

Charge to Mobile Iraq Framework

User Acquisition Flow Guides

v2 (Nov 2023)

Key Notes/Carrier Rules

- **Arabic** is the **ONLY** permitted language, English flows must NOT be used. This includes the full terms and conditions/privacy policy.
- All landing pages and creative (including banners) should be straightforward and no deceiving techniques should be employed on landing pages. These includes Download content / Download images or any other kind of misleading pages.
- The landing page should clearly mention the service name & no other deceptive titles such as love meter, IQ test or any other topic other than the content being sold
- Banner ads must contain service name and description
- All prescribed T&Cs & Price must be visible on the landing page without the need for scrolling
- At Zain request, no success page is required, success should take user directly into service. Failure page will still be required

Subscription PIN Flow Guide – Arabic



Mandatory on-page T&Cs

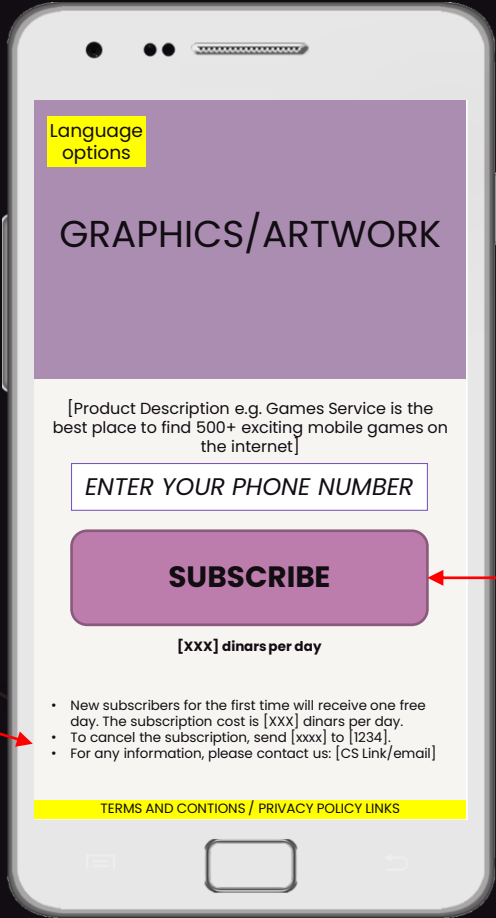
Landing Page



Mandatory CTA wording

PIN Entry Page

Subscription PIN Flow Guide – English FOR REFERENCE ONLY

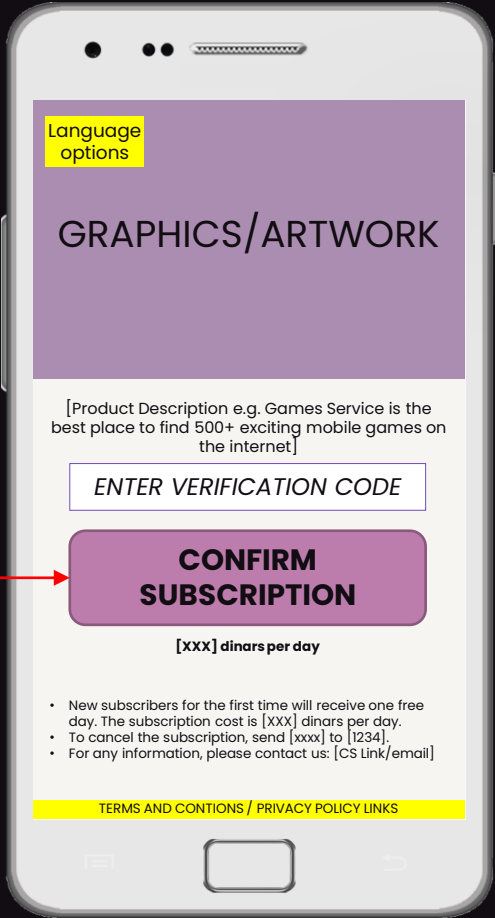


Mandatory on-page T&Cs

- New subscribers for the first time will receive one free day. The subscription cost is [XXX] dinars per day.
- To cancel the subscription, send [xxxx] to [1234].
- For any information, please contact us: [CS Link/email]

Landing Page

Mandatory CTA wording



PIN Entry Page