Charge to Mobile Pakistan Framework

User Acquisition Flow Guides

v1 (Jan 2023)

infomedia

Subscription PIN Flow Guide
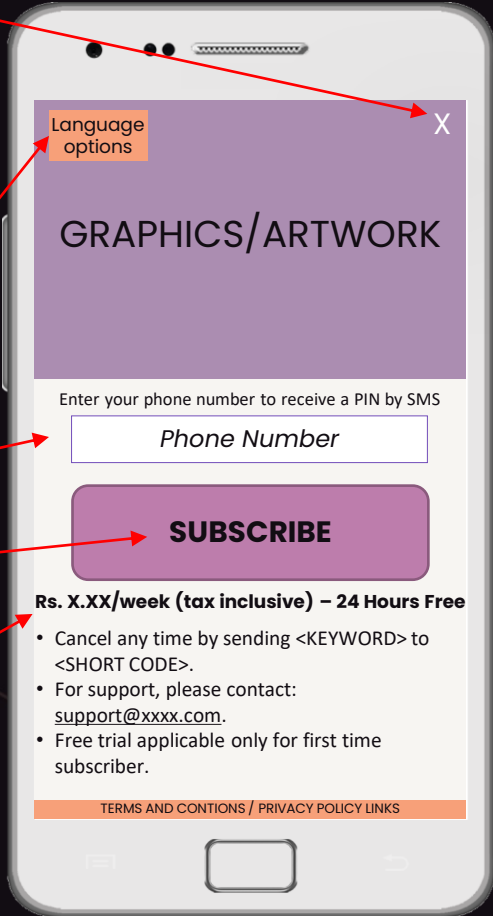## with success page

Prominent exit button, returning user to homepage or original website

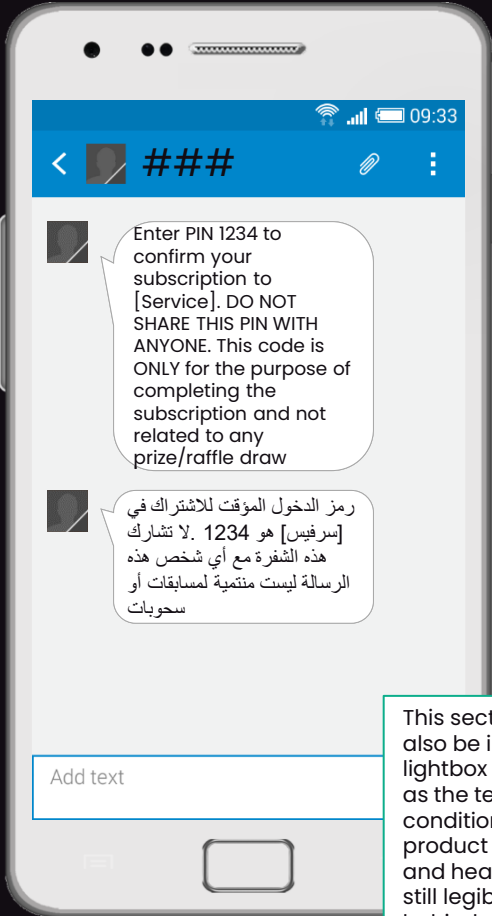Where multi-language is required, button to change between languages must reasonably prominently on page

Where Header Enrichment is available this box may be pre-populated with the user's MSISDN
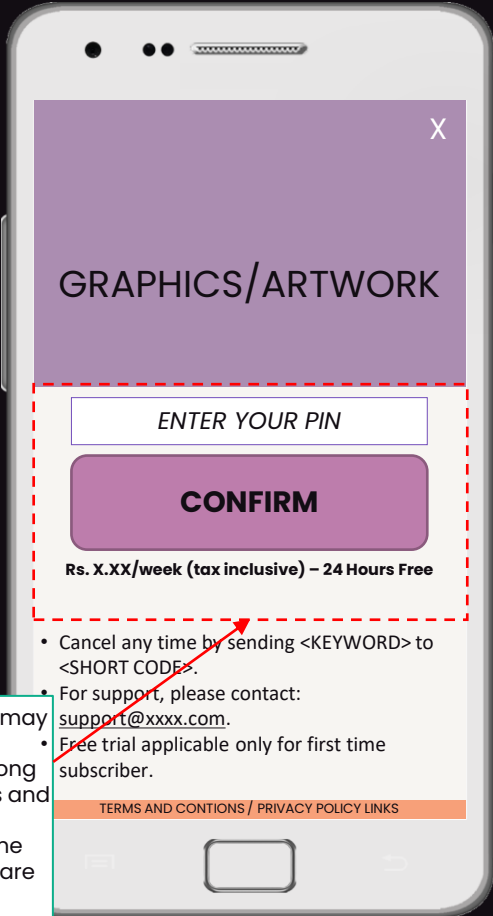
For one time purchase: "Buy Now"

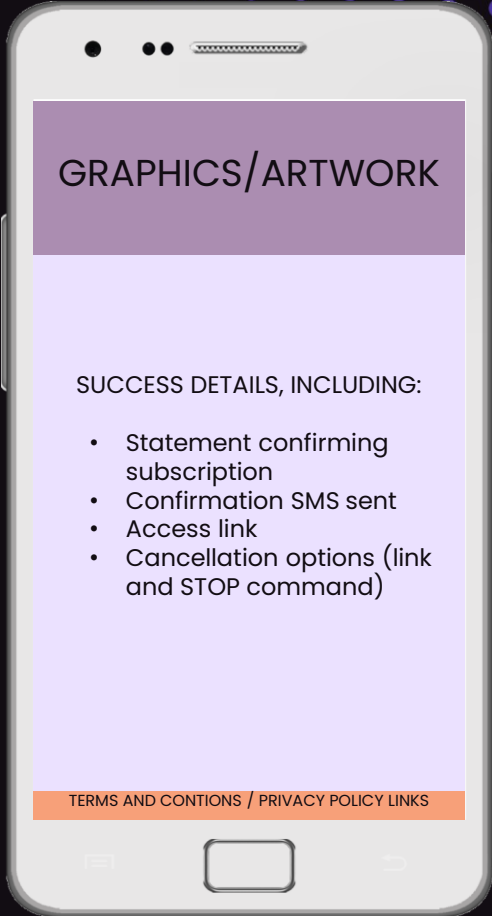Price should be equal size to largest font on page outside hero image

Landing Page

Language options

X

GRAPHICS/ARTWORK

Enter your phone number to receive a PIN by SMS

Phone Number

SUBSCRIBE

Rs. X.XX/week (tax inclusive) – 24 Hours Free

- Cancel any time by sending <KEYWORD> to <SHORT CODE>.
- For support, please contact: support@xxxx.com.
- Free trial applicable only for first time subscriber.

TERMS AND CONTIONS / PRIVACY POLICY LINKS

PIN Message

09:33

Enter PIN 1234 to confirm your subscription to [Service]. DO NOT SHARE THIS PIN WITH ANYONE. This code is ONLY for the purpose of completing the subscription and not related to any prize/raffle draw

رمز الدخول المؤقت للاشتراك في [سرفيس] هو 1234. لا تشارك هذه الشفرة مع أي شخص هذه الرسالة ليست منتمية لمسابقات أو سحوبات

Add text

This section may also be in lightbox so long as the terms and conditions, product name and header are still legible behind

PIN Entry Page

X

GRAPHICS/ARTWORK

ENTER YOUR PIN

CONFIRM

Rs. X.XX/week (tax inclusive) – 24 Hours Free

- Cancel any time by sending <KEYWORD> to <SHORT CODE>.
- For support, please contact: support@xxxx.com.
- Free trial applicable only for first time subscriber.

TERMS AND CONTIONS / PRIVACY POLICY LINKS

Success Page

GRAPHICS/ARTWORK

SUCCESS DETAILS, INCLUDING:

- Statement confirming subscription
- Confirmation SMS sent
- Access link
- Cancellation options (link and STOP command)

TERMS AND CONTIONS / PRIVACY POLICY LINKS

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