
Ookla has Acquired RootMetrics

Ookla® has acquired RootMetrics®, bringing together two industry leaders that deliver outstanding network connectivity insights to the world. Together they will combine the industry-standard first-party crowdsourced data from Speedtest® with the RootMetrics' scientifically controlled drive and walk testing data collection for the benefit of the mobile operators who build the networks and the consumers who rely on them.

Ookla CEO and co-founder Doug Suttles says, "Ookla plus RootMetrics fully enables the network assessment trifecta of crowd measurement, controlled testing and consumer perception—with a sustainable business model that should thrive through the privacy revolution."

Mobile operators, network infrastructure providers and governments will be able to jointly leverage Ookla and RootMetrics' respective network performance analytics, software products, testing capabilities and data science methodologies to better understand, market, deploy and optimize their networks. With RootMetrics and Ookla's recently acquired Wind™ platform, Ookla's portfolio of real-time mobile network coverage and performance measurement solutions now extends to traditional drive testing, indoor walk testing and live event monitoring.

"Becoming part of Ookla completes the vision that Doug and I shared when we first met years ago," says RootMetrics CEO Kevin Hasley. "With our combined experience and expertise we can better help our customers overcome challenges, optimize their networks and create opportunities. I am very excited to see our joint future unfold."

As part of Ookla, RootMetrics will continue to serve customers in the same capacity. RootMetrics-IHS Markit was advised on the transaction by Evolution Capital Advisors.