

GULF NEWS 

Leading Middle East News Outlet grows subscriber base by accepting payments in Reward Points

Media

Middle East



Challenge

- Gulf News is a leading publication in the United Arab Emirates and beyond.
- Gulf News was keen to grow its subscriber base and reached out to Loylogic to explore partnership opportunities.

Let our experts guide you
in detail

info@loylogic.com



Solutions

- Loylogic connected Gulf News to the Pointspay network to enable payments from leading loyalty currencies.
- Jumeirah One, Etisalat Smiles and Etihad Guest were identified as launch partners.
- A Pointspay integration into the existing Gulf News subscription checkout was implemented.
- Loylogic marketing teams executed a collaborative marketing plan to drive awareness and conversion of the new proposition.



Results

- Growth in new subscribers.
- Reactivation of previous subscribers.