

Charge to Mobile Iraq Framework

User Acquisition Flow Guides

V2.2 (July 2026)

Key Notes/Carrier Rules

- **Arabic** is the **ONLY** permitted language for:
 - Advertising
 - Checkout flow
 - Terms & Conditions/Privacy
 - **Service Content**
- Adverts must contain:
 1. Service name
 2. Price
 3. Short written description (all in Arabic)
 4. CTA button labelled: الآن اشترك
- 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
- 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

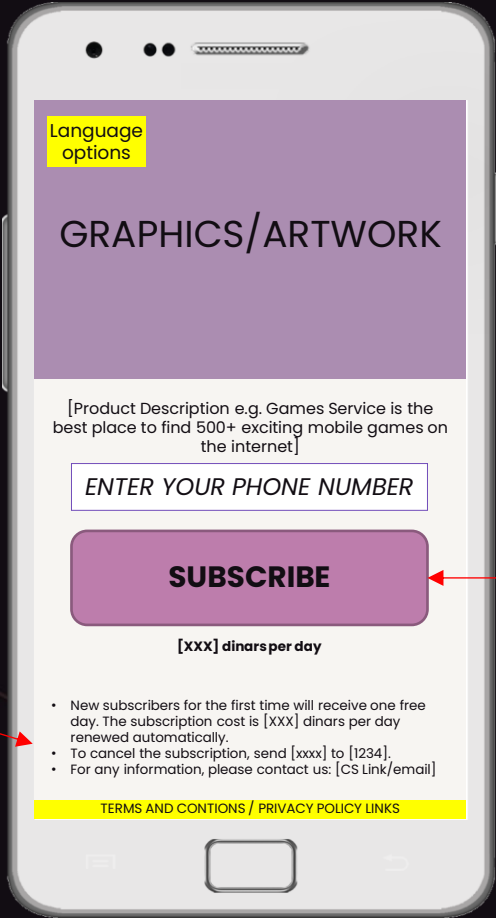


PIN Entry Page

Mandatory CTA wording

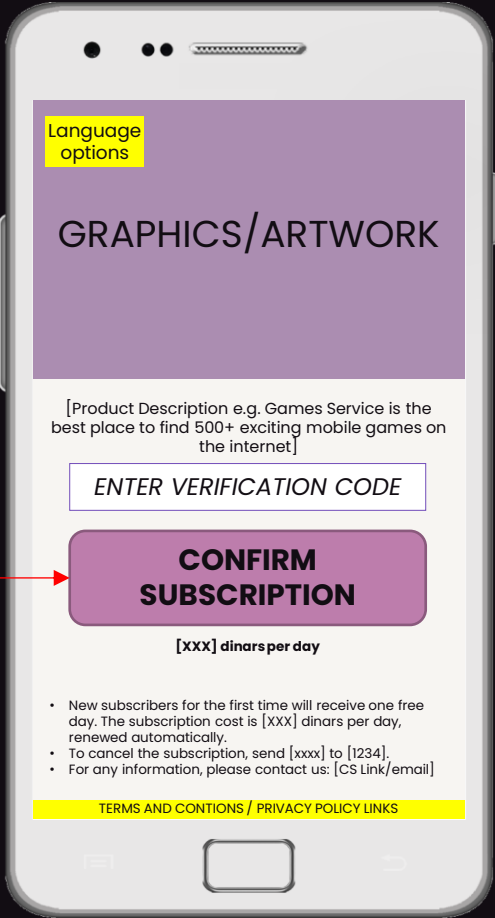
Mandatory on-page T&Cs

Subscription PIN Flow Guide – English FOR REFERENCE ONLY



Mandatory on-page T&Cs

Landing Page



Mandatory CTA wording

PIN Entry Page