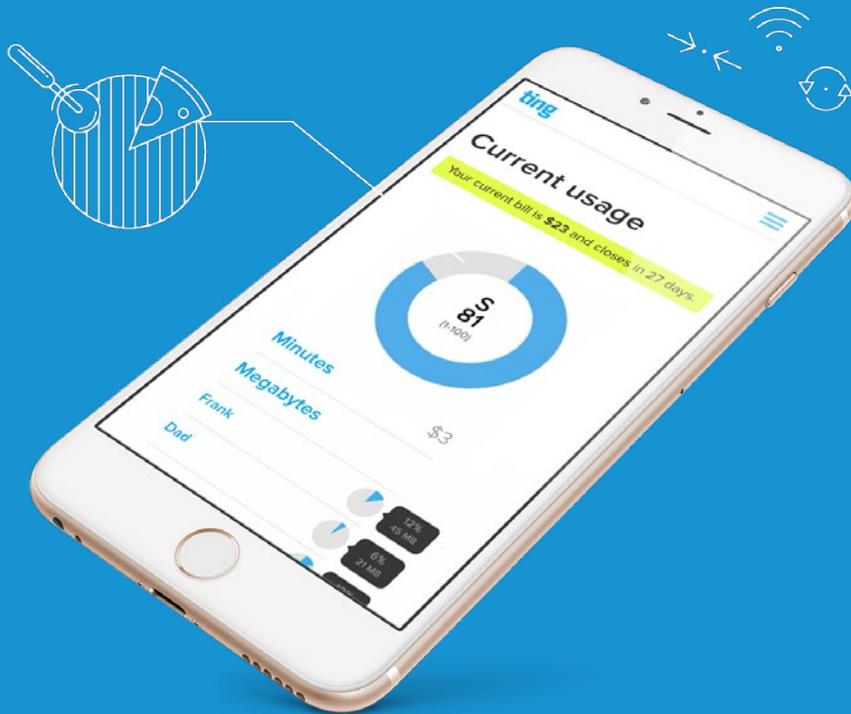


# Cut your data

Do **more** with your smartphone. Pay **less** for mobile data.



## Nationwide CDMA and GSM coverage.



### **A smarter approach to billing.**

With Ting, your monthly bill changes with your monthly usage. No need to prepay for what you think you'll need.

### **You're in control.**

Set your own limits and custom alerts online and in the app to lower your bill.

### **Most phones just work.**

Confirm your phone is compatible now with no commitment at [ting.com/check](http://ting.com/check).

### **Let's talk.**

Speak to a real person who can answer all your questions: **1-855-846-4389**.

# Inside this guide:

|  |           |
|--|-----------|
| <b>Do more with your smartphone without paying more for data</b> | <b>02</b> |
| <b>Get on Wi-Fi everywhere</b>                                   | <b>03</b> |
| <b>OS Audit</b>  | <b>04</b> |
| Android Audit  | 04        |
| iOS Audit  | 05        |
| <b>Let's dig deeper</b>  | <b>06</b> |
| Browse and be social   | 07        |
| Mapping, music and video   | 08        |
| Stay in sync   | 09        |
| <b>Take it offline</b>   | <b>10</b> |
| <b>Crunch that data</b>  | <b>11</b> |
| <b>Totally legit horoscopes</b>                                  | <b>12</b> |

# Do more with your smartphone without paying more for data



When you take control of your data use you take control of your phone bill.

Major carriers want to sell us high data cap or so-called unlimited plans. Buying more data at the beginning of the month means having to think less about how you're using it. That's the upside. The downside is massive wastage for light users and very careful management near the end of the month to avoid overage penalties for heavy users.

There are so many different ways to reduce your monthly mobile data usage without having to limit yourself or switch up your smartphone routine. There are data saving toggles and features in popular apps that help you cut your mobile data use. There are controls built right in to your smartphone operating system to do the same.

It's easy. Spending a few minutes with this book and a few minutes on your phone will help you understand where all that mobile data is being used, and we'll show you how to take control back. We'll also show that capping your mobile data use doesn't mean kneecapping your mobile experience.

With a small early effort and a little ongoing maintenance, you take control (there's that word again) of your mobile data use.

With a no contract carrier like, oh, I don't know, Ting, you can save a lot of money every month.

# Get on Wi-Fi everywhere

How much data do you need? A better question is how often are you around Wi-Fi. We'll bet the answer is "a lot."



## Ting Tip:

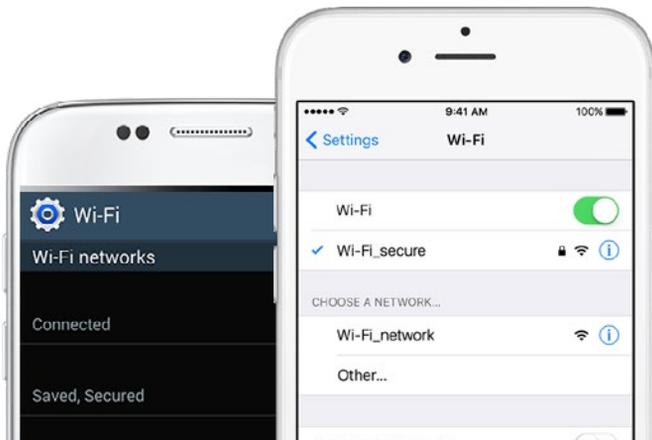
Download Wi-Fi Finder from Google Play or the App Store to access thousands of password-protected Wi-Fi hotspots all across the United States.

If you do nothing else, turn on Wi-Fi on your phone and ensure you're connected to Wi-Fi anytime you're in range. This one step is the easiest way to stop using a lot of mobile data.

When you sit down in a restaurant or coffee shop, do a quick check for available Wi-Fi. You can always ask a staff member for a password if needed. Some chains will even let you create an account so your phone is recognized on the network and can bypass the login step.

To fine tune how you're using Wi-Fi, consider a task automator like *IFTTT* (Android and iOS), *Tasker* (Android) or *Llama* (Android) to automatically turn Wi-Fi on or off when you arrive at or leave a specific location, like home, work or school. If your office doesn't have a Wi-Fi hotspot you can connect to, don't worry; by sharing your wired office Internet connection and broadcasting it as a secure Wi-Fi hotspot, you can turn your work computer into your own Wi-Fi access point. A quick Google search will show you how. You'll need admin access to your computer; best to ask your office IT guru for advice.

**Bonus:** You can even avoid using minutes or text messages by taking advantage of calling and texting apps when you're on a Wi-Fi connection. *Hangouts*, *iMessage*, *WhatsApp*, *FaceTime* and *Skype* all let you call and text for free while on Wi-Fi, but that's a separate conversation.



# Android Audit

Understand how and when your Android phone uses mobile data.

Android offers some simple and powerful tools that put you in control.

Keep an eye on the **Data usage** section inside **Settings**. Here, you can sort by **Cellular data** vs **Wi-Fi** and view the amount of data used by each specific app. Tapping on an app lets you separate what's being used in the foreground (when you've opened the app) and background (when data is being used whether you asked for it or not).

If you notice any apps using more background data than you'd like, simply turn on the **Restrict app background data** toggle at the bottom of the page. With **Restrict app background data** enabled, you'll only use mobile data when you specifically open the app in question.

When you're connected to Wi-Fi, things go back to normal. Your apps will update in the background and you'll receive notifications when, for example, your friend posts on your *Facebook* wall.



## Ting Tip:

Many phones in Google's Nexus line offer a **Wi-Fi Assistant** option in the Android **Settings** menu. This will automatically connect to open Wi-Fi networks and create a secure VPN connection to keep you protected.

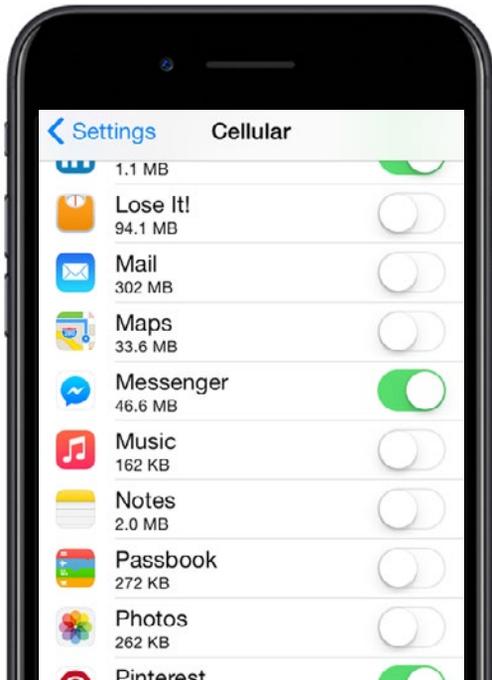


# iOS Audit



## Ting Tip:

**Wi-Fi Assist** is a neat idea: Bypass spotty Wi-Fi by kicking over to mobile data. It's also a good way to blow through a ton of data without realizing it. Disable **Wi-Fi Assist** in the iOS **Settings** app.



## Take control of how and when your iPhone uses mobile data.

iOS is less granular than Android in how it presents mobile data use... but the information is there if you know where to look.

First, keep your eye on the **Cellular** section inside the **Settings** app. Scroll down to manage which apps have access to your cellular data. Disable any apps that you don't want using your mobile data. These apps won't connect to the Internet until you're back on Wi-Fi. If you don't need up-to-the-second updates in Instagram, for example, it may be a worthwhile trade-off.

While iOS doesn't keep tabs on specific months of data usage (it only shows the total), you can reset this counter by tapping **Reset Statistics** at the bottom of the page. To get the best understanding of which apps are using your mobile data, you should wipe these statistics when you begin your iOS audit. Keep an eye on the **Cellular** page to see which apps have been using your mobile data. Find the culprits using cellular data without your approval and consider disabling them so you don't get dinged later.

# Let's dig deeper



## Save data in all the most popular apps.



### Ting Tip:

Anytime you download a new app, take a look through the **Settings** menu for data saving features. Look for options to only update on Wi-Fi, to compress images or videos and the like. Check in every once in a while — especially after an update — to see if any data-saving features have been added. Alternatively, when you notice an app updating, take a look through the **Settings** menu again - apps are always adding new ways to reduce data.

You did the Android or iOS data use audit already (right? If not, consider flipping back a few pages). You know which apps are using your data.

You've split your apps into two groups: Those that can use mobile data freely and those that can't.

Now it's time to get a bit more granular; to take a closer look at some of the most popular apps from the App and Play Stores and give them a little personal attention.

Often, all it takes is switching a setting or two to cut an app's data use in half.

The next few pages will tell you how to reduce your data usage across the most popular smartphone apps on both Android and iOS. We've tried to cover all the ways you can save data without hamstringing the way you use your smartphone.

### ACTIVITIES THAT TYPICALLY USE THE MOST DATA

|   |                        |  |
|---|------------------------|--|
|  | <b>VIDEO STREAMING</b> | NETFLIX, YOUTUBE, AMAZON PRIME TV        |
|  | <b>MUSIC</b>           | SPOTIFY, APPLE MUSIC, GOOGLE PLAY MUSIC  |
|  | <b>VIDEO CHATTING</b>  | SKYPE, FACETIME, WHATSAPP                |
|  | <b>SOCIAL MEDIA</b>    | FACEBOOK, SNAPCHAT, INSTAGRAM            |
|  | <b>GAMES</b>           | SUPER MARIO RUN, POKEMON GO, HEARTHSTONE |

# Browse and be social



## Hidden data-saving features in social apps and mobile browsers.

### Video

Videos that automatically start playing in your newsfeed can use a ton of mobile data. *Facebook*, *Instagram* and *Twitter* all offer the ability to disable videos from loading in the background.

Navigate to the **Settings** section of the respective app and look for **Video Autoplay** or **Use Less Data** toggles.

### Go deeper

In **Travel Mode**, *Snapchat* will only load Stories automatically when you're connected to Wi-Fi. You can also save your Snaps to the Memories section and send them later, when you're around a Wi-Fi connection.

Disable image previews in *Twitter* and greatly reduce your mobile data use.

Pretty much every single social app offers tools to help reduce your data usage. Take a look in the **Settings** menu and see what you can find.

### Web browsers

*Google Chrome* and *Opera Mini* (Android and iOS) let you condense images, videos and other files on websites to significantly reduce your data usage when browsing the web on your phone.

Look for **Data Saver** in *Google Chrome*. Data compression is automatically activated on *Opera Max*.

### Ad blocking

Don't pay for ads you don't want to see. Both Android and iOS offer a bunch of options for blocking ads on

your smartphone. The simplest way is to just grab *AdBlock Browser* (Android and iOS) to block data-heavy ads, save battery and as a bonus, load pages faster.

There are also content blocker add-ons for *Safari*, the iPhone's native web browser, that can block ads and third-party trackers. A couple favorites we've seen are *1Blocker* and *Purify*. Just search "content blocker" in the App Store.

Content blockers for Android work differently. While the native Chrome browser doesn't allow extensions, Firefox does: *AdBlock Plus* and *uBlock Origin* are two top contenders.

# Mapping, music and video



Get where you're going and bring your movies and music along for the ride.



## **Ting Tip:**

When downloading media for offline use, you may only be able to keep the content for 30 days before having to hop back online to verify your subscription.

## **Take your music offline**

Just about every single podcast and music streaming app offers the ability to download media over a Wi-Fi connection. It's typically as simple as opening a playlist, album or artist and finding a **Download** or **Available offline** button. *Spotify*, *Apple Music*, *Google Play Music*, *Podcasts* and *Pocket Casts* all offer this feature, as do many other apps.

## **Download maps for offline use**

*Google Maps* lets you download your whole city so you won't need mobile data to get around. You can use turn-by-turn navigation, location searches and get establishment info even offline. Search for your city, tap the bottom bar then **Download**.

*Apple Maps* is less proactive: You can plan a route on Wi-Fi and it'll be cached so you're not using mobile data while you navigate.

Other navigation apps can help too. *HERE WeGo* (Android and iOS) lets you download entire maps of more than 100 countries, for example.

## **Watch your favorite shows offline**

*Netflix* and other video streaming platforms allow movies and TV shows to be downloaded and watched anytime, anywhere with no mobile data required. Search for a show and look for the **Available for Download** option.

# Stay in sync



Backup and sync your stuff without blowing through your mobile data.



### Ting Tip:

*Google Photos* offers free unlimited storage for all your pictures and videos. Safe and secure in the cloud, your media is available on any Internet-accessible device, like your smartphone, tablet or browser at [photos.google.com](https://photos.google.com).

### Update on Wi-Fi

The *Google Play Store* and the *Apple App Store* can automatically update your apps so you're always running the latest version. This convenience comes with a downside though: It can kill your mobile data.

Choosing **Update apps over Wi-Fi only** in the App Store or Play Store settings ensures you have the latest version but that don't get dinged using data for app updates.

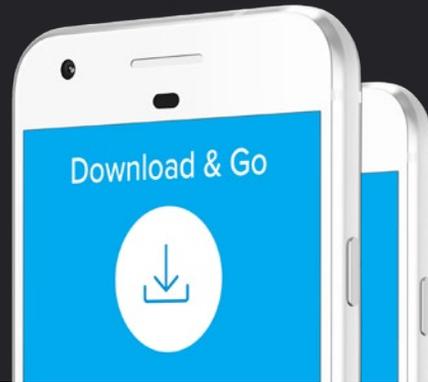
### Back that thing up

*iCloud*, *Google Photos* and *Dropbox* are a few of the many cloud storage options available on your smartphone... and none of them take your mobile data into account unless you tell them to. Instead of backing up photos and videos the second you take them, change their behavior so they only do these data-heavy tasks on Wi-Fi. A tiny bit of digging in the app's settings will turn up an option to **Backup on Wi-Fi only** or similar.

## AVERAGE SMARTPHONE DATA USAGE

|  |             |  |            |
|--|-------------|--|------------|
|  EMAIL    | 350KB/EMAIL |  APP DOWNLOAD         | 4-50MB/APP |
|  PHOTO    | 2MB/PHOTO   |  MUSIC STREAMING      | 1MB/MIN    |
|  SOCIAL   | 250KB/POST  |  GAMEPLAY             | 1MB/MIN    |
|  BROWSING | 180KB/PAGE  |  VIDEO STREAMING (HD) | 16.5MB/MIN |

# Take it offline



## Save stuff when you're on Wi-Fi rather than paying to stream with mobile data.

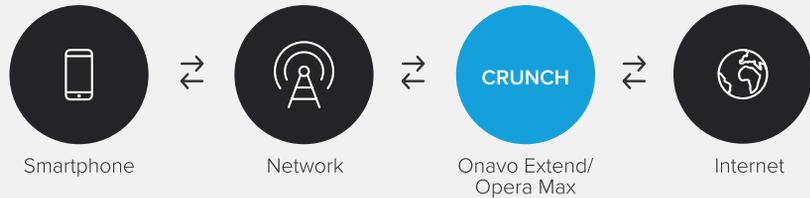
Whether it's music, podcasts or video, all the popular apps include features to offload data-heavy tasks to Wi-Fi. Neither your mobile experience nor your wallet need suffer.

Here are just a few examples of things you can do without using mobile data.

- In *Google Chrome*, save a page to read later with the free *Pocket* app.
- Save a page in *Safari* by tapping Share and then Add to Reading List.
- The *Wikipedia* app can cache a selection of entries so you've got some random reading if you need it.
- Some *YouTube* videos can be downloaded for offline viewing later. Look for a download button in the lower right corner.
- *Amazon Prime* and *Netflix* lets you cache your favorite shows for 30 days. Look for a download option on the video detail page.
- *Reddit Offline* in the Google Play store will predownload entire subreddits over Wi-Fi so you can browse without using mobile data.

Poke around in your favorite apps to see what "offline viewing" mode they might have to offer.

# Crunch that data



Data compression apps that squeeze every last drop out of your mobile data.



## Ting Tip:

### Do you need an app for that?

Some apps don't allow their data to be compressed. We're looking at you *Facebook*. You too, *Twitter*.

**Simple fix:** Add a shortcut to, say, the Facebook site to your homescreen.

This shortcut behaves much like an app (tap and hold to move it or drop it into a folder) and gives you one-tap access. In Chrome, just open the sidebar menu and select **Add to**

**homescreen**. In Safari, tap the Share icon (bottom middle) and choose **Add to homescreen**.

Grab a data saving “proxy” to drastically reduce your mobile data use.

Front-runners like *Onavo Extend* and *Opera Max* can act as an intermediary between your browser requests (“I’d like to see the contents of this web page, please”) and the server (“here’s the page you requested”).

Rather than getting the full page with all the hi-res images and videos it contains, the server sends the page to the proxy, which in turn sends

the page to your browser, just using much, much less mobile data. Images, scripts and, in the case of *Opera Max*, videos, have extraneous info stripped and you’re served a much lighter page.

The downside, of course, is that you’re basically sharing your browsing habits and some data with the service in question. Don’t stray far from trusted names, like the two we’ve mentioned, when looking for a data-saving proxy service.

# Totally legit horoscopes

## **Aries - March 21 - April 19**

The next two days are key for career development. Get out there and meet a new friend. Don't be too eager, though, or you risk coming off as desperate. Not a good look.

## **Taurus - April 20 - May 20**

You're in expansion mode. Make bold moves but not, like, crazy risky ones. We're trying to spur you on to evaluate your cell phone plan. Not sell your house and move cross-country.

## **Gemini - May 21 - June 20**

Something lost will be found today. If you already found something you lost: See! If not: Keep looking. Check the couch cushions. Warm. Warmer. YOU'RE ON FIRE!!!

## **Cancer - June 21 - July 22**

You develop a short-lived allergy to shellfish of all kinds. How wonderfully ironic. Don't worry too much though: The allergy will abate tomorrow. Unless you've always had it, of course.

## **Leo - July 23 - August 22**

Today is the day to make big-ticket purchases. Nothing on your shopping list? That's cool. Make 13 small-ticket purchases or 6.5 medium-ticket purchases instead and it'll balance out.

## **Virgo - August 23 - September 22**

Turns out, your cell phone company has been taking advantage of you for years. Today is the day you cast off the shackles, go contract-free and only pay for what you actually use.

## **Libra - September 23 - October 22**

A bird in the hand is worth two with one stone. Remember this as you go about your day and everything will be fine. Forget it and, well... outlook hazy.

## **Scorpio - October 23 - November 21**

Avoid making any big financial decisions today. Feel free to make relatively small financial decisions, though. Decisions like oh, I don't know. Say, switching cell phone companies.

## **Sagittarius - November 22 - December 21**

Your ship is in. Play the lottery. Clean your room. Switch your cell phone plan. Don't swim within an hour of eating. Always eat your vegetables, except the gross ones.

## **Capricorn - December 22 - January 19**

Your birthday will come and pass without a great deal of fanfare. Blame your parents for not planning ahead such that you were born so close to the holiday season and the new year.

## **Aquarius - January 20 - February 18**

Today especially, running with scissors is ill-advised. In fact, if at all possible, cancel all scissor-related activities on your agenda and defer to next year.

## **Pisces - February 19 - March 20**

You are growing tired of fake horoscopes that are just a hollow shell for Ting and mobile that makes sense (ting.com. Just saying). Just as well. We're tired of writing them.



Find out more at  
[↑ ting.com](http://ting.com)

