Pickd™

powered by BrandValuator

SAMPLE REPORT

MOBILE SUBSCRIPTIONS · SWEDEN · OCTOBER 2026

Which mobile brands do AI models recommend — and why?

The monthly Pickd report for brand owners and agencies: the full ranking from Claude and GPT, how each operator's flagship and alternative brands compare, and a page per brand on what the AI says about it.

2
AI models measured

10
brands ranked

825
prompts per model

Real ranking, illustrative detail. Pages 2–3 show the actual October ranking as ranks only. Pages 4–5 use fictional brands and figures to show the format of the subscriber report. They are not a measurement of any real operator.

1 · SUMMARY

The alternative brand wins in all four groups. Telia is ninth with Claude.

Hallon tops the ranking for Claude and Fello for GPT. In every operator group, the lower-priced alternative brand ranks above the flagship with both models.

01

Alternative beats flagship, four times out of four

Fello ranks above Telia, Comviq above Tele2, Vimla above Telenor and Hallon above Tre, with Claude and with GPT.

02

Flagships fall furthest when the AI knows you

With a household profile, flagship scores drop about twice as much as alternative-brand scores with Claude, and almost three times as much with GPT.

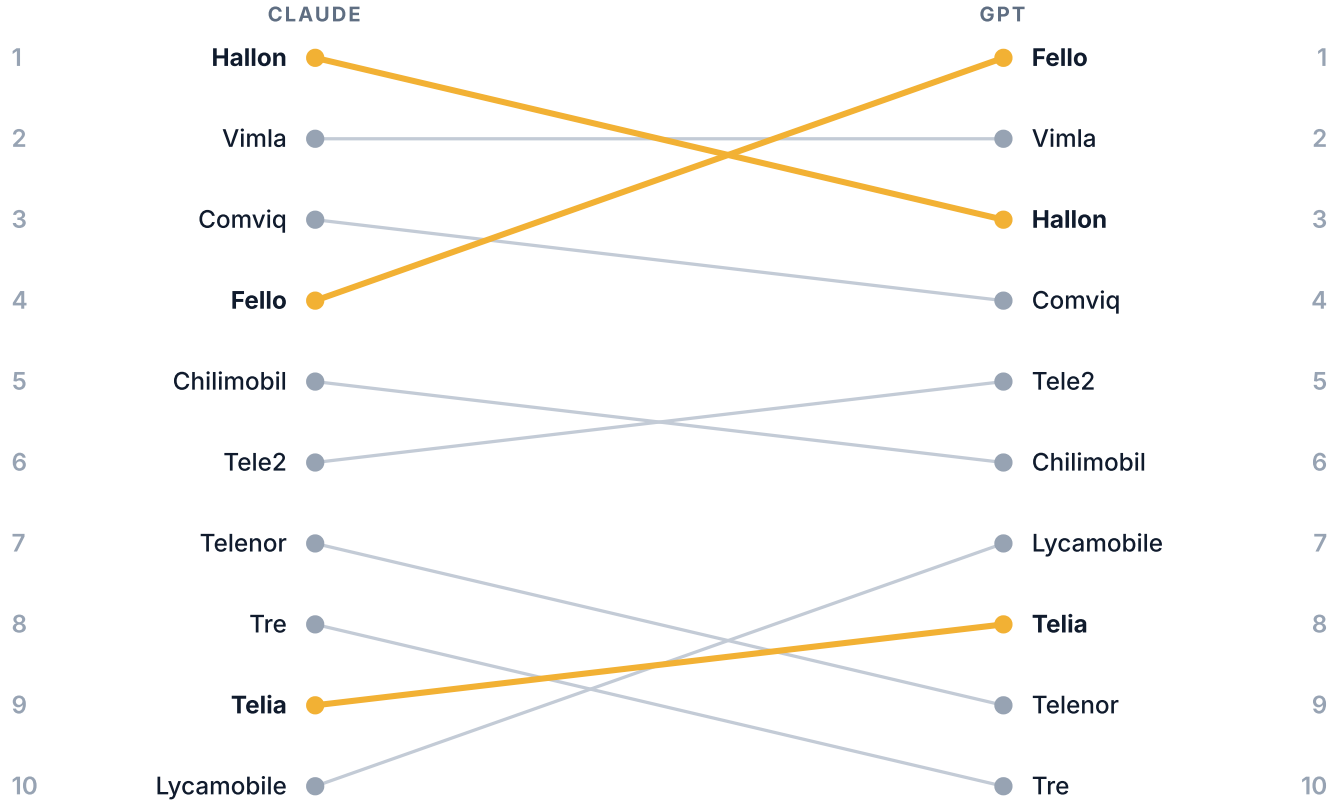
03

A closed brand is still recommended

Telia stopped selling Halebop on 2 June 2026. Both models still rated it around 6 out of 10, and none of 150 answers mentioned the sales stop.

The ranking at a glance

Rank 1–10 · lines connect each brand's place with Claude and with GPT



FIRST EDITION

This is Pickd's first measurement of mobile subscriptions. From the next edition, the report shows each brand's change since last month, including whether the AI has caught up with Halebop's closure.

2 · CLAUDE VS GPT VS THE OPERATOR GROUPS

The models agree on the pattern. The groups' flagships trail.

Claude and GPT rank the brands in a similar order (rank correlation 0.79). Their biggest splits are Fello, fourth with Claude and first with GPT, and Lycamobile, last with Claude and seventh with GPT.

BRAND	CLAUDE	GPT	OPERATOR GROUP	ROLE IN GROUP	GROUP SHARE*
Hallon	1	3	Hi3G / Tre	Alternative	19.1%
Vimla	2	2	Telenor	Alternative	20.5%
Comviq	3	4	Tele2	Alternative	25.8%
Fello	4	1	Telia Company	Alternative	30.3%
Chilimobil	5	6	Independent	–	–
Tele2	6	5	Tele2	Flagship	25.8%
Telenor	7	9	Telenor	Flagship	20.5%
Tre	8	10	Hi3G / Tre	Flagship	19.1%
Telia	9	8	Telia Company	Flagship	30.3%
Lycamobile	10	7	Independent	–	–
Halebop	excl.	excl.	Telia Company	Sales stopped	–

How to read it

Ranks 1–10 by weighted average recommendation score across all three question settings. Flagship and alternative describe each brand's role within its operator group, not a measured price difference. Chilimobil and Lycamobile are almost tied with GPT.

About the market data

*PTS, Svensk telekommarknad 2025, table 12: share of all mobile subscriptions by operator group, private and business, including mobile broadband. It is not a brand share and cannot be assigned to one brand. Halebop was tested but excluded: Telia stopped all Halebop sales on 2 June 2026.

IN THE FULL REPORT

Each brand's score per model with a 95% interval, the result in all three question settings, the score change from no information to a known buyer for every flagship and alternative pair, and selected answers.

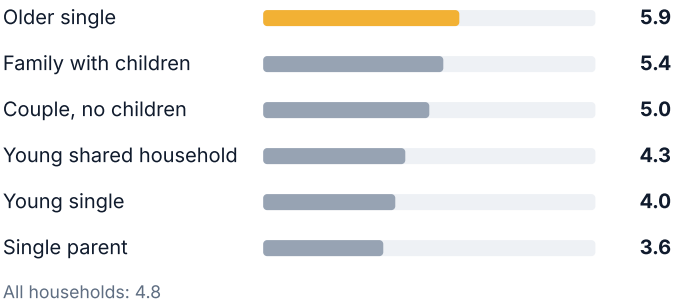
3 · BRAND PAGE · FICTIONAL EXAMPLE

Teleborg

The flagship the AI respects but rarely recommends. Teleborg is praised for coverage and service, but once the household is described the AI points to cheaper brands on the same network.

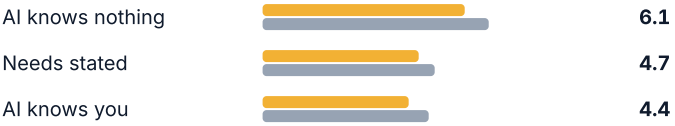
CLAUDE RANK	GPT RANK	GROUP SHARE	CLAUDE SCORE
8 / 10	7 / 10	28%	4.8 (4.5–5.1)

Score by household · Claude, 0–10



All households: 4.8

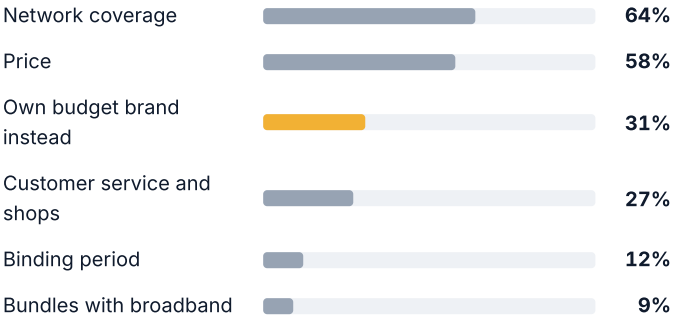
Score by question setting



Claude · GPT · score 0–10

6.1	4.7	4.4
AI knows nothing	Needs stated	AI knows you

What the AI talks about · share of answers



What the AI suggests instead

Kvist Mobil	31% of answers
Snabbsurf	18% of answers
Mobilina	9% of answers

6/10 · OLDER SINGLE

"Very good coverage and a shop to visit if something goes wrong."

3/10 · SINGLE PARENT

"You get the same network for less with Teleborg's own budget brand."

WHAT IT MEANS FOR TELEBORG

The AI separates network from brand. Teleborg's coverage is credited in 64% of answers, but in 31% the AI recommends its own sister brand instead. The opening is a clear reason to pay more, beyond the network.

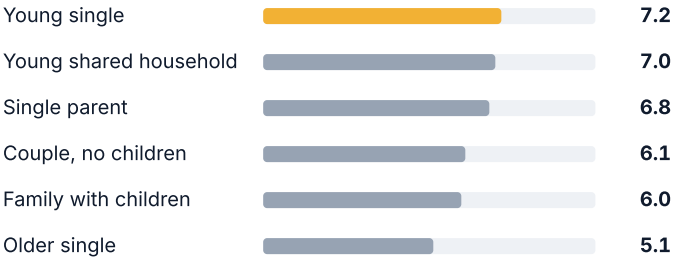
3 · BRAND PAGE · FICTIONAL EXAMPLE

Kvist Mobil

The budget brand that borrows the flagship's strengths. The AI recommends Kvist Mobil for the price and for running on Teleborg's network, and it gains ground once the buyer's budget is known.

CLAUDE RANK	GPT RANK	GROUP SHARE	CLAUDE SCORE
2 / 10	3 / 10	28%	6.4 (6.1–6.7)

Score by household · Claude, 0–10



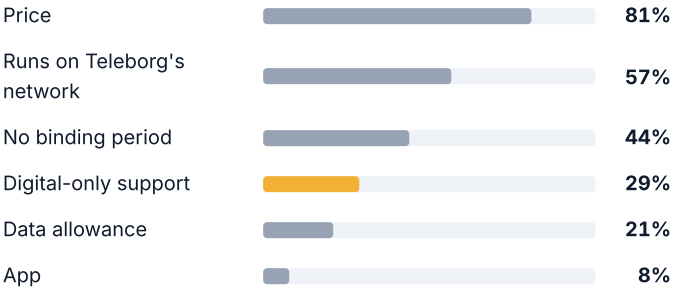
All households: 6.4

Score by question setting



6.2	6.5	6.6
AI knows nothing	Needs stated	AI knows you

What the AI talks about · share of answers



What the AI suggests instead

Snabbsurf	22% of answers
Mobilina	14% of answers
Teleborg	8% of answers

8/10 · YOUNG SINGLE

"Cheap, flexible and on a strong network. A good fit if you mostly use the app."

5/10 · OLDER SINGLE

"Good value, but support is mostly digital, so check you are comfortable with that."

WHAT IT MEANS FOR KVIST MOBIL

Kvist Mobil wins on price and borrowed coverage. Its weakest point is service: digital-only support comes up in 29% of answers for older households.

4 · HOW WE MEASURE

The same questions, asked the same way, every month.

Each AI model rates every brand from 0 to 10 for how likely it is to recommend it for a mobile subscription. Every prompt starts a fresh conversation with no memory and no web search.

Models	Claude Sonnet 5.5 and GPT-6 Luna, via their APIs
Brands	Eleven, fixed before the run: Chilimobil, Comviq, Fello, Halebop, Hallon, Lycamobile, Tele2, Telenor, Telia, Tre, Vimla. Halebop is excluded from the ranking after Telia's sales stop.
Three settings	The AI knows nothing about the buyer · the buyer describes their household in the question · the AI already knows the household. The ranking is the weighted average across all three.
Six households	Scenario profiles, weighted by their share of Swedish households (Statistics Sweden):

Young single	Rented apartment, Stockholm
Older single	Apartment, Västerås, pension
Single parent	Two children, Örebro, tight budget
Couple, no children at home	Terraced house outside Uppsala
Family with children	Three children, house outside Gothenburg
Young shared household	Shared house outside Östersund

Volume	825 prompts per model, five repeats of every question (750 for the ten ranked brands). Measured 21 October 2026.
Market data	PTS 2025, operator-group shares of all mobile subscriptions. Context only, not brand shares.

The scores describe what AI models say, not what customers buy, and they are not buying advice. Results apply to the model versions and the date of measurement.

What the full report contains

Summary 2 pp
Ranking, biggest moves, key findings

Claude vs GPT vs groups 1 p
All brands, ranks, scores, flagship and alternative pairs

A page per brand 10 pp
Scores, households, settings, what the AI says

Method and data appendix 2 pp
All scores with 95% intervals

THE RANKING IS FREE · THE REPORT IS A PAID SUBSCRIPTION

Find out why your brand ranks where it does.

Monthly, for brand owners and agencies. Request the full report for your category and our pricing.

From SEK 4,900 per month excl. VAT

Request the full report → info@brandvaluator.se