

# How Globe Uses Ookla Data to Deliver the Most Consistent Mobile Experience in the Philippines

## Benefits



### Faster, More Targeted Performance Gains

#### measurable every quarter

Consistency KPIs baked into Globe's scorecards let teams prove a +16.85 percentage-point jump in Consistency Score, plus +176% download and +101% upload speed gains since 2021.



### Site-level Precision & Targeted CAPEX

Region-level heat-maps exposed 200+ hidden congestion spots, redirecting high-value investments to projects with the biggest user-experience lift.



### Award-backed brand trust

Independent validation from Ookla secured Globe three consecutive Speedtest Awards™ for Most Consistent Mobile Network (2023-2025), reinforcing leadership in the Philippine telco industry.

In a highly competitive and mobile-first Philippine market, Globe Telecom, the leading mobile network operator in the country, is committed to delivering superior customer experience everyday. Recognizing the need to champion consistent user experience as key to customer satisfaction, Globe sets an ambitious goal: to establish itself as the Most Consistent Mobile Network in the Philippines.

Knowing that marketing claims must rest on neutral evidence, Globe turned to Ookla's [Speedtest Intelligence](#)® — specifically the Consistency Score, which tracks the share of user tests that meet a minimum threshold of 5 Mbps download and 1 Mbps upload.

Globe boosted speeds and focused on consistent downlink and uplink performance, because as Ookla's own research confirms, sustained throughput along with typical app requirements is a stronger predictor of user experience than occasional speed peaks. Leveraging Speedtest Intelligence® insights, Globe pinpointed where to upgrade capacity, align cross-functional teams, and guide strategic network investments.

“The Speedtest Verified™ claim from Ookla® is a testament to our relentless effort to ensure that Filipinos have access to stable and high-quality internet services. This drives us to continuously invest in our network and push for innovations that enhance digital access.”

— Joel Agustin, SVP of Service Planning and Engineering at Globe

## Situation

Globe Telecom set out to differentiate its brand and elevate user experience by becoming the country's Most Consistent Mobile Network. Ookla confirms that a company's Consistency Score is a stronger predictor of everyday app performance than peak speed alone, because it shows how often users actually receive 'good-enough' speeds for streaming, browsing, and video calls. Guided by these insights, Globe pinpointed upgrade priorities and invested where consistent performance would matter most to customers.

## Solution

Globe's approach of leveraging third-party data to enhance its network highlights how data-driven decision-making can transform network performance and customer experiences. By integrating Ookla data across its organization, Globe was able to align its network performance directly with its strategic goals.

To align network KPIs with corporate goals, Globe didn't just import Ookla data—it co-developed an end-to-end insight pipeline with Ookla's Data Science team. Every quarter, Globe engineers and Ookla analysts jointly review a "verification pack" that cross-checks sample counts, data distributions, and threshold adherence before any figure is used internally.

Together, Globe and Ookla validated raw test samples, sliced by region and other various areas. These in-depth insights exposed hidden congestion pockets and coverage gaps, letting Globe channel CAPEX to the sites with the highest user-experience pay-off. The result: investments landed exactly where customers would feel the biggest boost in consistency and satisfaction.

## Outcome

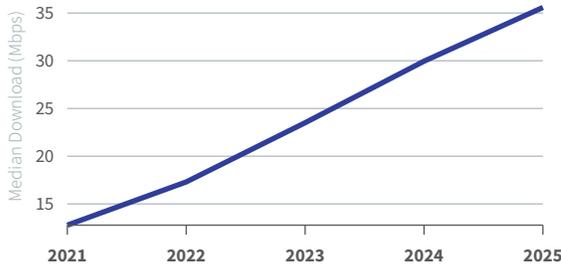
Globe's commitment to providing a dependable experience has been repeatedly recognized, earning Globe the Speedtest Award for "Most Consistent Mobile Network" for the third consecutive year as of Q1 2025.



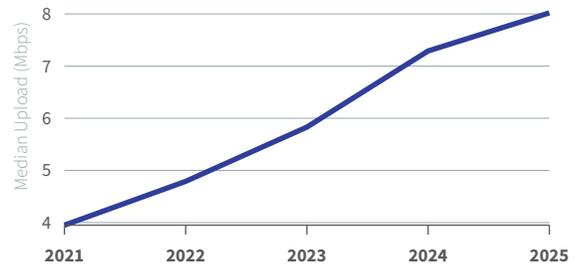
*Left to right: Gavin Wu (Globe's Senior Advisor, Mobile Access Planning & Engineering), Eric Tanbauco, (Globe's Head of Consumer Mobile Business), Joel Agustin (Globe's Head of Service Planning and Engineering), and Chip Strange (Chief Strategy Officer of Ookla)*

On top of this, Globe’s commitment to providing a stellar user experience extends far beyond leading in consistency. Their proactive efforts, guided by Ookla data, have also resulted in market-leading percentage improvements across crucial network performance metrics. Since 2021, Globe has demonstrated superior growth compared to competitors in both download and upload speeds, as well as overall network consistency:

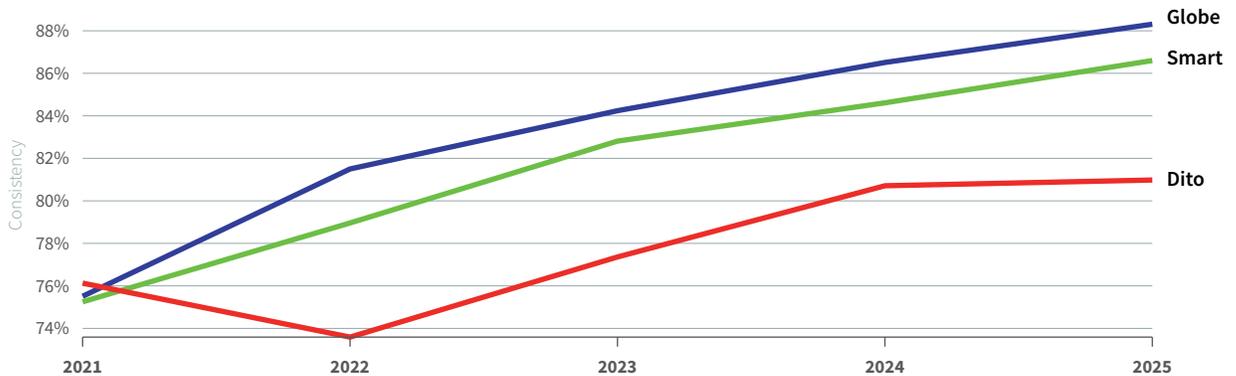
Globe has achieved an impressive  
**175.72% growth**  
 in median download speeds since 2021



In median upload speeds, Globe achieved a  
**100.51% growth**  
 since 2021



Globe's consistency score saw a notable  
**16.85% growth**  
 since 2021, leading the market compared to  
 Smart's 15.22% and DITO's 6.53%



The improvements Globe achieved in download speed, upload speed, and consistency are a testament not only to its network strategy but also to Globe’s close collaboration with Ookla. Ookla’s analysts worked alongside Globe’s engineers to surface hidden performance gaps, validate raw test data, and translate consistency insights into targeted investments. This partnership has been instrumental in cementing Globe’s leadership in delivering dependable, high-quality user experiences across the nation.

*Disclaimer: Consistency Score is based on analysis by Ookla® of Speedtest Intelligence® Mobile Consistency Score in the Philippines for 2022-2024.*