



**Better data. Better insights.  
Better outcomes.**

Ookla, a global leader in connectivity intelligence, brings together the expertise of Speedtest®, Dwnndetector®, Ekahau®, and Speedtest Drive™ to deliver unmatched network insights. By combining multi-source data with industry-leading expertise, we transform network performance metrics into strategic, actionable insights. Our solutions empower the organizations that supply connectivity with essential information to help them shape and optimize their networks. We give voice to the real-world experiences of people and systems that rely on those networks every day.

 **SPEEDTEST**®

Crowdsourced network performance, quality, and availability

**Dwnndetector**®

Service monitoring, customer engagement, and disruption management

**ekahau**®

Wi-Fi network performance, design, troubleshooting, and optimization

 **SPEEDTEST** drive™

Controlled mobile network testing and benchmarking

## Bridging the gap between consumers and the industry

By providing a view into real-world consumer network experience across the world, Ookla empowers the organizations that research, design, and supply connectivity with actionable insights to help them shape and optimize networks. We give voice to the real-world experiences of people and systems that rely on those networks every day.

### Mobile and Fixed Providers



Ookla's customers include virtually every major Internet Service Provider and Mobile Network Operator in the world.

### Governments, Regulatory Agencies, and Standards Bodies



Ookla data is used by governments, regulators, standards bodies, NGOs, academic institutions, trade groups, and analysts to solve the biggest connectivity challenges.

### Consumers



Ookla is a global leader in consumer brand recognition and trust, with millions of users relying on Speedtest and Dwnndetector to understand their connected experiences every day.

# Unique approach, trusted results

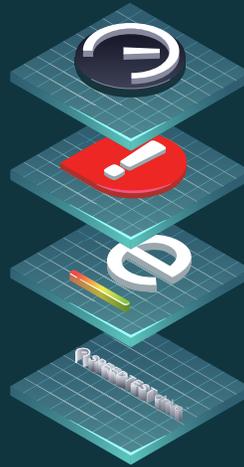
Complementary testing and filtering unlocks new correlations and new actionable insights that are uniquely Ookla. Our legacy of transparency has gained us the trust of billions of daily crowdsourced network performance tests, but it's the quality of Ookla data that operators, businesses, governments, and regulators rely on to make smart investment decisions.

**Billions** of daily crowdsourced network performance samples

**Tens of millions** of data points on NPS, subscriber ratings, and consumer sentiments

**Millions** of miles of controlled drive and walk network surveys

**The most** diverse, holistic, and unbiased connectivity dataset



**Unlimited** ways to optimize your connectivity goals for success

- Network planning and optimization
- Competitive benchmarking
- Third-party validation, awards, and claims
- Service incident detection and resolution
- Government and regulatory policy setting

## Unmatched network and connectivity insights

Bringing together millions of daily consumer-initiated Speedtest results and billions of daily QoE samples across hundreds of millions of unique devices, our unmatched network intelligence and connectivity insights help organizations optimize networks, enhance digital experiences, and drive better connectivity outcomes.

### Better DATA



A trusted, accurate, multi-source dataset that tells the complete story.

Crowd | Controlled | Mobile | Fixed  
Wi-Fi | Walk | Drive | Public | Private  
QoS | QoE | Consumer-initiated  
Background | Embedded | iOS  
Android | SDK | Browser | Coverage  
Capacity | Spectrum | NPS  
CSAT | Downtime

### Better INSIGHTS



Unique, cross-platform correlations turn data into meaningful, strategic insights.

- Find and fix issues that single-source solutions miss
- Optimize networks for real-world, experiential improvements
- Troubleshoot cross-functional & third-party issues
- Utilize advanced in-house data analysts & data science teams

### Better OUTCOMES



A relentless drive to improve connected experiences, business outcomes, and ROI.

- Increase customer reach, satisfaction, retention and NPS with unmatched service
- Make meaningful changes that impact the most users
- Partner with industry-defining innovators in connectivity and standards bodies

## Connect with Ookla

[Ookla.com](https://www.ookla.com) | [linkedin.com/company/ookla](https://www.linkedin.com/company/ookla) | [@Speedtest](https://www.speedtest.net) | [@Downdetector](https://www.downdetector.com) | [@Ekahau](https://www.ekahau.com)