

This kit gives influencers, partners, and media contributors ready-to-use captions and clear guidelines for describing Cashback Radar accurately. Please do not alter key claims or invent figures beyond what is provided here.

APPROVED HASHTAGS

Always include the **#CashbackRadar** brand hashtag. Add category hashtags as relevant.

#CashbackRadar	#CashbackUAE	#UAEFinance	#PersonalFinanceUAE
#CreditCardsUAE	#SaveMoneyUAE	#UAEBankingCards	#FinanceUAE
#SmartSpendingUAE	#UAEExpats	#MoneyTipsUAE	#BankingUAE

APPROVED TERMINOLOGY

USE THIS cashback card comparison tool not → cashback app / cashback website	USE THIS mobile-optimised website not → app / mobile app
USE THIS projected net value / projected cashback not → guaranteed cashback / definite earnings	USE THIS based on your spending profile not → personalised for you / AI-powered
USE THIS 30+ UAE cashback cards not → all UAE cards / every card on the market	USE THIS independent / no sponsored placements not → partnered with banks / official bank tool

DO'S AND DON'TS

✓ Do	✗ Don't
Say it's free with no sign-up required <i>"Free, no account needed"</i>	Imply there's a cost, subscription, or that sign-up is required to see results
Describe it as a web-based tool , not a mobile app <i>"Open cashbackradar.io on your phone"</i>	Call it an "app" or direct followers to an app store
Quote the AED 2,100 average annual gain as an average, not a guarantee <i>"Users find on average AED 2,100 in extra value"</i>	Say "you will earn AED 2,100" or frame the figure as a guaranteed outcome
Describe results as projected net value (forecast cashback minus fees) <i>"Ranked by projected net value"</i>	Say "the best card" without context — the best card depends on individual spending
Say the platform has no paid placements or bank affiliations <i>"Rankings aren't sponsored"</i>	Say or imply Cashback Radar is a bank product, endorsed by a bank, or that any card is "featured"
State that results are estimates based on a spending model <i>"Projected cashback based on your spending profile"</i>	Imply results are guaranteed, certified, or that Cashback Radar applies for cards on your behalf
Use "3 minutes or more" when describing time to results	Say "instant results" — answering more questions takes longer and improves accuracy
Always include #CashbackRadar and link to cashbackradar.io	Use competitor brand names or link to specific bank card application pages without the cashbackradar.io link

CAPTION TEMPLATES — INSTAGRAM**IG Instagram**

Feed & Stories · Hook-first · 3–5 hashtags · Link in bio

ANGLE 1 — AWARENESS / PROBLEM-SOLUTION

Cashback rates, category caps, annual fees, FX charges, minimum spend thresholds — every card plays by different rules. Comparing them properly takes hours, and most people never do.

Cashback Radar runs the numbers across 30+ UAE cashback cards based on your spending profile — and shows which one projects the most value. Takes 3 minutes. Free. No sign-up.

Find out which card pays you the most ↓
cashbackradar.io

[#CashbackRadar](#) [#CashbackUAE](#) [#UAEFinance](#) [#CreditCardsUAE](#) [#PersonalFinanceUAE](#)

ANGLE 2 — STAT-LED

AED 2,100.

That's the average annual gain people find when they compare their cashback card options on Cashback Radar.

Free tool. 30+ UAE cards. Results in 3 minutes.

Try it → [cashbackradar.io](#)

[#CashbackRadar](#) [#SaveMoneyUAE](#) [#UAEFinance](#) [#SmartSpendingUAE](#)

ANGLE 3 — EDUCATIONAL / TRUST

Cashback comparison sites often rank cards by who paid them — not by what's best for you.

Cashback Radar has no sponsored placements. It ranks cards by projected net value: cashback earned minus annual fee minus FX charges — calculated for your specific spending.

No bias. No guesswork. No sign-up needed.
cashbackradar.io

[#CashbackRadar](#) [#UAEFinance](#) [#MoneyTipsUAE](#) [#CreditCardsUAE](#)

CAPTION TEMPLATES — LINKEDINin **LinkedIn**

Professional tone · Data-forward · Longer form works well here

ANGLE 1 — INDUSTRY OBSERVATION

Most UAE cashback card comparisons show you “up to X%” — without telling you what X actually means for your wallet.

Cashback Radar takes a different approach: it builds a predicted spending profile from a short questionnaire, applies each card’s real rules (cashback rates, caps, annual fees, FX charges), and ranks 30+ UAE cards by projected net AED value.

No sponsored placements. No generic rankings. Built by banking and data-science professionals with 20+ years of experience.

Free to use, no account required: cashbackradar.io

[#CashbackRadar](#) [#UAEFinance](#) [#PersonalFinanceUAE](#) [#BankingUAE](#) [#CreditCardsUAE](#)

ANGLE 2 — FOR ADVISORS / HR / RELOCATION PROFESSIONALS

If you advise clients, employees, or newcomers on UAE banking, Cashback Radar is worth bookmarking.

It’s an independent, model-based comparison tool for UAE cashback cards — free, unbiased, and takes under 5 minutes. Results are based on spending profiles, not marketing claims, so the recommendation is tailored to the individual.

No sign-up required. No paid placements. No data shared with banks.

cashbackradar.io

[#CashbackRadar](#) [#UAEFinance](#) [#UAEEexpats](#) [#BankingUAE](#)

CAPTION TEMPLATES — TIKTOK**TT TikTok**

Hook in first 2 seconds · Conversational · Caption supports video

ANGLE 1 — HOOK / CURIOSITY

Are you sure you're using the right cashback card? 😬

Cashback Radar shows you which UAE card projects the most value — based on how YOU spend. Free, 3 minutes, no sign-up.

Link in bio → cashbackradar.io

[#CashbackRadar](#) [#CashbackUAE](#) [#UAEFinance](#) [#MoneyTipsUAE](#) [#SmartSpendingUAE](#)

ANGLE 2 — QUICK TUTORIAL COMPANION

Here's how I found my best cashback card in 3 minutes ↓

- 1 Answer a few questions about your lifestyle
- 2 Review your predicted spending mix
- 3 See every UAE cashback card ranked by AED value

No sign-up. Completely free. cashbackradar.io

[#CashbackRadar](#) [#CashbackUAE](#) [#SaveMoneyUAE](#) [#PersonalFinanceUAE](#)

ANGLE 3 — STAT HOOK

The average person using Cashback Radar finds AED 2,100 in extra annual value 🗯

It compares 30+ UAE cards for free — ranked by what you'd actually earn after fees.

Try it: cashbackradar.io

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