

Tarifica Names Aldi's Yearly Prepaid Plan as the November 2024 Consumer Value Plan of the Month

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Tarifica has named Aldi's Yearly Prepaid Plan its November Consumer Value Plan of the Month for offering exceptional value with long-term validity, generous data allowances, 5G connectivity, and EU roaming, showcasing an innovative approach in the prepaid telecom market.

NEW YORK, November 27, 2024 /PRNewswire-PRWeb/ -- Tarifica, a global leader in telecom pricing intelligence, has announced its selection of Aldi's Yearly Prepaid Plan as the November Consumer Value Plan of the Month. This unique offering from Aldi Talk, the mobile service arm of the prominent German supermarket chain, is setting itself apart in the prepaid market with its outstanding value and long-term validity.

Prepaid plans are traditionally associated with short validity periods, ranging from a few days to a month. Aldi's Yearly Prepaid Plan breaks this mold, offering customers an exceptional 12 months of prepaid service with three affordable options, all of which include 5G connectivity, unlimited voice and SMS, and EU roaming:

- €69.99: 30GB (currently promoted at 40GB)
- €99.99: 120GB (currently promoted at 150GB)
- €149.00: 200GB (currently promoted at 250GB)

This innovative approach provides consumers with a level of convenience, cost-effectiveness, and flexibility that is rarely seen in prepaid offerings.

Soichi Nakajima, Tarifica's Vice President of Data and Analysis, noted: "By offering a one-year prepaid plan, Aldi is addressing a key demand for simplicity and predictability in telecom services. Customers no longer need to worry about renewing their plans every month, making this a standout option in the prepaid market."

Nakajima added, "In addition to the plan's long validity, the generous data allocations, 5G connectivity, and inclusion of EU roaming make Aldi's Yearly Prepaid Plan an excellent value. It represents a forward-thinking approach that could inspire similar offerings across the industry."

Tarifica's selection process leverages its advanced Telecom Pricing Intelligence Platform to identify those plans that offer the best value to consumers.

The Consumer Value Plan of the Month feature continues to highlight plans that provide exceptional benefits, helping consumers make informed decisions while also offering operators around the world valuable insights into high-value plans that can be adapted or replicated in other markets to enhance their offerings.

For more details about Aldi's Yearly Prepaid Plan, visit the plan website at [Aldi Talk Yearly Prepaid Plan](#).

About Tarifica

Tarifica is an industry leader in providing telecom data and software solutions to the global telecommunications sector. Specializing in telecommunications plan and pricing information, Tarifica delivers critical insights and analytics to help telecom companies and regulators make data-driven decisions. The company's clients include national regulators, mobile and fixed-line operators, internet service providers, consultancies, and financial institutions worldwide. In addition to its flagship SaaS products, Tarifica offers tailored consulting services to address specific client needs. The company's commitment to innovation and excellence has established it as a trusted partner in the rapidly evolving telecom industry.

About the Telecom Pricing Intelligence Platform

Tarifica's Telecom Pricing Intelligence Platform (TPIP) offers comprehensive data on plans from major operators around the world, empowering users to create customized profiles for in-depth comparisons and analyses. Subscribers can explore trends and visualize data with ease using intuitive tools and multiple filters for a granular view. Say goodbye to Excel-based limitations and embrace modern features like screenshot captures, alerts, and historical offers. TPIP is adaptable to client needs, allowing customization of data structure, geographical scope, and frequency.

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