Roaming DNA

A Global Event. Millions of Roamers. One Intelligent View.

Roaming DNA transformed billions of roaming records into insights on traveler behavior, digital usage and market opportunities during a major global sporting event.



What the data revealed

Activity remained above pre-event levels as the tournament progressed.

+4.77%
Average week-over-week growth in inbound roaming data

±5%
Registration Success Rate (RSR) remained stable across participating markets

+59.73%
Tiktok growth during the tournament

Roaming behavior varied by market

Growth was highly uneven across markets, revealing where event-driven demand accelerated fastest.

URUGUAY
+1,250.2%

SPAIN
+85.2%

BELGIUM
+279.4%

PARAGUAY
+245.8%

How fans used their phones

Application revealed what was driving roaming demand — not just how much traffic was generated.

INSTAGRAM
#1
In data consumption

WHATSAPP
#1
Top messaging app

FACEBOOK
#2
In data consumption

TIKTOK
+59.73%
Data usage growth

Smaller markets. Significant Roaming Impact.

Even in lower-volume markets uncover big opportunities.

CAPE VERDE
+95%

DR CONGO
+95%

CURAÇAO
+260%

From insight to opportunity

Turn behavioral, market and quality intelligence into better roaming decisions.

ANTICIPATE DEMAND
+1,250%
In one visitor market

PROTECT THE EXPERIENCE
largest within **±5%**
registration performance change

UNDERSTAND MARKET BAHAVIOR
+90.2%
Average data consumption per roamer

Every roamer leaves a trace.
Roaming DNA turns it into opportunity.



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