GULF SECTOR FIELD GUIDE

Win the brief. Prove the promotion.

Gulf Shopper Promotion Services Lead Generation

A data-led client-acquisition system for couponing, clearing, rewards, promotional games and retail activation providers.

28	08	04
practical chapters	public rule sets	browser tools

For providers selling campaign services to brands, retailers, distributors and agency partners in the Gulf.

Eight first-party public-rule examples, coded across six visible requirements. Original descriptive analysis. Fictional commercial and funding models. No historical LeadScorer sector result is implied.

Free to read. Includes a thirteen-sheet workbook, eight working templates, ten messages and the coded research register.

DATA BRIEF / 01

Six of eight offers make purchase evidence central.

Eight published promotion rule sets. Six independently coded features. UAE: five examples. Saudi Arabia: three. This is a small, selected evidence set, with two Coca-Cola examples.

Visible requirement	Count / 8	Share of selected set
Purchase / checkout condition	6 / 8	75.0%
Monetary spend floor	4 / 8	50.0%
Product-quantity floor	1 / 8	12.5%
Eligible payment card	2 / 8	25.0%
Selected account entitlement	2 / 8	25.0%
Reuse / frequency rule	5 / 8	62.5%

1 = explicitly visible in reviewed rules; 0 = not coded. Zero is not proof a requirement is absent. Routes describe the primary qualification step; later redemption can use another route.

Primary qualification route	Examples	Share
Purchase token	2	25.0%
Checkout entitlement	4	50.0%
App activity	2	25.0%

PUT IT TO WORK
Use the rule matrix to select the first question: purchase proof, checkout entitlement or activity measurement. Do not treat these proportions as Gulf market prevalence.

Evidence: P01, P02, P03, P04, P05, P06, P07, P08. Source links and scopes are listed in the research notes.

DATA BRIEF / 02

Reward inventory is a set of obligations, not a sales result.

2,000,000

Partner reward codes listed as available in Coca-Cola's UAE FIFA 2026 rules. [P02]

Published inventory	Count	Unit and interpretation
Partner reward codes	2000000	Codes available; not issued or redeemed
Electronics prizes	150	25 TVs + 50 home theatres + 75 sound bars
Hero-prize trip packages	5	Each package is for two people
Arena ticket pairs	30	60 tickets; keep pairs and tickets distinct

The same rules list 25 TVs, 50 home theatre systems and 75 sound bars: 150 electronics prizes in total. Thirty ticket pairs are 60 tickets. Keep those units distinct. Digital wallpapers have no quantity coded here.

Available inventory is not issued rewards, redeemed rewards, paid claims or incremental sales. The source does not establish the provider appointment, code value, actual take-up or campaign return.

PUT IT TO WORK
Scope one code ledger: allocated, issued, redeemed, expired and reversed. Confirm which event creates a payable partner obligation before estimating clearing fees.

Evidence: P02. Source links and scopes are listed in the research notes.

DATA BRIEF / 03

Turn a counted rule into a useful first offer.

LS Cold Email starts with a specific buyer and a small, useful next step. Use a published number to explain the output, then ask one clear question. The observation supports relevance; the proposed need remains a hypothesis.

Observed evidence	Buyer role to research	First output
6 / 8 purchase conditions	Shopper / trade marketing	Purchase-proof and checkout map
4 / 8 monetary floors	Retail ecommerce / operations	Threshold and return test sheet
2 / 8 card restrictions	Partnerships / finance	Payment eligibility and reversal map
2 / 8 selected accounts	CRM / loyalty owner	Account-to-order entitlement map
5 / 8 reuse / frequency rules	Digital operations / validation	Limit and duplicate test cases

Illustrative outreach: Four of eight reviewed UAE and Saudi offers set a monetary floor. For [confirmed offer], we can test the threshold, discount cap and return rules before checkout goes live. Would you like the five-basket test sheet?

PUT IT TO WORK
Research a current decision separately. Historical promotion rules do not establish an upcoming launch, dissatisfaction or buying intent. Use the message bank only with accurate capabilities and a permitted route.

Evidence: P01, P02, P03, P04, P05, P06, P07, P08. Source links and scopes are listed in the research notes.

START HERE

Choose a campaign. Define the decision.

GCC means the Gulf Cooperation Council. Public examples cover UAE and Saudi Arabia; local delivery and approval requirements must be checked market by market.

01 Win a campaign brief that can be delivered

02 Separate six mechanics and their buying reasons

03 Six of eight offers make purchase evidence central

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21 Qualify a useful first meeting

22 Leave discovery with a campaign brief

23 Measure incremental sales and delivery separately

24 Build a buyer case with a complete cost basis

25 Separate expected claims from maximum liability

26 Map the cash required before reimbursement

27 Price provider work on contribution and capacity

28 Launch one bounded acquisition test

Use the research to frame a question, the templates to shape a brief and the models to test the economics. Fictional worked examples are labelled. No provider sales results are claimed.

01 / PROVIDER CLIENT ACQUISITION

Win a campaign brief that can be delivered

A shopper-promotion provider sells a coordinated commercial outcome across a brand, retailer and shopper. Its sales pipeline should therefore contain defined campaign briefs: a product or category, a market, a retail route, a mechanic, a budget owner and a practical next decision.

This guide helps providers win their own clients. Shopper registrations, game plays and coupon redemptions are delivery measures inside a client campaign. They are not new brand clients for the provider. Keep the two funnels separate from the first campaign brief to the final report.

GCC means the Gulf Cooperation Council: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. This guide uses UAE and Saudi public examples. It does not establish equal retailer access, legal rules or delivery capability across all six markets.

Sales unit	Define before outreach	Useful next step
Brand programme	Brand, country and shopper objective	Campaign scoping brief
Retailer programme	Banner, buying entity and categories	Joint-promotion discussion
Agency / distributor partnership	Client rights and delivery boundary	Approved partner handover

PUT IT TO WORK
Choose one market and one type of funded campaign before selecting accounts.

02 / SERVICE ARCHITECTURE

Separate six mechanics and their buying reasons

A coupon, cashback claim and promotional game create different operating obligations. Start with the buyer decision rather than offering every service in the first email. The same brand can buy different mechanics from different budgets.

For each service, explain the shopper action, the evidence required, the funding obligation and what the provider actually manages. This makes the first meeting more useful and prevents a generic engagement pitch from reaching someone who needs retailer settlement or purchase verification.

A regional buyer may approve a concept while local trade teams control retailer acceptance. A campaign is commercially viable only when the approval path, data route and operating ownership can be joined.

Mechanic	Buyer question	Critical delivery fact
Couponing	How can the offer reach eligible shoppers?	Issuing and retailer acceptance
Clearing	How will accepted coupons be reimbursed?	Validation and settlement ledger
Cashback	How will qualifying purchases be verified?	Receipt rules and payout funding
Gift with purchase	Which reward supports the product choice?	Eligibility, stock and fulfilment
Promotional games	What action should the experience create?	Skill / chance, proof and reward rules
Trade activation	Which retailer and category need a joint event?	Store execution and sell-out data

PUT IT TO WORK
Assign an owner and cost basis to each promised service. Do not price a complex programme as a game build alone.

03 / ORIGINAL EVIDENCE REGISTER

Six of eight offers make purchase evidence central

We coded six observable rules across eight first-party UAE and Saudi promotion pages. Six offers state a purchase or checkout condition (75% of this selected set). Four state a monetary floor (50%); one uses a product-quantity floor. These are sample descriptions, not Gulf market prevalence.

Two offers restrict the payment card, two restrict an issued or selected account, and five show a reuse or frequency rule. The features overlap. A count of six purchase conditions does not mean six open briefs or six buyers seeking a new supplier.

The practical inference is to lead with acceptance, proof and entitlement before a broad engagement pitch. In the matrix, 1 means visible in the reviewed rules; 0 means not coded. The source ID and coding basis let a reviewer challenge each classification.

Observed rule	Count / 8	Share of set
Purchase / checkout condition	6 / 8	75.0%
Monetary spend floor	4 / 8	50.0%
Product-quantity floor	1 / 8	12.5%
Eligible payment card	2 / 8	25.0%
Selected account entitlement	2 / 8	25.0%
Reuse / frequency rule	5 / 8	62.5%

PUT IT TO WORK
Choose a buying role and a first output from an observed rule. Use the coded CSV to trace the count.

Evidence: P01, P02, P03, P04, P05, P06, P07, P08. Source links and scopes are listed in the research notes.

04 / WHAT THE DATA SUPPORTS

Read a promotion as a set of numerical boundaries

The ADCB x Carrefour offer states 20% off eligible orders of AED 200 or more, capped at AED 75 per use. The cap starts at AED 375 because 75 / 0.20 = 375. On an eligible AED 500 basket the discount remains AED 75, an effective 15%. These are calculations from P07 terms, not observed shopper outcomes.

A second boundary is frequency: P07 permits two uses per calendar month. At the per-use cap that is at most AED 150 in discounts in a qualifying month, subject to all other rules. Check card eligibility, full-card payment, returns and combinations before calculating entitlement.

Keep units distinct. P06 requires an order over SAR 700 after other discounts, so SAR 700 exactly does not meet its stated boundary. P04 requires eight coffee sleeves. Across the eight examples the median inclusive date span is 24; this is not a planning lead time.

Eligible basket / AED	Calculated discount / AED	Effective discount
200	40.0	20.0%
300	60.0	20.0%
375	75.0	20.0%
500	75	15.0%
750	75	10.0%

PUT IT TO WORK
Test the threshold, cap crossover and repeat-use limit before approving the checkout and reporting brief.

Evidence: P04, P06, P07. Source links and scopes are listed in the research notes.

05 / ACCOUNT SELECTION

Define the buying unit inside a regional brand

A multinational parent is usually too broad to be the unit of pursuit. Define a brand or category, country, channel and decision-owning entity. For a joint promotion, identify the retailer banner and the legal entity that accepts the commercial terms.

Separate brand owner, regional office, local distributor, bottler, franchise operator and retailer. Their rights can differ. A distributor may fund local execution without owning the brand's global game assets or customer-data policy.

The useful research record names the unit, its offer, the retail route and the reason your service fits. It marks approval rights and agency arrangements unknown until confirmed. Do not treat regional job titles as authority over every GCC market.

Buying route	Likely sponsor to research	Authority to confirm
FMCG brand	Shopper / trade / brand marketing	Country budget and brand rights
Retailer	Commercial / loyalty / category team	Banner participation and POS route
Distributor	Marketing or commercial lead	Local brand mandate and funding
Agency	Account lead or activation director	Client approval and subcontract scope

PUT IT TO WORK
Build one account ID for the real buying unit, with parent and partner links underneath it.

06 / BUYING-GROUP DECISION RIGHTS

Map the people who can unblock the programme

The enthusiastic sponsor may not control retailer operations, funding or participant data. Map each decision to a person or team. Early discovery should expose the approval sequence rather than asking one contact to guess every requirement.

Bring finance into the discussion when rewards, retailer reimbursement or prize procurement require cash before the brand pays. Bring retail operations or IT in when the mechanic depends on checkout configuration or data feeds.

A small first meeting can proceed with known gaps if its purpose is to map them. Execution promises require later sign-off. Keep meeting acceptance and launch readiness as different gates.

Decision	Role to involve	Evidence
Commercial objective	Brand / shopper sponsor	Named campaign outcome
Store acceptance	Retailer trade / operations	Accepted scope and stores
Mechanic and data	Digital / CRM / IT	Approved workflow and access
Money and reconciliation	Finance / procurement	Funding, fees and settlement terms
Rules and participants	Legal / privacy owner	Approved terms and notices
Execution	Field / fulfilment lead	Capacity and handover plan

PUT IT TO WORK
Record the next approver and dependency. Do not turn every discovery call into a large committee meeting.

07 / TIMING RESEARCH

Build a promotion-calendar signal register

Research new products, retailer events, seasonal ranges, category pushes and public promotion rules. These signals explain why a campaign-scoping asset may be useful. They do not prove the prospect is late, underspending or dissatisfied.

Separate the shopping occasion from the actual decision date. A Ramadan or back-to-school event may need packaging, retailer approval, translated terms and reward stock long before shopper-facing activity starts. Obtain the buyer's timetable instead of inventing a universal lead time.

Historical campaign pages are evidence of a mechanism, not permission to assume a repeat booking. Ask whether a related decision is being considered. Save the source date, date checked, exact observation and expiry of its relevance.

Signal	Relevant question	Do not infer
New SKU announced	Is a trial or repeat-purchase offer in scope?	A funded coupon brief
Retailer event announced	Who owns brand participation?	Available placements
Prior promotion rules	Will the next brief use the same mechanic?	A renewal or open tender
Loyalty feature launched	Which purchase and reward events can be joined?	Supplier access to data

PUT IT TO WORK
Use one observable signal per message. Drop it when it no longer changes the buyer decision.

08 / ENTRY PLAY 01

Open a couponing conversation around acceptance

Start with the offer and where a shopper can redeem it. Define participating products, retailer or channel, issue route, validity, combination rules and reimbursement basis. A creative coupon that checkout staff cannot accept is not a useful campaign.

The first asset can be an acceptance map: offer issuance, shopper presentation, retailer validation, transaction evidence and reimbursement. Include on-pack, on-shelf, promoter-issued and digital routes only when they match the provider's capability.

Ask the sponsor what must be proven before a limited pilot. The answer may be checkout acceptance, reporting completeness or retailer reconciliation. Avoid promising sales lift from a redemption assumption.

Question	Record	Next owner
Where can it redeem?	Banner, channel and store set	Retailer operations
What qualifies?	SKU, quantity and validity	Brand / category
What is one use?	Coupon ID and redemption rule	IT / validation
Who reimburses whom?	Payee, face value and fees	Finance

PUT IT TO WORK
Offer a one-market acceptance checklist, then price the work needed to verify it with the retailer.

09 / ENTRY PLAY 02

Make clearing a finance and operations proposition

Clearing means validating submitted claims or coupon records and reconciling the accepted reimbursement obligation with the party to be paid. It is distinct from issuing a coupon and from receiving money from the brand.

A clearing brief should define the claim record, rejection reasons, duplicate controls, approved face value, transaction fee, supporting evidence, retailer statement and payment acknowledgement. A submitted claim is not automatically an accepted liability.

Agree who owns disputes and corrections. Preserve the original submission and a separate adjustment trail. Fees should be shown separately from reward or retailer funds. A high cleared face value does not establish high provider revenue.

Ledger event	Control	Financial meaning
Submitted	Unique claim and source batch	Unvalidated request
Approved	Eligibility and amount checked	Accepted obligation
Rejected / disputed	Reason and evidence retained	No payout until resolved
Paid	Payment reference and date	Cash disbursed
Reconciled	Statement agrees to ledger	Closed balance

PUT IT TO WORK
Lead with a sample reconciliation statement and exception log. Use only fictional records or approved, redacted evidence.

10 / ENTRY PLAY 03

Scope cashback through the claim journey

A cashback promotion starts with a qualifying purchase and ends with a completed, reconciled reimbursement. Between those events sit receipt submission, validation, duplicate checks, approval, payout and support.

Define the eligible SKUs, retailers, markets, purchase and claim deadlines, maximum claims and permitted payment route. Decide what happens to unreadable receipts, partial returns, mixed baskets and failed payouts. A claim cap must be documented and reflected in the consumer offer; it is not a hidden budget switch.

The useful first output is a claim-journey brief that makes dependencies visible before a fixed quote. Separate claim volume from unique shoppers and purchases. Ask who funds the payout account and when it must be replenished.

Decision	Evidence needed	Common missing fact
Purchase validation	SKU, date, retailer and value	Receipt data quality
Claim limit	Published per-person / total cap	Duplicate identity rule
Payout	Approved recipient and route	Failed-payment process
Support	Owner and response process	Complaint and appeal route

PUT IT TO WORK
Do not request real bank details or receipts during prospecting. Use synthetic samples for the first scoping discussion.

11 / ENTRY PLAY 04

Sell gifts with purchase as a fulfilment system

The gift may attract attention, but the delivered service includes eligibility, sourcing, stock allocation, storage, dispatch, receipt of the gift and support. A gift-back programme can be unsuitable when the promised item cannot be delivered in the required market or window.

Ask whether the reward is physical, digital or a choice from an approved catalogue. Confirm stock commitment, substitution rights, shipping zones, delivery attempts and unclaimed stock treatment. Brand and retailer teams need the same version of the terms.

Quote the sourcing and fulfilment boundary. Do not blend procurement cash, gift face value and provider service fees into one claimed margin. A redemption model needs both an expected take-up assumption and a documented maximum obligation.

Reward decision	Qualify before proposal
Physical reward	Available stock, logistics and delivery proof
Digital reward	Code supply, validity and redemption partner
Choice catalogue	Allocation rules and fulfilment cost by option
Unclaimed / returned	Ownership, reuse and closeout process

PUT IT TO WORK
Bring a reward-availability and delivery checklist. Sell the next feasibility decision before committing to a prize catalogue.

12 / ENTRY PLAY 05

Distinguish a game play from a purchased product

A promotional game can recruit attention, reward an action or link a purchase to an experience. State which job it performs. The McDonald's example describes skill-based play and loyalty-linked digital rewards; the Coca-Cola examples use receipt or pack-code evidence. Those event types need different reporting. [P01-P03]

Define the game entry, successful action, participant, reward issued, reward redeemed and completed purchase. A person can play many times and receive no sale-linked reward. A code can prove access to a marked pack without establishing an incremental sale.

Scope localisation, device support, traffic assumptions, fairness controls and accessibility. A purchase-linked prize mechanic requires a review of the actual rules and approvals. Calling an experience gamification does not determine its regulatory classification. [S04]

Mechanic question	Sales qualification output
Engagement or purchase?	Named event and source of evidence
Skill, chance or guaranteed reward?	Written rules and review owner
Where will it run?	Channels, languages and supported devices
What happens after a win?	Verification and fulfilment workflow

PUT IT TO WORK
Offer a mechanic-to-measurement map before a custom game concept or production estimate.

Evidence: P01, P02, P03, S04. Source links and scopes are listed in the research notes.

13 / ENTRY PLAY 06

Build trade events around retailer and category decisions

A multi-category retail event combines brand objectives with the retailer's trading plan. Identify the buyer who can agree participation, the categories in scope, store set, offer mechanics and sell-out reporting. A regional campaign concept alone is not an accepted retail event.

The first scoping tool should name the event, retailer, categories, shopper benefit and the work the provider owns. Field operations, merchandising, point-of-sale material, digital amplification, coupon issuing and clearing may be separate workstreams.

Use a pilot store set when it answers a rollout decision. Confirm that stock and store execution can support the offer before increasing awareness. A low redemption count can reflect availability, acceptance or execution as well as shopper interest.

Dependency	Confirm with	Handoff item
Retail participation	Retailer commercial team	Approved stores and dates
Product availability	Brand / distributor	SKU and stock plan
Field execution	Operations lead	Store and asset checklist
Measurement	Retailer / analytics	Matched sales and execution record

PUT IT TO WORK
Sell a joint event brief with decision owners and dependencies; avoid presenting an unapproved retailer as a secured partner.

14 / RETAILER AND AGENCY ROUTES

Use partner promotions without losing commercial ownership

Public partner promotions show why brand, retailer and payment or reward partners need aligned rules. ADCB's Carrefour example ties a discount to an eligible card, online channel, spend threshold and cap. The relevant buyer group may therefore extend beyond the brand's marketing team. [P07]

For agency work, define whether your business supplies technology, clearing, fulfilment or end-to-end operation. Identify who owns the client, approves concepts, signs the scope, handles shopper support and funds rewards.

A referral is not the same as a subcontract. Agree the introduction, permissions and commercial terms before exchanging client material. Keep partner-sourced opportunities identifiable in the provider pipeline so they are not double-counted as direct sales.

Route	Confirm	Useful first asset
Retailer-led	Brand participation and checkout owner	Partner responsibility map
Brand-led	Retailer agreement and funding	Acceptance and settlement brief
Agency-led	Client approval and subcontract boundary	White-label scope sheet
Distributor-led	Local rights and brand approval	Country campaign brief

PUT IT TO WORK
Ask which decision your service can unblock. Do not pitch a complete programme when the buyer needs one workstream.

Evidence: P05, P07. Source links and scopes are listed in the research notes.

15 / DATA AND REPORTING OWNERSHIP

Make the data handoff part of the sales brief

Promotion reporting needs a shared event model. Agree account, campaign, offer version, retailer, store, product, claim, reward and settlement identifiers. Keep shopper personal data out of an outbound account-research file.

Define the controller and processor roles, approved uses, access, transfer route and retention before production data is shared. Campaign administration, prize delivery, sales analysis and later marketing can have different purposes. Participation in an activity is not automatically permission for every later marketing use.

Ask which data the brand and retailer can actually provide. Missing store-level sales, product matching or control data may limit the measurement claim. Make that limit visible in the proposal instead of promising a dashboard that depends on unavailable feeds.

Dataset	Minimum business fields	Decision supported
Sales	Store, SKU, period, units and value	Counterfactual comparison
Claims	Claim ID, status, reason and amount	Eligibility and liability
Rewards	Issue, redeem, expiry and fulfilment	Delivery outcome
Settlement	Obligation, payee and payment reference	Reconciliation

PUT IT TO WORK
Use synthetic records for demonstrations. Agree the event dictionary and ownership before requesting real campaign data.

16 / MARKET AND MECHANIC BOUNDARIES

Treat local approvals as a scoped dependency

Gulf markets do not share one promotion permit or one data regime. Confirm the market, emirate where relevant, mechanic, advertising route and responsible applicant. Dubai DET describes a promotion certificate process for relevant retail-calendar participation. [S01]

For purchase-linked prizes, assess the actual structure. The UAE commercial-gaming authority distinguishes genuine promotions from structures that effectively sell a prize chance. Keep a local review owner and approval evidence; a label such as contest or game does not settle the question. [S04]

Separate shopper-contact rules from business prospecting. TDRA guidance addresses prior consent and opt-out for UAE marketing SMS. Saudi direct-marketing rules address consent, sender identity and stopping messages. Confirm the channel and jurisdiction before contact or campaign deployment. [S02-S03]

At discovery	Before activation
Who owns the review?	Required approvals and approved rule version
Where will the campaign operate?	Market / store scope matches permission
Which participant data is needed?	Approved collection, access and retention
Which communications are marketing?	Consent records and working stop routes

PUT IT TO WORK
Missing launch approval may allow a scoping conversation; it does not allow a promise that the campaign can go live.

Evidence: S01, S02, S03, S04. Source links and scopes are listed in the research notes.

17 / FIRST-CONVERSATION OFFERS

Offer a decision asset the buyer can use

A low-commitment asset works when it resolves a real question and has a bounded delivery cost. Choose one worksheet for one buyer. A coupon-acceptance map is useful to a trade team; a cash-funding schedule may matter more to finance.

Define the input, output, owner and preparation allowance. A public-rules comparison requires no private access. A settlement review needs authorised records and usually a paid scope. Do not give away a complete campaign concept, custom game or production build merely to win a discovery call.

The entry asset should work on its own. When a buyer asks for it, deliver it before proposing a meeting. A request for a worksheet remains interest in that asset until service interest is established.

First offer	Buyer input	Output
Coupon acceptance map	One market and retail route	Acceptance dependencies
Cashback claim journey	Product and proposed rule	Evidence and payout map
Mechanic comparison	Objective and constraints	Two feasible options to examine
Measurement plan	Available sales and event data	Definitions and limits
Funding brief	Obligations and payment timing	Cash requirement and owner

PUT IT TO WORK
Choose an asset that can be delivered within a fixed preparation budget. Scope deeper analysis separately.

18 / LS COLD EMAIL APPROACH

Write short outreach around one campaign decision

Build the offer before writing the email. Connect a counted observation to a buyer role and one useful output. Four of the eight reviewed offers have monetary floors; an eligibility test sheet gives a retail or ecommerce owner something concrete to review. A count creates relevance, not proof of a private problem.

Use a verified current signal when it changes relevance. Otherwise ask a truthful use-case question. One short message should create interest in the next useful step, rather than ask a stranger to approve the whole programme.

The ten templates in this kit stay below 80 words before real sender details are inserted. Keep the final version at or below 100 words including subject, signature and opt-out. Use plain language and one clear request. Replace or delete every bracket and preserve the recipient's ability to decline.

Message decision	Working rule
Why this buyer?	Role, category and retail route match
Why now?	Verified event or stated review; no invented urgency
What help?	One bounded, relevant output
What next?	One small request
What proof?	Approved evidence or transparent method

PUT IT TO WORK
Use one defensible number, its operational meaning, one bounded offer and one CTA. Add a timing claim only when a current event is verified.

19 / ACCOUNT AND CHANNEL COORDINATION

Research channels and introductions before sequencing

For strategic brand or retailer accounts, review the current website, relevant professional profiles, published rules and existing account history. Identify the person closest to the decision and the permitted contact route. A profile or published address does not by itself establish consent.

For a segmented campaign, keep the country, mechanic, buyer role and offer coherent. Record the observed fact and source behind each variable. Do not make an automated message claim an individual meeting, relationship or current project that does not exist.

Coordinate partner introductions, procurement routes, events and direct conversations in one account record. The same buyer should not receive competing messages from several team members. A stop request must reach all relevant tools and owners.

Route	Useful when	Record
Approved introduction	Partner knows the right sponsor	Consent and scope of introduction
Event follow-up	A real exchange occurred	Topic and permission
Procurement / tender	An authorised brief exists	Submission and contact rules
Direct business discussion	Account and channel are eligible	Role, source and stop history

PUT IT TO WORK
Measure useful discussions and accepted briefs by route, not just connection counts or downloaded resources.

20 / POSITIVE-REPLY OPERATIONS

Turn replies into agreed decisions

Give every relevant reply a named owner and a next action. Separate an information request, a pricing question, a meeting request and a later review. Answer what the person asked before changing the subject to scheduling.

A proposed service target is a useful human response within five staffed minutes for high-intent replies. Record staffed hours, a backup and response times. This is an operating target adapted from LeadScorer guidance, not evidence of a sector conversion rate.

When a buyer wants a discussion, confirm the campaign topic and offer two real times with an explicit timezone. Keep Dubai and Saudi times distinct. Use only approved channels; a reply does not authorise an unsolicited burst across every available contact route.

Reply	Action	Status
Send the brief	Deliver the promised asset	Service interest unknown
Can we talk?	Confirm purpose and times	Meeting pending agreement
What does it cost?	Answer known scope and gaps	Scoping or estimate
Not now	Use buyer-stated timing	Agreed later review
Wrong person / stop	Route with agreement or suppress	Closed or corrected

PUT IT TO WORK
Track reply, useful response, asset delivery, booking, attendance and acceptance as different events.

21 / MEETING ACCEPTANCE

Qualify a useful first meeting

A qualified first conversation has a relevant buying unit, a credible sponsor, a named campaign decision, informed agreement and a useful next step inside your scope. It does not require every execution dependency to be settled before discovery.

Hold the meeting when a missing fact determines whether any discussion is useful. Decline when the work is outside capability, the contact has asked you to stop or the attendee has no connection to the decision. Company size or brand recognition cannot override a failed condition.

Qualifying an opportunity later requires more: scope, approval path, retailer route, funding, delivery feasibility and a defined commercial decision. Keep that stage separate from a booked or held meeting.

Accept for scoping	Hold or decline
Relevant sponsor and country	Authority or market still unclear
Named mechanic / objective	Only a general credentials request
Buyer knowingly wants the discussion	Worksheet request only
Useful next step within capability	Unbounded concept or infeasible delivery

PUT IT TO WORK
The workbook meeting gate uses confirmed, unknown and failed inputs. It is not a close-probability score.

22 / SCOPING AND HANDOFF

Leave discovery with a campaign brief

Use a focused 30-minute first discussion to make one campaign decision clearer. Ask what the brand or retailer wants, where the offer will run, what the shopper must do and which evidence can be captured. Then map approvals and funding.

A good brief includes the buying entity, sponsor, market, retailer or channel, eligible products, objective, mechanic, dates, limits, data, funding, workstream owners and the next decision. Mark assumptions and buyer-reported facts separately.

Close with a proportionate output: a paid feasibility brief, a retailer acceptance review, a claim-flow design, a proposal or a later date. Do not quote a fixed end-to-end campaign while material cost drivers or delivery rights remain undefined.

Minutes	Focus	Output
0-5	Campaign objective and buying unit	One measurable decision
5-13	Shopper route and mechanic	Eligibility / evidence map
13-21	Retailer, data and funding	Dependencies and owners
21-27	Delivery and approval path	Scope and unknowns
27-30	Next decision	Action, owner and date

PUT IT TO WORK
Attach the source, relevant reply and agreed brief version. Avoid handing delivery a note that says only interested in promo.

23 / MEASUREMENT ARCHITECTURE

Measure incremental sales and delivery separately

Claims and redemptions show that a mechanism was used. They do not prove the activity created sales that would otherwise not have happened. Define a counterfactual: what would the same products and stores plausibly have sold without the promotion?

A simple matched-control calculation adjusts a treatment baseline by the control group's change. It requires comparable stores, products and time windows. Check stock, pricing, distribution, competing promotions and pre-period trends. The calculation is an estimate, not causal proof.

Track execution alongside sales. A stock-out, rejected checkout coupon or missing retailer feed changes the interpretation. Keep unique participants, repeated plays, approved claims, issued rewards, redeemed rewards and settled liabilities as separate measures.

Measure	Numerator / denominator	Interpretation
Claim approval	Approved claims / submitted claims	Validation outcome
Coupon redemption	Redeemed unique coupons / issued unique coupons	Mechanic use
Reward completion	Delivered / approved obligations	Fulfilment outcome
Incremental units	Treatment post minus counterfactual	Estimated added sales
Settlement completion	Paid accepted value / due accepted value	Financial execution

PUT IT TO WORK
Agree the measurement plan before launch. If control data is absent, report descriptive outcomes and state the limit.

24 / FICTIONAL PROMOTION ECONOMICS

Build a buyer case with a complete cost basis

Fictional example: treatment stores sell 100,000 units before and 120,000 during the comparison period. Control stores move from 80,000 to 84,000. The control growth factor is 1.05, giving expected treatment units of 105,000 and estimated incremental units of 15,000.

At AED 6 contribution per incremental unit before the promotion's reward cost, incremental contribution is AED 90,000. Ten thousand approved rewards at AED 4 cost AED 40,000. Add AED 25,000 in other campaign costs: total cost is AED 65,000 and net incremental contribution is AED 25,000. Net return on campaign cost is 38.5%.

These are fictional assumptions, not results or benchmarks. Reward cost applies to all approved claims, including purchases that would have occurred anyway. If contribution already includes the promotional discount, do not deduct the same discount again. Use actual approved programme costs and a consistent tax basis.

Step	Calculation	Result
Counterfactual	100,000 x (84,000 / 80,000)	105,000 units
Estimated increment	120,000 - 105,000	15,000 units
Contribution before promo costs	15,000 x AED 6	AED 90,000
Campaign costs	10,000 x AED 4 + 25,000	AED 65,000
Net contribution	90,000 - 65,000	AED 25,000

PUT IT TO WORK
Use the buyer-case tool to change one complete scenario. A positive result depends on the counterfactual and cost assumptions.

25 / FICTIONAL CLEARING AND FUNDING MODEL

Separate expected claims from maximum liability

Expected payout is a forecast; maximum payable exposure is an obligation bound. Model both. A campaign may look affordable at an assumed redemption rate and still require a funding arrangement for a much larger valid claim volume.

Fictional inputs: 200,000 issued one-use coupons, 5% expected submitted redemptions and 90% approval. Expected approved claims are 9,000. Face value AED 4 and handling AED 0.40 produce expected cost AED 39,600. With a documented payable claim cap of 30,000, the modelled maximum is AED 132,000.

If funded cash is AED 30,000, expected additional funding is AED 9,600 and maximum additional funding is AED 102,000. The model assumes the cap is valid, documented and reflected in the offer. Without a valid cap, use the full possible one-use coupon count or establish the true obligation separately. This is not a legal liability determination.

Funding measure	Fictional value	Meaning
Expected approved claims	9,000	Issued x submit rate x approval rate
Expected cost	AED 39,600	Accepted face value plus handling
Maximum modelled cost	AED 132,000	30,000 payable claims x AED 4.40
Expected funding gap	AED 9,600	Expected cost less funded cash
Maximum funding gap	AED 102,000	Maximum cost less funded cash

PUT IT TO WORK
Stress the funding case before increasing distribution. Agree top-ups, pause rules and treatment of valid claims in writing.

26 / THIRTEEN-WEEK FUNDING LEDGER

Map the cash required before reimbursement

Profitability and cash timing are different questions. Brands may pay service fees or reimburse approved claims after the provider has paid retailers, shoppers, prize suppliers or logistics partners. The gap can fund a substantial part of the campaign.

Use a dated ledger with opening cash, cash actually received, retailer or shopper payouts, reward and fulfilment payments, and operating cash outflows. Closing cash equals opening cash plus receipts less payments. The lowest cumulative balance shows additional cash needed under those inputs.

Fictional week-one funding starts at AED 30,000, with payments of AED 5,000, 10,000, 15,000 and 20,000 across the first four weeks and a receipt of AED 40,000 in week five. Cash falls to AED -20,000 before the receipt arrives. An eventual positive balance does not remove that earlier funding need.

Control	Record	Decision
Funding receipt	Cleared cash and date	Available balance
Payment obligation	Payee, due date and accepted amount	Cash required
Restricted reward funds	Separate ownership and permitted use	No cross-campaign funding
Closeout	Unclaimed funds, disputes and refund	Release or return surplus

PUT IT TO WORK
The tool provides 13 editable weeks. It excludes interest, taxes and account segregation rules; apply the real contract and treasury controls.

27 / PROVIDER ECONOMICS AND ACQUISITION

Price provider work on contribution and capacity

Separate provider fees from client reward funds. A fictional programme earns AED 80,000 in service fees and incurs AED 55,000 in direct delivery costs. Contribution before acquisition is AED 25,000. After AED 6,000 in attributable acquisition and proposal effort, AED 19,000 remains before shared overhead and tax.

Client reward funding of AED 120,000 is shown separately. It is not treated as provider service-fee revenue in this planning model. The actual accounting treatment depends on contractual responsibilities and applicable standards.

Track the provider pipeline through eligible accounts, relevant replies, accepted meetings, scoped briefs, proposals and signed programmes. Conversion rates in a planning model are assumptions. Open enterprise brand pursuits need a real decision window before their win rate can be interpreted.

Commercial line	Own the basis	Capacity check
Strategy / concept	Defined deliverables and revisions	Specialist hours
Platform / game	Configuration, integration and support	Build and peak load
Clearing / validation	Approved claim and fee basis	Review throughput
Rewards / field work	Sourcing and operational scope	Stock, people and deadlines

PUT IT TO WORK
The workbook keeps pricing and pursuit economics separate from reward liability and cash. Do not combine the totals as one profit figure.

28 / OPERATING PLAN AND FINAL REVIEW

Launch one bounded acquisition test

A practical first test targets one buying unit type in one market with one entry asset. Confirm capability, permissions, ownership and free-work limits. Release a checked research batch, handle replies and review the accepted briefs before increasing volume.

An acquisition programme and a shopper promotion have different launch gates. The first needs an eligible contact route and a useful offer. The second also needs accepted terms, retailer readiness, approved rules, tested data flows, funded obligations and delivery capacity.

Review the first 30 days for learning and the following periods for matured commercial outcomes. Keep buyer feedback, rejection reasons, proposal time, contribution and funding exposure visible. No 30- or 90-day plan guarantees an enterprise campaign contract.

Period	Owner work	Review evidence
Days 1-10	Choose cell, asset and research rules	Approved brief and checked accounts
Days 11-30	Outreach, asset delivery and discovery	Relevant replies and accepted briefs
Days 31-60	Scope and validate dependencies	Feasible proposals and funding terms
Days 61-90	Review matured decisions and delivery	Signed work, contribution and next test

PUT IT TO WORK
Scale the route that produces suitable funded briefs your team can deliver. Keep the guide and tools free to use.

EDITABLE OUTREACH / 01-02

Open one useful conversation.

01 / Purchase evidence

Subject: purchase proof for [brand]

Hi [first name],

Across eight public UAE and Saudi offers, six tie the benefit to a purchase or checkout condition.

For [brand] in [country], we can map what checkout must accept and which record proves it.

Would a one-page acceptance map help?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

02 / Threshold and cap

Subject: where the discount cap starts

Hi [first name],

One UAE card offer gives 20% off, capped at AED 75. The cap starts at an AED 375 basket.

For [confirmed offer], we can test the threshold, cap and return rules before checkout goes live.

Would you like the five-basket test sheet?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

Replace every bracket. Use only real capabilities and a permitted contact route. A resource request is not agreement to a meeting.

EDITABLE OUTREACH / 03-04

Open one useful conversation.

03 / Account entitlement

Subject: who qualifies for [offer]?

Hi [first name],

Two of eight reviewed Gulf offers restrict an issued or selected account. That makes account entitlement part of the checkout brief.

We can map the eligible account, order and reward records for [confirmed scope].

Would the three-record checklist help?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

04 / Partner reward inventory

Subject: codes available versus rewards redeemed

Hi [first name],

Coca-Cola's published UAE FIFA rules list two million partner reward codes. Available codes and redeemed rewards are different counts.

For [confirmed programme], we can map issue, redemption, expiry and settlement records.

Would a sample code-ledger layout help?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

Replace every bracket. Use only real capabilities and a permitted contact route. A resource request is not agreement to a meeting.

EDITABLE OUTREACH / 05-06

Open one useful conversation.

05 / Card partnership

Subject: the payment rule in [offer]

Hi [first name],

Two of eight reviewed UAE and Saudi offers restrict the payment card. That adds a partner eligibility check to the promotion.

For [confirmed scope], we can map the qualifying payment, discount and reversal records.

Would that map help your next review?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

06 / Reuse controls

Subject: one use, one day or one month?

Hi [first name],

Five of eight reviewed offers state a reuse or frequency rule. The rules range from one receipt use to two discounts per calendar month.

For [confirmed promotion], we can turn its limit into test cases.

Would a short validation sheet help?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

Replace every bracket. Use only real capabilities and a permitted contact route. A resource request is not agreement to a meeting.

EDITABLE OUTREACH / 07-08

Open one useful conversation.

07 / Measurement

Subject: redemption and sales for [offer]

Hi [first name],

For [confirmed offer], which sales data can your team use alongside claims and redemptions?

We can help define what the report can measure, including a store comparison where the data supports it.

Would the measurement-plan template be useful?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

08 / Agency partnership

Subject: [client] promotion delivery

Hi [first name],

Does your team need a delivery partner for [specific coupon, game or reward scope] in [country]?

We can define the work, client approval, shopper support and funding responsibilities before a proposal is written. Your team can keep ownership of the wider brief.

Would a scope sheet help?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

Replace every bracket. Use only real capabilities and a permitted contact route. A resource request is not agreement to a meeting.

EDITABLE OUTREACH / 09-10

Open one useful conversation.

09 / After a real resource request

Subject: the [worksheet] you requested

Hi [first name],

Here is the [worksheet or link] you asked for. Start with [one specific field].

You can use it with your team as it stands. If it raises a decision about [agreed scope], we can work through that part together.

Would that be useful?

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

10 / After a real meeting request

Subject: times for the [agreed topic] discussion

Hi [first name],

Happy to discuss [topic you raised]. We can focus on [one decision] and the facts needed for a brief.

Would [day, time, timezone] or [day, time, timezone] work?

[Optional scheduling link, if appropriate]

Thanks, Shanay [Business contact] Prefer no further messages? Reply to let me know.

Replace every bracket. Use only real capabilities and a permitted contact route. A resource request is not agreement to a meeting.

PUBLIC PROMOTION EVIDENCE / 1-2

Read the operating rules.

P01 / Coca-Cola x LuLu ICC / UAE

Receipt upload

Listed dates: 2026-01-10 to 2026-01-26. 17 calendar dates, inclusive.

Limit: Single use per receipt

Question: Which retailer, receipt fields and reward routes must the brief support?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P01

P02 / Coca-Cola FIFA / UAE

Single-use pack code

Listed dates: 2026-03-15 to 2026-07-31. 139 calendar dates, inclusive.

Limit: One use per code

Question: Who owns pack codes, partner coupons and prize fulfilment?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P02

Outreach and reply handling adapted from LS Cold Email guidance: a specific audience and offer, a small first request, plain language, fulfilment before scheduling and explicit meeting agreement.

PUBLIC PROMOTION EVIDENCE / 3-4

Read the operating rules.

P03 / McDonald's World Cup game / UAE

Active app account / skill outcome

Listed dates: 2026-06-09 to 2026-07-20. 42 calendar dates, inclusive.

Limit: One daily reward per user

Question: Which game event is engagement and which event is a completed purchase?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P03

P04 / Nespresso October B2S / UAE

Logged-in eligible account / checkout

Listed dates: 2026-10-01 to 2026-10-31. 31 calendar dates, inclusive.

Limit: Single transaction

Question: Who controls eligible accounts, product exclusions and checkout redemption?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P04

Outreach and reply handling adapted from LS Cold Email guidance: a specific audience and offer, a small first request, plain language, fulfilment before scheduling and explicit meeting agreement.

PUBLIC PROMOTION EVIDENCE / 5-6

Read the operating rules.

P05 / Nahdi x Al Rajhi / KSA

Eligible payment card / online checkout

Listed dates: 2026-03-13 to 2026-03-20. 8 calendar dates, inclusive.

Limit: 25% discount; no maximum stated in offer

Question: Which partner funds the offer and what payment evidence reaches reporting?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P05

P06 / NEXT selected-customer offer / KSA

Selected logged-in account

Listed dates: 2026-08-26 to 2026-09-10. 16 calendar dates, inclusive.

Limit: 10% discount

Question: How is the eligible segment joined to order and return records?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P06

Outreach and reply handling adapted from LS Cold Email guidance: a specific audience and offer, a small first request, plain language, fulfilment before scheduling and explicit meeting agreement.

PUBLIC PROMOTION EVIDENCE / 7-8

Read the operating rules.

P07 / ADCB x Carrefour / UAE

Eligible credit card / checkout code

Listed dates: 2026-05-25 to 2026-07-25. 62 calendar dates, inclusive.

Limit: 20% discount; AED 75 cap

Question: How are per-month limits, returns and partner funding reconciled?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P07

P08 / Mumzworld 4 Days to Bond / KSA

Registered account / activity rules

Listed dates: 2026-08-27 to 2026-08-30. 4 calendar dates, inclusive.

Limit: Four dated daily notifications

Question: Which engagement outcome should be reported without calling it a sale?

Unverified: Provider, spend, redemption, sales lift and buying intent unverified

Public rules / P08

Outreach and reply handling adapted from LS Cold Email guidance: a specific audience and offer, a small first request, plain language, fulfilment before scheduling and explicit meeting agreement.

RESEARCH NOTES AND METHODS

Make each claim traceable.

Research checked 16 October 2026. Eight purposively selected public rule sets: five UAE and three Saudi. Two examples are from Coca-Cola. This is an observation set, not a market survey or provider benchmark.

P01 / Coca-Cola x LuLu ICC - published promotion rules

2026-01-10 to 2026-01-26. Observed rules only. Qualifying brands / UAE LuLu outlets. No performance or provider attribution.

https://www.coca-cola.com/ae/en/legal/icc-promo-2026

P02 / Coca-Cola FIFA - published promotion rules

2026-03-15 to 2026-07-31. Observed rules only. Specially marked products / multiple reward types. No performance or provider attribution.

https://www.coca-cola.com/ae/en/legal/fifa-world-cup-2026

P03 / McDonald's World Cup game - published promotion rules

2026-06-09 to 2026-07-20. Observed rules only. App loyalty enrolment / digital coupon. No performance or provider attribution.

https://www.mcdonalds.com/ae/en-ae/worldcuppromotion.html

P04 / Nespresso October B2S - published promotion rules

2026-10-01 to 2026-10-31. Observed rules only. Online coffee only / account restricted. No performance or provider attribution.

https://www.nespresso.com/ae/en/conditions-of-sale

Promotion pages establish published rules; they do not reveal agency appointments, spend, redemption rates, sales lift, budgets or buying intent. The models use fictional assumptions, not these campaigns' results.

RESEARCH NOTES AND METHODS

Make each claim traceable.

Research checked 16 October 2026. Eight purposively selected public rule sets: five UAE and three Saudi. Two examples are from Coca-Cola. This is an observation set, not a market survey or provider benchmark.

P05 / Nahdi x Al Rajhi - published promotion rules

2026-03-13 to 2026-03-20. Observed rules only. Selected cards / online only / exclusions. No performance or provider attribution.

https://www.nahdionline.com/en-sa/clp/alrajhi-tnc-clp

P06 / NEXT selected-customer offer - published promotion rules

2026-08-26 to 2026-09-10. Observed rules only. Account eligibility / post-discount spend threshold. No performance or provider attribution.

https://www.next.sa/en/terms

P07 / ADCB x Carrefour - published promotion rules

2026-05-25 to 2026-07-25. Observed rules only. Twice per calendar month / online or app. No performance or provider attribution.

https://www.adcb.com/en/personal/promotions/adcb-and-carrefour-offer

P08 / Mumzworld 4 Days to Bond - published promotion rules

2026-08-27 to 2026-08-30. Observed rules only. KSA users / no financial commitment. No performance or provider attribution.

https://www.mumzworld.com/sa-en/terms-and-conditions

Promotion pages establish published rules; they do not reveal agency appointments, spend, redemption rates, sales lift, budgets or buying intent. The models use fictional assumptions, not these campaigns' results.

RESEARCH NOTES AND METHODS

Make each claim traceable.

Research checked 16 October 2026. Eight purposively selected public rule sets: five UAE and three Saudi. Two examples are from Coca-Cola. This is an observation set, not a market survey or provider benchmark.

S01 / Dubai DET - retail promotion certificate

Guidance checked 16 October 2026. Retail calendar / off-season participation and promotion permit process; confirm the actual jurisdiction and mechanic.

https://www.dubaidet.gov.ae/en/our-services/for-consumers-and-students/apply-retail-promotion-certificate

S02 / TDRA - Marketing Short Message Service

Guidance checked 16 October 2026. Prior consent, opt-out and sender responsibilities for UAE marketing SMS. Not a blanket permission model for other channels.

https://tdra.gov.ae/en/tdra-initiatives/marketing-short-message-service

S03 / Saudi SDAIA - PDPL implementing regulation, Articles 28-29

Guidance checked 16 October 2026. Consent evidence, sender identity and stopping direct marketing; local approval remains a defined workstream.

https://dgp.sdaia.gov.sa/wps/wcm/connect/2a9a4744-a2ae-444f-bad2-6dacde843637/The%2Bimpelementing%2Bregulation%2Bof%2Bthe%2Bpersonal%2Bdata%2Bprotection%2Blaw.pdf?CACHEID=ROOTWORKSPACE-2a9a4744-a2ae-444f-bad2-6dacde843637-pcruNj.&CONVERT_TO=url&MOD=AJPERES

S04 / UAE GCGRA - What is commercial gaming?

Guidance checked 16 October 2026. Distinguish genuine product promotions from paid chances or inflated-price structures; assess actual mechanics.

https://www.gcgra.gov.ae/en/commercial-gaming/what-is-commercial-gaming/

Promotion pages establish published rules; they do not reveal agency appointments, spend, redemption rates, sales lift, budgets or buying intent. The models use fictional assumptions, not these campaigns' results.