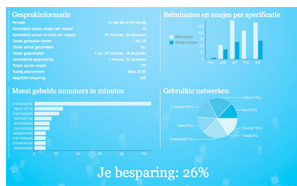


## Individually tailored mobile tariffs

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# Individually tailored mobile tariffs



At DeLaagsteRekening.nl (“the cheapest bill”) consumers can review and analyse their mobile phone spending. The site also gives consumers advice on modifying their contracts to save money.

### Why it matters

Price comparison functionality and money-saving tips have become one of the most widely-used offerings of the internet, but by connecting with consumers’ actual spending behaviours, it’s possible to tailor advice accordingly. Is this the start of truly ‘made for you’ packages that are adapted uniquely to your telephone usage?

- [Significance](#)
- [Netherlands](#)
- [Telecommunications](#)

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### Links:

[1] <http://www.welcometomatters.com/team/karlijn-van-den-berg>