

Charge to Mobile Bahrain Framework

User Acquisition Flow Guides

v1 (September 2024)

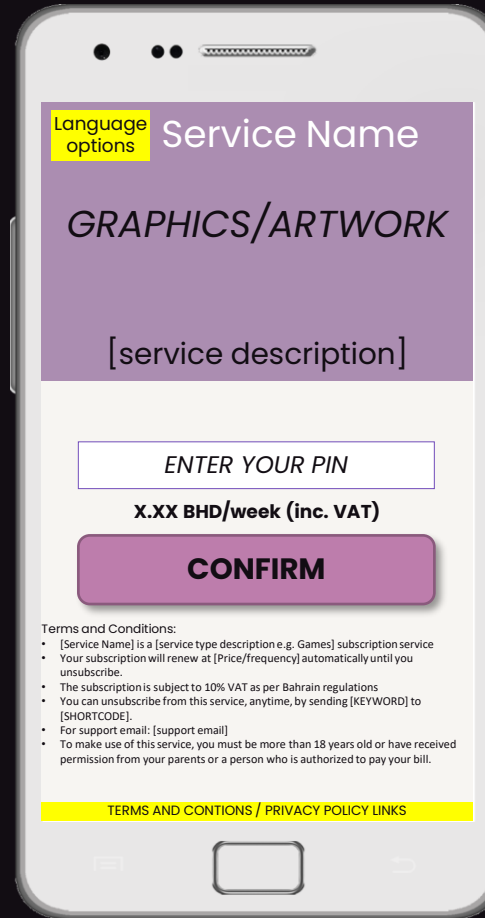
Subscription PIN Flow Guide

with success page

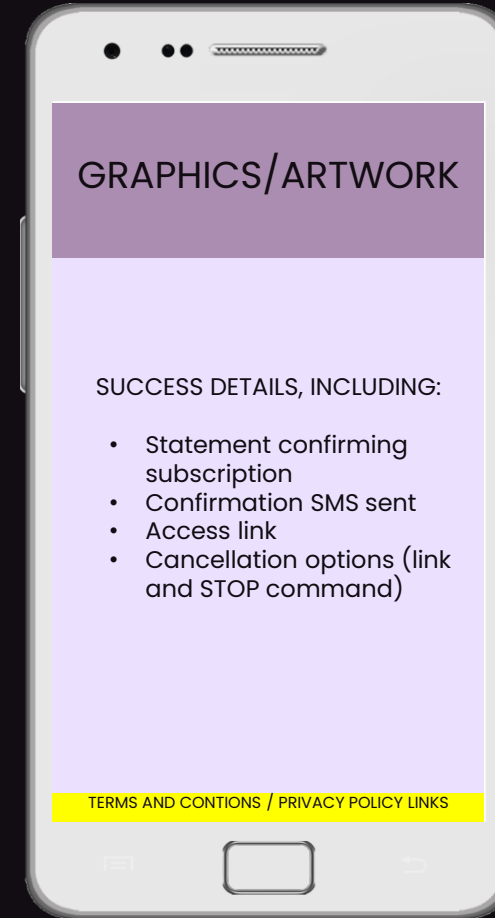
- Language Button must be present reasonably prominently on page
- Clear and prominent Service Name
- Graphics/artwork directly relevant to the service content
- Clear and highly prominent service description
- Carrier Selection required on first page
- Price above CTA in prominent size at least larger than T&Cs text, in bold, and high contrast to background colour
- CTA Buttons must contain as the most prominent word **Subscribe** > **Confirm**
- Mandatory T&Cs format – all terms must be always be visible on page in high contrast colour to background



Landing Page



PIN Entry Page



Success Page

Automatic reading/autofill of PIN from SMS without user interaction is prohibited

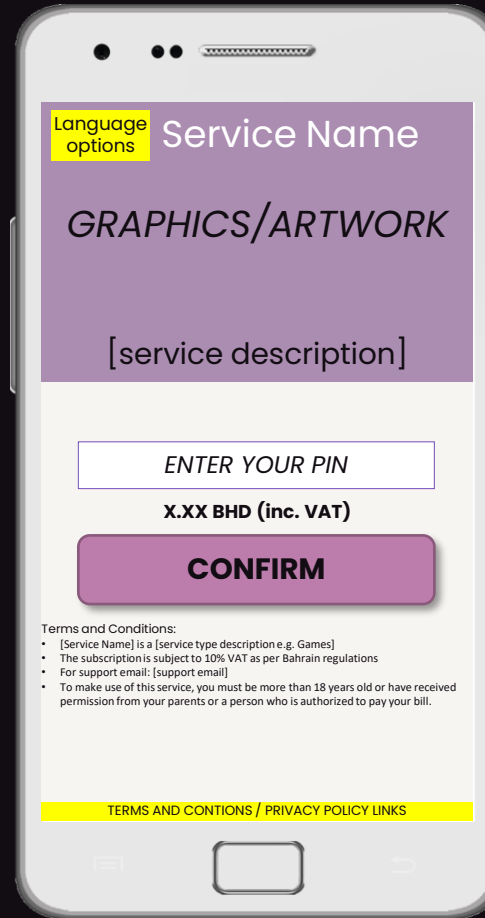
One Time Payment PIN Flow Guide

with success page

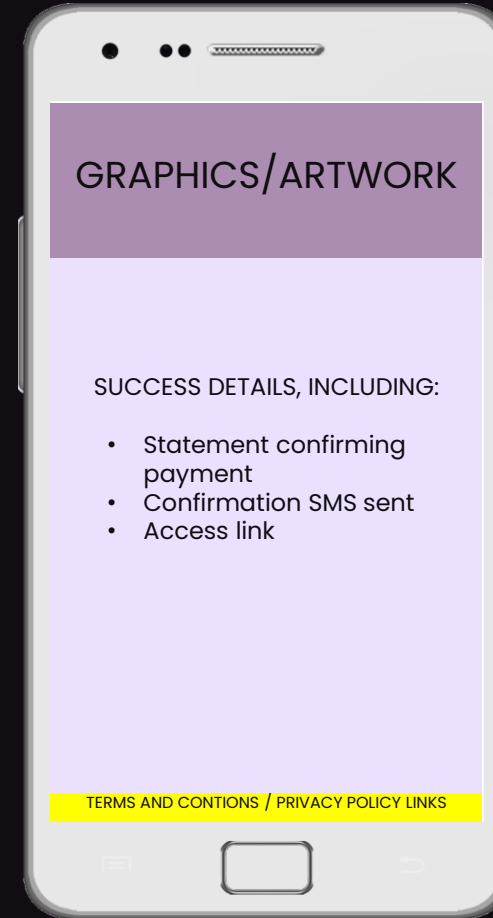
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- Graphics/artwork directly relevant to the service content
- Clear and highly prominent service description
- Carrier Selection required on first page
- Price above CTA in size larger than T&Cs text, in bold, and high contrast to background colour
- CTA Buttons must contain as the most prominent word Buy > Confirm
- Mandatory T&Cs format – all terms must be always be visible on page in high contrast colour to background



Landing Page



PIN Entry Page



Success Page

Automatic reading/autofill of PIN from SMS without user interaction is prohibited

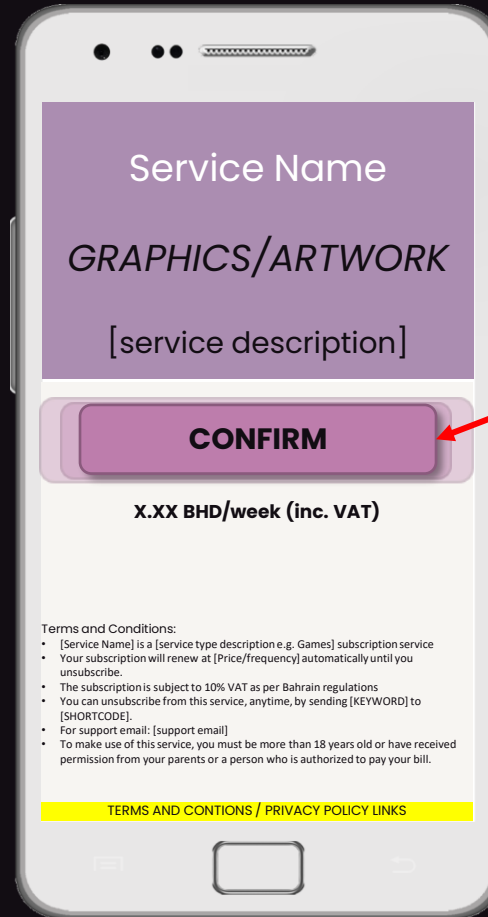
2 Click Flow (Zain only) with success page

Note: All Landing Pages and Ads on 2-click must be approved by Zain before use

- Language Button must be present reasonably prominently on page
- Clear and prominent Service Name
- Graphics/artwork directly relevant to the service content
- Clear and highly prominent service description
- Price above CTA in prominent size at least larger than T&Cs text, in bold, and high contrast to background colour
- CTA Buttons must contain as the most prominent word **Subscribe > Confirm**
- Mandatory T&Cs format - all terms must be always be visible on page in high contract colour to background



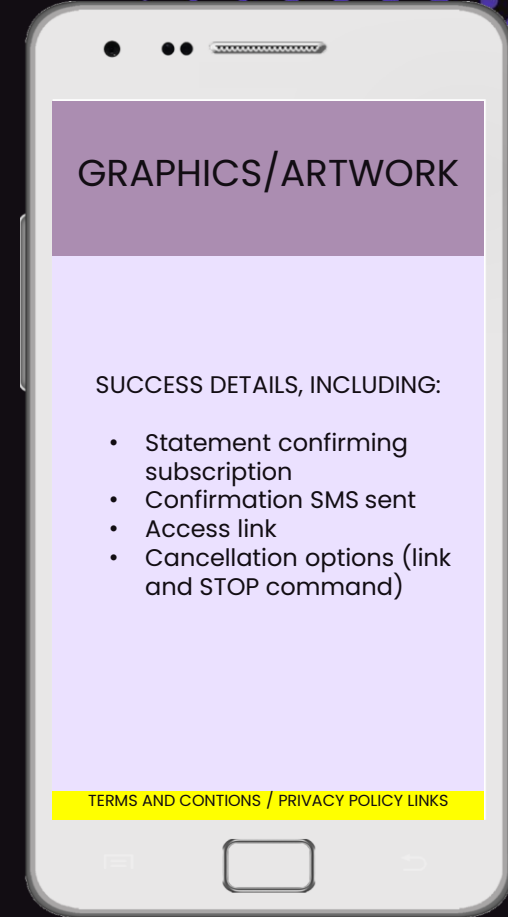
Landing Page



Confirm Page

Confirm CTA Rules:

- Text must only be 'CONFIRM'
- Button must be **animated pulsing**
- Button must be in **different relative position** to previous Subscribe button



Success Page