Market Flow

Market Share and Flow Share Measurement for Broadband Networks

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

Download A Data Sample

Data Visualization Dashboard (Residential)
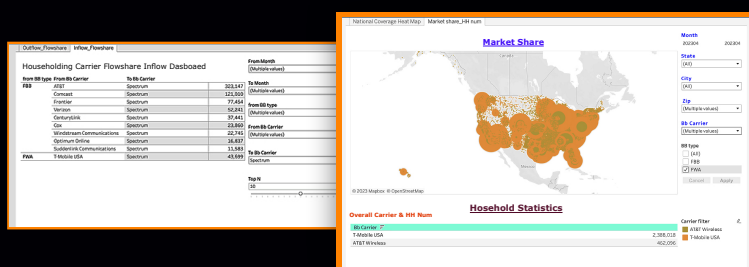
90%+ Data Accuracy (Commercial)

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.