

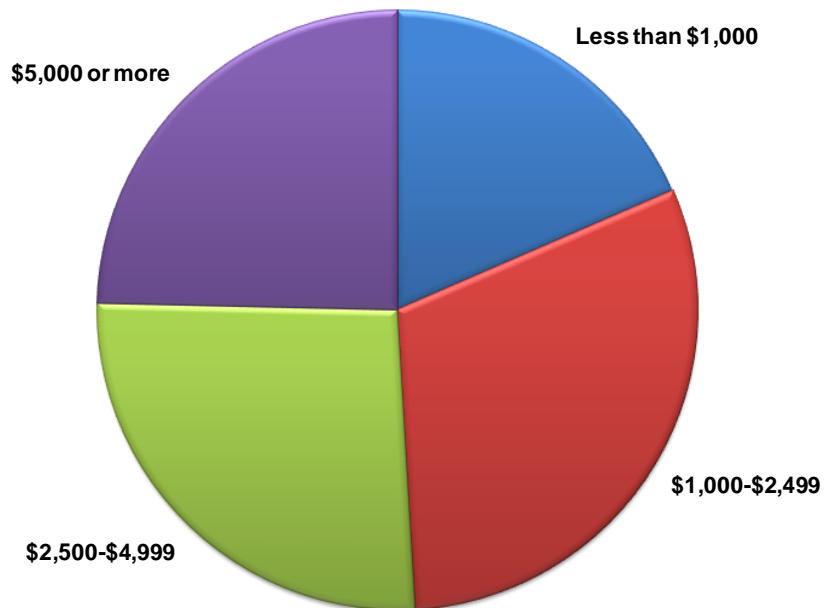
By **John Barrett**, *Director, Consumer Analytics, Parks Associates* and **Yilan Jiang**, *Manager of Consumer Research, Parks Associates*

SYNOPSIS

Lifetime Value of Mobile Subscribers quantifies the amount of revenue generated by mobile subscribers during their tenure with their mobile phone service provider. It then analyzes the key differences between those with a high and low lifetime value and the role high-value subscribers play in subscriber churn and acquisition.

Lifetime Value of Mobile Data Subscriber

(U.S. Smartphone Users with Unbundled Mobile Service)



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ANALYST INSIGHT

“Everybody wants high-value subscribers but they are difficult to lure, almost by definition. Unconventional tactics like contract buy-out plans may be the key to getting them.”

— **John Barrett**, *Director, Consumer Analytics, Parks Associates*

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Lifetime Value of Mobile Subscribers

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Lifetime Value of Mobile Data Subscriber

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Additional Research from Parks Associates

ATTRIBUTES

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