

Charge to Mobile Iraq Framework

User Acquisition Flow Guides

V2.1 (Feb 2026)

Key Notes/Carrier Rules

- **Arabic** is the **ONLY** permitted language for:
 - Checkout flow
 - Terms & Conditions/Privacy
 - **Service Content**
- 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



Landing Page

Mandatory on-page T&Cs

سيحصل المشتركين الجدد لأول مرة على يوم واحد مجاني كلفة الاشتراك [xxxx] إلى [xxxx] الاشتراك أرسل دينار يومية , لإلغاء [xxx] للحصول على اي معلومات يرجى الاتصال بنا [cs email]

سياسة الخصوصية / الأحكام والشروط



PIN Entry Page

Mandatory CTA wording

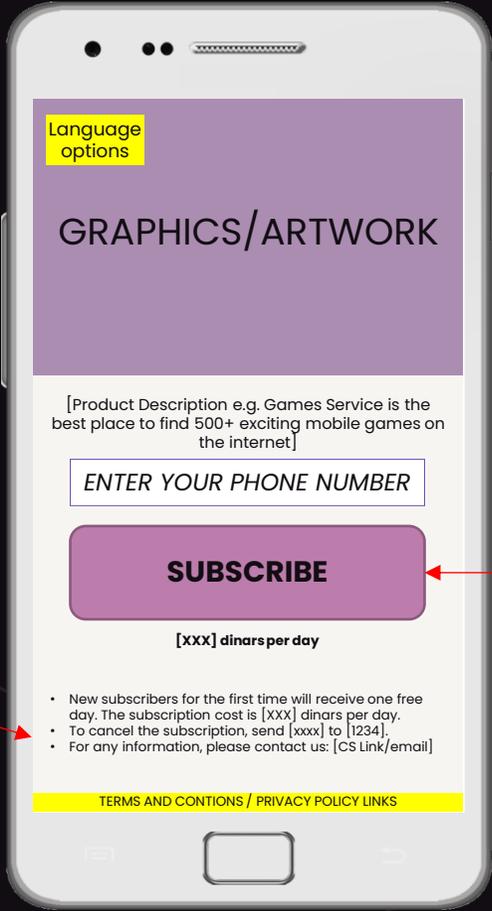
تأكيد الاشتراك

[xxx] دينار يومية

سيحصل المشتركين الجدد لأول مرة على يوم واحد مجاني كلفة الاشتراك [xxxx] إلى [xxxx] الاشتراك أرسل دينار يومية , لإلغاء [xxx] للحصول على اي معلومات يرجى الاتصال بنا [cs email]

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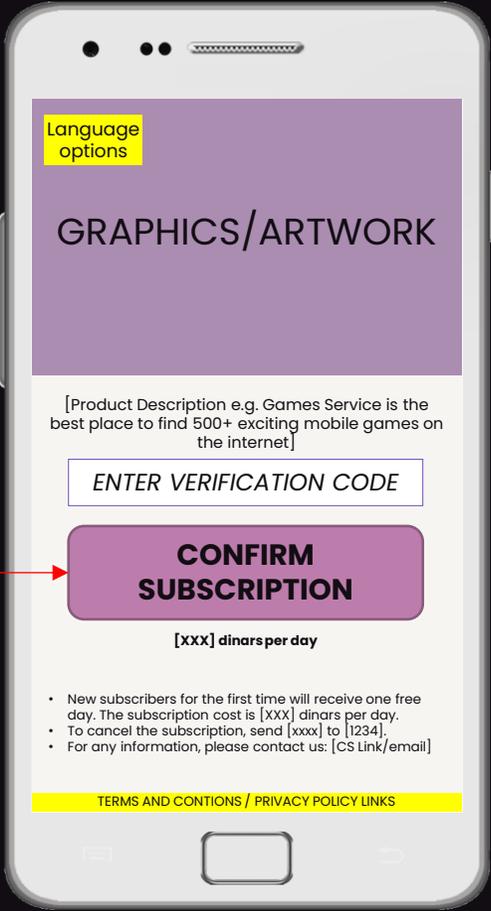
Subscription PIN Flow Guide – English FOR REFERENCE ONLY



Landing Page

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 [xxx] to [1234].
- For any information, please contact us: [CS Link/email]



PIN Entry Page

Mandatory CTA wording

**CONFIRM
SUBSCRIPTION**