

QUIZZLY • VUUKLE DMCC

Campaign setup brief

Everything we need before your campaign can go live — what we are asking for, and why each answer changes what we build.

Where your answers end up

Every section in this deck feeds one part of this flow. Section 3 is the one that decides what you pay for.



You only ever pay for the top branch. Everything that fails the filters is still captured, still handed over, and never invoiced — so tightening the filters costs you volume, not money.

Two ways to send this back

FASTEST

Fill it in online

Everything in this deck, as a form that saves as you go and takes uploads directly.

- Upload logo, images and video in the form
- Nothing to email, nothing to zip
- We see it the moment you submit

onboard.quizzly.ai

OR

Complete this PDF

Write into the fields on the slides that follow, then send it with your assets.

- Put the PDF and all assets in one folder
- Name the folder with your project name
- Zip it and email the lot

hello@quizzly.ai

Please do one or the other, not both — two versions of the same brief is how details get missed.

Your team

Campaigns stall when a creative or a budget change sits waiting for the right person. Tell us who approves, and who should get the weekly report, and we never have to ask mid-flight.

Your name

Approves creative and spend (optional)

Email

Who should get the weekly report?
(optional)

Company

Handover date _____

Payment plan

Current inventory and availability

Active offers or limited-time benefits
(optional)

Anything a buyer always asks that we should answer up front? (optional)

should answer up front? (optional)

ON BY DEFAULT

“Just exploring” is not delivered as a lead

We ask: *When are you looking to buy?*

- ✓ Within 3 months ✓ 3 – 6 months ✓ 6 – 12 months ✗ Just exploring

☐ Keep ☐ Remove ☐ Change to: _____

ON BY DEFAULT

Investment, own use, or residency

We ask: *What is the purpose of the purchase?*

- ✓ Investment / rental yield ✓ To live in ✓ Golden Visa eligibility ✓ Both

☐ Keep ☐ Remove ☐ Change to: _____

Qualifying filters

Mark each one below. Anything you change here changes what we deliver and what we invoice.

Not an agent or broker

ON BY DEFAULT

Self-declared, plus we screen the obvious ones

We ask: *Are you buying for yourself?*

✓ Buying for myself or my family

✗ I am an agent or broker

☐ Keep ☐ Remove ☐ Change to: _____

Explicit contact consent

ON BY DEFAULT

Required — we never deliver a lead without it

We ask: *May our advisor call or WhatsApp you?*

✓ Yes, you may contact me

✗ No

☐ Keep ☐ Remove ☐ Change to: _____

Reachable by phone or WhatsApp

OFF BY DEFAULT

Raises quality, lowers volume. Off by default.

We ask: *Best number to reach you on*

✓ Number verified by WhatsApp or OTP

✗ Number given but not verified

☐ Keep ☐ Remove ☐ Change to: _____

A filter we have missed

Anything that should disqualify a lead for your business

Lead delivery

A qualified lead goes cold in minutes, not hours. Tell us the endpoint and we push it the moment it qualifies — CRM, webhook, sheet or inbox. We also need to know how your team will tell us which leads were good, because that feedback is what trains the targeting.

Method

CRM or platform

Endpoint or inbox

Lead notification email

How will your team tell us which leads were good? (optional)

=====

000 *****

Accounts & access

Nothing goes live until these are in place. The pixel matters most: it owns the learning, so it must be on your ad account, not ours, or you lose the audience data the day the campaign ends.

Facebook Page

Instagram account

Meta ad account ID (optional)

Meta Business Manager ID (optional)

Meta Pixel / dataset ID (optional)

Website

Privacy policy URL

Who runs ads today? (optional)

ACCESS ALREADY GRANTED — TICK WHAT IS DONE

- ☐ Business Manager partner access
- ☐ Facebook Page and Instagram
- ☐ Ad account
- ☐ Pixel / dataset
- ☐ Website or landing page
- ☐ Google Sheet or CRM for lead delivery



Permits & permissions

Property and prize advertising needs a permit before the first impression. We need the permit number, the issuing authority, and the disclaimer word for word. Dubai and Sharjah also require the permit QR code on the creative — we place it, you supply it.

Advertising permit number _____

Issuing authority

Mandatory disclaimer, word for word

Developer authorisation or signed
Channel Partner Agreement

We will supply the permit QR code image Dubai and Sharjah require the QR code on the creative itself. Upload it in the previous section or drop it in the shared folder — we cannot run the ad without it.

Assets checklist

Original files only. Anything that has been through WhatsApp or a chat app has been compressed and will underperform — send from the source.

- ☐ Logo — vector (.ai/.eps/.svg) or PNG on transparent
- ☐ 6–10 photographs at original resolution
- ☐ Video in its original file, not a forwarded copy
- ☐ Floor plans, spec sheets or price list
- ☐ Advertising permit — and the QR code image
- ☐ Signed authorisation or partner agreement
- ☐ Brand guidelines, if you have them
- ☐ Any creative you have run before that worked

Name the folder with your project name, zip it, and send it with this PDF to **hello@quizzly.ai**.

What happens next

1

We build and show you

Landing page, qualifying flow and creative. You see all of it before a single dirham is spent.

2

Ten leads at our cost

We run the first ten qualified leads on our own money. You judge the quality on real leads, not a deck.

3

You decide

If the leads are right, we scale. If they are not, you have paid nothing and you keep the data.

Nothing here is locked. Filters, creative, budget and targeting all change once real leads start coming in — that is the point of the first ten.