

# Pay As You Go

[tariff_name]	Vodafone Red Bundle	100 mins	2000 texts	2GB 4G data	10p / minute	10p / text	20p / MB	£99.99 for the phone	£25 Topup	Buy Now	[deal_retailer_json]->[logo_url]
Clicking the row reveals the panel below											
Many pay-as-you-go deals include allowances, but some don't. Minutes/texts and data should be considered optional fields.											
Topups are described in deal_extras_json and are usually a mandatory component of the sale.											
Highlight out of bundle charges if there are no inclusive allowances.											
The most important extras from deal_extras_json should be emphasised. Vouchers, Entertainment Freebies, Roaming Services and Free Gifts are usually the most important categories but others may emerge over time. Highlight physical gifts (source type 2) as these are often high perceived value.											
Cashback and discounts should be handled separately and prominently. Emphasise where a deal is 'by redemption' as the customer has to work harder to get their money.											
Total cost is far less important for PAYG so consider demoting it.											
Any of these could be empty											
This section details everything found in deal_extras_json. It's worth devoting a section to this even if all the extras were listed briefly in the results row as many extras deserve an explanation and physical gifts will have an accompanying image.											
These charges should be exposed by default as they're important in the context of most PAYG sales.											

**£120 Cashback**  
This deal comes with £120 of automatic cashback. This means there's no need to claim.

**Pay £4.99 for 3 months**  
This deal comes with a line rental discount entitling you to pay just £4.99 for the first 3 months of your contract. The price will increase to [monthly\_total\_inc\_vat] thereafter.

**Total Cost**  
[tco\_inc\_vat] over the course of (the greater of [monthly\_contract\_term\_months] and [monthly\_device\_term\_months]) months

[tariff\_group\_promo\_info] - This could be empty so hide it if it is  
[tariff\_promo\_info] - This could be empty so hide it if it is  
[deal\_promo\_info] - This could be empty so hide it if it is  
[deal\_legal\_info] - This could be empty so hide it if it is

**Bundled Extras**

- Spotify, NowTV or BT Sport for 12 months
- Vodafone Traveller
- Free VR Glasses
- £120 Marks & Spencer Gift Voucher
- WiFi Calling
- Vodafone SecureNet
- 30-Day Network Guarantee

Free VR Glasses  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Click to reveal

**[tariff\_name]**  
[tariff\_group\_description] - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
[tariff\_name\_friendly] contract term.  
[coverage\_url] | [terms\_url]

**Out of bundle charges**  
Pence per minute: [pence\_per\_cross\_net\_min] (hide if empty)  
Pence per text: [pence\_per\_cross\_net\_text] (hide if empty)  
Pence per MB: [pence\_per\_mb] (hide if empty)  
Data charging information: [data\_charge\_text] (hide if empty)  
Pence per Voicemail minute: [pence\_per\_voicemail\_min] (hide if empty)