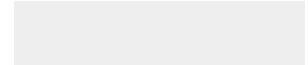


# **VCG Dark patterns nomenclature: credit, discount & related offer language**

**Kristin Terpeza, CXO Content Strategy  
November 2025**



# **Agenda**

**Objectives**

**Competitor audit**

**Verizon audit**

**CMI research findings**

**Recommendations**

# Objectives

## What's the purpose of this research and the related recommendations?

In Spring 2023, the Brand & Identity team created guidelines for some key offer terminology. There's an opportunity to update, fortify and expand on these recommendations with dedicated offer-specific guidelines for all of our most common terminology.

- Update because: The way we utilize certain terminology has changed since early 2023.
- Fortify because: We want our recommendations to be prospect and customer-research informed, to ensure we're communicating offers in a way that's understood.
- Expand because: There's more common offer terminology in need of guidelines.

## Focus: Credit/bill credit, discount and common supporting marketing language in those contexts

This is just one thematic area of the most common terminology we'll be researching. But as we have recommendations ready to stress test and socialize with working teams, we're adding them to an all-new Offer Glossary for day-to-day reference.

# Verizon audit

Identifying current use cases of “credit” and “discount” in the postpaid and prepaid Shop experience, as well as account and billing.

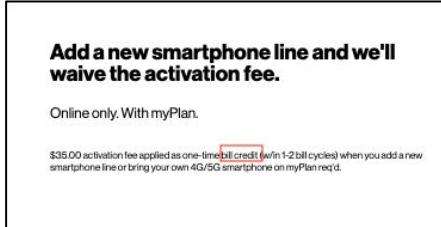
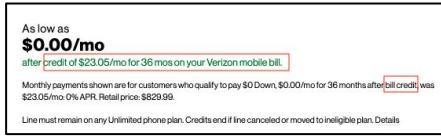
Also assessing marketing phrases commonly associated with credit and discount scenarios in Shop.



# Credit

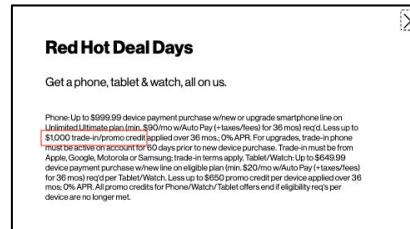
## “Credit” used throughout Shop and existing customer experiences.

- Homepage & landing page marketing tile tooltips
- Device & service PDPs: Supporting pricing language, financing and eligibility legal copy (TILAs), offer Details modals
- Configuration pages & cart abbreviated TILAs
- Account & billing



### Bill credits

Offer for a particular line on an account. One-time or recurring on monthly bill.



### Trade-in credits

When an offer on a device requires customer to trade in their current device to get monthly savings applied to their bill. Recurring.

Next Bill	Ongoing Monthly
<b>Estimated next bill - Mar 5</b>	
<b>Account-wide charges</b> <span style="color: green;">-\$25.00</span> ▲ <b>&amp; credits</b>	
<hr/>	
<b>Plan</b>	<span style="color: green;">-\$25.00</span>
<b>Florida 55+ Mobile Discount</b> ⓘ	<span style="color: green;">-\$25.00</span>
<a href="#">55+ Discount FAQs</a>	

### Account credits

Applied to account as a whole instead of a particular line.

# Credit

## “Credit” used throughout Shop and existing customer experiences.

- Landing page subtitles or H3 copy & offer details modals

Get \$50 as a statement credit when you open an account and make one purchase in the first 90 days. Get an additional \$100 statement credit when you spend \$1,500 using your card in the first 90 days. Limited time offer. ⓘ

See if you prequalify with no impact to your credit score.

[See if you pre-qualify](#) [Apply now](#)

**What's included**

**+play Monthly Credit**

Get \$15 to spend each month on your favorite +play subscriptions for just \$10. Get Netflix, Xbox Game Pass Ultimate, Max, Paramount+, MasterClass and more – for less!

Verizon savings	
+play Monthly Credit	\$15/mo
You pay	
	\$10/mo
You save	
	\$5/mo

**Important information**

- You have 30 days to spend the +play Monthly Credit.
- Any unused portion of the credit will expire after 30 days.

### Statement credits

Related to Verizon Visa Card credit card offer.

### Redeemable credits

Note: +play Monthly Credit perk is no longer active as of Apr 2025.

# Credit: prepaid only

“Credit” appears on prepaid marketing tiles in subtitles copy.

Cras ultricies faucibus tristique.

The image shows a 2x3 grid of marketing tiles from Verizon's website. The tiles are colored red, white, and light beige. Some tiles contain promotional text for phones like the iPhone SE and iPhone 14 Plus, while others are labeled as "Prepaid marketing tile - 'credit'". A large red 'X' is drawn across the top-left tile, and a red box highlights the word "credit" in its subtitle.

<p><b>The powerful iPhone SE with 5G. Save \$430.</b></p> <p><small>iPhone SE (3rd Gen) originally \$429.99. Get \$310 off at checkout. Plus, get a \$10/mo credit for 12 mos. on any new Verizon Prepaid Unlimited plan. ⓘ</small></p> <p><b>Shop now</b></p>	<p><b>Save \$200 on a Samsung Galaxy A15 5G</b></p> <p><small>Originally \$199.99. Get \$80 off at checkout. Plus, get a \$10/mo credit for 12 mos. on any new Verizon Prepaid Unlimited plan. ⓘ</small></p> <p><b>Shop now</b></p>	
<p><b>Prepaid holiday marketing tile - “credit”</b></p>	<p><b>iPhone 14 Plus As low as \$49.99</b></p> <p><small>Get iPhone 14 Plus starting at \$249.99 and receive \$200 total service credits over 10 months on any new Verizon Prepaid Unlimited phone plan. ⓘ</small></p> <p><b>Shop now</b></p>	<p><b>Prepaid marketing tile - “credit”</b></p>

# Discount

**“Discount” used throughout Shop and existing customer experiences.**

2 of 6 common offer use-case categories:

- Based on a customer’s occupation or affiliation
- Based on other purchases

## Occupation & affiliation plan discounts

VCG global navigation: Deals > Discounts > Occupation & affiliation discounts landing page

**Get home internet for as low as \$20/mo with Verizon Forward.**

Eligible Fios internet customers save with Verizon Forward and Lifeline discounts. Eligible 5G Home and LTE Home internet customers save with Verizon Forward and select 5G mobile plans. ⓘ

**Verizon Deals at Work**

**Save up to \$10/mo on home internet.**

Use your employee discount to save up to \$10/mo on service that delivers the speed you need. ⓘ

## Mobile + Home Discount

Get an exclusive discount on your monthly bill when you have both mobile and Verizon Home Internet services.

[Learn more >](#)

**Auto Pay & Paper-free billing:** When you use Auto Pay with ACH or the Verizon Visa Card and paper-free billing to pay your bill, you can get a \$10/mo. discount.

## Discounts available to customers based on what they've purchased

MyPlan (mobile) and MyHome (FWA) plan perks: **Discounted price appears on bill** (device/line specific). Price would be \$X higher if they were to subscribe to a perk through Verizon separately from MyPlan or MyHome.

Mobile + Home and similar: **applied as a recurring account credit on bill** (i.e. not device/line-specific). Recurring.

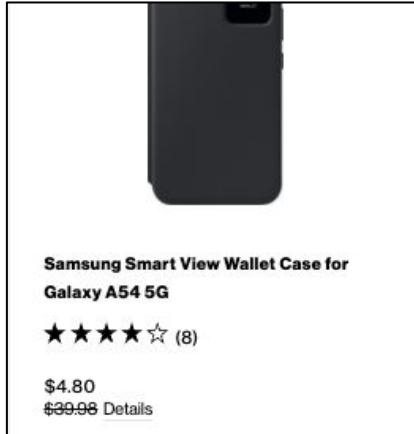
Auto Pay & paper-free billing: **applied as a recurring account credit on bill** (i.e. not device/line-specific).

# Discount

**“Discount” used throughout Shop and existing customer experiences.**

5 of 6 common use cases:

- Organic price markdowns at gridwall level
- Price markdowns in cart with associated eligible purchases
- Discount codes received in account after previous purchase (3rd party offers)



**Gridwall: Organic price markdown**  
Specific to accessories

**Get \$50 off Samsung Galaxy Ring**  
When you buy select Samsung devices. ⓘ

Samsung Galaxy Ring - Size 5 - Titanium Black  
Titanium black  
\$349.99 was \$399.99  
Retail Price \$399.99 each  
- +

You're saving \$50.00 today because

- \$50.00 Galaxy Ring - Size 5 - Titanium Black discount

**Organic price markdowns in cart with associated eligible purchases**

A

**verizon**

**SAMSUNG**  
**BEST BUY**

**Claim your \$400 Samsung discount code**

Redeem by Mmm dd, yyyy

To redeem online now, select “copy code” and enter it during checkout at [BestBuy.com/verizonsamsungpromotion](http://BestBuy.com/verizonsamsungpromotion). Use it on an eligible Samsung product with a minimum retail value of \$800.

Discount code  
**234214**

**Copy code**

**Go to website**

**3rd party offer discount code in My Offers**

A

# Discount

**“Discount” used throughout Shop and existing customer experiences.**

6 of 6 common offer use-case categories:

- Affiliation discount with code
- Less common use case: in-cart promo codes. No live or figma screen VCG examples at time of audit.

The image shows a promotional offer card and a shopping cart interface side-by-side.

**Promotional Offer Card:**

**Redeem your Friends & Family discount**

Use the code shared with you by a Verizon employee to save on our Unlimited plans, Fios Home Internet or both. Offer valid online only. ⓘ

**Shopping Cart Interface:**

Have a promo code?  Remove

Today

Due today: **\$116.97** ▼  
Amount charged to your bill today, including taxes and fees. Today's savings applied.

Today's savings: **\$48** ^  
One-time savings that were applied to today's bill.

Promo Code \$XX.XX  
1 line

## Affiliation plan discount with code: Friends & Family discount

Unique plan discount code shared via link by family member or friend. New customers verify eligibility and activate service via link. **Applied as an account discount** (same as account credit). Discount depends on # of lines. Recurring.

## In-cart: additional \$X off total due today with promo code

Automatically applied in cart once customer is eligible.

*Example shown is VBG, will replace with VCG once example found.*

# Discounted price

**“Discounted price” used in key areas of Shop experience.**

- 
- 

The screenshot shows a mobile application interface. At the top, there is a black button labeled "Verify military status". Below it, a white card has a black header bar with the text "Review discounted pricing" and a small upward arrow icon. The card lists three service plans: "Unlimited Ultimate", "Unlimited Plus", and "Unlimited Welcome". Under each plan, there are two rows of data: one for "4 lines" and one for "3 lines". Each row includes the price per line, the original price per line, and the savings per line. The "4 lines" row for "Unlimited Ultimate" shows a price of \$50/line, an original price of \$65/line, and a saving of \$15/line. The "3 lines" row for "Unlimited Ultimate" shows a price of \$56.67/line, an original price of \$66/line, and a saving of \$8.33/line. The "Unlimited Plus" and "Unlimited Welcome" plans show similar discount structures.

	Unlimited Ultimate	Unlimited Plus	Unlimited Welcome
<b>4 lines</b> Save \$15/line*	\$50/line* \$65/line*	\$40/line* \$45/line*	\$25/line* \$30/line*
<b>3 lines</b> Save \$8.33/line*	\$56.67/line* \$66/line*	\$46.67/line* \$55/line*	\$31.67/line* \$40/line*

**Occupation & affiliation plan discounts landing pages/service PDPs**

S

# Discounted rates

**“Discounted rates” used in a specific area of Shop experience.**

- Global Choice

## Global Choice

Includes one Global Choice country per month at no additional cost (a \$10 value). You will receive discounted rates to call 220+ countries along with unlimited calls to Mexico and Canada. Global Choice is not compatible with any other International Long Distance plan. Add Global Choice to your account via My Verizon.

## International mobile plan & feature of MyPlan Unlimited Ultimate: Global Choice

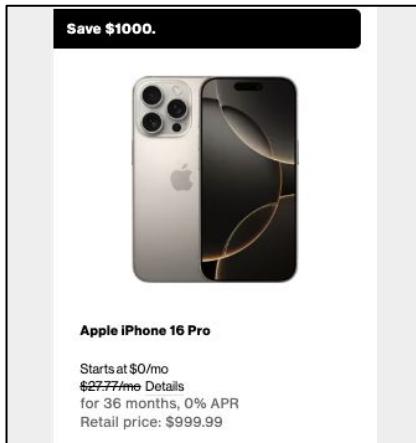
Discounted rates to call 220+ countries along with unlimited calls to Mexico and Canada.

Appears in subtitles copy and offer Details modals.



# Related marketing phrases

These phrases commonly support “credit” and/or “discount” offer scenarios in marketing tiles and badging.\*



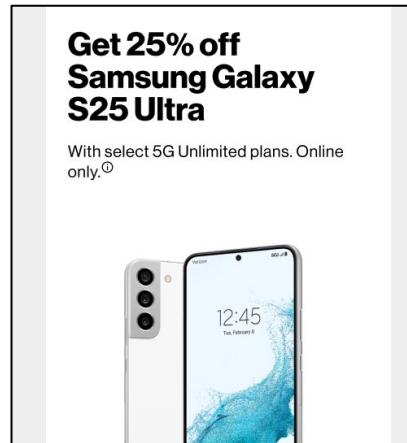
**“Save \$XXX”**

Used for devices, accessories and services.



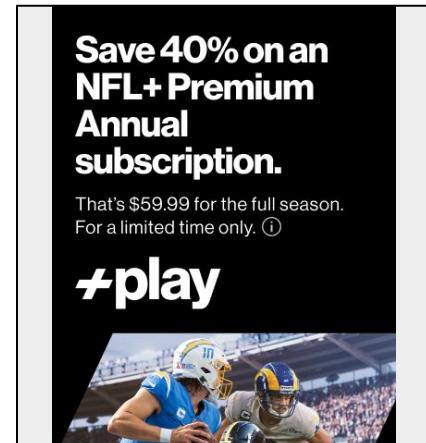
**“\$XXX off”**

Used for devices and accessories.



**“XX% off”**

Used for devices and accessories.



**“Save XX%”**

Used for devices, accessories and services.

\*Phrasing also used for device PDP  
“Available offers” radio buttons.

## Related marketing phrases cont.

These phrases commonly support “credit” and/or “discount” offer scenarios in marketing tiles and badging.



**“Save \$XX/mo”**

Used for services

# Competitor audit

Determining who uses the terms “credit” and “discount” and in what contexts.

Also assessing marketing phrases commonly associated with credit and discount scenarios

verizon



T Mobile

mintmobile

# Direct and indirect competitors and comparators

## Direct competitors

- T-mobile
- AT&T
- Mint Mobile (prepaid only)

## Indirect competitor (tech)

- Amazon

## Indirect competitors (OEMs)

- Sennheiser
- Apple

## Indirect comparators (e-commerce category)

- Neiman Marcus
- Bergdorf Goodman
- Bloomingdales
- Amazon?

\*Audit analysis of Verizon and competitors [here](#).

# T-mobile: Credit - postpaid only

## “Credit” used throughout postpaid experience.

- Homepage & landing page marketing tile subtitles, body copy, offer details modals
- Device & service PDPs offer details modals
- Not used for prepaid.

ONLINE EXCLUSIVE

### Get the new Samsung Galaxy Watch Ultra for only \$99.

Via 24 monthly bill credits when you add a new qualifying wearable line. [Get full terms](#)



#### Bill credits: devices

Offer for a particular line on an account, with or without a trade-in. Recurring on monthly bill.

### Online Exclusive: \$130 Off Apple AirPods.

\$130 off Apple AirPods with iPhone 16 Pro purchase online.

When you have or switch to a Go5G Next plan. Plus tax.

#### How to get this offer:

1. Purchase a new iPhone 16 Pro, iPhone 16 Pro Max, iPhone 16, or iPhone 16 Plus on a monthly payment plan and pay the applicable sales tax on the pre-credit price at time of purchase.
2. Purchase Apple AirPods 4 with Active Noise Cancellation, or AirPods Pro 2 in the same transaction.
3. Get up to \$130 off instantly in-cart.

Tax on pre-credit price due at sale. Limited-time offer; subject to change. Qualifying Go5G Next service required. Device and AirPods must be purchased in same transaction on T-Mobile.com, myTMO, or T-Life only. Limit 1 per account. Not valid on prior purchases and may not be combined with some offers or other accessory discounts.

#### Pre-credit price: Devices and accessories offer details modals

Phrase used regardless of whether the offer is a discount received in cart or as monthly bill credits.

# T-mobile: Discount

**“Discount” used throughout postpaid experience in subtitles, body copy, disclaimer & offer detail modal copy.**

- Based on a customer’s occupation or affiliation
- Marketing subtitles, H3 copy and tooltips/modals
- Only prepaid use is within Plans “Broadband Facts” details disclaimer.

**Go5G 55**  
~~\$150~~ \$135/month

for 3 phone lines

- ✓ Plan taxes & fees included
- ✓ AutoPay discount using an [eligible payment method](#) applied

Get all our unlimited plan benefits, plus added entertainment & travel perks, at a **discount** for customers 55 & up.

**Lifeline Program**

The Lifeline program offers discounted telecommunications service for eligible customers. With the Lifeline program, eligible customers can receive a discount on their monthly service from mobile telecommunications.

## Occupation & affiliation plan discounts that require verification

Applied as a recurring bill credit. Discount can depend on number of lines.



**GOOGLE**  
**Pixel 9a and Pixel Buds A-Series On Us.**

Via 24 monthly bill credits and instant **discount** with a new line or eligible trade-in on most plans. [Get full terms](#)



**Trade & Upgrade**

Old phone collecting dust? Trade in your phone and swap it out! Depending on its make and shape, you could enjoy hefty **discounts** or even possibly snag a free phone with one of our in market offers.

**Send us your old device.**

Ship us your old device or bring it to a store. Once evaluated, we'll credit your bill for the trade-in value.

## Marketing tiles

Bundle offer: earbuds “instant discount” applied in-cart.

Organic trade-in: applied as bill credit.

## For a limited time, get a **FREE** upgrade to Home Internet Plus.

Featuring expanded Wi-Fi coverage and 24/7 tech support. Just \$50/month with AutoPay and any voice line compared to \$60/month standard bundle price.

**AutoPay discounts**  
When you enroll in AutoPay using your debit card or bank account, you qualify for a \$5 per line monthly discount up to \$40, which begins in the next bill cycle after enrollment.

## Discounts available to customers based on what they've purchased

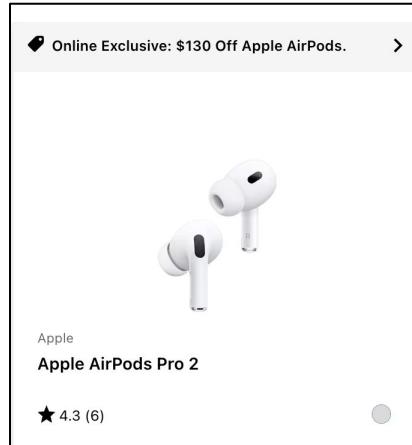
Internet service upgrade with any voice line. Applied as monthly bill credit.

Auto Pay: applied as a “monthly discount” on bill, per line.

# T-mobile: Related marketing phrases

These phrases commonly support “credit” and/or “discount” offer scenarios on landing pages, marketing tiles, offer modals and badging.

Shop online and save an extra \$35 off your new phone.



**“Save \$XXX”**

Only use of “save” linked to exact dollar amount. Umbrella H1 on Deals landing page.

**T-mobile more often uses “Get up to \$XXX” or “Up to \$XXX off.”**

**verizon**

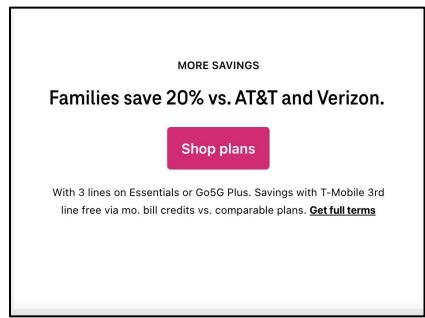


**“\$XXX off”**

Used for devices and accessories.

**“XX% off”**

Used for devices and accessories.



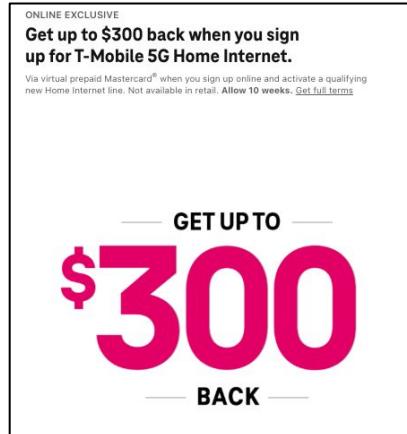
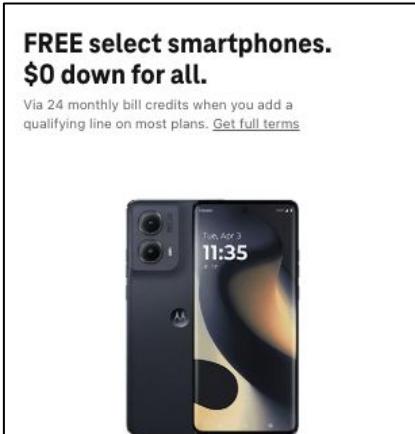
**“Save XX%”**

Most commonly used to communicate switcher value propositions.

Less frequently used for services.

# T-mobile: Related marketing phrases

These phrases commonly support “credit” and/or “discount” offer scenarios on landing pages, marketing tiles, offer modals and badging.



**“Save \$XX/mo”**

Not used

**“\$0 down for all”**

Used for devices.

Also found on accessory PDPs i.e. “Due today \$0.00” but in cart says: “Full price \$XX.XX due today.”

**“Get (up to) \$XXX back”**

Deals redeemed in the form of prepaid Mastercards or T-mobile gift cards.

**“Get (up to) XX% back”**

T-mobile rewards program for existing customers: money back on select purchases made through rewards app.

## T-mobile: Related marketing phrases

These phrases commonly support “credit” and/or “discount” offer scenarios on landing pages, marketing tiles, offer modals and badging.



### “\$XX/mo”

Variants sometimes used for services: “\$XX/mo value” or “\$XXX/yr value.”

# AT&T: Credit

## “Credit” used throughout postpaid and prepaid experience.

- Typically not as prominently used as “discount.”
- Homepage & landing page marketing tile titles, subtitles, offer details
- Device & service Gridwall ad tiles
- Most consistently on PDP & PDP offer details modals.



Bring your own device

### Get up to \$600 in bill credits

Just bring your own phone and current number to an eligible AT&T Business Unlimited Premium or Advanced plan.

After 50GB, AT&T may temporarily slow data speeds if the network is busy.

Available to qualified business customers. Must bring your own compatible smartphone and port-in your number. Up to \$600 in bill credits for activation on Business Unlimited Premium or Advanced. Other eligible plans available. Credits start within 2 bills and are applied over 24 months. If svc canceled, credits stop. Fees, taxes, terms & restr apply. See offer details

### Bill credits in title for devices

Only instance. AT&T for business.

Online only!

### Get \$200 off per line when you order online

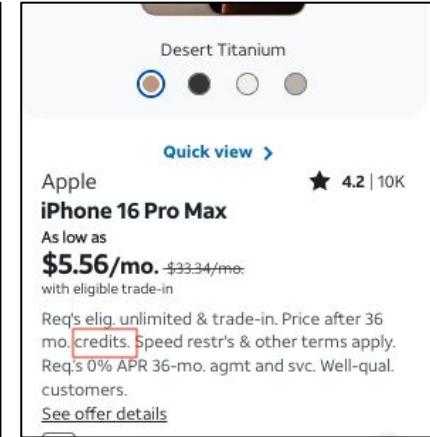
Save when you add a new phone line with an eligible unlimited plan.

AT&T may temporarily slow data speeds if the network is busy.

Limited time. Online only. \$5.56/mo **bill credit** for 36 mos. (starts within 3 bills). If svc. canceled or svc. on other lines canceled within 90 days, credits stop.

\$35 activation and other terms apply.

[See offer details](#)



### Bill credits in offer disclaimer copy

More frequently used in marketing tile offer details copy and modals.

### Credits/bill credits/promo credits: offer Gridwall and PDP TILA copy

Gridwall tiles & PDPs: TILA and “See device offers” modals state “monthly credits” with no mention of bill.

PDPs & Offer Details modals: mention “promo credits” or “bill credits.”

# AT&T: Credit

## “Credit” used throughout postpaid and prepaid experience.

- Refer a friend program landing page
- Credit card offers

Help your friends discover AT&T, and you'll both be rewarded! Here's how it works:

1. You must be an existing AT&T Wireless or Fiber customer.
2. Use the button below to get your exclusive referral link.
3. Share your referral link with friends, family & neighbors to earn rewards.

For every person who uses your referral code to get new AT&T Wireless or Fiber, you and your friend will receive a bill credit. The more you share, the more you earn!

The AT&T Points Plus® card

### Earn up to \$440 back

Earn a \$200 statement credit after spending \$1,000 in your first 3 months. AT&T Wireless customers can earn a \$20 statement credit every billing cycle you spend \$1,000+ on your card.

\$200 statement credit: Not available if you have previously received a new account bonus for an AT&T Points Plus Card from Citi account in the past 48 months.

\$20 statement credit: AT&T consumer postpaid wireless account must be enrolled in paperless billing and AutoPay at AT&T with your AT&T Points Plus Card as the payment method.

[Learn more](#)



### Refer a Friend program

Applied as bill credit for both current and new customer.

Subtitles and marketing copy refers to these as “rewards.”

### Statement credits

Related to AT&T Points Plus credit card offer.

# AT&T: Discount

## “Discount” used throughout postpaid experience.

- More prevalent than “credit” related to devices and services or bundling, but predominantly applied as account or bill credits.
- Homepage & landing page marketing tile titles, subtitles and offer details copy
- Device & service Gridwall tiles, ad tiles, PDPs, offer details modals
- Not used for prepaid.

**Discount & savings program**

- Employee & Group Discounts
- First Responder Discounts
- Nurse & Healthcare Worker Discounts
- Military Discounts
- Teacher Discounts
- Veteran Discounts
- Union Discounts
- AARP Member Discounts

### Occupation & affiliation plan discounts that require verification

**Applied as a recurring bill credit.**  
Discount amount depends on number of lines.

**\$200 Bill Credits:** Limited Time Offer. Online Only. Requires activation of a new line of wireless service (voice & data). **Discounts:** Up to \$200 off after 36 monthly bill credits (\$5.56/mo. for 36 months). **Purchase Requirements:** Eligible smartphones must be purchased at full price (“No Commit”), or bring your own compatible, unlocked smartphone (“BYOD”), or purchased on a qualifying 0% APR 36-month installment plan (“New Smartphone”). For New Smartphone, \$0 down is available for well-qualified customers; others may require a down payment. Tax on full retail price due at sale. Activation/upgrade fee of \$35 applies. **Credits:** Credits start within 3 bills and are applied in equal amounts over 36 months. For BYOD, tax on wireless service, if any, is calculated after

### Landing pages & service PDPs

Titles, subtitles, body copy and tooltips.  
**Applied as a recurring bill credit.**

### Disclaimer copy and offer details modals

“Discount” broadly used to speak to total savings or marketing-focused value propositions, regardless of the type of discount (i.e. applied in cart or applied as bill credit), beyond occupation & affiliation-related. Even when applied as a bill credit, “bill credit/credit” isn’t consistently mentioned in offer details modals.

# AT&T: Discount

## “Discount” used throughout postpaid experience.

- Based on what customers purchase
- Based on actions customers take

Wireless + fiber

### Save over \$275/year on AT&T Fiber®

When you bundle with an unlimited wireless plan:

AT&T Wireless: AT&T may temporarily slow data speeds if the network is busy.

Savings based on 20% **discount** on internet w/ eligible wireless and \$10/mo. **discount** with eligible AutoPay & paperless bill (start within 2 bills). Limited availability/areas. [See offer details](#)

**Get a monthly bill discount**

Enroll in AutoPay and paperless billing to get a monthly discount for qualified rate plans.

MA, PA, and ND. **AUTOPAY & PAPERLESS BILL DISCOUNT:** \$10/mo. per phone line discount req's an active account enrolled in both Paperless Billing and AutoPay with debit card or bank account. Discount reduced to \$5/mo. per phone line when Autopay enrolled with credit card. Discount starts w/in 2 bill cycles. Pay full plan cost

### Bundling

Plan bundling i.e. mobile + home internet.  
Applied as bill credit.

### Auto Pay & paperless billing

Applied as a “monthly discount” on bill.  
Per line for wireless service, per month for internet.

# AT&T: Related marketing phrases

These phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, and offer modals. Only “Save (up to) \$XXX” and “XX% off” used for badging.

<p>Better together</p> <p><b>Save \$100 when you buy any connected device</b></p> <p>And Ray-Ban Meta glasses.</p> <p>Ends 8/21/25. Connected device req's elig. postpaid svc. Wireless &amp; other terms &amp; restr's apply. <a href="#">See offer details</a></p> <p><a href="#">Shop phones</a></p> 	<p><b>Online only!</b></p> <p><b>Get \$200 off per line when you order online</b></p> <p>Save when you add a new phone line with an eligible unlimited plan.</p> <p>AT&amp;T may temporarily slow data speeds if the network is busy.</p> <p><b>Limited time.</b> Online only. \$5.56/mo <b>bill credit</b> for 36 mos. (starts within 3 bills). <b>If svc. canceled or svc. on other lines canceled within 90 days, credits stop.</b> \$35 activation and other terms apply. <a href="#">See offer details</a></p>	 <p><b>Military, veterans, teachers, nurses, physicians, PA-Cs, and your family save</b></p> <p>Learn how to get 25% off our best unlimited plans.</p> <p>AT&amp;T may temporarily slow data speeds if the network is busy.</p>	<p><b>Save 20% every month</b></p> <p>When you bundle internet service with unlimited wireless from AT&amp;T.</p>
<p><b>“Save \$XXX”</b></p>	<p><b>“\$XXX off”</b></p>	<p><b>“XX% off”</b></p>	<p><b>“Save XX%”</b></p>
<p>Used for device and accessory deals and bundling.</p>	<p>Used for device and service deals.</p>	<p>Used for occupational &amp; affiliation discounts, accessory, device &amp; services with or without bundling.</p>	<p>Used for service and accessory bundling, accessory markdowns.</p>

# AT&T: Related marketing phrases

These phrases commonly support “credit” and/or “discount” offer scenarios on landing pages, marketing tiles, offer modals and badging.

Online only

**Students save \$20/mo.**

Get Unlimited MAX with unlimited talk, text, and data plus 25GB hotspot for \$45/mo.\*



Save through your employer, union, or school

Learn how to save \$10/mo. per line on our best unlimited plan. Plus, get additional benefits based on your employer, union, or school.



**Get unlimited for \$25/mo.**

Learn how to get unlimited for up to 36 months when you switch to AT&T and bring four lines.

Break your contract

**Switch to AT&T today and get up to \$800 per line**

Learn how to get a reward card to pay off your phone balance—up to 10 lines.

Up to \$100 via reward card (redemption required). Restrictions apply. See offer details.

Online only

**Get up to \$200 in reward cards**

Sign up for AT&T Fiber(R) online today and get a reward card up to \$200. Plus, you'll get an extra \$100 reward card with code **FLASH50**.

**“Save \$XX/mo”**

Occupation & affiliation discounts.

AT&T postpaid also uses “Save XX% every/each month” for some bundle offers.

**“\$XX/mo”**

For multi-line and bundles

**“Get up to \$XXX”**

Associated with offers involving Visa Reward cards.

Common for new customer, switcher, wireless + internet bundle offers and fiber.

# Mint Mobile (prepaid): Credit

## “Credit” rarely used

- Refer a friend program landing page
- General offer terms & conditions

**REFER A FRIEND, GET \$45**

Your friend escapes overpriced wireless, you pocket some renewal credit. It's a win-win.

### GENERAL PROMOTIONAL TERMS & CONDITIONS

From time to time, and in Mint Mobile's sole discretion, we may offer certain promotions (including, without limitation, credits, discounts, or "free" Service), for any reason whatsoever, to any subset of customers (e.g. new port-in customers, customers who meet certain eligibility requirements, etc.). For avoidance of all doubt, in addition to all other terms and conditions contained in these T&Cs, including but not limited to any applicable promotional terms, together with all other promotional terms which Mint Mobile may publish as a supplement to these T&Cs, all of which shall apply to any such promotion according to these T&Cs, you and Mint Mobile each agree that any promotion, to the extent available to you, any Mint Mobile customer, or any subset of Mint Mobile customers, shall only be offered, if at all, in Mint Mobile's sole discretion, and may be modified or terminated at any time without notice. Without limiting the foregoing, to the greatest extent permissible by applicable law, under no circumstances shall any promotional credits, discounts, or "free" Service be transferable, combinable with any other offer, or redeemable for any amount of cash or credit.

### Refer a friend program credits

Applied when friend joins and customer renews their plan.

Terminology depending on context:

- Referrer: “Renewal credit”
- Referee: “Friend credit”
- Universally (details, T&Cs): “Service account credit/account credit”

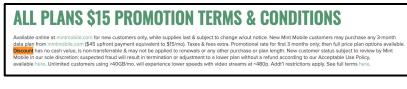
### General offer terms and conditions

Mentioned as a legal catch-all, not related to specific offer.

# Mint Mobile (prepaid) : Discount

**“Discount” used throughout experience in subtitles, body copy & offer details copy.**

- Associated with organic markdowns that occur on gridwall, PDP, landing page and/or at checkout.
- Offer details copy, tooltips/modals, terms & conditions, broadband facts
- Deals filter on smartphones gridwall



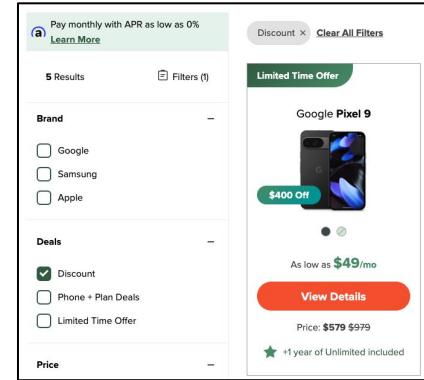
**Plan discounts applied as a monthly price markdown on bill.**

Requires upfront payment for 3, 6, 12 or 24 months depending on offer terms. Number of lines is not a dependency.



**Plan discounts: Buy 2 months, get 1 month free.**

Referred to as a discount in offer details copy. Applied in cart at checkout. Number of lines is not a dependency.

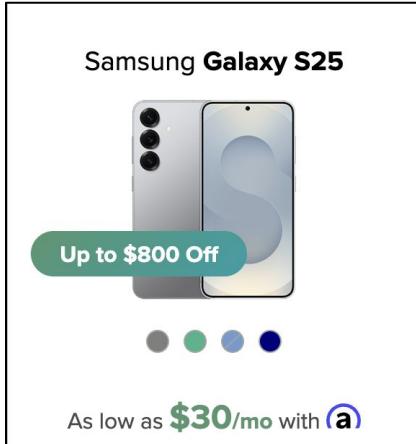
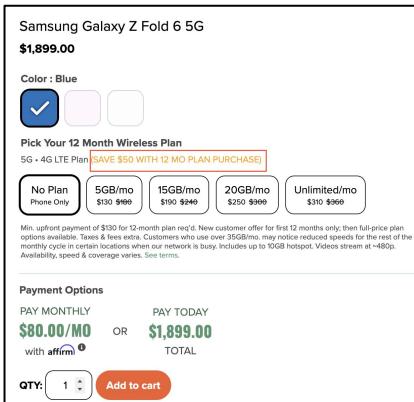


**Deals gridwall filter**

Price markdowns applied to cart at checkout.

# Mint Mobile : Related marketing phrases

These phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, and product detail pages. Only “\$XXX off” and “XX% off” used for badging.



**“Save \$XXX”**

Discount for new customers committing to 12 month plan.

**“\$XXX off”**

Used for devices and services.

**“XX% off”**

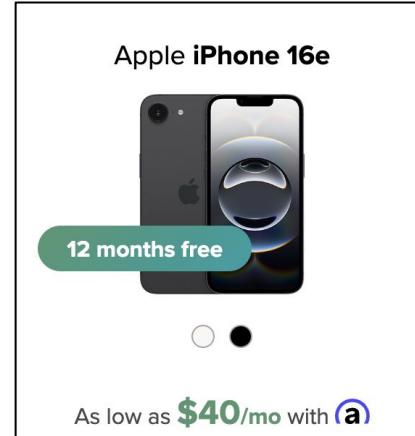
One of the 2 most common way offers are communicated in marketing titles and subtitles. Occasionally used for plan badging.

**“Save XX%”**

Not used

# Mint Mobile : Related marketing phrases

These phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, and product detail pages. Only “12 months free” used for badging.



**“Save \$XX/mo”**

Not used

**“\$XX/mo”**

One of the 2 most common ways offers are communicated along with “XX% off.” Titles, subtitles, gridwall tiles, offer details.

**“12 months free”**

Specific to marketing tiles and gridwall badging. At this time, was exclusive to Apple phones.

# Amazon: Credit

**“Credit” rarely used  
related to  
Prime/non-prime offers.**

- When used for offers, applied after purchase
  - Used for specific categories of goods or services for ex. electronics, pet goods, no rush shipping, etc.
  - Amazon credit card (“Amazon Store Card”)

<b>Order total:</b>	\$113.77
<b>This order qualifies for an Amazon credit</b>	
Your order qualifies for a promotional credit of \$30.00, which we will automatically add to your account 30 days after shipment. We will inform you by e-mail once your credit is available. This offer is subject to our terms and conditions (see product page).	

## Promotional credits

Notification in cart. Applied as account credit 30 days after shipment.

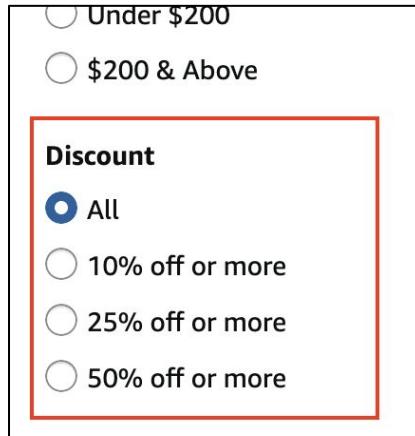
### **Statement credit**

Amazon credit card terms & conditions, related to rewards points earned through purchases.

# Amazon: Discount

## “Discount” rarely used

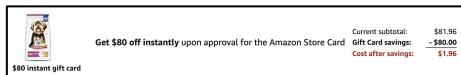
- Associated with organic markdowns that occur on gridwall & PDP as well as in cart.



Cell phones & accessories gridwall left rail section

# Amazon: Related marketing phrases

These phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, offer modals. Only “XX% off” and “Save XX%” used for badging.



**“Save \$XXX”**

Not used

**“\$XXX off”**

Related to gift card and/or Amazon credit card offers in cart.



**“XX% off”**

Most prevalent way offers are communicated on gridwall. Organic price markdown on gridwall & PDP.

Also use “Extra XX% off” for Subscribe & Save badging.

100K+ bought in past month

\$5<sup>60</sup> (\$0.06 / count)

Get Fast, Free Shipping with Amazon Prime  
FREE Returns ▾

Coupon: Save 15%: Coupon available when you  
Shop items > | Terms

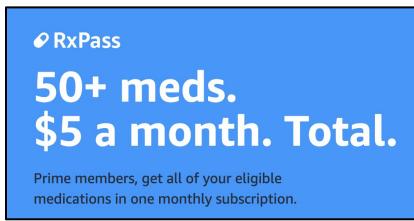
Prime Savings Save 10% on 4 select item(s)

**“Save XX%”**

Related to Subscribe & Save or to denote additional Prime-specific savings (when customer not signed in or not a Prime member). Applied to PDP when coupon box checked or when Subscribe & Save option is selected.

# Amazon: Related marketing phrases

These phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, offer modals. Only “Coupon” used for badging.



**“Save \$XX/mo”**

Not used

**“\$XX/mo”**

Used for Amazon Pharmacy, Amazon One Medical and other subscription services for Prime members.

**“Coupon”**

Checking box discounts item price in cart.

**“-XX%”**

Used on PDPs in tandem with reduced price and original price crossed out.

# Sennheiser: Credit

**“Credit” not used related  
to any offers.**

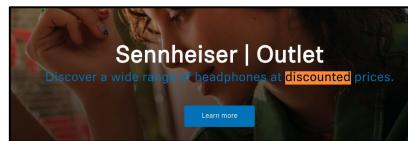
# Sennheiser: Discount

**“Discount” used throughout experience in subtitles, body copy & offer details copy.**

- Most discounts relate to organic price markdowns at gridwall, PDP and cart level.
- Also, occupation & affiliation discount
- Present in offer subtitles, details copy, terms & conditions.

## Enjoy 10% off your first order

The world of superior sound awaits... Enjoy tailor-made content like product news, exclusive **discounts** & rewards, the latest offers and more sent directly to your inbox.



Subtotal • 2 items	\$1,889.90
Shipping ⓘ	Enter shipping address
<b>Total</b>	<b>USD \$1,889.90</b>
First Responders, Teachers, Students, Government Workers, and Medical Professionals are eligible for a 20% discount off select items.	
Verify with <b>ID.me</b>	Verification by ID.me • <a href="#">What is ID.me?</a>

## Introductory offer

First purchase discount applied to cart. Also get access to “exclusive discounts” as a customer.

## Sale and Outlet pages

Organic price markdowns

## Occupation & affiliation discount

Additional 20% discount in cart (once verified) for first responders, teachers, gov't workers and medical professionals.

# Sennheiser: Related marketing phrases

Noted phrases support “credit” and “discount” offer scenarios on landing pages, marketing tiles, and offer modals.

Enjoy 10% off your first order, and save  
up to \$100.00

Enjoy 10% off your first order

The world of superior sound awaits... Enjoy tailor-made

**“Save \$XXX”**

Introductory offer & CTA to sign up  
for emails title

**“\$XXX off”**

Not used

**“XX% off”**

Most prevalent way offers are  
communicated on gridwall.

**“Save XX%”**

Not used

# Sennheiser: Related marketing phrases

Noted phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, and offer modals.



The world of superior sound awaits... Enjoy tailor-made content like product news, exclusive discounts & **Rewards**, the latest offers and more sent directly to your inbox.

## “Save \$XX/mo”

Not used

## “\$XX/mo”

Instead uses: “4 payments of \$32.49 with [Shop Pay logo]”

## “Sale”

Used for organic price markdowns. Most commonly used in page titles and subtitles.

## “Rewards”

Mentioned in general context of prompting customers to sign up to receive offers and newsletter. No details elsewhere as to what “Rewards” entail for the average customer.

# Apple: Credit

## “Credit” used throughout shop experience.

- Umbrella term used to speak to offers applied both in cart and after purchase, depending on how customer pays.
- Homepage & landing page marketing tile titles, subtitles, offer details

Boost Mobile iPhone 16 Special Deal: Buy an iPhone 16 Pro, iPhone 16 Pro Max, iPhone 16, or iPhone 16 Plus and get \$1000 in bill credits

APPLE TRADE IN

Get \$180–\$650 in credit toward iPhone 16 or iPhone 16 Pro when you trade in iPhone 12 or higher.<sup>2</sup>

### Trade in your device for credit.

Just add a trade-in when you choose a new product. Once your device has been received and verified, we'll credit the value to your payment method. Or, pay with Apple Card Monthly Installments and we'll apply the credit instantly. Terms apply.

### Bill credits

Used for offers that are applied over 36 mos, with or without trade-in required.

Only used in offer details and T&Cs related to deals involving specific phone carriers.

### Trade-in credits

If paying full retail price: credit value applied to payment method used to purchase device once trade-in received.

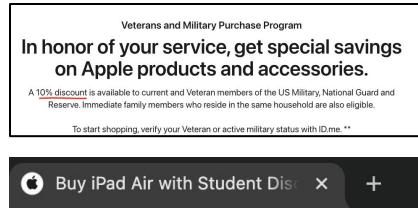
If monthly payment/financing: credit applied directly to new device at time of purchase.

If not making a purchase: credit value added to Apple gift card.

# Apple: Discount

## “Discount” minimally used throughout shop experience.

- Associated with organic markdowns that occur on gridwall, PDP, landing page and/or at checkout.
- Subtitles, offer details



## Connectivity. Choose a carrier.

AT&T

verizon

Includes \$30 connectivity discount (requires carrier activation)

## Occupation & affiliation discounts

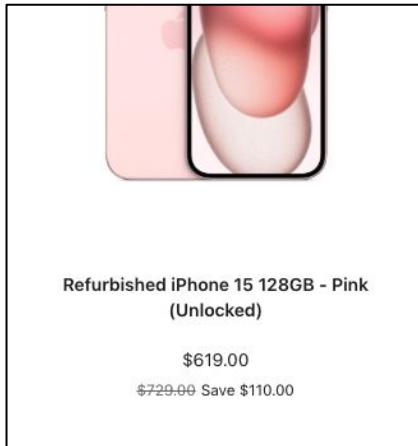
Applied as a markdown at checkout.

## Connectivity discount

Applied at checkout when customers purchase and activate their device with certain carriers directly through Apple.

# Apple: Related marketing phrases

These phrases commonly support “discount” offer scenarios on landing pages, marketing tiles, and offer details.



Refurbished iPhone 15 128GB - Pink  
(Unlocked)

\$619.00  
\$729.00 Save \$110.00

**“Save \$XXX”**

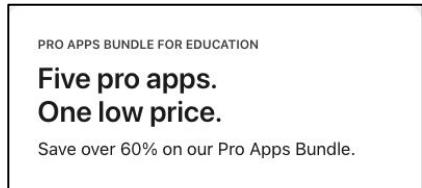
Exclusively used for refurbished products

**“\$XXX off”**

Not used

**“XX% off”**

Not used



**Designed for an encore.**

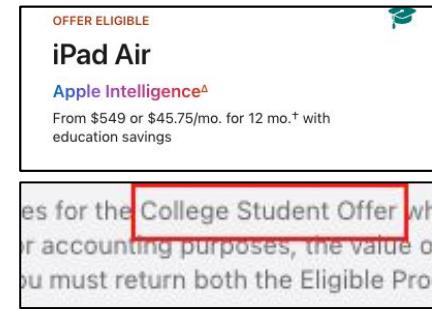
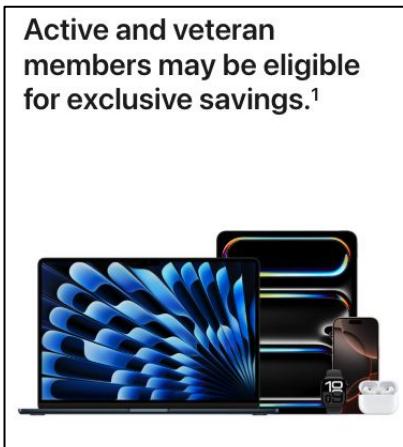
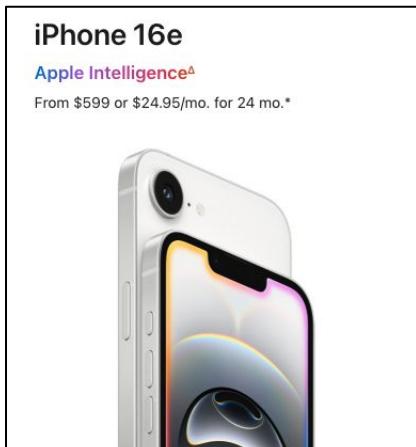
Apple Certified Refurbished products include a one-year warranty, full functional testing and savings up to 15% — give an Apple device new life.

**“Save XX%”**

Used for bundles and refurbished products

# Apple: Related marketing phrases

These phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, offer details. Only “Offer eligible” used for badging.



## “Save \$XX/mo”

Not used.

## “\$XX/mo”

In addition to offers, also used as a systematic pricing convention for all products: showing the FRP along with monthly financing.

## “Exclusive savings”

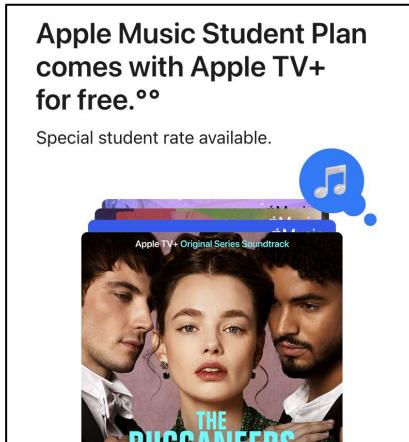
Marketing language paired with occupational & affiliation discounts that are applied at checkout.

## “Offer eligible”

Frequently used when products are associated with a larger thematic/seasonal savings initiative. In this example, it's the “College Student Offer.”

# Apple: Related marketing phrases

These phrases commonly support “discount” offer scenarios on landing pages, marketing tiles, offer details.



**[Seasonal/thematic] savings**

Homepage/landing pages: “with [theme] savings”

PDPs: “[Theme] savings included”

Offer details: “[Theme] savings”

**verizon**

**“Special [theme] rate available”**

For subscription-based products

# Apple: Related marketing phrases

These phrases commonly support “credit” and “discount” offer scenarios on landing pages, marketing tiles, offer details.

“”

Not used.

“”

Us

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“”

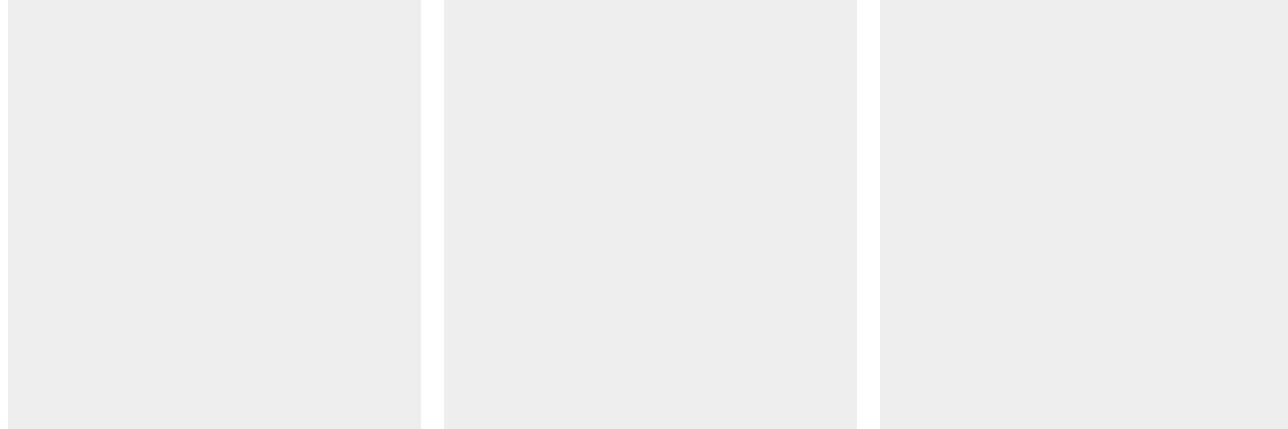
Fr

# Text with three column picture slide

**Lorem ipsum dolor amet,  
consectetur adipiscing.**

Cras ultricies faucibus  
tristique. Nunc at libero id  
diam tincidunt sollicitudin.

- Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.
- Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.



**Discounts available to customers based  
on what they've purchased**

Internet service upgrade with any voice  
line. **Applied as monthly bill credit.**

Auto Pay: **applied as a “monthly  
discount” on bill**, per line.

**Description here**

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

**Description here**

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

# CMI research findings

adf;aldskjf;lkajf;l

verizon

verizon

## Terminology sets the stage, but clarity is achieved primarily through supporting details.

---

Customers and prospects have **varied working definitions** of offer terminology, such as “credits,” “bill credits,” and “discounts.” However, they **rely on provided offer details** to **contextually adapt** their initial understanding to specific scenarios.

Regardless of terminology used, when these key details are missing, they struggle to understand the most critical parts of the offer and feel misled.

# Key Takeaways

- 1 Generally, "credits" are perceived as future value and "discounts" as immediate price reductions, but both are too vague.**  
Exceptions exist, such as trade-in credits and commonly named offers (ex. military discount), which can be perceived as both future, ongoing monthly reductions and/or immediate reductions at the time of purchase. In the absence of details, assumptions are made based on working definitions.
- 2 "Bill credits" are clearly understood as future monthly bill reductions, but still need clarification.**  
While the term itself adequately conveys *where* the credits will be applied, other questions remain, such as whether the bill credits are applied automatically or manually, recurring or one-time, how long they will last, and impact on the bill once they end.
- 3 Offer language can be misleading when savings mechanisms are oversimplified and pricing details are omitted.**  
"Save \$XX," "\$XX off," and "XX% Off" are perceived as better suited for instant discounts vs. offers that involve credits over time. "Save XX%" and "Save \$XX/mo" make sense in the context of monthly perk subscriptions and accessories, but raise questions about original/due now/future pricing.
- 4 Customers and prospects value transparency throughout the entire process, from browsing to post-purchase.**  
Lack of readily available information can lead to mistrust and inaccurate interpretations, such as assuming discounts are applied upfront unless otherwise specified.

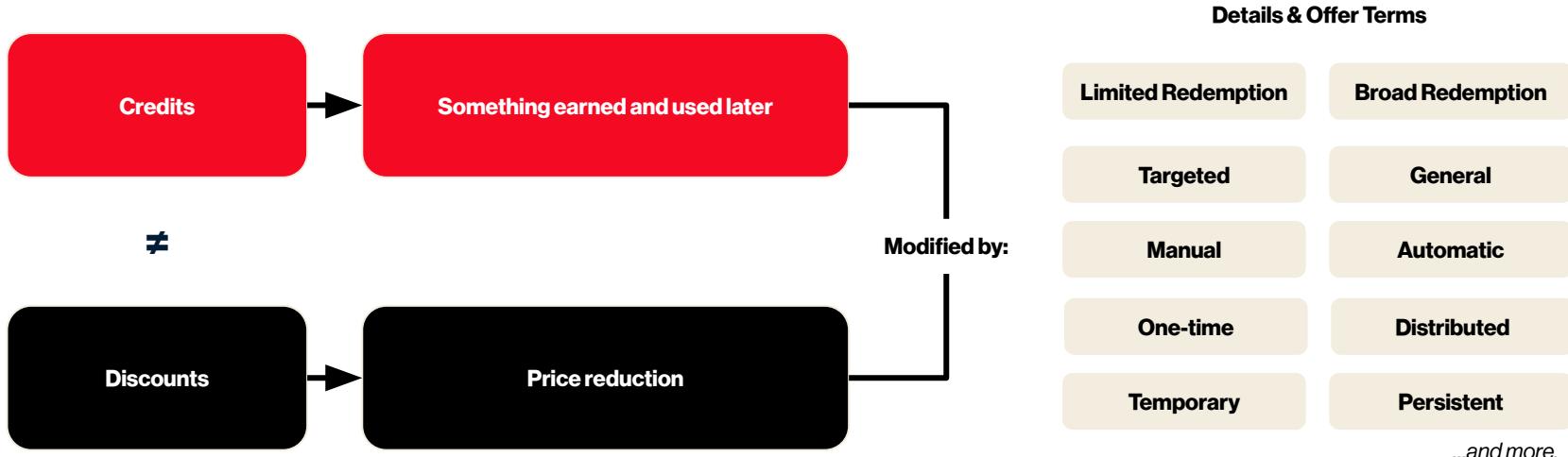
# “Credit”

# “Bill Credit”

# “Discount”

Customers and prospects have varying interpretations of "credit," "bill credit," and "discount" that **depend on contextual details to provide clarity.**

# In summary, customers and prospects hold working definitions of “credits” and “discounts” that are contextually adapted.



**Lack of information is also information**

Insufficient contextual details can lead to reliance on working definitions that do not align with intended definitions.

# Design evaluations: Offer tiles

Discount language can be seen as oversimplified, especially when referring to bill credits over time.

**Monthly/total credit, total cost, and how the savings are applied** are all crucial and expected details.

# Historical

**“Offers” is the primary term used by premium brands, indicating that the term is perceived as more elevated.**

Other key points include:

- “Promotions” is uncommon. When it does appear, it’s usually low-level content such as legal disclaimers. This points to it being phased out as a term
- “Deals” is the most common term used overall. However, this usually appears as H1 and H2 marketing copy
- There is a pattern of “deals” being used as marketing copy while “offers” are used as tags/modules with CTAs (and also disclaimer text) among telecom companies

# Evaluated Stimuli: Unmoderated Concept Testing

Save \$XX

Save \$419.99.



Apple iPhone 14

★★★★☆ (119)

Starts at \$5.00/mo  
\$16.66/mo Details  
for 36 months, 0% APR  
Retail price: \$599.99

● ○ ○ ● ○ ○ +4

Compare

7K

Save \$41.99



Incase ICON Woolenex Case with  
MagSafe for iPhone 16

☆☆☆☆☆ (0)

\$18.00  
[\\$59.99 Details](#)

\$XX off

\$41.99 off



Apple iPhone 14

★★★★☆ (119)

Starts at \$5.00/mo  
\$16.66/mo Details  
for 36 months, 0% APR  
Retail price: \$599.99

● ○ ○ ● ○ ○ +4

Compare

7K

XX% off

Get 25% off  
Samsung Galaxy S25 Ultra

With select 5G Unlimited plans. Online  
only.<sup>①</sup>



Get 25% off  
Powerbeats Pro wireless earbuds

Only at Verizon. Limited-time offer.<sup>①</sup>



Phone - Bill Credits

Accessory - \$  
Markdown

Phone - Bill Credits

Accessory - \$  
Markdown

Phone - Bill Credits

Accessory - \$  
Markdown

verizon



Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

# Evaluated Stimuli: Unmoderated Concept Testing pt2

Save XX%

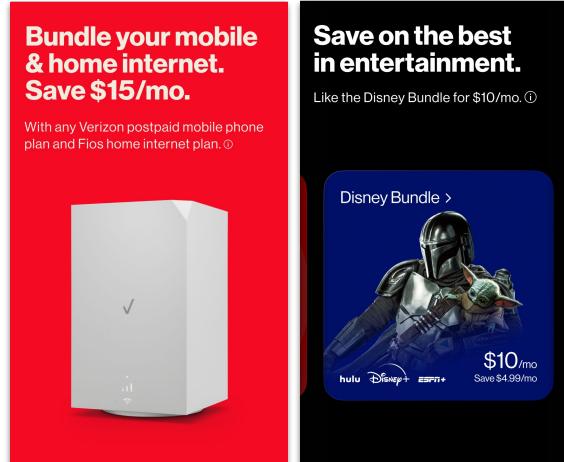


#play



Perk - \$ Markdown

Save \$XX/mo

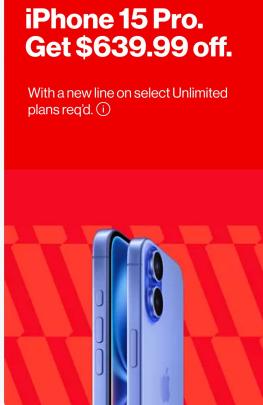


Plans - Bill Credits



Perk - \$ Markdown

# Evaluated Stimuli: Qualitative In-Depth Interviews



Home / Smartphones / Apple

## Apple iPhone 15 Pro

★ ★ ★ 4.2 ★ Reviews (235)

128 GB, White Titanium

Play videos

Color  
Color name

Storage  
128 GB

New or existing customer  
Are you a new or existing customer?

New customer

Existing customer

Available offers  
Which offer would you like to select?

Save \$639.99 after 36 monthly bill credits. Online only.  
Select Unlimited plan and new line req'd.

Details

Trade in and save \$855.  
Select trade-ins and Unlimited plan req'd.

Details

Bundle with more products and save  
 Show me options for this offer next

Details



Available offers  
Which offer would you like to select?

Save \$639.99. Online only.  
Select Unlimited plan and new line req'd.

Details

Trade in and save \$855.  
Select trade-ins and Unlimited plan req'd.

Details

Bundle with more products and save  
 Show me options for this offer next

Details

Control

Available offers  
Which offer would you like to select?

Save \$639.99 after 36 monthly bill credits. Online only.  
Select Unlimited plan and new line req'd.

Details

Trade in and save \$855 after 36 monthly bill credits.  
Select trade-ins and Unlimited plan req'd.

Details

Bundle with more products and save  
 Show me options for this offer next

Details

V1

Available offers  
Which offer would you like to select?

Get \$639.99 back over 36 months.  
Online only.  
Select Unlimited plan and new line req'd.

Details

Trade in and get \$855 back over 36 months.  
Select trade-ins and Unlimited plan req'd.

Details

Bundle with more products and save  
 Show me options for this offer next

Details

V2

Available offers  
Which offer would you like to select?

Get \$17.78/mo back for 36 months.  
Online only.  
Select Unlimited plan and new line req'd.

Details

Trade in and get \$23.75/mo back for 36 months.  
Select trade-ins and Unlimited plan req'd.

Details

Bundle with more products and save  
 Show me options for this offer next

Details

V3

# Recommendations

verizon

## Recommendations

# “\$XX off”

### Do use for:

- Organic markdowns at the gridwall level
- Instant discounts applied in cart (Verizon or 3rd party)
- Other use cases where full retail price can be shown in close proximity



**Do: Use as part of an organic markdown on gridwall**



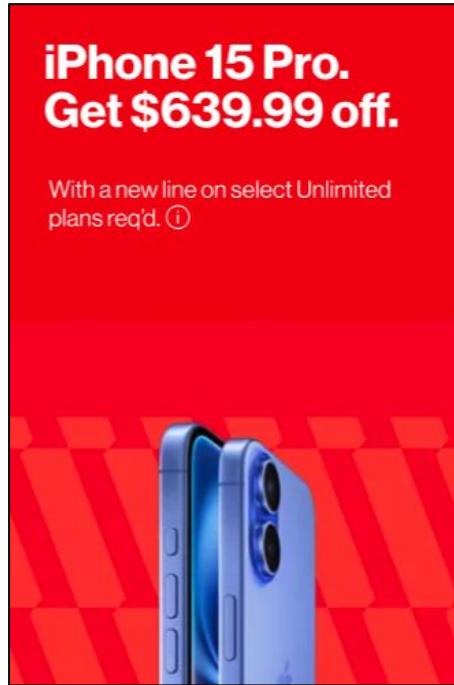
**Do: Use as part of a cart notification that explains why and how a discount is applied at cart level.**

Recommendations

**“\$XX off”**

**Don’t use for:**

- Offers applied as bill credits
- Use cases where full retail price can't or aren't shown in close proximity. We need to be able to answer "\$XX off what?" to help customer do math at a glance.



**Don’t: Homepage offer tile for an offer applied as bill credits over 36 months.**



**Don’t: Gridwall tile for an offer applied as a bill credit over 36 months.**

# Divider slide with text

**Sed ut perspiciatis unde omnis  
iste natus error sit voluptatem  
accusantium doloremque  
laudantium, totam.**

# Agenda / table of contents

Topics	Owner / s	Time	Meeting type
1. Topic name	Name	XX min	• Discuss
2. Topic name	Name	XX min	• Decide
3. Topic name	Name	XX min	• Inform
4. Topic name	Name	XX min	• Discuss
5. Topic name	Name	XX min	• Decide
6. Topic name	Name	XX min	• Inform

# Discussion topics

**Topic 1**  
**Topic 2**  
**Topic 3**  
**Topic 4**

**Topic 1**  
**Topic 2**  
**Topic 3**  
**Topic 4**

# Ideas and principles

**Principle 1**

**Principle 2**

**Principle 3**

**Principle 4**

# Basic text slide with optional eyebrow

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo. Maecenas a urna a sapien finibus maximus tempor non elit. Nulla facilisi. Etiam vehicula, eros id laoreet pulvinar, dui elit aliquam ante, sit amet rutrum ex nulla sed lacus. Nulla a pretium justo.

- Mauris ut metus hendrerit, consectetur odio consectetur, fermentum magna.
- Nunc a egestas sem. Mauris a rutrum ante. Morbi ullamcorper urna ac pellentesque bibendum.
- Etiam ut tellus tempus, porta massa at, tempor justo.

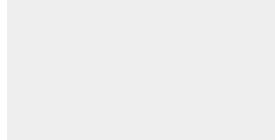
**Nullam ut ultricies nisl.**

Duis tincidunt enim a facilisis interdum. Nunc ipsum ligula, consectetur vel elit ullamcorper, molestie molestie libero. Morbi malesuada porttitor mauris ut facilisis. Etiam id quam id mauris pharetra viverra at sit amet mi. Pellentesque nec felis nunc. Vivamus feugiat efficitur est ac scelerisque.

DELETE BEFORE USE

The optional eyebrow can include the sections theme, category, or series within your presentation.

# Basic text slide with optional partner logo



**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo. Maecenas a urna a sapien finibus maximus tempor non elit. Nulla facilisi. Etiam vehicula, eros id laoreet pulvinar, dui elit aliquam ante, sit amet rutrum ex nulla sed lacus. Nulla a pretium justo.

- Mauris ut metus hendrerit, consectetur odio consectetur, fermentum magna.
- Nunc a egestas sem. Mauris a rutrum ante. Morbi ullamcorper urna ac pellentesque bibendum.
- Etiam ut tellus tempus, porta massa at, tempor justo.

**Nullam ut ultricies nisl.**

Duis tincidunt enim a facilisis interdum. Nunc ipsum ligula, consectetur vel elit ullamcorper, molestie molestie libero. Morbi malesuada porttitor mauris ut facilisis. Etiam id quam id mauris pharetra viverra at sit amet mi. Pellentesque nec felis nunc. Vivamus feugiat efficitur est ac scelerisque.

# Basic text content slide

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo. Maecenas a urna a sapien finibus maximus tempor non elit. Nulla facilisi. Etiam vehicula, eros id laoreet pulvinar, dui elit aliquam ante, sit amet rutrum ex nulla sed lacus. Nulla a pretium justo.

- Mauris ut metus hendrerit, consectetur odio consectetur, fermentum magna.
- Nunc a egestas sem. Mauris a rutrum ante. Morbi ullamcorper urna ac pellentesque bibendum.
- Etiam ut tellus tempus, porta massa at, tempor justo.

**Nullam ut ultricies nisl.**

Duis tincidunt enim a facilisis interdum. Nunc ipsum ligula, consectetur vel elit ullamcorper, molestie molestie libero. Morbi malesuada porttitor mauris ut facilisis. Etiam id quam id mauris pharetra viverra at sit amet mi. Pellentesque nec felis nunc. Vivamus feugiat efficitur est ac scelerisque.

# Two column text content slide

**Lorem ipsum dolor sit amet, consectetur adipiscing.**  
**Cras ultricies faucibus tristique.**

Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo. Maecenas a urna a sapien finibus maximus tempor non elit.

- Mauris ut metus hendrerit, consectetur odio consectetur, fermentum magna.

Etiam vehicula, eros id laoreet pulvinar, dui elit aliquam ante, sit amet rutrum ex nulla sed lacus.

- Nunc a egestas sem. Mauris a rutrum ante. Morbi ullamcorper urna ac pellentesque bibendum.
- Etiam ut tellus tempus, porta massa at, tempor justo.

**Lorem ipsum dolor sit amet, consectetur adipiscing.**  
**Cras ultricies faucibus tristique.**

Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo. Maecenas a urna a sapien finibus maximus tempor non elit.

- Mauris ut metus hendrerit, consectetur odio consectetur, fermentum magna.

Etiam vehicula, eros id laoreet pulvinar, dui elit aliquam ante, sit amet rutrum ex nulla sed lacus.

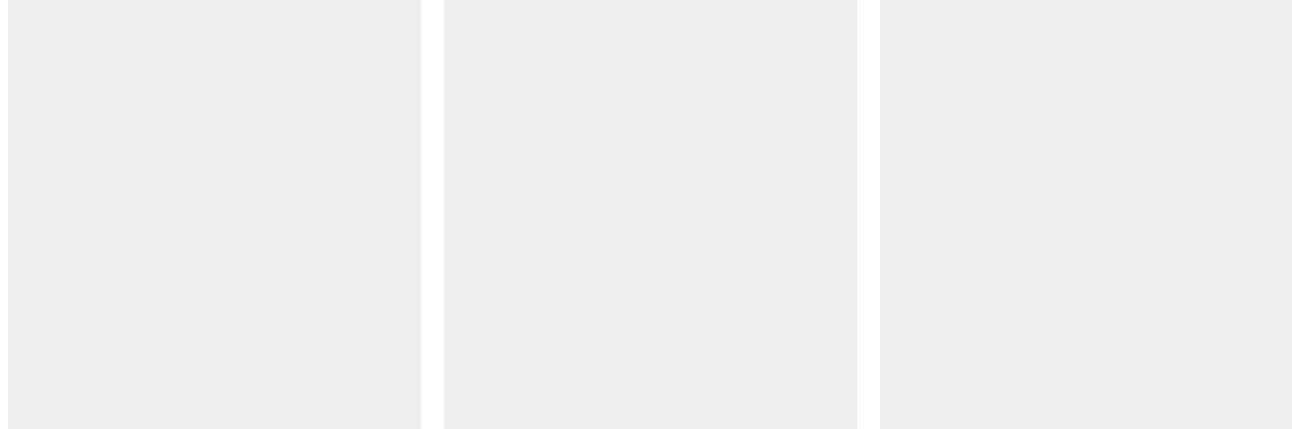
- Nunc a egestas sem. Mauris a rutrum ante. Morbi ullamcorper urna ac pellentesque bibendum.
- Etiam ut tellus tempus, porta massa at, tempor justo.

# Text with three column picture slide

**Lorem ipsum dolor amet,  
consectetur adipiscing.**

Cras ultricies faucibus  
tristique. Nunc at libero id  
diam tincidunt sollicitudin.

- Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.
- Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.



Description here

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

Description here

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

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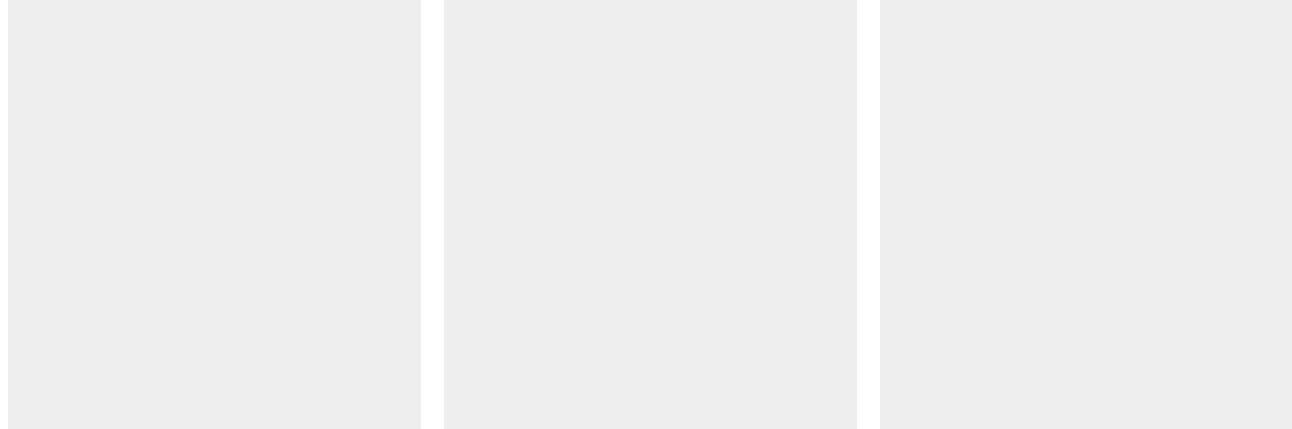
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

# Text with three column picture slide

**Lorem ipsum dolor amet,  
consectetur adipiscing.**

Cras ultricies faucibus  
tristique. Nunc at libero id  
diam tincidunt sollicitudin.

- Lorem ipsum dolor sit  
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adipiscing elit.
- Lorem ipsum dolor sit  
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adipiscing elit.



Description here

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

Description here

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

Description here

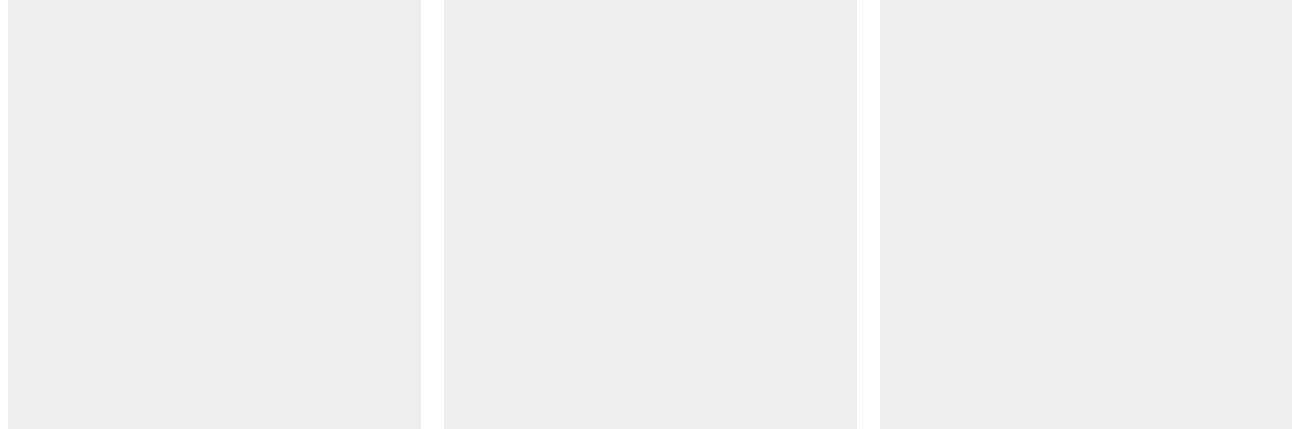
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

# Text with three column picture slide

**Lorem ipsum dolor amet,  
consectetur adipiscing.**

Cras ultricies faucibus  
tristique. Nunc at libero id  
diam tincidunt sollicitudin.

- Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.
- Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.



Description here

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

Description here

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

Description here

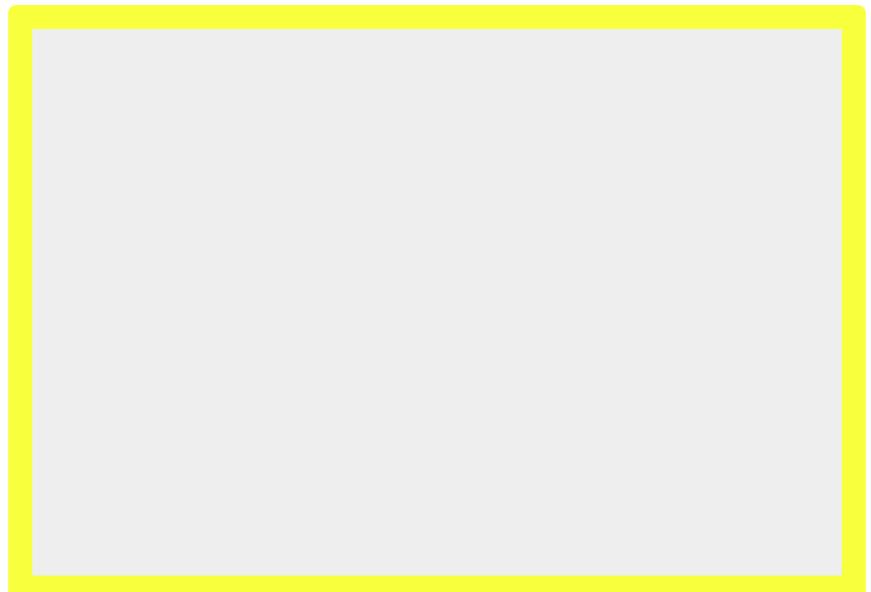
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Cras ultricies faucibus.

# **Text content with picture slide**

## **Lorem ipsum dolor sit amet**

Sed ut perspiciatis unde omnis iste natus error sit  
voluptatem accusantium doloremque laudantium

- Eiludusponderium vix
- Eiludusponderium vix
- Eiludusponderium vix

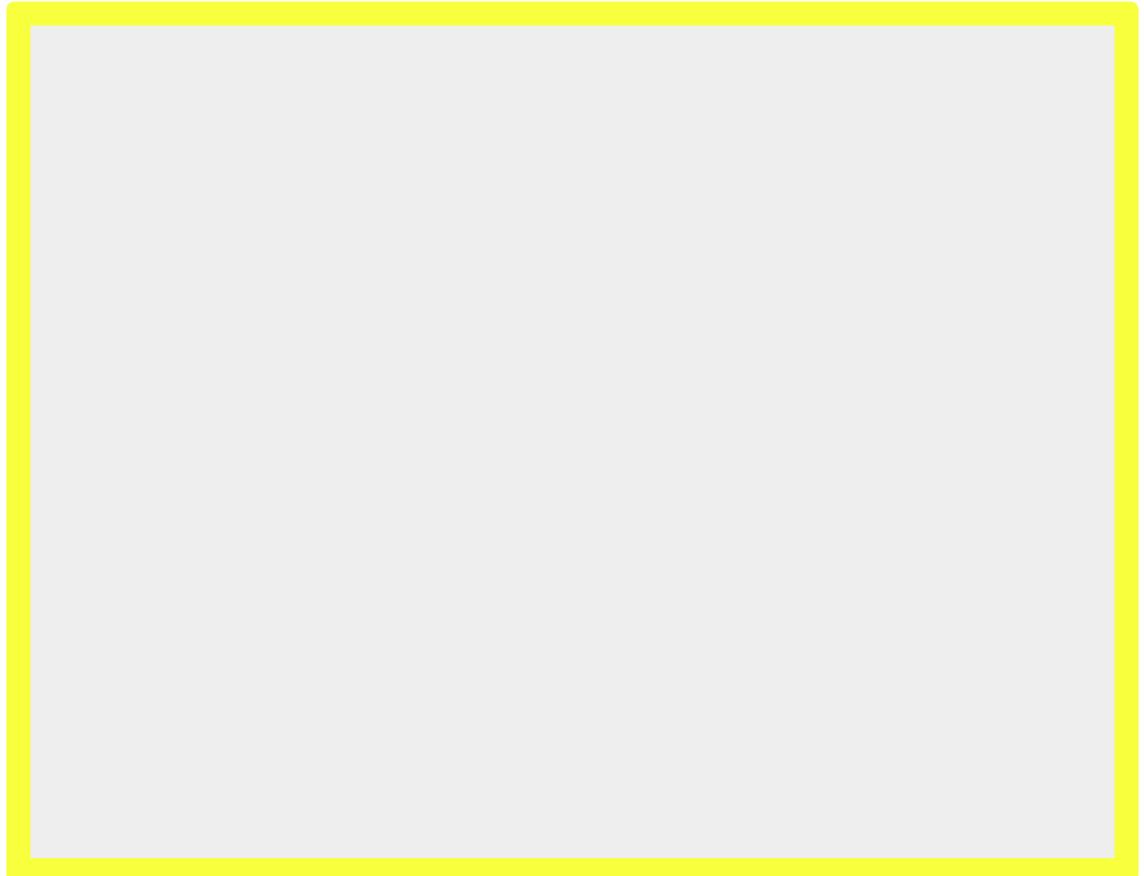


# **Text and big picture**

## **Lorem ipsum dolor sit amet**

Sed ut perspiciatis unde omnis iste  
natus error sit voluptatem  
accusantium doloremque laudantium

- Eiludusponderium vix
- Eiludusponderium vix
- Eiludusponderium vix



# Text content with picture slide

## **Lorem ipsum dolor sit amet**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium

- Eiludusponderium vix
- Eiludusponderium vix
- Eiludusponderium vix

## **Lorem ipsum dolor sit amet**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium

- Eiludusponderium vix
- Eiludusponderium vix
- Eiludusponderium vix

# Objectives list

---

## Objective 1 Lorem ipsum

---

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
  - Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin.
  - Aenean in pharetra elit, sed fringilla justo.
- 

## Objective 2 Lorem ipsum

---

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
  - Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin.
  - Aenean in pharetra elit, sed fringilla justo.
- 

## Objective 3 Lorem ipsum

---

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
  - Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin.
  - Aenean in pharetra elit, sed fringilla justo.
- 

## Objective 4 Lorem ipsum

---

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin.
- Aenean in pharetra elit, sed fringilla justo.

# Six-piece information

## Lead in description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit.

## Lead in description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit.

## Lead in description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit.

## Lead in description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit.

## Lead in description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit.

## Lead in description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit.

# 3-image slide

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.**

Cras ultricies faucibus tristique.  
Nunc at libero id diam tincidunt  
sollicitudin. Aenean in pharetra  
elit, sed fringilla justo. Maecenas  
a urna a sapien finibus maximus  
tempor non elit. Nulla facilisi.

Caption here

Caption here

Caption here

# 3-image slide

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.**

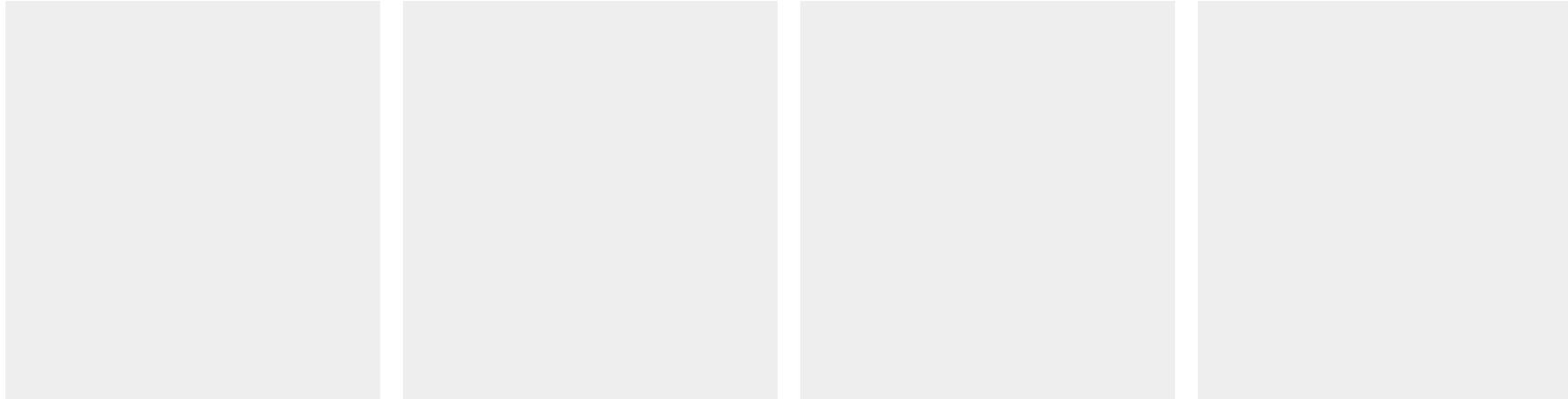
Cras ultricies faucibus tristique.  
Nunc at libero id diam tincidunt  
sollicitudin. Aenean in pharetra  
elit, sed fringilla justo. Maecenas  
a urna a sapien finibus maximus  
tempor non elit. Nulla facilisi.

**Caption here**

**Caption here**

**Caption here**

# 4-image slide with description



## Description Here

Cras ultricies faucibus tristique.  
Nunc at libero id diam tincidunt  
sollicitudin. Aenean in pharetra.

## Description Here

Cras ultricies faucibus tristique.  
Nunc at libero id diam tincidunt  
sollicitudin. Aenean in pharetra.

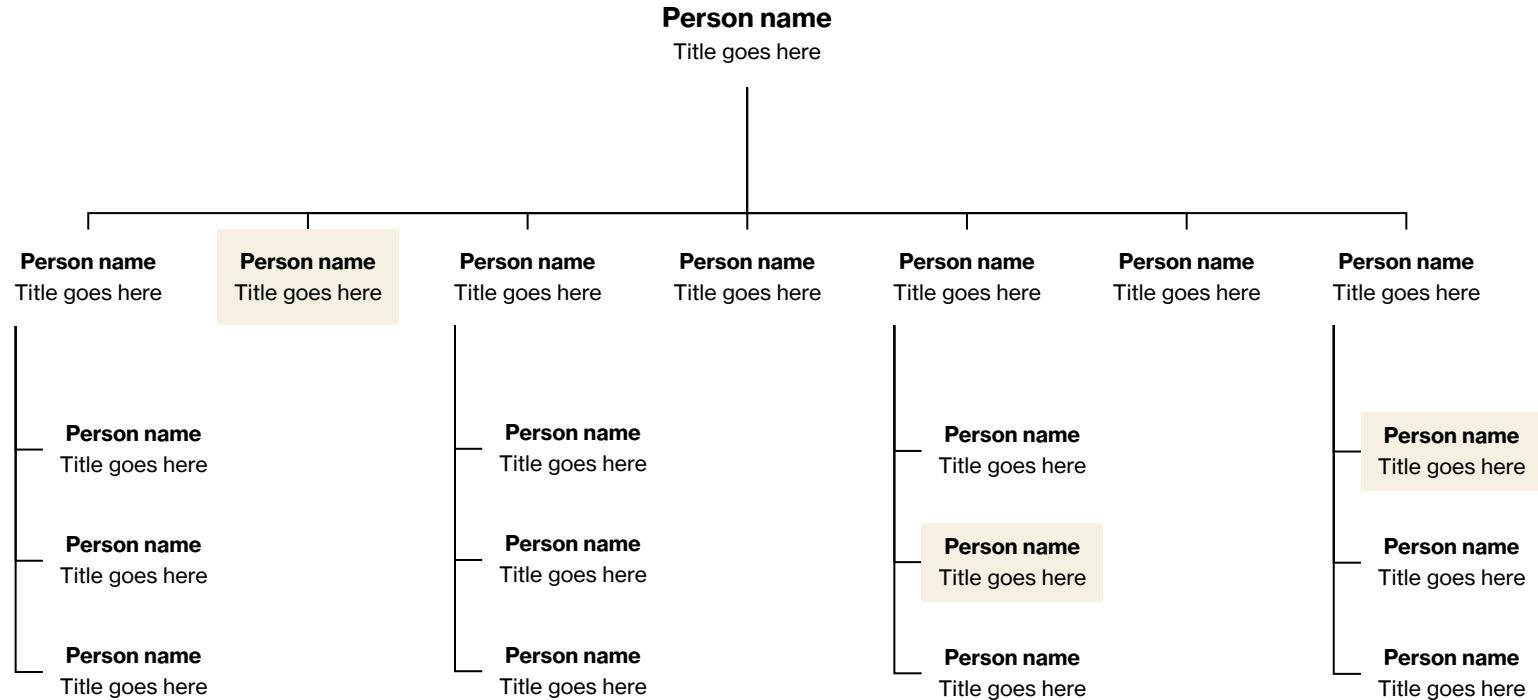
## Description Here

Cras ultricies faucibus tristique.  
Nunc at libero id diam tincidunt  
sollicitudin. Aenean in pharetra.

## Description Here

Cras ultricies faucibus tristique.  
Nunc at libero id diam tincidunt  
sollicitudin. Aenean in pharetra.

# Org structure



# Basic table slide

Description if needed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo.

## Headline

- Text goes here

## Headline

- Text goes here

## Headline

- Text goes here

## Headline

- Text goes here

# Action register slide

● On track

● Caution

● Risk

Item	Topic	Speaker	Time	Type	Status
01	Title of topic goes here	Person Name	XX min	• Discuss	●
02	Title of topic goes here	Person Name	XX min	• Decide	●
03	Title of topic goes here	Person Name	XX min	• Inform	●
04	Title of topic goes here	Person Name	XX min	• Discuss	●
05	Title of topic goes here	Person Name	XX min	• Decide	●
06	Title of topic goes here	Person Name	XX min	• Inform	●
07	Title of topic goes here	Person Name	XX min	• Delete	●

# Highlighted content slide

Description of table goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin.

Column title	Column title	Column title
<p>• Cras ultricies faucibus • Id diam tincidunt</p>	<p>• Cras ultricies faucibus • Id diam tincidunt</p>	<p>• Cras ultricies faucibus • Id diam tincidunt</p>
<p><b>• Id diam tincidunt</b></p>	<p><b>• Id diam tincidunt</b></p>	<p><b>• Id diam tincidunt</b></p>
<p>• Cras ultricies faucibus • Id diam tincidunt</p>	<p>• Cras ultricies faucibus • Id diam tincidunt</p>	<p>• Cras ultricies faucibus • Id diam tincidunt</p>
<p>• Cras ultricies faucibus • Id diam tincidunt</p>	<p>• Cras ultricies faucibus • Id diam tincidunt</p>	<p>• Cras ultricies faucibus • Id diam tincidunt</p>

# Monthly calendar table

○ Text goes here     ● Text goes here  
■ Text goes here     ● Text goes here

Sun	Mon	Tue	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
17	18	19	20	21	22	23
24	25	26	27	28	29	30

The calendar table shows a month with 30 days. The days are numbered 1 through 30. Specific days are highlighted with colored bars: a black bar covers days 5-14; a yellow bar covers days 18-20; a red bar covers days 21-29; a light gray bar covers days 25-28; and a dark gray bar covers days 29-30.

# Rollout table

● Text goes here

● Text goes here

| Date |
------	------	------	------	------	------	------	------	------

Description if needed here. Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Cras ultricies tristique.

## Item 1



## Item 2

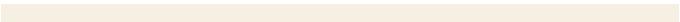


Description if needed here. Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Cras ultricies tristique.

## Item 3



## Item 4



# Harvey balls template

Header title goes here	Column text	Column text	Column text	Column text
Description text goes here				
Description text goes here				
Description text goes here				
Description text goes here				
Description text goes here				

# Timeline slide with highlighted milestone

Description if needed here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit.

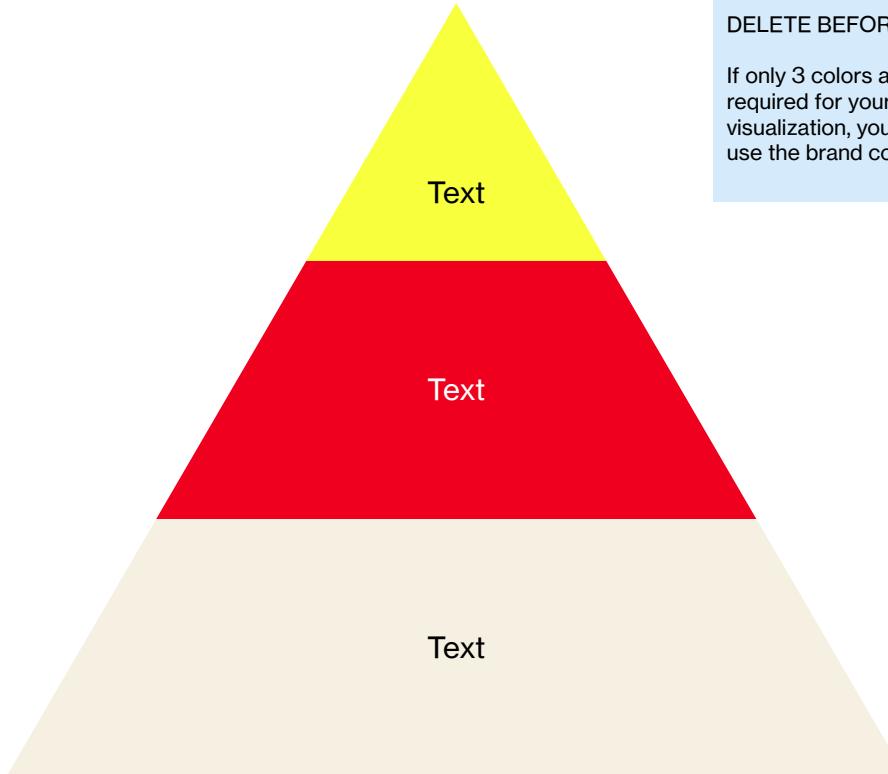
Title	Title	Title	Title	Title	Title
Text	Text	Text	Text	Text	Text
Text	Text	Text	Text	Text	Text
Text	Text	Text	Text	Text	Text

# Text and pyramid diagram

## **LOREM IPSUM DOLOR SIT AMET**

consectetur adipiscing elit. Cras ultricies faucibus  
tristique. Nunc at libero id diam tincidunt sollicitudin.  
Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar



**DELETE BEFORE USE**

If only 3 colors are required for your data visualization, you can use the brand colors.

---

Source: Lorem ipsum dolor sit amet.

# Text and radial diagram

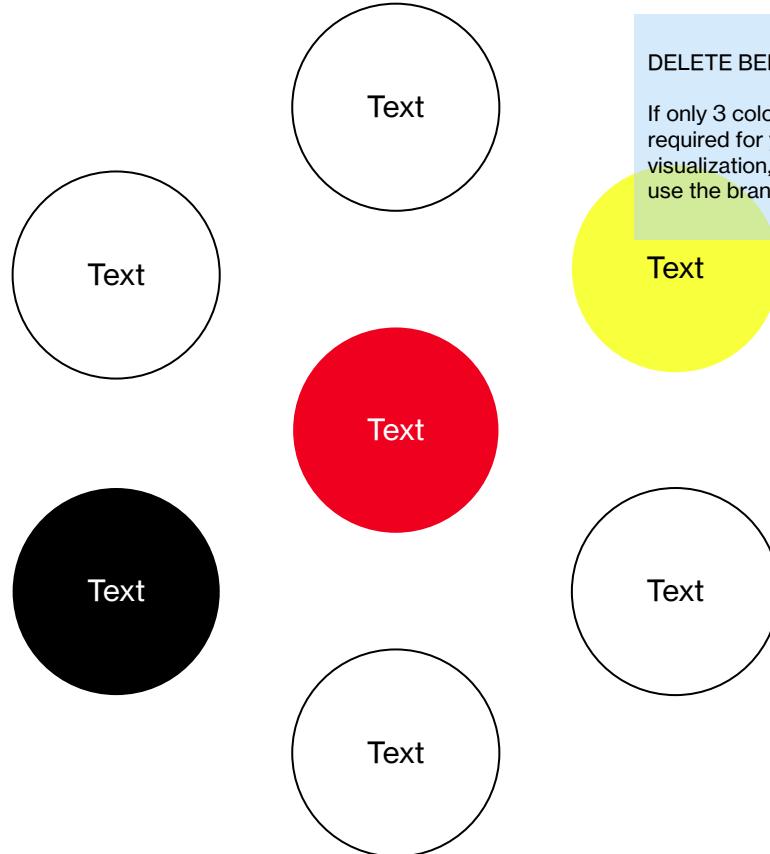
## **LOREM IPSUM DOLOR SIT AMET**

consectetur adipiscing elit. Cras ultricies faucibus  
tristique. Nunc at libero id diam tincidunt sollicitudin.  
Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar

---

Source: Lorem ipsum dolor sit amet.



**DELETE BEFORE USE**

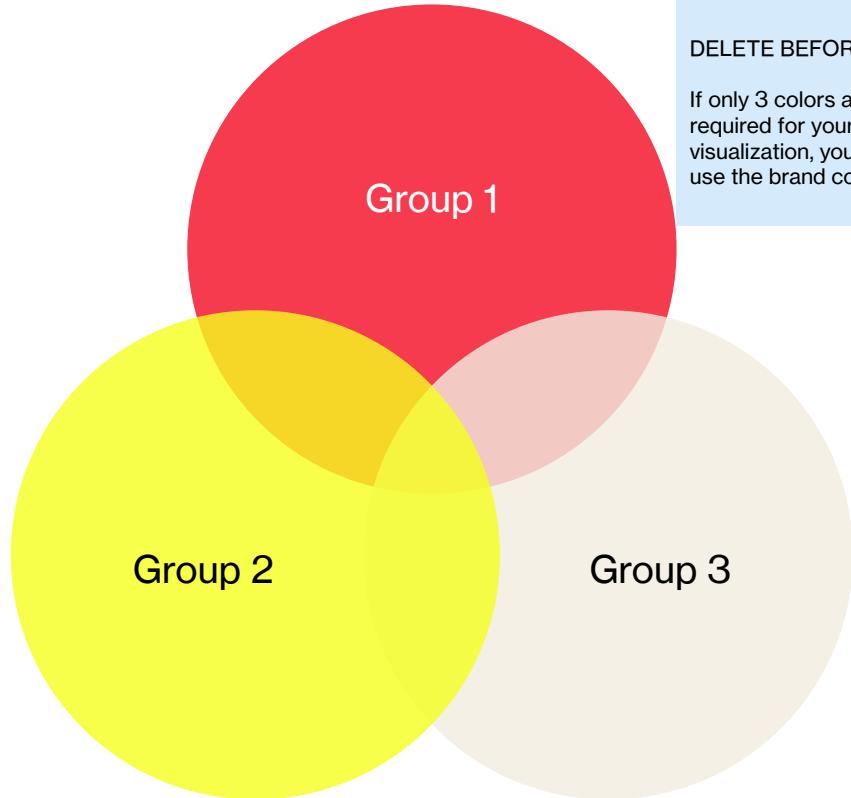
If only 3 colors are required for your data visualization, you can use the brand colors.

# Venn diagram chart

**Lorem ipsum dolor sit amet**

consectetur adipiscing elit. Cras ultricies faucibus  
tristique. Nunc at libero id diam tincidunt sollicitudin.  
Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar



DELETE BEFORE USE

If only 3 colors are required for your data visualization, you can use the brand colors.

---

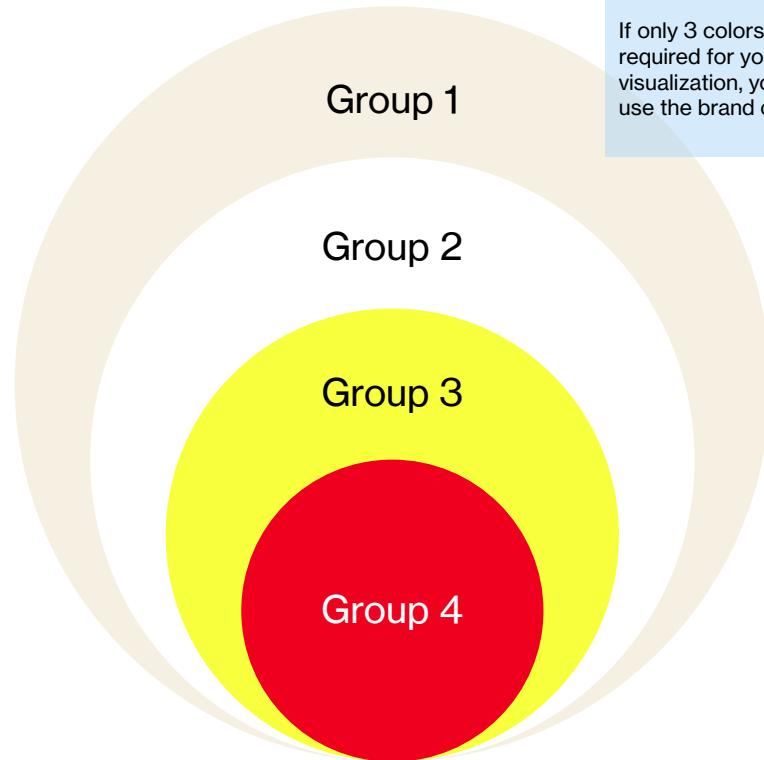
Source: Lorem ipsum dolor sit amet.

# Stacked venn diagram chart

**Lorem ipsum dolor sit amet**

consectetur adipiscing elit. Cras ultricies faucibus  
tristique. Nunc at libero id diam tincidunt sollicitudin.  
Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar



DELETE BEFORE USE

If only 3 colors are required for your data visualization, you can use the brand colors.

---

Source: Lorem ipsum dolor sit amet.

# Bar chart

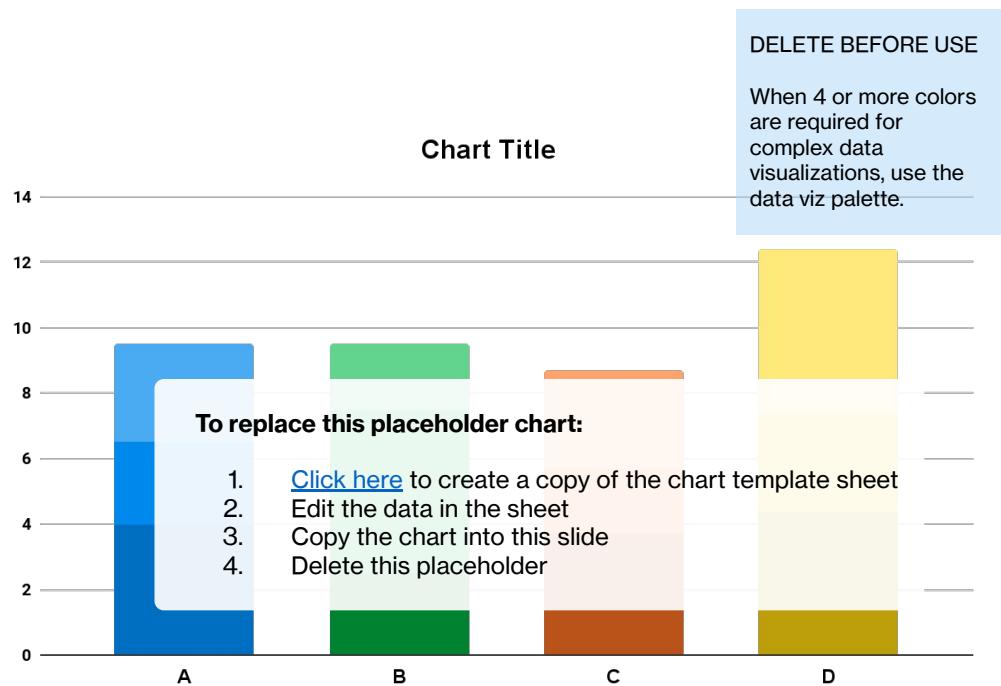
## Placeholder content

consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar

---

Source: Lorem ipsum dolor sit amet.

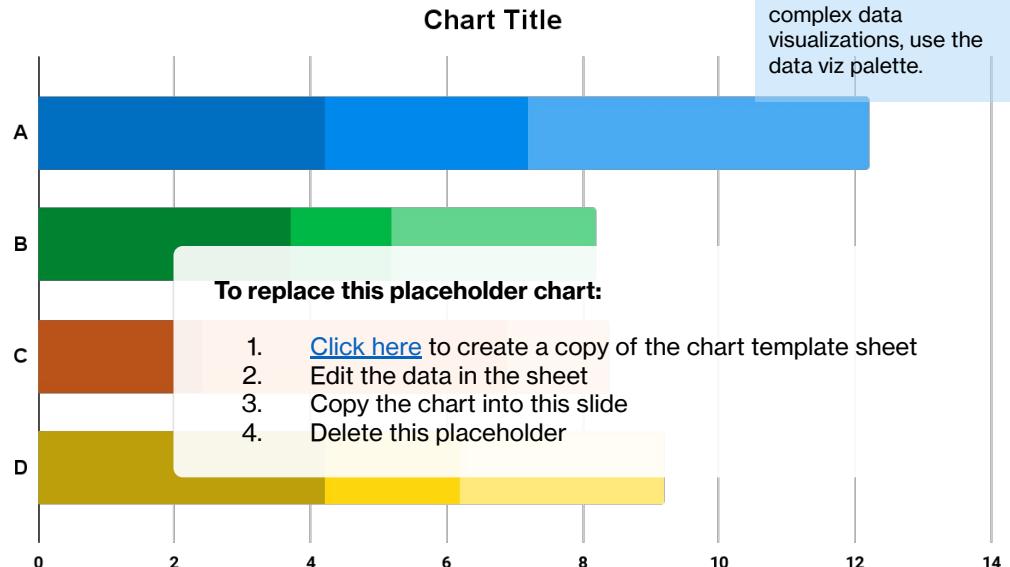


# Horizontal bar chart

## Placeholder content

consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar



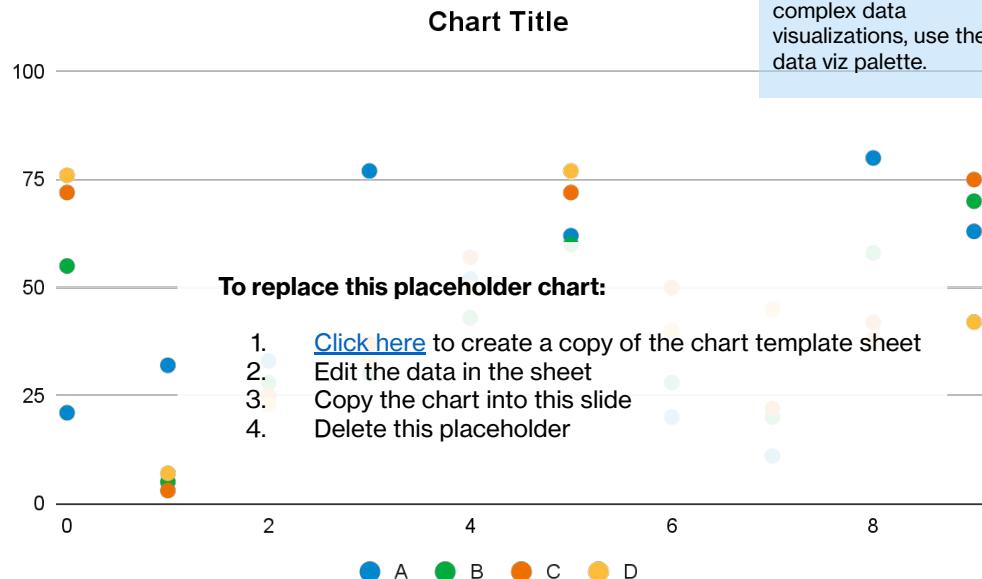
Source: Lorem ipsum dolor sit amet.

# Scatter chart

## Placeholder content

consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar



DELETE BEFORE USE

When 4 or more colors are required for complex data visualizations, use the data viz palette.

Source: Lorem ipsum dolor sit amet.

# Pie chart

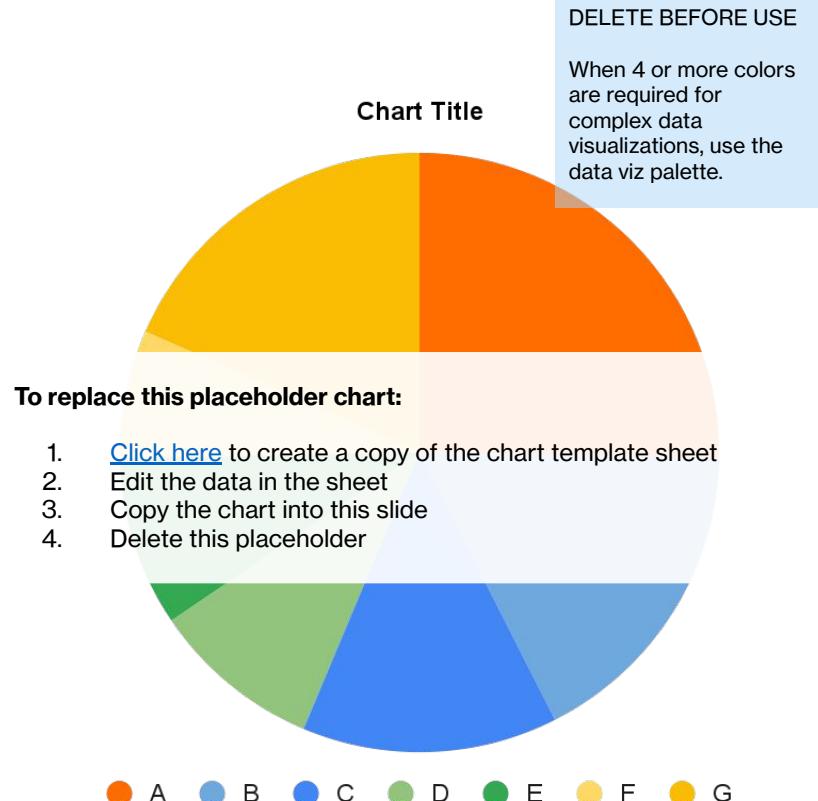
## **Lore ipsum dolor sit amet**

consectetur adipiscing elit. Cras ultricies faucibus  
tristique. Nunc at libero id diam tincidunt sollicitudin.  
Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar

---

Source: Lorem ipsum dolor sit amet.



# Line chart

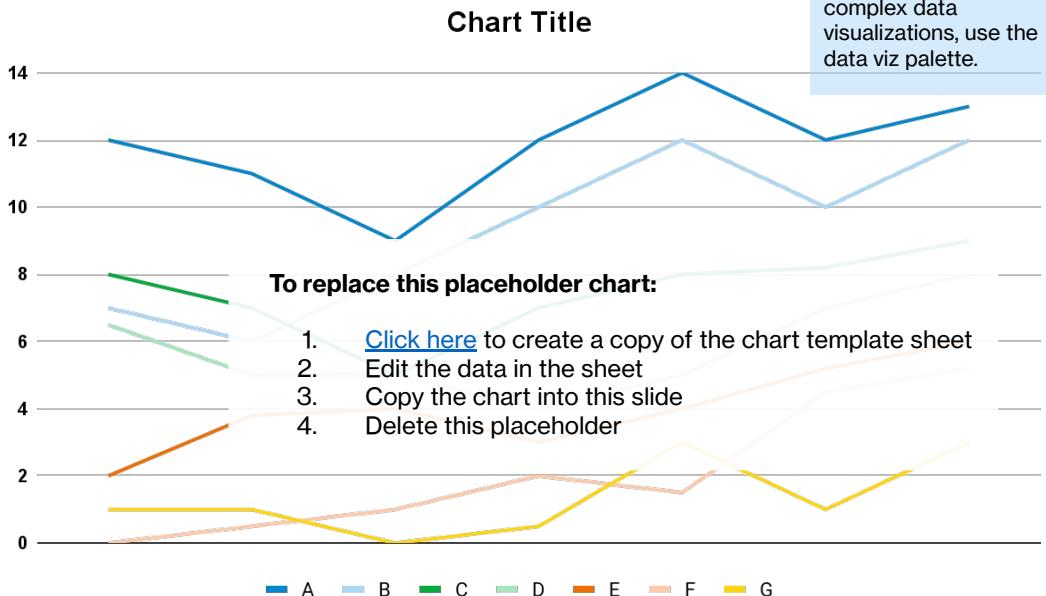
## Lore ipsum dolor sit amet

consectetur adipiscing elit. Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo.

- Maecenas a urna a sapien
- Finibus maximus tempor non elit
- Nulla facilisi etiam vehicula
- Eros id laoreet pulvinar

---

Source: Lorem ipsum dolor sit amet.



DELETE BEFORE USE

When 4 or more colors are required for complex data visualizations, use the data viz palette.

# A big number slide list

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1

## **Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Cras ultricies faucibus tristique. Nunc at libero id diam tincidunt sollicitudin. Aenean in pharetra elit, sed fringilla justo. Maecenas a urna a sapien finibus maximus tempor non elit. Nulla facilisi etiam vehicula.

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