

INDEPENDENT U.S. TELECOM BENCHMARK · 2026

T-Mobile

T-Mobile built an unmistakable brand. Our benchmark showed the gap in its signal.



A powerful brand whose digital signal has not completely caught up.

Kumu independently benchmarked T-Mobile against Verizon, AT&T; and Xfinity Mobile using two complementary models: the Brand Integrity Review and the Signal Architecture Review. T-Mobile placed second on both.

- Brand Integrity 7.00 / 10 — 2nd of 4. Signal Architecture 6.69 / 10 — 2nd of 4.
- Its distinctive brand, clear offering structure and strong response infrastructure create an effective human experience.
- A measurable Brand-to-Signal gap of 0.31 shows on-page execution running ahead of structural findability.
- The opportunity is technical and machine-context work — not a brand reinvention.

Both scores fall in the B band — above average, not yet category-defining.

HEADLINE RESULTS

Second of four, on both models.

2nd of 4

BRAND POSITION

2nd of 4

SIGNAL POSITION

7.00 / 10

BRAND INTEGRITY

6.69 / 10

SIGNAL ARCHITECTURE

T-Mobile's Brand Integrity score runs 0.31 points ahead of its Signal Architecture — evidence that a powerful customer-facing brand is not automatically matched by equally strong machine-facing signals.

SECTION 01

The business question.

When every carrier is visible, which one becomes the answer?



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Wireless customers increasingly compare plans, coverage, devices and switching offers through search engines, AI-generated summaries and self-service journeys. In a category where digital research is already the norm, visibility alone is not the advantage. The competitive question is whether the brand's information can be retrieved, understood, trusted and cited.

- Can customers understand the difference between plans and offers?
- Can search engines and AI systems retrieve the relevant information?
- Are major brand claims supported by named, checkable evidence?
- Can customers move directly from research to comparison, support or purchase?

SECTION 02

The Kumu Method.

A brand can be powerful for people and still incomplete for machines.



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7 DIMENSIONS · BRAND INTEGRITY REVIEW

A great brand is differentiated and visible.

How clearly and convincingly T-Mobile presents itself to people.

- Brand differentiation
- Audience language
- Visual consistency
- Customer usefulness
- Content vitality

8 DIMENSIONS · SIGNAL ARCHITECTURE REVIEW

A great signal makes your brand trusted and findable.

How reliably T-Mobile can be found, understood, validated and acted upon by machines and audiences.

- Search and AI accessibility
- Engineering strength
- Offering architecture
- Machine-readable context
- Verification and response pathways

SECTION 03

Findings.

Where T-Mobile leads, and where the signal layer still has room.



Strong on-page execution. More room in the underlying signal.

01 Competitive strength

T-Mobile ranked second among four major U.S. wireless brands on both Kumu models.

03 Strong customer pathways

Plans, devices, deals, coverage, switching and support are prominent and easy to reach.

02 Distinctive brand execution

The “Un-carrier” positioning and magenta visual system create a recognisable and consistently applied identity.

04 Signal headroom

Machine-readable content and AI/search accessibility require deeper technical verification before the complete digital signal can be confirmed. Unverified does not mean absent or failed.

Brand 7.00 vs. Signal 6.69 — a gap of 0.31.

TIER	RANGE	WHAT IT MEANS	THIS BENCHMARK
A+	9.0 – 10.0	Industry-leading	Not reached by any brand in the set
A	7.5 – 8.9	Market-leading	Not reached on either model
B	6.0 – 7.4	Above average	T-Mobile sits here on both models
C	4.0 – 5.9	Needs improvement	Credible, but unable to separate
D	2.0 – 3.9	Below standard	Blocked, thin or unresolved evidence
F	Below 2.0	Critical gaps	Effectively invisible to search and AI

High Brand / lower Signal: a technical and machine-context opportunity, not a brand reinvention.

Named standard, direct observation.

Every score traces to something checkable on the live site.

A RECOGNISABLE BRAND

T-Mobile's "Un-carrier" positioning is specific, consistently applied and visibly different from conventional telecom language.

CLAIMS SUPPORTED BY EVIDENCE

Major network claims are connected to named third-party sources, making them more credible and checkable than generic category claims.

STRONG RESPONSE INFRASTRUCTURE

Screen sharing, live chat, phone support and a dedicated support hub create one of the benchmark's strongest response systems.

Small inconsistencies weaken otherwise strong Content Vitality.

The main homepage footer showed a current copyright year while fine-print terms elsewhere on the same page retained the previous year. The issue is minor, but it demonstrates how small inconsistencies can undermine an otherwise strong dimension.

- Observed directly on the live homepage during the Phase 1 pass.
- Content Vitality is one of the seven Brand Integrity dimensions.
- Freshness signals are read by both customers and machines.

A snapshot finds the pattern. The full benchmark determines what to change.

This case study presents selected findings from Kumu's independent assessment. A full engagement verifies the technical evidence, identifies page-level opportunities and converts findings into an effort-ranked transformation roadmap.

- A defensible competitive baseline
- Verified search and AI accessibility findings
- Evidence across every Brand and Signal dimension
- Page-level opportunities and a prioritised action plan
- Clear ownership across brand, content, technology and customer experience
- A repeatable baseline for measuring improvement

A memorable brand earns attention. A complete signal helps that brand become the answer.

Kumu Agency · Independent U.S. telecom benchmark, 2026

READY FOR THE FULL BENCHMARK?

Is your strongest brand advantage visible to customers but incomplete for machines?

Benchmark your organisation against the competitors appearing in the same searches, customer journeys and AI-generated answers.

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About this analysis

This independent analysis was prepared by Kumu using publicly available information. T-Mobile is not affiliated with or a sponsor of this benchmark. T-Mobile and related marks belong to their respective owners. Scores are produced under the Kumu Brand & Signal Benchmark and governed by the Evidence Standard: every score traces to a named, checkable observation.