

Handset & SIMO

Terms for ATL marketing:

Average saving on 24-month handset deals vs. Vodafone, O2, EE & Three. Comparing 8549 like-for-like deals and total cost of ownership (monthly cost x 24 + upfront cost - cashback) between 10/04/2026 - 10/07/2026. For verification, visit idmobile.co.uk/save.

Handset

Short Terms:

Save an average of **£310** per year

Exact Number: **£314.67**

Pricing was compared across a 3-month (10/04/2026 – 10/07/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period. Average savings are calculated based on the pricing of new 24-month handset contracts. iD Mobile were cheaper for **99.3%** of times we were able to directly compare the total cost of ownership of the deal on idmobile.co.uk vs. the network's direct price (Vodafone, O2, EE and Three). Match criteria uses the same handset, minutes, texts and data combination. Comparing sample of **8549** price comparisons. Total cost of ownership is calculated by: monthly cost x 24 + upfront cost - cashback. For verification see idmobile.co.uk/save.

Pay monthly prices subject to credit check, eligibility, and minimum term of 24 months on selected tariffs. All 24 month Pay Monthly plans are subject to an annual price increase and the increase amount will be confirmed at point of sale, for more details visit <http://idmobile.co.uk/price-increase>. Standard Network Terms and Conditions apply.

Long Terms:

Save an average of **£310** a year on your phone plan at iD Mobile vs. going to a major network.

Methodology:

- We compared iD Mobile (idmobile.co.uk) pricing versus MNO (EE, O2, Vodafone and Three) website pricing.
- Pricing was compared across a 3-month (10/04/2026 – 10/07/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period.
- We compared all handsets ranged by iD Mobile on like for like 24m contracts.
- We compared total cost of ownership (monthly cost x 24 + any upfront – any cashback).
- ‘Like-for like’ match criteria consisted of handset, minutes, texts, and data allowances.
- The average save was calculated by adding up the TCO delta (positive and negative) and taking the mean average.

Pricing comparison summary:

Network	TCO Saving	No. of matches	Average Save (TCO)	Average Save per month	Losses	Loss %	Win %
EE	£1,828,962	2596	£704.53	£29.36	10	0.4%	99.6%
O2	£1,144,963	1912	£598.83	£24.95	10	0.5%	99.5%
Three	£1,022,650	1941	£526.87	£21.95	9	0.5%	99.5%
Voda	£1,383,706	2100	£658.91	£27.45	33	1.6%	98.4%
Total	£5,380,281	8549	£629.35	£26.22	62	0.7%	99.3%

See the following pages for this date split by week throughout the 3-month period tracked.

Promotion Terms and Conditions:

Pricing was compared across a 3-month (10/04/2026 – 10/07/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period. Average savings are calculated based on the pricing of new 24-month handset contracts. iD Mobile were cheaper for **99.3%** of times we were able to directly compare the total cost of ownership of the deal on idmobile.co.uk vs. the network's direct price (Vodafone, O2, EE and Three). Match criteria uses the same handset, minutes, texts and data combination. Comparing sample of **8549** price comparisons. Total cost of ownership is calculated by: monthly cost x 24 + upfront cost - cashback. For verification see idmobile.co.uk/save.

Pay monthly prices subject to credit check, eligibility, and minimum term of 24 months on selected tariffs. All 24 month Pay Monthly plans are subject to an annual price increase and the increase amount will be confirmed at point of sale, for more details visit <http://idmobile.co.uk/price-increase>. Standard Network Terms and Conditions apply.

Pricing comparison by week:

Date	Network	Total Save	Number of matches	Average TCO Save	Win %	No of loses
10-Apr	EE	£154,070.62	209	£737.18	100.00%	0
10-Apr	O2	£77,007.04	131	£587.84	100.00%	0
10-Apr	Three	£105,873.04	182	£581.72	100.00%	0
10-Apr	Voda	£146,682.26	197	£744.58	100.00%	0
20-Apr	EE	£184,495.08	246	£749.98	100.00%	0
20-Apr	O2	£94,065.86	161	£584.26	100.00%	0
20-Apr	Three	£125,676.60	210	£598.46	100.00%	0
20-Apr	Voda	£163,828.08	207	£791.44	100.00%	0
24-Apr	EE	£129,122.36	156	£827.71	100.00%	0
24-Apr	O2	£82,263.76	109	£754.71	98.17%	2
24-Apr	Three	£44,890.04	53	£846.98	100.00%	0
24-Apr	Voda	£95,494.40	104	£918.22	100.00%	0
13-May	EE	£95,005.00	151	£629.17	98.68%	2
13-May	O2	£51,958.70	99	£524.84	96.97%	3
13-May	Three	£26,905.88	51	£527.57	100.00%	0
13-May	Voda	£61,739.16	102	£605.29	99.02%	1
15-May	EE	£96,065.22	155	£619.78	97.42%	4
15-May	O2	£44,313.82	70	£633.05	98.57%	1
15-May	Three	£28,034.08	52	£539.12	98.08%	1
15-May	Voda	£61,489.48	104	£591.25	97.12%	3
22-May	EE	£86,049.92	146	£589.38	97.26%	4
22-May	O2	£39,569.54	63	£628.09	98.41%	1
22-May	Three	£26,697.76	50	£533.96	98.00%	1
22-May	Voda	£57,661.56	96	£600.64	96.88%	3
29-May	EE	£152,628.50	215	£709.90	100.00%	0

29-May	O2	£105,683.76	182	£580.68	100.00%	0
29-May	Three	£102,868.92	198	£519.54	100.00%	0
29-May	Voda	£117,903.24	183	£644.28	97.80%	4
05-Jun	EE	£160,821.00	225	£714.76	100.00%	0
05-Jun	O2	£106,807.68	189	£565.12	99.47%	1
05-Jun	Three	£104,959.80	209	£502.20	99.52%	1
05-Jun	Voda	£120,953.10	193	£626.70	97.93%	4
12-Jun	EE	£100,846.46	143	£705.22	100.00%	0
12-Jun	O2	£67,041.00	117	£573.00	98.84%	2
12-Jun	Three	£23,712.00	48	£494.00	99.51%	1
12-Jun	Voda	£54,225.60	88	£616.20	97.84%	4
19-Jun	EE	£153,746.76	219	£702.04	100.00%	0
19-Jun	O2	£112,213.44	188	£596.88	100.00%	0
19-Jun	Three	£102,738.42	213	£482.34	99.53%	1
19-Jun	Voda	£115,340.66	193	£597.62	97.93%	4
26-Jun	EE	£157,987.10	229	£689.90	100.00%	0
26-Jun	O2	£110,013.80	190	£579.02	100.00%	0
26-Jun	Three	£102,781.02	213	£482.54	98.12%	4
26-Jun	Voda	£118,134.36	199	£593.64	96.98%	6
03-Jul	EE	£186,962.80	265	£705.52	100.00%	0
03-Jul	O2	£139,641.56	233	£599.32	100.00%	0
03-Jul	Three	£120,917.30	245	£493.54	100.00%	0
03-Jul	Voda	£145,190.40	240	£604.96	98.33%	4
10-Jul	EE	£171,161.40	237	£722.20	100.00%	0
10-Jul	O2	£114,382.80	180	£635.46	100.00%	0
10-Jul	Three	£106,594.74	217	£491.22	100.00%	0
10-Jul	Voda	£125,064.04	194	£644.66	100.00%	0

SIMO:

Save an average of £130 a year on your SIM only plans at iD Mobile vs. going to a major network.

- Exact number £133.49

Methodology:

- We compared iD Mobile (idmobile.co.uk) pricing versus MNO (EE, O2, Vodafone and Three) website pricing.
- Pricing was compared across a 3-month (10/04/2026 – 10/07/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period.
- We compared total cost of ownership ranged by iD Mobile on like for like contract lengths. 12 & 24m SIM only contracts included. PAYG and data-only SIMs excluded
- We compared total cost of ownership (monthly cost x contract length + any upfront – any cashback, gift cards or half price line rental).
- ‘Like-for like’ match criteria consisted of contract length, minutes, texts, and data allowances.
- The average save was calculated by adding up the TCO delta (positive and negative) and taking the mean average.

Pricing comparison summary:

Network	TCO Saving	No. of matches	Average Save (TCO)	Average Save per month	Losses	Loss %	Win %
EE	£5,564	26	£214	£8.24	26	0.0%	100.0%
O2	£38,718	54	£717	£13.27	54	0.0%	100.0%
Three	£56,090	79	£710	£8.98	79	0.0%	100.0%
Voda	£19,008	36	£528	£14.68	36	0.0%	100.0%
Total	£119,380	195	£2,169	£11.12	195	0.0%	100.0%

See the following pages for this date split by week throughout the 3-month period tracked.

Terms & Conditions:

Save an average of £130 per year on SIM only plans at iD Mobile vs major network

. Pricing was compared across a 3-month (10/04/2026 – 10/07/2026) period, extracting comparisons of our competitor like-for-like pricing two times per day to ensure data is complete for each given week over the period. Average savings are calculated based on the pricing of new SIM only plans. iD Mobile were cheaper for **100.0%** of times we were able to directly compare the total cost of ownership of the deal on idmobile.co.uk vs. the network's direct price (Vodafone, O2, EE and Three). Match criteria uses the same contract length, minutes, texts and data combination. Comparing sample of **195** price comparisons. Total cost of ownership is calculated by: ((monthly cost x contract length) – (discounted line rental x discounted months) – cashback) / contract length. For verification see idmobile.co.uk/save.

Date	Network	Total Save	Number of matches	Average TCO Save	Win %	No of loses
10-Apr	EE	£11.08	1	£11.08	100%	0
10-Apr	O2	£79.20	6	£13.20	100%	0
10-Apr	Three	£73.72	8	£9.21	100%	0
10-Apr	Voda	£51.20	3	£17.07	100%	0
17-Apr	EE	£11.08	1	£11.08	100%	0
17-Apr	O2	£73.54	5	£14.71	100%	0
17-Apr	Three	£73.72	8	£9.21	100%	0
17-Apr	Voda	£51.20	3	£17.07	100%	0
24-Apr	EE	£11.08	1	£11.08	100%	0
24-Apr	O2	£55.54	4	£13.88	100%	0
24-Apr	Three	£72.72	8	£9.09	100%	0
24-Apr	Voda	£51.20	3	£17.07	100%	0
13-May	EE	£26.12	3	£8.71	100%	0
13-May	O2	£41.16	3	£13.72	100%	0
13-May	Three	£61.34	7	£8.76	100%	0
13-May	Voda	£41.20	3	£13.73	100%	0

22-May	EE	£26.12	3	£8.71	100%	0
22-May	O2	£53.16	4	£13.29	100%	0
22-May	Three	£51.84	6	£8.64	100%	0
22-May	Voda	£41.20	3	£13.73	100%	0
29-May	EE	£26.12	3	£8.71	100%	0
29-May	O2	£53.16	4	£13.29	100%	0
29-May	Three	£52.28	6	£8.71	100%	0
29-May	Voda	£42.20	3	£14.07	100%	0
05-Jun	EE	£14.08	2	£7.04	100%	0
05-Jun	O2	£64.18	5	£12.84	100%	0
05-Jun	Three	£52.28	6	£8.71	100%	0
05-Jun	Voda	£42.20	3	£14.07	100%	0
12-Jun	EE	£14.08	2	£7.04	100%	0
12-Jun	O2	£64.18	5	£12.84	100%	0
12-Jun	Three	£52.28	6	£8.71	100%	0
12-Jun	Voda	£42.20	3	£14.07	100%	0
19-Jun	EE	£14.08	2	£7.04	100%	0
19-Jun	O2	£64.18	5	£12.84	100%	0
19-Jun	Three	£54.91	6	£9.15	100%	0
19-Jun	Voda	£42.20	3	£14.07	100%	0
26-Jun	EE	£14.08	2	£7.04	100%	0
26-Jun	O2	£64.18	5	£12.84	100%	0
26-Jun	Three	£54.91	6	£9.15	100%	0
26-Jun	Voda	£41.20	3	£13.73	100%	0
03-Jul	EE	£23.12	3	£7.71	100%	0
03-Jul	O2	£52.16	4	£13.04	100%	0
03-Jul	Three	£54.91	6	£9.15	100%	0
03-Jul	Voda	£41.20	3	£13.73	100%	0
10-Jul	EE	£23.12	3	£7.71	100%	0
10-Jul	O2	£52.16	4	£13.04	100%	0
10-Jul	Three	£54.91	6	£9.15	100%	0
10-Jul	Voda	£41.20	3	£13.73	100%	0
10-Apr	EE	£11.08	1	£11.08	100%	0
10-Apr	O2	£79.20	6	£13.20	100%	0
10-Apr	Three	£73.72	8	£9.21	100%	0
10-Apr	Voda	£51.20	3	£17.07	100%	0