KSA

Guidelines & Flows

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Country Overview & Flow

Overview

Info	KSA			
	Zain	**Mobily**	**STC**	**Virgin Mobile**
Market Share	48%	15%	37%	7%
Suggested Rate & Frequency	5 or 7.5 SAR Weekly +Fallback	1.5 or 2 SAR Daily	1.5 or 2 SAR Daily	1 SAR daily
App subscription allowed	Yes	Yes	Yes	Yes
Service & Message Languages	English and Arabic	English and Arabic	English and Arabic	English and Arabic
Free trial available, If yes specify days	No	Yes, 1 day Mandatory	No	Yes, 3 days Mandatory

Flows

Country	Operator	Wi-Fi Flows				Data Flows	
		MO Flow	**Click2SMS**	**MSISDN Entry + PIN**	**OP Hosted Pages**	**HE + PIN**	**OP Hosted Pages**
KSA	Zain			X	No		No
KSA	Mobily			X	No	X (needs special approval)	No
KSA	STC			X	No		No
KSA	Virgin mobile			X	No	X	No

Marketing Guidelines

Landing Page and In-App Guidelines

- Prelander Elements (prelander not mandatory)
    - ✓ Service Name and Description
    - ✓ Service Fees & Frequency
    - ✓ Operator Selection
    - ✓ Un-subscription method
    - ✓ Terms and Conditions
- Landing Page & App Elements
  Same as Prelander Elements in addition to:
    - ✓ MSISDN input area
- App Specifics
    - ✓ All APPS should have a Free Version and a Premium Version.
    - ✓ Subscription to a premium version should use the standard flow while being compliant to the standard LP guidelines mentioned above.
    - ✓ MSISDN entry should be manual, automatic MSISDN entry is not allowed.
    - ✓ PIN entry should be manual, automatic PIN entry is not allowed.

CTA Buttons
- ✓ 1st page: Subscribe or Subscribe Now
- ✓ 2nd Page: Continue or confirm.

Description above MSISDN/PIN Entry Fields
- ✓ MSISDN Entry Field
    - ✓ EN: Enter your Mobile number below
    - ✓ AR: أدخل رقم هاتفك المحمول أدناه
- ✓ Pin Entry Field:
    - ✓ EN: Enter the PIN you received by SMS
    - ✓ AR: أدخل الرقم السري الذي تلقيته عبر الرسالة القصيرة

Common LP Guidelines
- ✓ The language should be the same from the prelander to the Thank you page.
- ✓ Use a readable font for the disclaimer
- ✓ Thank you Page to display: the subscription status, whether failed or successful and that the user will receive the content portal link via SMS.
- ✓ In case of numerical digits always written in English language regardless of the Landing page language.
- ✓ The content portal should reflect the Campaign/LP design and image.
- ✓ The content portal should have My account section that will mention all the subscription details in addition to un-subscription method.

Disclaimer template

STC details should be always mentioned before the other operators.

English Disclaimer	Arabic Disclaimer
You will subscribe to XXXX service. Your subscription will be automatically renewed. This service is available for Saudi Telecom Company customers for xxx riyals for prepaid customers, renewed (daily/weekly), and for xxx riyals for postpaid customers, renewed monthly (including 15% value added tax). To cancel the subscription, send U # to short code. For Zain users at xxx SAR/ (daily/weekly) (VAT Included). To unsubscribe at any time, send U # to Short code. For Mobily users at xxx SAR/ (daily/weekly) (VAT Included) after 1-day free trial. To unsubscribe at any time, send U # to short code. For Virgin Mobile users, the price is SAR XX per day (week or month) with automatic renewal after 3 days free trial. To cancel the subscription, send U# to #short code# *The Tax amount was collected to prepaid users upon charging*	سيتم اشتراكك بخدمة XXXX. سيتم تجديد الاشتراك تلقائيا. هذه الخدمة متوفرة لعملاء شركة الاتصالات السعودية مقابل xxx ريال لعملاء مسبق الدفع تتجدد اسبوعيا و بمقابل xxx ريال لعملاء المفوتر تتجدد شهرياً (شامل 15% قيمة الضريبة المضافة). لإلغاء الاشتراك الرجاء ارسال غ # الى short code هذه الخدمة متوفرة لعملاء شركة الاتصالات السعودية مقابل xxx ريال تتجدد اسبوعيا (شامل قيمة الضريبة المضافة). لإلغاء الاشتراك، ارسال غ # الى short code لعملاء زين مقابل xxx ريال تتجدد اسبوعيا (شامل قيمة الضريبة المضافة). لإلغاء الاشتراك، ارسال غ # الى short code لعملاء موبايلي مقابل xxx ريال تتجدد اسبوعيا (شامل قيمة الضريبة المضافة) بعد يوم واحد لتجربة مجانية. لإلغاء الاشتراك، ارسال غ # الى short code السعر لعملاء فيرجن موبايل هو XXX ريال سعودي بعد ثلاثة أيام مجانية يتجدد (يوميا / أسبوعيا / شهريا). لإلغاء الاشتراك ، أرسل #U إلى #SHORTCODE# *تم تحصيل مبلغ الضريبة لعملاء مسبق الدفع عند عملية شحن الرصيد*

	Rates to be included in the disclaimer	
	English	**Arabic**
STC	For 1.5 SAR/Daily (prepaid users), 51.75 SAR/Monthly (postpaid users) For 2 SAR/Daily (prepaid users), 69 SAR/Monthly (postpaid users)	1.5 ريال لعملاء مسبق الدفع تتجدد يوميا مقابل 51.75 ريال لعملاء المفوتر تتجدد شهرياً 2 ريال لعملاء مسبق الدفع تتجدد يوميا مقابل 69 ريال لعملاء المفوتر تتجدد شهرياً
Zain	For 5 SAR/Weekly (excluding VAT) = 5.75 SAR/Weekly (including VAT) For 7.5 SAR/Weekly (excluding VAT) = 8.625 SAR/Weekly (including VAT)	5 ريال تتجدد اسبوعيا (باستثناء قيمة الضريبة المضافة) = 5.75 ريال تتجدد اسبوعيا (شامل قيمة الضريبة المضافة) 7.5 ريال تتجدد اسبوعيا (باستثناء قيمة الضريبة المضافة) = 8.625 ريال تتجدد اسبوعيا (شامل قيمة الضريبة المضافة)
Mobily	For 1.5 SAR/Daily (excluding VAT) = 1.725 SAR/ Daily (including VAT) For 2 SAR/ Daily (excluding VAT) = 2.3 SAR/ Daily (including VAT)	1.5 ريال تتجدد اسبوعيا (باستثناء قيمة الضريبة المضافة) = 1.725 ريال تتجدد اسبوعيا (شامل قيمة الضريبة المضافة) 2 ريال تتجدد اسبوعيا (باستثناء قيمة الضريبة المضافة) = 2.3 ريال تتجدد اسبوعيا (شامل قيمة الضريبة المضافة)

Marketing Guidelines

The below guidelines are applicable for both Landing Pages & App Versions:
Using the following methods / channels are forbidden; Using them might result in service suspension and termination:

- ✓ Marketing through WhatsApp, Viber or similar apps.
- ✓ Hiding subscription / service fee details from the customer.
- ✓ Misleading customer by hiding subscription logic behind app / utility program downloads.
- ✓ Misleading the customer by showing prizes (iPhones, PlayStation, Cash, Car, etc.) and encouraging the customer to enter his MSISDN.

Banners Guidelines

- ✓ Do not highlight the service's price; Only add the below footer messages.
- ✓ English: Charges will apply as per the operator terms
- ✓ Arabic: تتطبق الشروط و الاحكام لسعر الخدمة بحسب سياسة كل مشغل
- ✓ Choose a readable Font. One language to be used per banner. (Arabic Obligatory; English is optional)
- ✓ In case of numerical digits always written in English language disregard of the banner language.
- ✓ Background pictures and marketing elements should be relevant to the service content and category.
- ✓ Any later changes should be approved by the operator.

Flows (STC, Mobily, Zain, and Virgin Mobile)

Pin flow

- ■ User chooses the operator on the Pre-lander (if existing)
- ■ User is redirected to the LP and asked to enter his MSISDN and clicks on "Subscribe" or "Subscribe Now" – MSISDN gets autodetected in case of Header enrichment.
- ■ User receives PIN code via SMS.
- ■ User enters the Pin on the LP and clicks on Continue on the page hosted by the CP.
- ■ User Receives the welcome message confirming his subscription.
- ■ User Receives an accessible content portal URL.

Landing Page Template
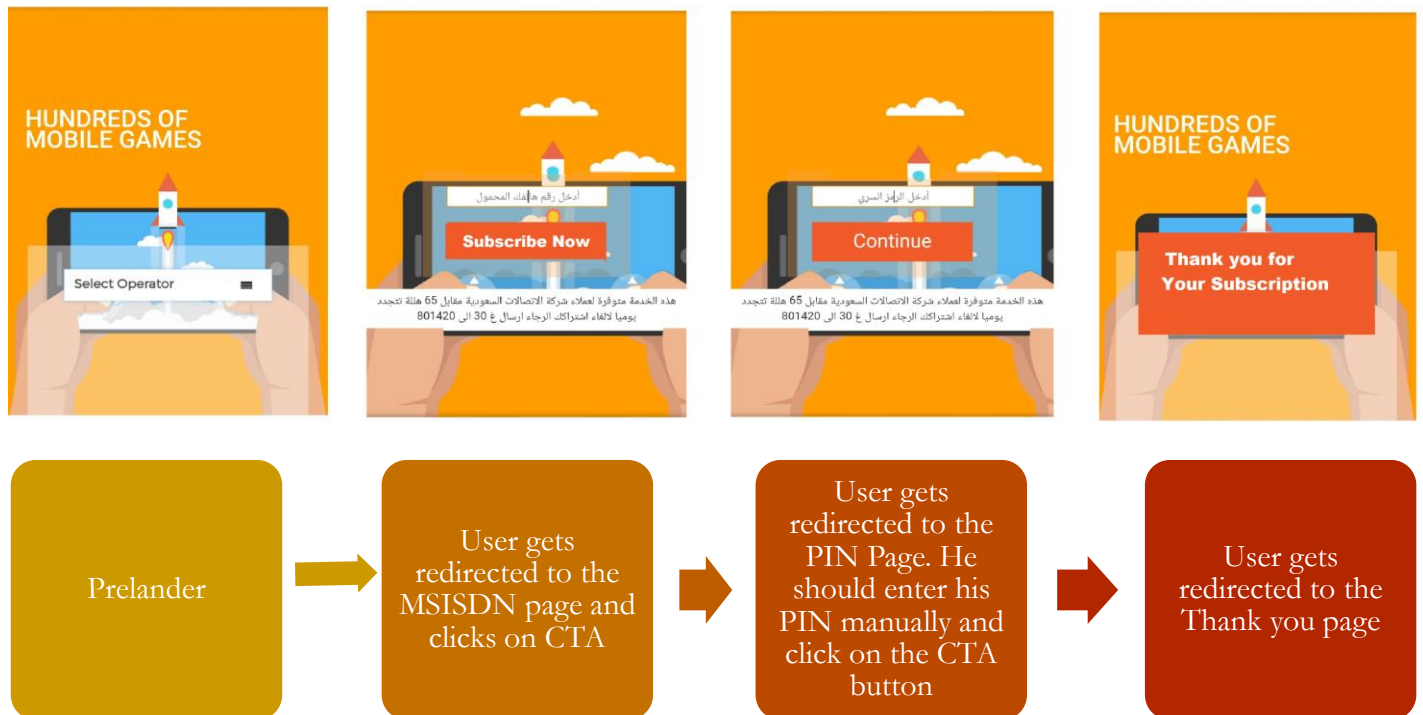
All pages are hosted at the content provider's end.