Creating Clarity for Consumers: Murafa Digital Helps Brands Advertise in Plain, Non-Misleading Terms

How the company is creating reliable setups, simplifying payments, and clearing obstacles, with clear, non-misleading messages that consumers can trust.

Tallinn, Harju Nov 24, 2026 (Issuewire.com) - Across the campaigns it has set up and reviewed, Murafa Digital OÜ, a digital marketing agency, has watched the same pattern repeat. Ads rarely become misleading through one bad decision. More often they drift there. Campaigns are produced quickly and passed between several people, offers change faster than the pages that describe them, and small details such as a fee, a renewal date, or a reference price get lost along the way. Most of the industry treats each of these as a one-off mistake, fixed only after a consumer complains.

The company draws a different conclusion. Because the causes repeat, the fixes can be written down in advance. It has turned what it observed into a working rulebook that it applies to its own campaigns, and it shares the same rules so other brands can avoid similar situations. The rules work across products, markets, and channels, since consumers judge the ad, the page, and the payment as one message.

The Murafa Digital Rulebook
Rule 1: The First Price Is the Full Price

Anything that consumers are forced to pay is supposed to be reflected in the initial price seen. Even when charges are levied later, they always create the impression of hidden charges, and that impression is not easily reversed. Murafa Digital compares the price seen in the advertisement, web page, and checkout.

For example, a plan advertised at €49 a month with a €6 service fee added at checkout is, for the consumer, a €55 plan. The ad should say €55.

Rule 2: A Discount Needs a Real Starting Point

A "40% off" banner is only as honest as the price it is measured from. The team checks what the product actually cost before the offer, and any discount that relies on a price nobody paid is dropped.

Consider a jacket sold at €80 for three months, then at €100 for a week, and finally at "20% off" for €80. Nothing about the price changed. Murafa Digital would not run that banner.

Rule 3: A Trial States Its Ending Before It Starts

The trial length, the price that follows, the renewal date, and the cancellation method are displayed next to the sign-up button. When a consumer is surprised by the first charge, the trial has not done its job. Murafa Digital also treats a reminder sent shortly before the trial converts as part of this rule, and canceling should take no more steps than signing up did.

A clear version reads: "Free for 7 days, then €15 a month from day 8. Reminder on day 5. Cancel in account settings in two clicks."

Rule 4: Urgency Has to Be Real

"Only 12 left" is acceptable when someone can actually count the 12. Countdown timers that reset, as well as "sold out fast" tags without any substance behind them, are banned. Real deadlines are fine, and Murafa Digital OÜ's team states them clearly: when an offer ends, and whether it will come back.

Rule 5: Reviews Are Collected, Never Written

Every buyer is asked for feedback, including those who were unhappy, and what comes back is published as it is. The negative feedback receives responses rather than being deleted.

Rule 6: Every Claim Can Be Backed

Words like "best," "fastest," or "eco-friendly" are used only when the brand can show why. Murafa Digital's specialists ask for the proof before they write the adjective, and if no proof exists, the line is rewritten.

"Fastest delivery in Europe," for instance, becomes "Delivered in 2 to 3 working days across the EU." The second line is less exciting, but consumers can check it, and the brand can defend it.

Rule 7: Paid Content Says It Is Paid

Working with artists and partners brings up the commercial connection right at the beginning of the post, using words that cannot be misunderstood. If it's buried in a list of 10 or 12 hashtags, that's not considered a disclosure. Partners should be encouraged to speak about the product as individuals, not to recite a script.

Rule 8: Payments Match the Promise

The amount shown on the payment screen matches the ad, in both currency and time frame. All recurring fees have the recurring label attached, and the acceptable forms of payment are disclosed before checkout, so people don't fill out a lengthy form only to be told their chosen payment method is not acceptable.

How the Team Applies the Rules

The rules are applied on a fixed schedule rather than once. Murafa Digital OÜ goes through them at four points in every campaign:

- **Before launch.** Each rule is checked against the ad, the landing page, and checkout together.
- **After any edit.** A changed price, offer, or page sends the whole setup back through the list.
- **When a new channel opens.** Social posts, emails, and partner content are held to the same rules as the main ad.
- **At each review.** Complaints and support questions are read as feedback on which rule was missed.

The check itself, at Murafa Digital, is done by someone who did not write the ad. A fresh reader notices what the author no longer sees. The reviewer opens the ad, the page, and checkout on a phone, as a consumer would, and goes through the eight rules one by one. Each issue is noted with a screenshot, the rule it breaks, and a fix. The account manager signs off, and nothing launches with an open issue.

Findings from each review are recorded in a shared campaign log. Over time, the log shows which rules

are missed most often for a particular brand, and the team adjusts its checklist for that brand before the next campaign starts. For one client, the weak point might be trial terms, while for another it is discount banners copied between seasons. Murafa Digital treats that pattern as more useful than any single fix, because it shows where the next mistake is likely to appear.

Most obstacles arise when one part of a setup is updated while another is not. As a result, the fourth step is usually where those gaps first appear.

Why Murafa Digital Recommends Plain Terms

For consumers, a plain message makes the decision shorter. There is less to decode and less to regret afterward. For brands, the benefit shows up in the questions that never arrive. Support teams usually hear the same handful:

- What was this charge for?
- When did my trial end, and why was I not told?
- Why is the price at checkout higher than in the ad?
- How do I cancel?
- Is this discount actually a discount?

Each of these questions points back to a rule that was missed somewhere. However, Murafa Digital does not present the rulebook as legal advice or as a shortcut past platform review. The company plans to update the list as its campaigns move into new channels.

About Murafa Digital OÜ

Murafa Digital OÜ, based in Estonia, supports online service providers and digital product businesses, together with their official resale partners, in the EU and around the world. As a digital marketing agency, it handles email marketing, social media, web presence development, UX/UI design, and growth marketing. Every campaign is reviewed so that the ad, the page, the email, and the payment step tell consumers the same story.

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