Market Flow

To drive customer acquisition and retention, one of the most important resources for telecom providers is market and flow share data. While such data has been available for some time, the underlying methodologies of compiling this data no longer account for the evolved realities of current broadband consumption trends such as Fixed Wireless Access (FWA). This data has also been focused on residential consumption, ignoring commercial usage, that accounts for significant share of the overall broadband pie. In this hyper-competitive and fragmented context, the need for accurate insights has continued to grow and these traditional reports have become less reliable and increasingly inadequate to serve the needs of broadband providers.

Detailed Market and Flow Share Data to Drive Competitive Strategies

Combining the industry's most robust data set with deep artificial intelligence expertise, Mobilewalla Market Flow provides a comprehensive set of granular insights that enables broadband providers to better understand market share, flow share, precise market movements and competitive threats. Market Flow can help you:

- Assess your performance against the competition in key markets and sub-markets
- Get insight into subscriber movement across competitors and technologies
- Understand residential usage at the household and census block levels
- Analyze commercial usage at an individual business level

Market Flow Features

- **Cellular Connection**
  
  Ability to classify devices as either “true” cellular or FWA

- **Householding**

  A data set which decomposes a geography into households and provides granular household characteristics including:
  
  - Devices through which telecom services are consumed
  - Times series recording of carrier connection to each device
  - The type of each connection

- **Geographical Roll Up**

  Insights from Household to Zip to Census Block to City to State to Country

- **Business Carrier Identification**

  Ability to identify business carrier powered by:
  
  - Dynamic business outline shaping, yielding accurate identification
  - Multi-carrier identification (e.g., Starbucks inside a Target, using different carriers)

- **Mover Indicator**

  Signals as to whether there has been a relocation at both the household and individual level

- **Behavior & Demographics**

  Insights for a deeper understanding of subscribers and their characteristics

Business Carrier Identification Accuracy

Market Flow's business carrier identification accuracy has been validated against a third party truth set. In this test, Market Flow proved 92.4% accurate, where “Accuracy” required the correct identification of the broadband carrier of each business represented in the truth set.

Data Visualization Dashboard (Residential)

90%+ Data Accuracy (Commercial)

Mobilewalla is a global leader in consumer intelligence solutions leveraging the industry's most robust data set and deep artificial intelligence expertise to better understand, model and predict consumer behavior. Mobilewalla’s AI-driven, privacy compliant, consumer intelligence solutions equip telcos to build a 360-degree view of their customers, gain insights into engagement with the competition, and identify key targeting opportunities based on churn risk, household, account type, and more.