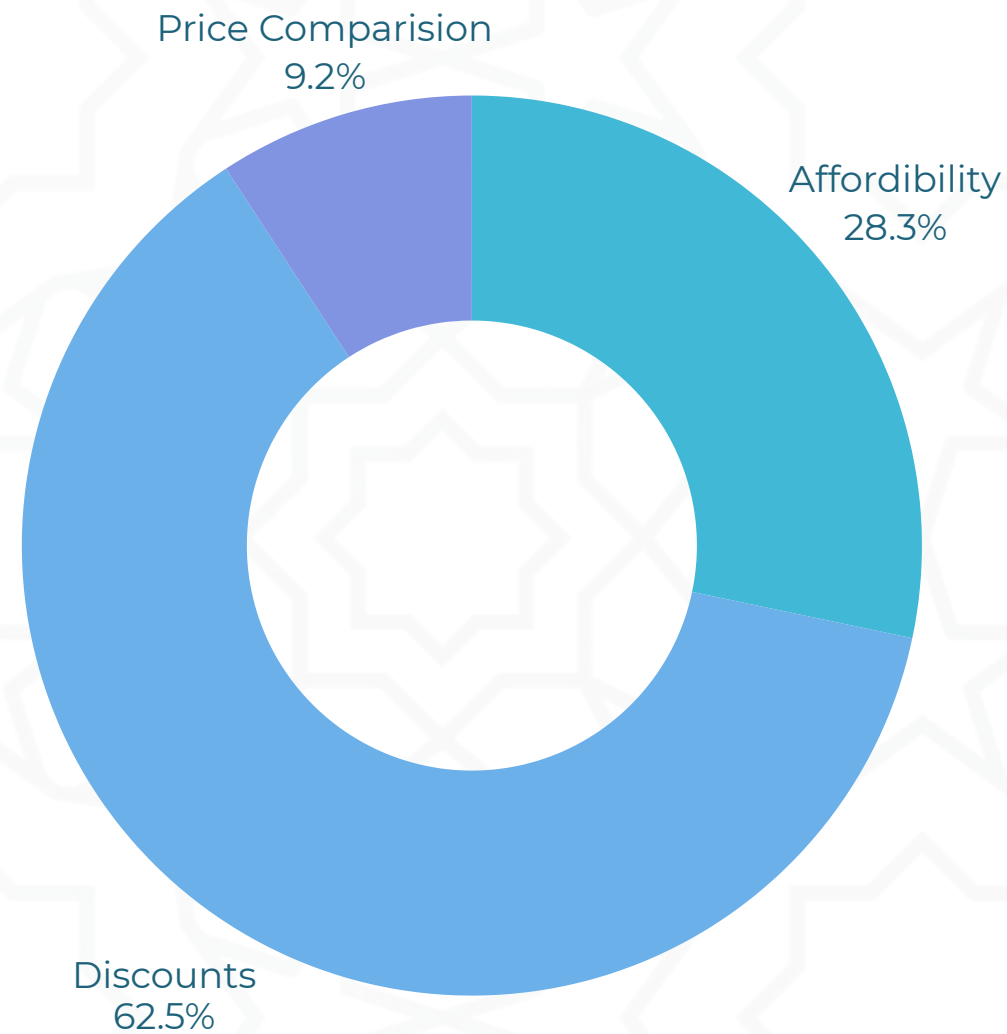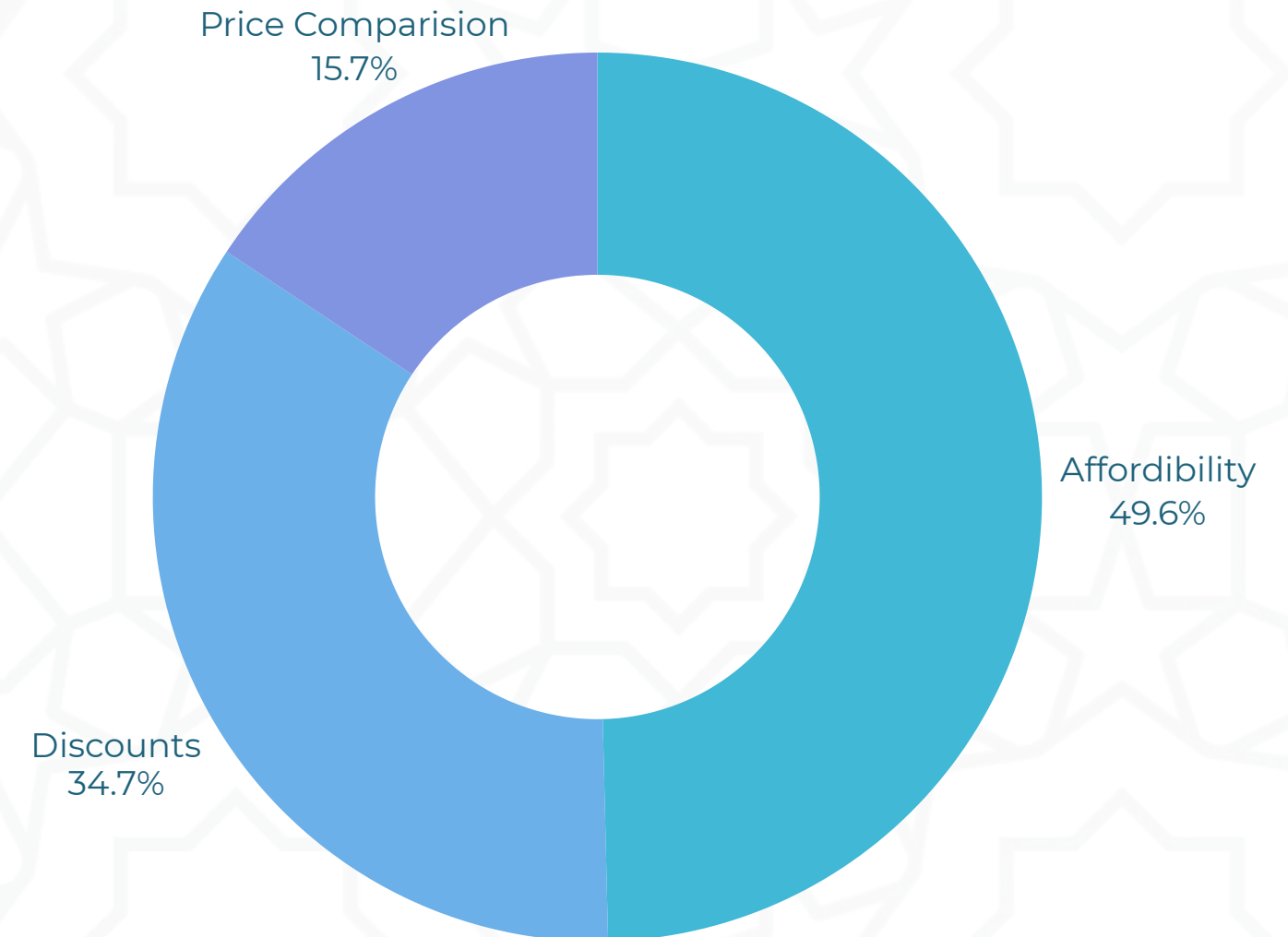
Discounts
34.7%

In both **Jordan** and **MENA**, discounts were the dominant focus in discussions around prices and affordability, though **Jordan's** conversation leaned more towards managing costs, while **MENA** emphasized securing deals.
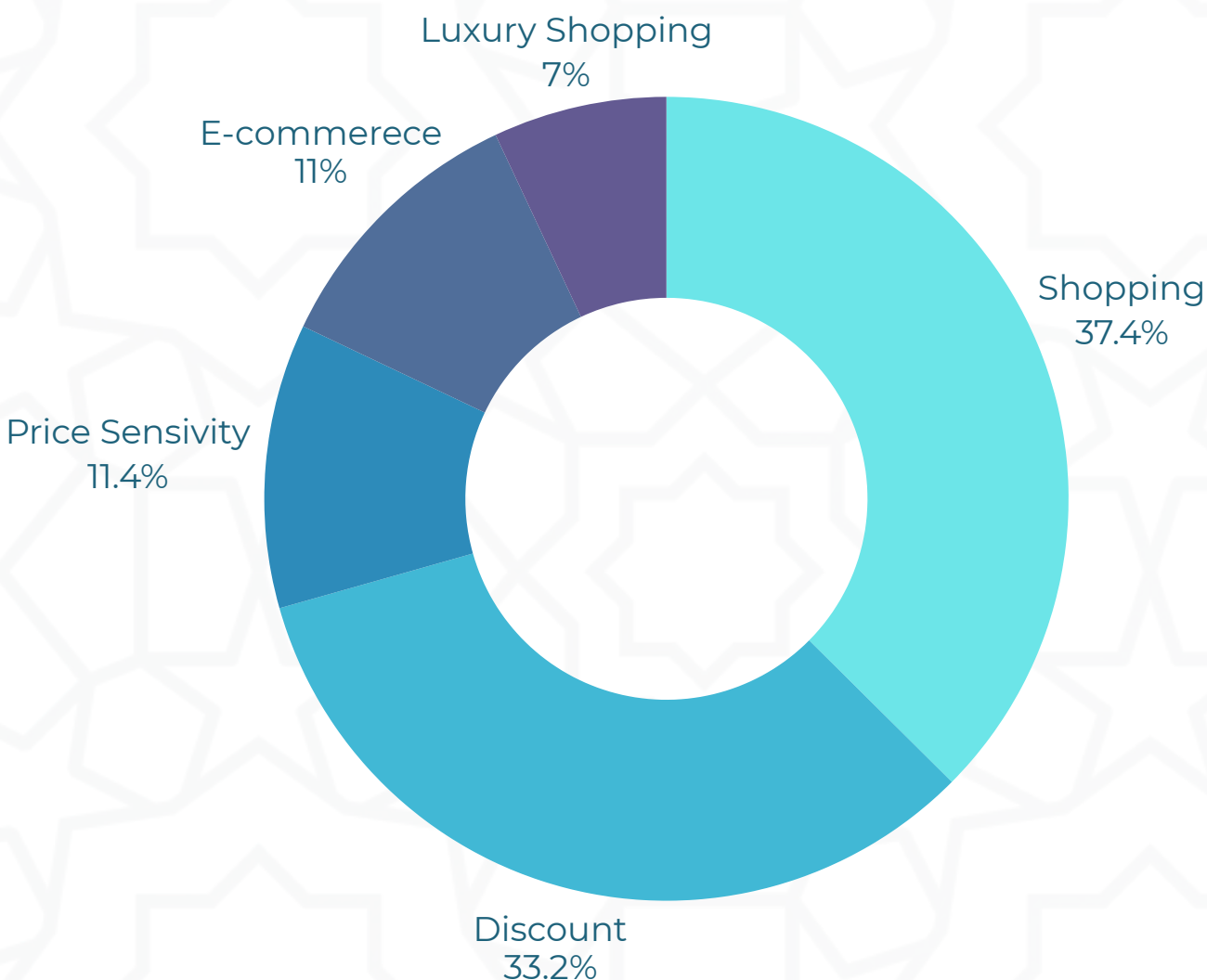
Shopping & Retail: How Ramadan Shopping Trends Unfolded

Share of Shopping-Related Conversations

JORDAN

Instore Shopping
5.1%

Price Sensivity
11.8%

Shopping
46.8%

Discount
34.3%

MENA

Luxury Shopping
7%

E-commerece
11%

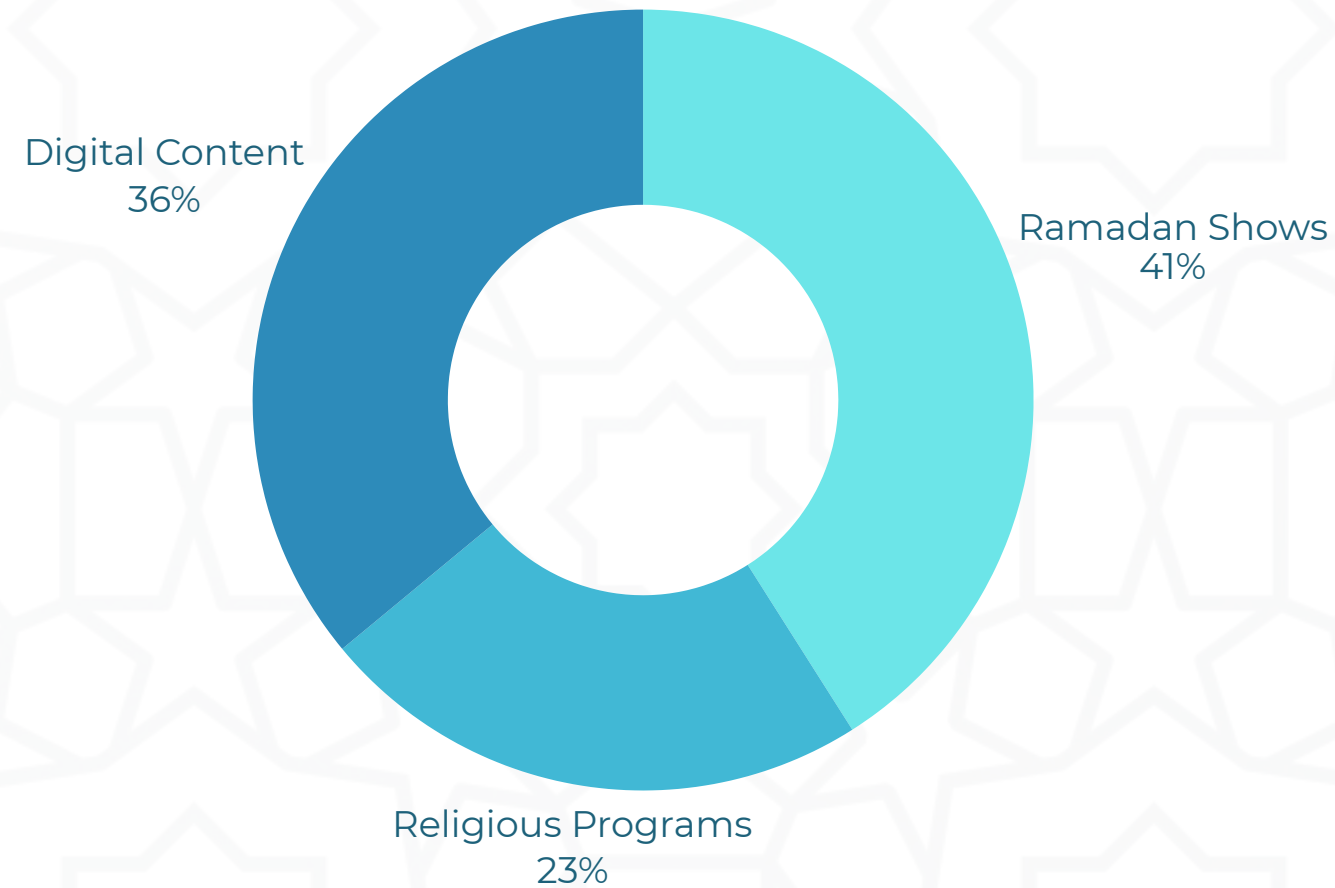Price Sensivity
11.4%

Shopping
37.4%

Discount
33.2%

In **MENA**, luxury shopping and online shopping had a stronger presence compared to **Jordan**. **MENA's** conversation reflected a broader interest in high-end purchases and e-commerce, while Jordan's focus remained more on general shopping and discounts.
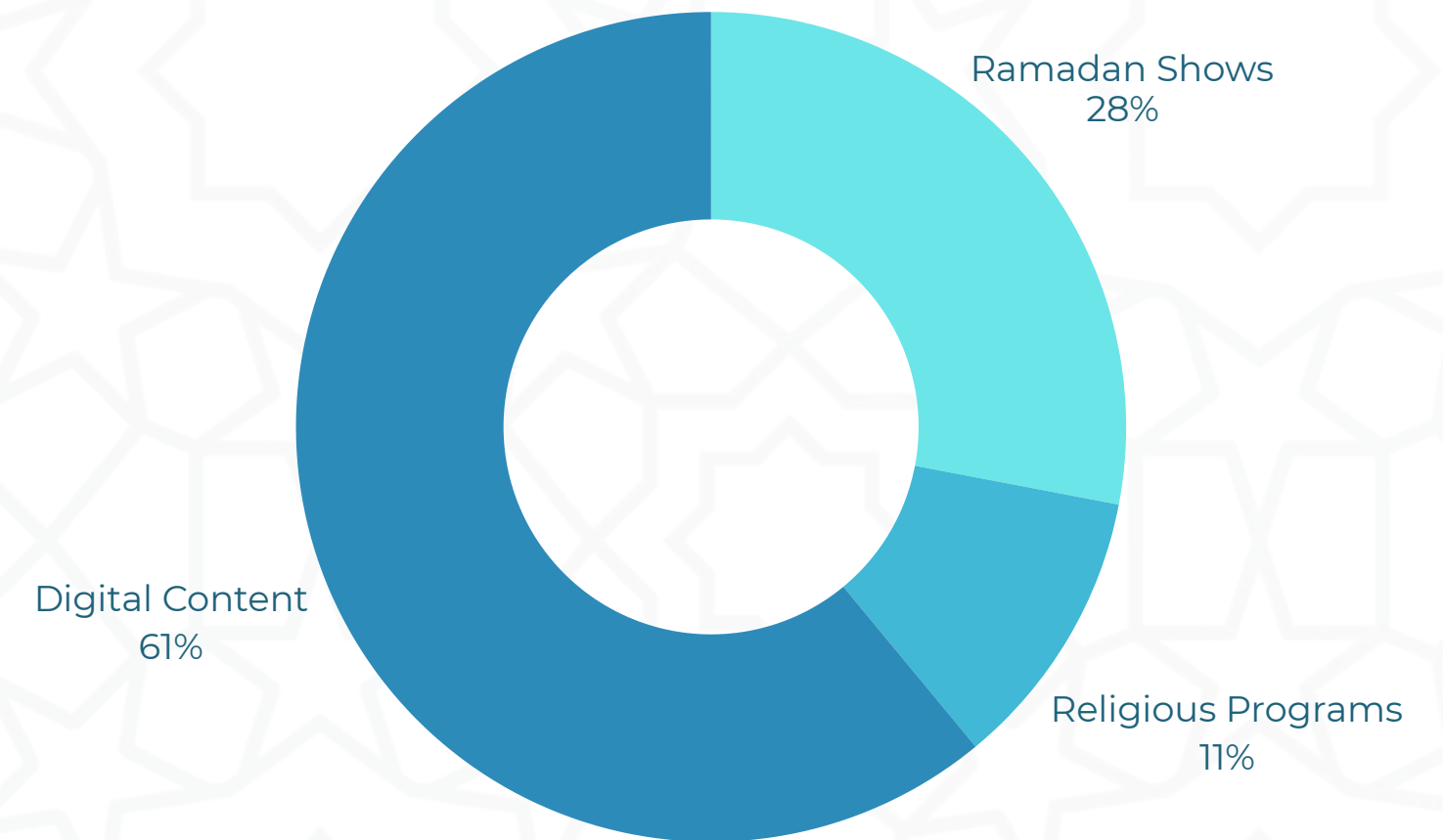
Entertainment & Media: How Night-Time Viewing Differed Across the Region

Share of Entertainment & Media -Related Conversations

JORDAN

Digital Content
36%

Ramadan Shows
41%

Religious Programs
23%

MENA

Ramadan Shows
28%

Digital Content
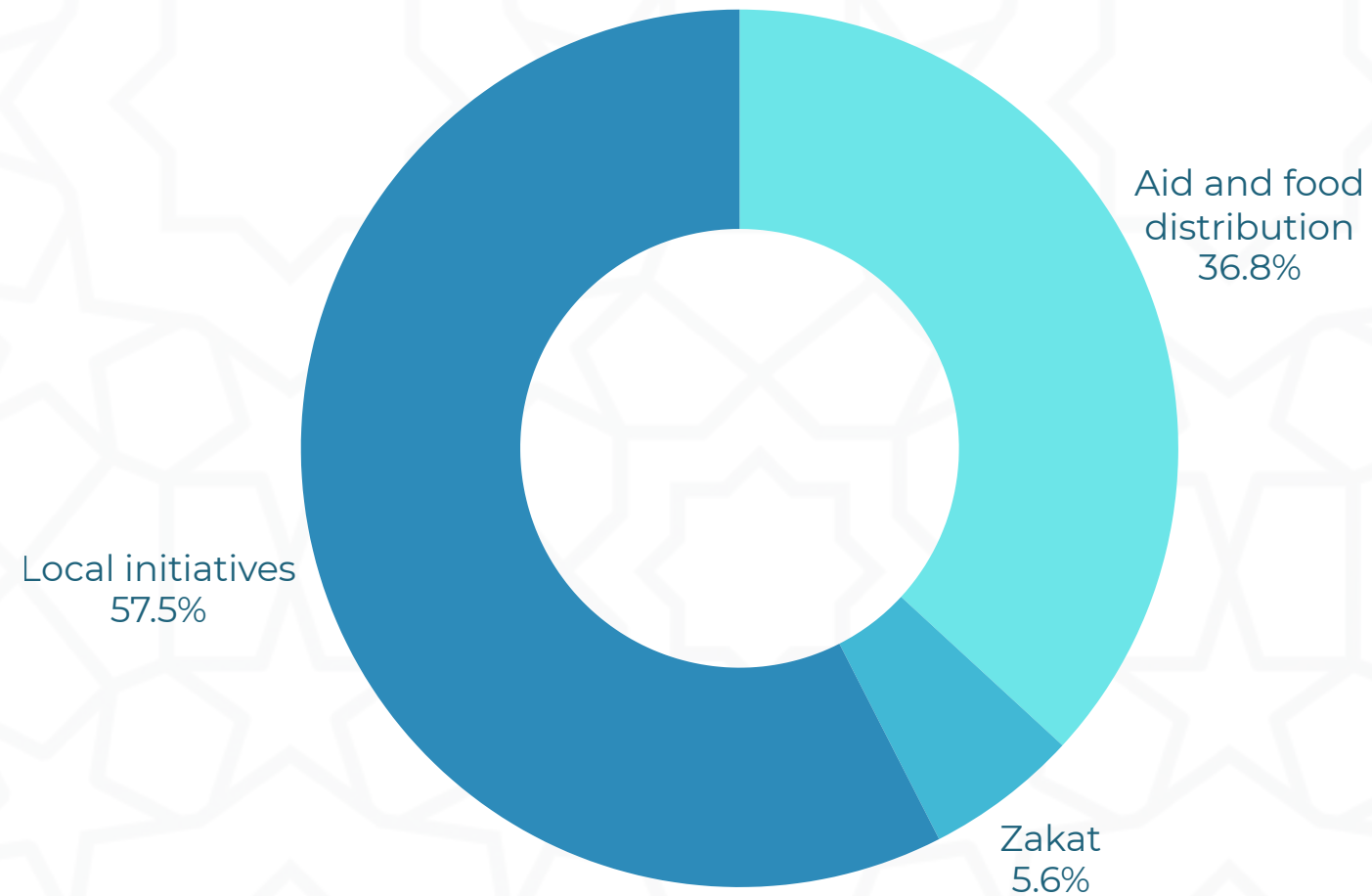61%

Religious Programs
11%

Jordan's media consumption is more Ramadan-focused and tradition-driven, with strong engagement in seasonal and religious programs. The wider **MENA** region is more digitally oriented, where online platforms dominate attention and Ramadan or religious content is less central.
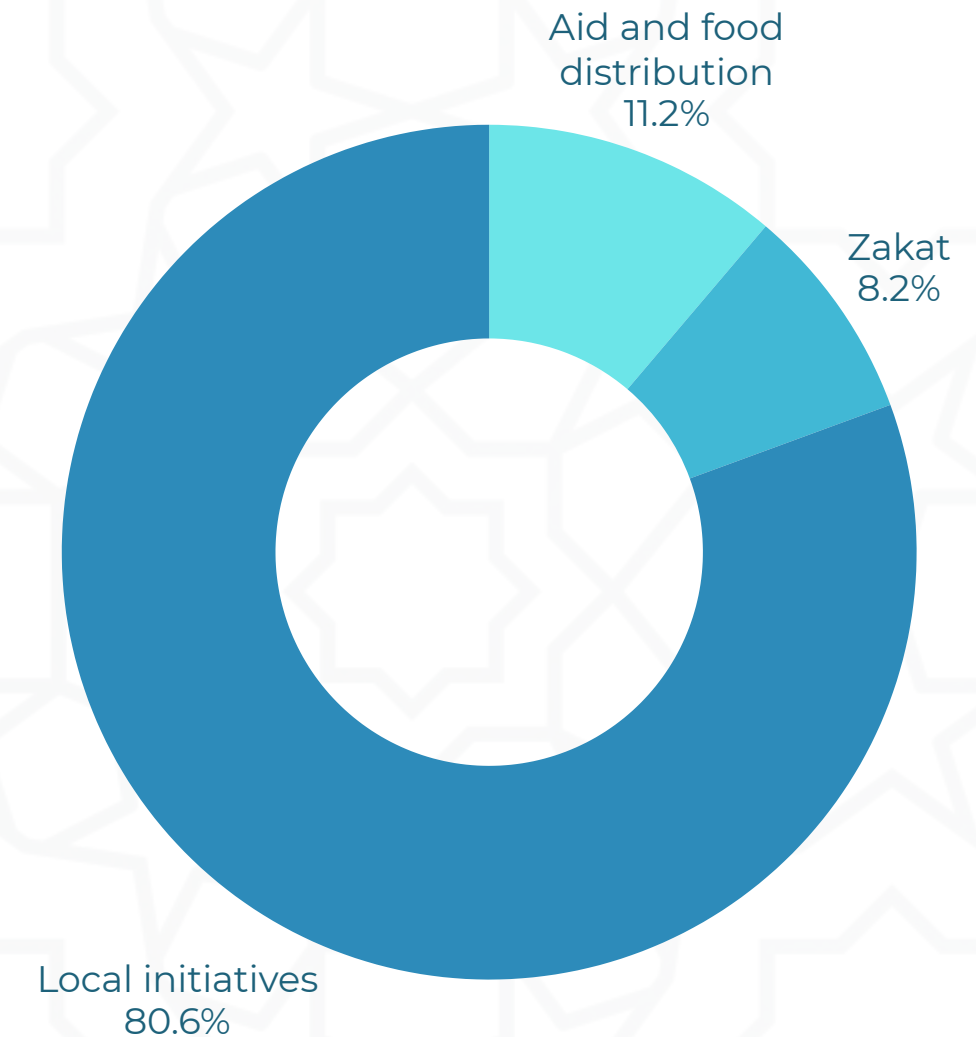
Charity & Zakat: Giving Season: Where Generosity Showed Up

Share of Charity & Zakat -Related Conversations

JORDAN

Aid and food distribution
36.8%

Zakat
5.6%

Local initiatives
57.5%

MENA

Aid and food distribution
11.2%

Zakat
8.2%

Local initiatives
80.6%

In both **Jordan** and **MENA,** local initiatives led the conversation around charity, with aid and food distribution more prominent in Jordan, while Zakat held a slightly stronger presence in MENA.
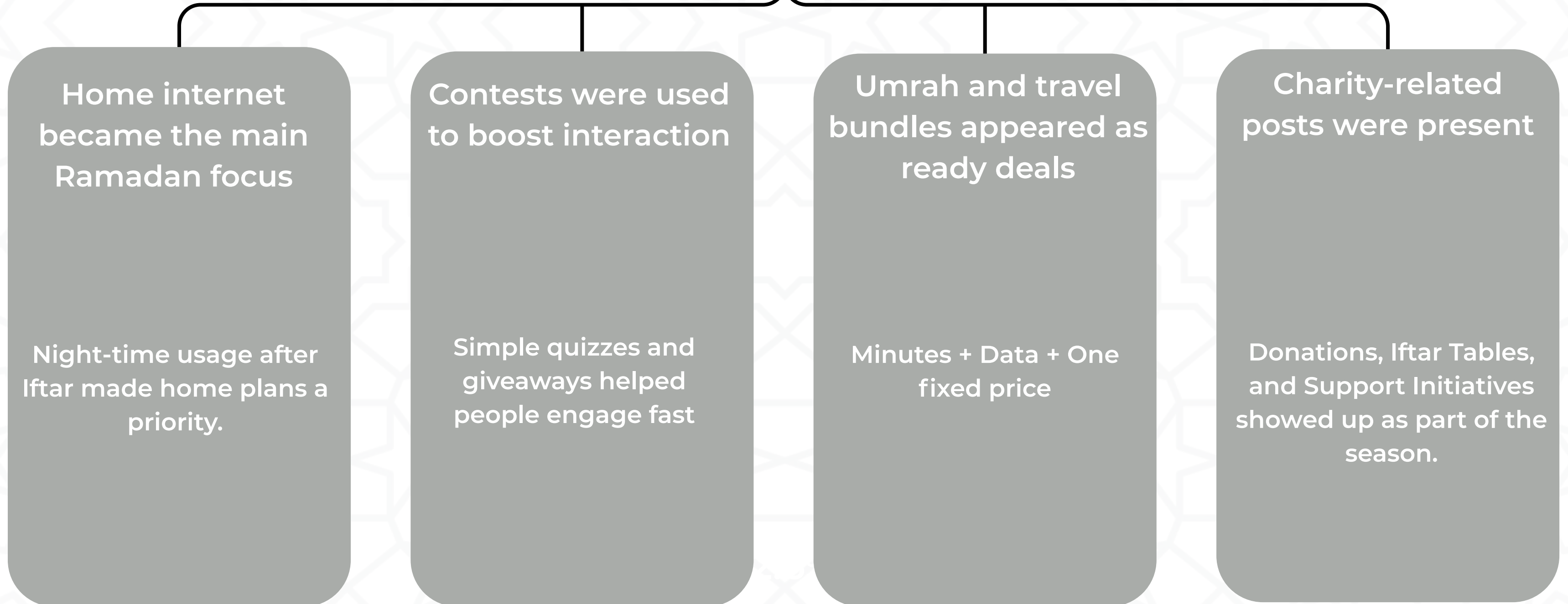
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06

How did Jordanian Telecommunications Companies Perform During Ramadan?

# How Ramadan was used in telecom campaigns

What showed up clearly in the market

Home internet became the main Ramadan focus

Night-time usage after Iftar made home plans a priority.

Contests were used to boost interaction

Simple quizzes and giveaways helped people engage fast

Umrah and travel bundles appeared as ready deals

Minutes + Data + One fixed price

Charity-related posts were present

Donations, Iftar Tables, and Support Initiatives showed up as part of the season.
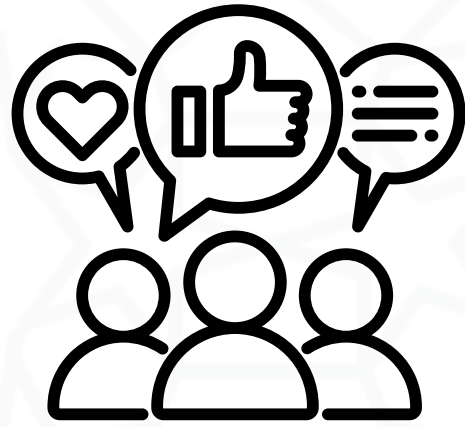
What worked best

- Offers that fit Ramadan nights: more data, stronger speed, better home connection.

- Contests that feel fair: simple rules and clear winner announcements.
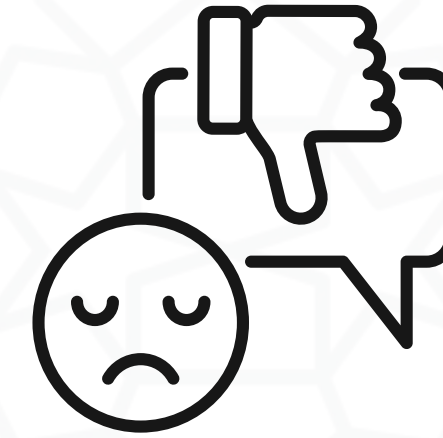
What didn't work

- Promotion while problems are unresolved: ads feel annoying when the service or billing issue is still there.

- Offers that need too much explanation: when people keep asking "how?" the message isn't clear.

What worked best

Examples

Examples

ممكن تفاصيل أكثر لو سمحت

45 أ   أعجبني   رد

تم الرد بواسطة   رد واحد

"More details please"

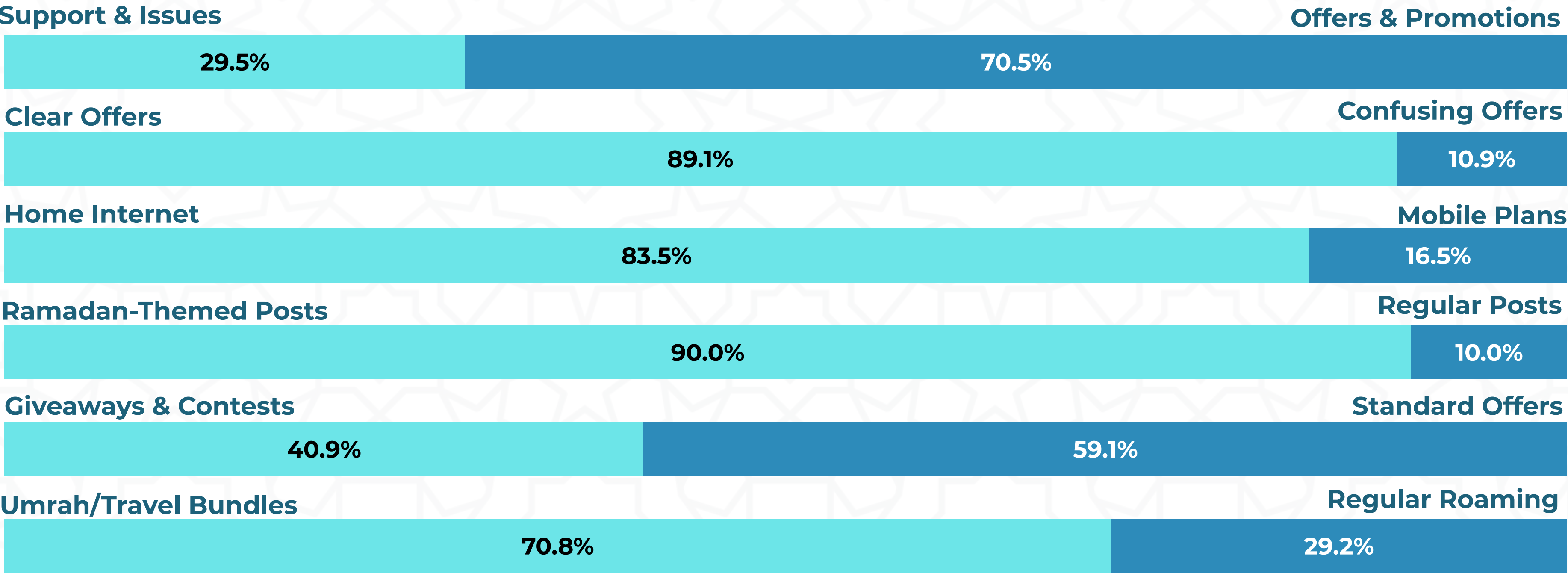اشتريت حزم عن طريق هذا العرض والنت صار بطيء

45 أ   أعجبني   رد

تم الرد بواسطة   ٢ . رد واحد

"I purchased bundles through this offer, and the internet has become slow"

A while ago , _____ put up a street ad that said, "Sometimes **good internet** is just about," accompanied by a picture of a pancake. No one will understand the ad unless they watched the video _____ released. The gist of it is that a little girl wants to make pancakes, so she finds the recipe and instructions on YouTube, and the internet needs to be strong. It's a bit difficult and lengthy to explain. Anyway, my dear sir , _____ didn't let that slide and put up a street ad too, in a very fancy way. It's a picture of two people eating pancakes, a dish with **an internet** signal booster, and a pole in the middle of the dish with the pancake stuck in it. The caption reads, "Strong **internet** for your business, and save the pancakes for grilling." So, _____ is promoting a new product and taking a jab at _____. Sorry for the long explanation, and it might not be clear, but those who understand these things know how intense the cold war is between them. This is something new **in Jordan** , and it's going to be very strong. ❤ translated by google 🅰🈂

Jordan Telecom Ramadan: Content Focus Split

Support & Issues   **Offers & Promotions**

| 29.5% | 70.5% |

Clear Offers   **Confusing Offers**

| 89.1% | 10.9% |

Home Internet   **Mobile Plans**

| 83.5% | 16.5% |

Ramadan-Themed Posts   **Regular Posts**

| 90.0% | 10.0% |

Giveaways & Contests   **Standard Offers**

| 40.9% | 59.1% |

Umrah/Travel Bundles   **Regular Roaming**

| 70.8% | 29.2% |

Note: Percentages reflect the distribution within each content theme, not total Ramadan banking content.

Jordanian telecom brands treated Ramadan as a **high-utility sales moment—prioritizing clear offers, home internet, and giveaways**—while minimizing service dialogue, signaling that **performance was driven by simplicity and value** rather than emotional storytelling.

07

How did Jordanian Banking Industry Perform During Ramadan?

What Ramadan Reveals About Banking Performance

What Drove This Performance

Ramadan banking conversations intensify around relevance, not volume, with engagement driven by **content that delivers immediate, practical value. Incentive-led campaigns around cards, cashback, and rewards** convert attention into action, while faith-aligned messaging amplifies reach and visibility. At the same time, **audiences shift away from long-term commitments toward tools that offer control, reassurance, and ease**—cards, mobile banking, and responsive service. Even in a mobile-first environment, **human interaction remains the trust anchor, with branches and frontline staff shaping perception** more than **speed or innovation claims.** Banks that succeed in Ramadan are those that *align utility, tone, and service with how money is actually lived during the month.*
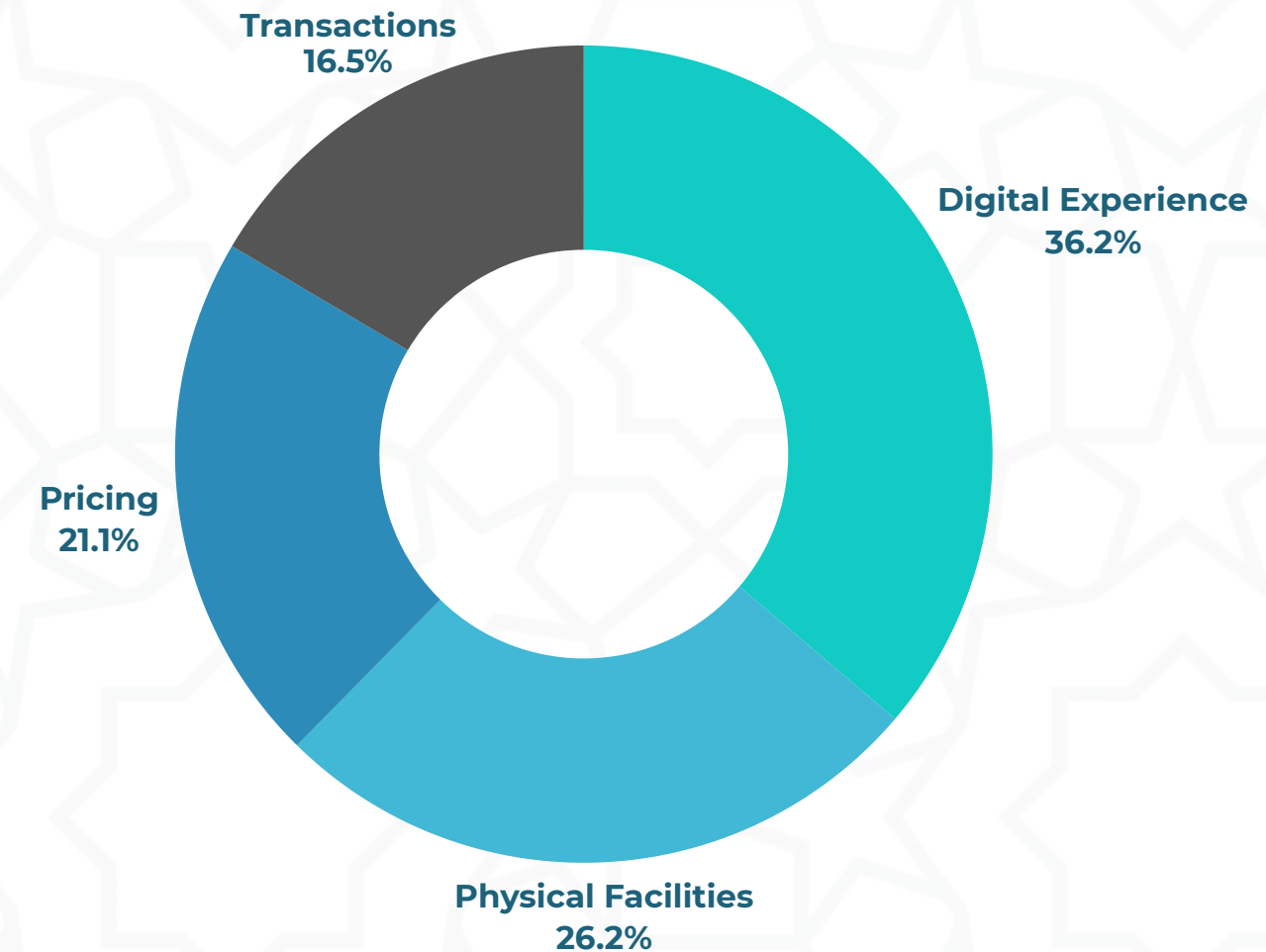
895.6K
Engagement

187K
Conversations & Posts

The Experience Layers That Matter Most in Ramadan

Ramadan shifts banking judgment toward experience over transactions, with digital ease and physical reassurance outweighing pricing and operational mechanics.

Transactions 16.5%

Digital Experience 36.2%

Pricing 21.1%

Physical Facilities 26.2%

The figure above shows that Ramadan shifts banking expectations from "what banks offer" to how smoothly and confidently banking fits into daily life, with digital experience emerging as the primary driver of audience attention and evaluation.

Where Banking Decisions Are Really Made in Ramadan

33%

Although **cards** represent **33%** of audience interest, they drive 38% of total engagement—positioning them as the primary gateway into banking conversations during Ramadan. **Cards are perceived less as utilities and more as spending-control tools** tied to **iftar, gifting, and Eid preparation.**

28%

Rewards generate **28.5%** of engagement despite lower audience interest, indicating strong behavioral activation. During Ramadan, audiences **don't explore rewards passively—they act on them**.

Ramadan engagement favors immediacy, control, and clear value.

Ramadan's Impact on Banking Service Experience

81% With **81.8%** of **service-related conversations** centered on **staff conduct,** Ramadan amplifies sensitivity to tone, empathy, and respect. Audiences are not primarily complaining about systems — they are reacting to human interaction quality.

50% **Branches** account for **50.2%** of service conversations, reinforcing that **physical touchpoints** remain the **emotional center of banking,** even in a digital-first environment.
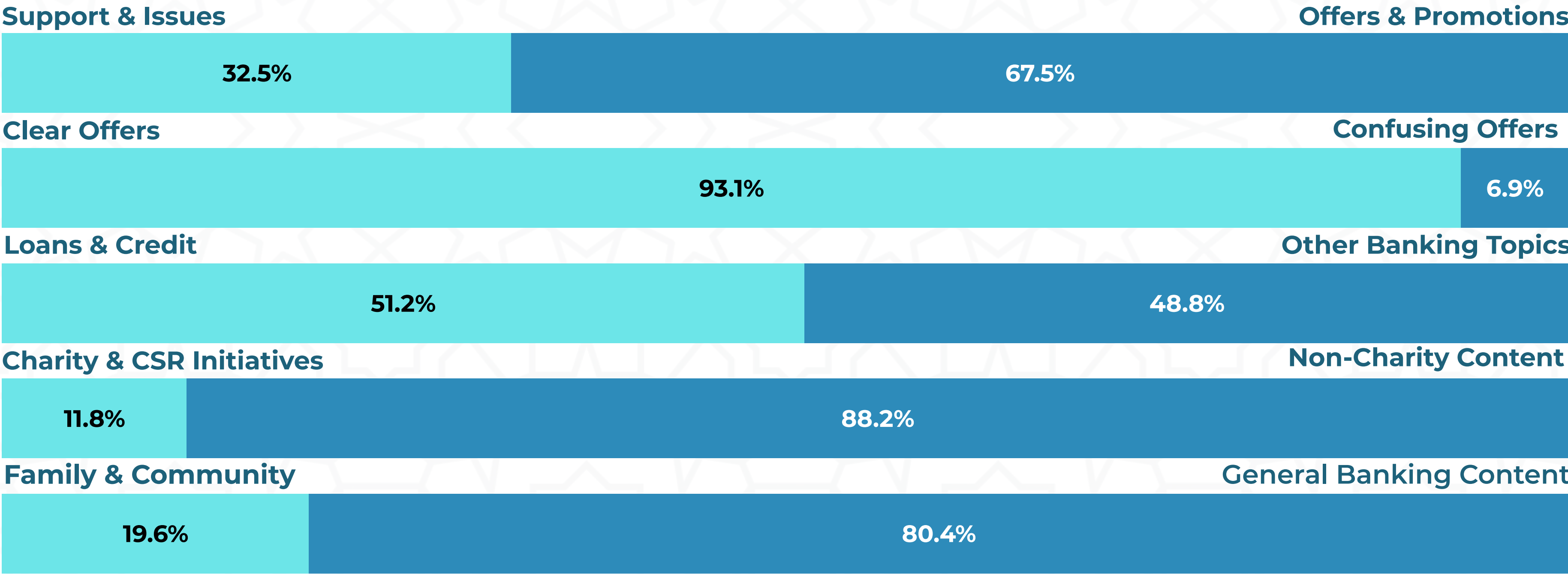
20% With **20%** share, **call centers** absorb urgency-driven issues — especially during f**asting hours and pre-iftar windows.**

Human interaction outweighs speed, automation, and process.

Jordan Banks Ramadan: Content Focus Split

Support & Issues   **Offers & Promotions**

32.5%	67.5%

Clear Offers   **Confusing Offers**

93.1%	6.9%

Loans & Credit   **Other Banking Topics**

51.2%	48.8%

Charity & CSR Initiatives   **Non-Charity Content**

11.8%	88.2%

Family & Community   **General Banking Content**

19.6%	80.4%

Note: Percentages reflect the distribution within each content theme, not total Ramadan banking content.

Jordanian banks used Ramadan primarily as a **promotion window, with strong clarity in offers but limited emphasis on CSR and family-led storytelling**—signaling efficiency in selling, but **underuse of the month's emotional and community depth.**

08

Methodology and Data Collection

Data Collection

Data Collection
- Media, social, and audience data
- Largest data pool available
- Secondary Research

Data Preprocessing
- AI Model Training
- Data Cleaning

Quantitative & Qualitative Analysis
- Correlation Analysis
- Content Analysis
- Comparative Analysis
- Visualization

Strategies and Recommendations
- Insights Generation
- Recommendations Development
- Implementation Planning

Analysis Technique

Engagement & Sentiment Analysis: Measured audience interaction across likes, comments, shares, and views, alongside sentiment classification (positive, neutral, negative) to assess public response, emotional intensity, and reputational impact during Ramadan.

Geographic and Language Distribution: Analyzed conversation distribution by geography and language to identify regional differences, market concentration, and Arabic-first versus bilingual engagement dynamics across Jordan and the wider MENA region.

Source and Engagement Analysis: Examined content sources, platforms, and post formats to determine which channels and narratives most effectively drove visibility, interaction, and sustained engagement throughout the month.

Temporal & Behavioral Pattern Analysis: Tracked conversation volume and engagement by daypart, weekday/weekend, and key Ramadan phases (pre-iftar, post-iftar, late night) to identify peak attention windows and behavioral shifts

THANK YOU