



A guide for Saudi merchants · September 2026

The National Day 96 Kit

From Grovlix for Salla and Zid merchants.

The licence, the timing, the checklist, and 96 offer ideas.

Free · No strings attached

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What happened last year



grovlix.com/en/nd96 · info@grovlix.com

The rules, in plain words

The flag

The Saudi flag carries the Shahada, and the Flag Law bans using it as a trademark, in commercial advertising, or on products and packaging that gets thrown away. No banner with the flag, no bag, no sticker, no filter on product photos. The penalty can reach one year in prison or 3,000 SAR.

The state emblem and images of the leadership

Both are banned on products, ads and gifts. In April 2026 an online store was blocked for using images of the leadership.

The official National Day 96 identity

The «عزنا بطبعنا» logo from the General Entertainment Authority is open to everyone at gea.gov.sa/nd, on conditions: use the logo as it is, do not change its colours, do not merge it with your own logo, and do not place it next to a price or a buy button in a way that suggests your offer is officially endorsed. This year the identity has six colours, not just green and white, and Sadu patterns are the basis of the design.

The discount licence

Any National Day discount needs a licence from the Ministry of Commerce, and online stores are included. You apply online at sales.mc.gov.sa. Last year the window ran from 16 to 30 September. The licence comes with a code customers can verify, and it does not count against your yearly allowance of discount days. If your offer is a gift with purchase or free shipping instead of a discount, you do not need a licence.

The discount licence

The Ministry of Commerce discount licence, in plain words

Any discount you announce for National Day needs a licence from the Ministry of Commerce. Online stores are covered just like shops, and they are inspected too.

The steps:

- 1 Go to sales.mc.gov.sa and sign in with your business account.
- 2 Choose your business and make sure its commercial registration is valid.
- 3 Set the discount type, its length, and the start and end dates.
- 4 Add your branches. An online store is added with its website link.
- 5 Submit the request. Everything is online, and the licence reaches you online.

What is the code that comes with the licence?

Every licence comes with a QR code. A customer or an inspector scans it and sees that your discount is licensed and still valid. Show it on the offer page in your store, and in your shop if you have one.

Two things that matter:

A licence for national occasions does not count against your business's yearly allowance of discount days, so do not put it off to save your allowance.

Last year the window ran from 16 to 30 September. This year's dates will be announced soon, so get your papers ready and apply on the first day it opens.

And when do you not need a licence?

If your offer is a gift with the order, free shipping, or a bundle at one price, you do not need a discount licence. The licence is only for cutting the advertised price.

This is the point merchants get wrong most every year. Send it to a merchant you know before 19 September.

Timing

-  **1 to 10 September**
Airlines and travel companies start. Stores decide their offers and install their apps.
-  **11 to 18 September**
Preparation. Banners, codes, bundles, templates. The licence comes through.
-  **19 to 23 September**
The peak. Stores launch, visitors buy, and 80% of them are on mobile.
-  **23 September**
National Day. Do not sell in your posts, just send your greetings.
-  **24 to 30 September**
The extension. Most stores keep their offer running to the end of the month.

Store checklist

Before 12 September

- ☐ One clear offer: selected products at 96 SAR, free shipping over an amount, or a gift with every order
- ☐ Apply for the discount licence if your offer is a discount
- ☐ Banners with no flag and no state emblem, sized for mobile first

Before 18 September

- ☐ Offer code ready and tested
- ☐ A popup that collects the visitor's email or number before they leave
- ☐ A countdown ending 23 September above the buy button
- ☐ A badge on the selected products
- ☐ Schedule the offer to start and stop automatically
- ☐ Test the full checkout on mobile

19 to 23 September

- ☐ Check stock every day
- ☐ Reply to store WhatsApp messages within an hour
- ☐ One post a day, and a greeting post on the 23rd with no selling

24 to 30 September

- ☐ Extend the offer and change the banner to "Extended until 30 September"
- ☐ A thank you message to customers who bought

A short pause, then on to the 96 offer ideas

Half of that checklist is already built

The checklist asks for an email popup, a countdown above the buy button, product badges, and an offer that starts and stops on schedule. You do not need to build any of it: each one is an app you install on Salla or Zid, in the identity colours, with no flag and no state emblem.

● PopupSnap Popsups	Collects the visitor's email or number before they leave Checklist, before 18 September
● Countdown	A countdown to 23 September above the buy button Checklist, before 18 September
● Product Badges	A badge on your selected products Checklist, before 18 September
● PopAutomate	Starts and stops your offer on schedule Checklist, before 18 September
● Wheel of Fortune	Small prizes that come up often, and one big prize Idea 73
● Instafeed	Customer photos with your products, pulled from your account Idea 76

And subscribing before 30 September gets you two things

- **On Salla:** Subscribe yearly to any Grovlix app, pay 96 SAR less, and spin the wheel.
- **On Zid:** Subscribe for a year to any Grovlix app, get the second year free, and spin the wheel.

Same gifts and same wheel on both platforms. The wheel gives you a service we set up for you by hand: a full National Day campaign set up in the app, 5 banners sized for your store, 96 SEO product descriptions, a report on a competitor you choose, Meta, TikTok and Snapchat pixel setup. Only 96 gifts, and the counter on the page is real.

Spin the wheel and book your gift

grovlix.com/en/nd96

The offer ends 30 September. This kit is free whether you subscribe or not.

96 offer ideas

Before you pick your idea:

Any offer that cuts the advertised price needs a discount licence from the Ministry of Commerce, and online stores are included just like shops. You apply online at sales.mc.gov.sa.

Offers built on a gift with the order, free shipping, or a bundle at one price do not need a licence.

Pick one clear idea and do it properly. That beats three ideas half done.

One: 96 prices

- | | |
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| <p>1 Pick 20 products and price them all at 96 SAR in one collection called 96 Prices.</p> <p>2 Open an Everything at 96 collection on 19 September and close it on 30 September.</p> <p>3 Your best seller at 96 SAR for the first 96 orders only, full price after that.</p> <p>4 Three small items for 96 SAR, chosen by the customer from the collection.</p> <p>5 Put a 96 SAR badge on the selected products so they stand out on the collection page.</p> <p>6 Fixed price tiers instead of a discount on everything: 96 for small, 196 for medium, 396 for large.</p> | <p>7 A 96 SAR mystery box, filled from slow stock and worth more than its price.</p> <p>8 Set aside only 96 pieces at the special price, and announce how many are left every day.</p> <p>9 A new product at 96 SAR every day from 19 to 23 September.</p> <p>10 A 96 SAR care bundle: three items from the same category in one box.</p> <p>11 An Under 96 SAR collection that gathers all the low priced products for quick mobile buys.</p> <p>12 A 96 SAR price on an add on service such as premium wrapping or engraving.</p> |
|---|---|

Two: Bundles

- | | |
|---|---|
| <p>13 Buy two and get a third from the same category free, with no minimum spend.</p> <p>14 A bundle of two products that go together, priced below buying them separately.</p> <p>15 The family bundle: four items at a fixed price, for people buying gifts for everyone.</p> <p>16 Let customers build their own bundle: any three items at one price.</p> <p>17 A starter bundle and a pro bundle, with the difference shown in a clear table under the price.</p> | <p>18 Pair your slowest mover with your best seller in one bundle.</p> <p>19 The ready gift bundle: product, card and wrapping at one price, no licence needed.</p> <p>20 The refill bundle: the large size at close to the price of two small ones.</p> <p>21 The monthly bundle: 30 days' supply for less than buying weekly.</p> <p>22 The pair bundle: one for you and one for a friend, in the same order with two addresses.</p> |
|---|---|

23 Show the per item price inside the bundle so the value is obvious at a glance.

24 A bundle limited to 96 units, with the number left announced every day.

Three: Shipping and delivery

25 Free shipping on every order from 19 to 23 September, with no minimum.

26 Free shipping over 96 SAR, with a bar showing customers how much more they need.

27 Free shipping on the second order for everyone who bought from you during the season.

28 Free express delivery within your city on the peak days only.

29 Make free shipping exclusive to people on your email or WhatsApp list.

30 Free gift wrapping with a card where the customer writes who the gift is for.

31 Free shipping when the customer picks up from a nearby point instead of home delivery.

32 Raise the free shipping threshold one step above your average order, not all at once.

33 Announce the last order date that guarantees delivery before 23 September, and pin it at the top of the page.

34 Free shipping for 96 hours only, scheduled to start and stop on its own.

35 Free returns within 14 days, which takes the hesitation out of seasonal buying.

36 A fixed top bar on every page: free shipping over 96 SAR until 30 September.

Four: A gift with the order

37 A small gift with every order, no minimum, for the whole season.

38 A bigger gift over a set amount, with its photo shown right on the product page.

39 A sample of a new product with every order, plus a card asking for feedback.

40 Let customers pick their gift from three options at checkout.

41 A handwritten thank you card with the first 96 orders of the season.

42 Free seasonal wrapping in the identity colours, with no flag and no state emblem.

43 A gift for the first 96 customers each day, with the counter shown on the home page.

44 A mini version of your best seller, as a gift with bundles only.

45 A 96 SAR voucher that can be spent on the next order after the season ends.

46 A mystery gift where you do not reveal the contents, but state its rough value honestly.

47 A digital guide or useful file sent after purchase, at zero cost to you.

48 A gift for customers who order twice during the season, sent with their second order.

Five: Timed offers

49 An offer that opens at 9 am and closes at 9 pm, on one product each day.

50 A 96 minute offer on one collection, announced an hour ahead on your accounts.

- 51** A late night offer from 10 pm to midnight, because buying goes up after dinner.
- 52** A countdown above the buy button showing exactly when today's offer ends.
- 53** A published weekly schedule with a different collection every day, which people share with friends.
- 54** An offer that starts at 9:23 pm on 22 September and runs for 96 minutes.
- 55** Schedule all your offers at once in an automation app, and let them run without you.
- 56** A morning offer on quick buys, and an evening offer on higher priced products.
- 57** Reopen a sold out offer for one extra hour, and say why honestly.
- 58** A new product joins the collection every hour, so customers keep coming back to the page.
- 59** A 96 hour offer running nonstop from 19 to 23 September, ending on its own.
- 60** Alert your subscribers 15 minutes before the offer starts, not after.

Six: Cashback and loyalty

- 61** Cashback is an alternative to a discount, needs no licence, and brings the customer back.
- 62** 96 SAR of wallet credit when a single order goes over a set amount.
- 63** Double points on every order during the peak days, 19 to 23.
- 64** Pay out the credit in three parts: at purchase, after the review, and after the next order.
- 65** Keep the credit valid until 31 October so customers come back after the season.
- 66** A simple points programme: one point per riyal, and a voucher for every 96 points.
- 67** Extra credit for anyone who joins your list before the offer starts.
- 68** Give returning customers more credit than new ones, and say so clearly on the page.
- 69** A temporary tier for everyone who ordered during the season, with better shipping perks until the end of the year.
- 70** Send a small credit to everyone who abandoned their cart during the peak days.
- 71** Referral credit: your customer brings a friend, and both of them get credit.
- 72** Show the customer's current credit on the cart page so they use it now.

Seven: Content and engagement

- 73** A lucky wheel in the store: small prizes that come up often and one big prize.
- 74** A best story with your product contest, where the winner gets a full order free.
- 75** A poll on your accounts: which product goes on offer tomorrow? Then do what the result says.
- 76** Show your customers' photos with your products inside the store, pulled straight from your account.
- 77** A 30 minute live stream explaining the bundles and answering questions.
- 78** Build a waitlist before 19 September, and open the offer to it an hour before everyone else.
- 79** 96 facts about your field, one a day, that people share, save and follow you for.
- 80** Ask customers to film their unboxing, and repost the best clip.

- 81** One page that gathers every offer, with all your account links pointing to it.
- 82** A daily question in your stories, and whoever answers correctly gets a small credit.

- 83** Show the number of orders or the stock left, as long as the number is real.
- 84** Collect WhatsApp numbers at sign up, and send them tomorrow's offer before everyone else.

Eight: After National Day

- 85** Extend the offer to 30 September, and change the banner to Extended until 30 September.
- 86** Send a thank you message to everyone who bought, with no new offer inside it.
- 87** Gather the leftover seasonal stock in a collection called Last Pieces.
- 88** Ask for a review three days after the order arrives, with a direct review link.
- 89** Turn seasonal buyers into subscribers on your list before White Friday.
- 90** Look at your best seller, and make it the basis of your White Friday offer.

- 91** Run a small offer for people who opened your messages during the season but did not buy.
- 92** Collect the questions customers kept asking, and update your product pages before next season.
- 93** Work out what free shipping actually cost you before repeating it for White Friday.
- 94** Open a Bought for National Day? Here is what goes with it collection, to drive the second order.
- 95** Set up your White Friday waitlist now, and add your September buyers to it.
- 96** Write down what worked and what did not on one page, and open it before next season.

Part 5

National Day 96 templates

● Offer code popup

● 96 prize wheel

● 23 September countdown

● 96 SAR badge

Ready inside Grovlix apps: an offer code popup, a 96 prize wheel, a 23 September countdown, and a 96 SAR badge. No flag, in the identity colours.

Part 6

Numbers worth knowing

130%

more orders on National Day than
on a normal day, according to
Tamara

80%

of all visitors reach your store on
mobile

×2

merchants installed Grovlix apps
last September, compared with a
normal month

According to Tamara, orders on National Day rose 130% over a normal day. More than 80% of visitors are on mobile. And last September, the number of merchants who installed Grovlix apps doubled compared with a normal month.



Grovlix

We help online stores grow through integrated digital marketing
and innovative technical solutions



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The National Day 96 Kit by Grovlix. Free, and you can send it to any merchant you know.
No flag, no state emblem, and no General Entertainment Authority logo.