



Product Comparison Report

Technology: eSim Application

Platform: Mobile Devices

Date: March 2025



Introduction

This document is an overview of the proposed comparison test to be conducted by West Coast Labs against the Saily eSim solution and a number of competitor solutions.

About West Coast Labs

The West Coast Labs (WCL) business philosophy is founded on quality and excellence with all testing activities carried out in a secure, real-world test environment and within a framework of confidentiality that ensures integrity of information and test data.

WCL prides itself on its open and proactive working relationship with all its clients through ongoing and meaningful communication.

The outcome is a sound technical working relationship, which ensures the client derives maximum benefit from engaging with an independent test facility that can also act as a conduit to a global buying market for security products and services.

All information contained within this document shall remain the property of West Coast Labs and is not for release to unauthorised third parties.

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Test Outline

The advent of eSIM (embedded SIM) technology has revolutionized the way mobile connectivity is managed. Unlike traditional SIM cards, which are physical cards inserted into a device, eSIMs are embedded directly into the device's hardware. This innovation allows users to switch between carriers and manage multiple profiles on a single device without the need for a physical card.

The Saily eSim application, developed by Nord Security, has been designed to provide an enhanced feature set including Ad blocker and web protection. This report has been commissioned to explore the benefits of using the Saily Ad blocker technology. To provide a means of comparison, four competitor solutions were selected to form an Industry Average metric. The four selected solutions were:

1. Airalo
2. Holafly
3. Ubigi
4. Nomad

The data used for the comparison was based on the network transfer events captured when visiting a series of websites while using each of the competitor solutions and the Saily eSim with Ad blocker activated. The websites selected for the test appear on a variety of most commonly visited website lists and are listed on the Test Results section of this report.

Test Methodology

With the selected eSim application installed, a network monitoring and traffic capture tool was run and the next URL loaded. The network was monitored until the URL was considered to have fully loaded and the observed network traffic stabilized. The monitoring and traffic capture tool was subsequently shut down and all associated data saved for analysis.

The outcome of the data analysis is represented in this report in the following categories:

1. Average website data use reduction with Ad blocker enabled
2. Total data use with/without Ad blocker enabled
3. Percentage reduction in data use per website
4. Total bytes sent/received with Ad blocker enabled versus the Industry Average
5. Total bytes transferred with Ad blocker enabled versus the Industry Average per individual website

About Saily eSim

eSim applications have revolutionized how users can maintain contact while travelling. Where previously users would have been held hostage to roaming charges and tariffs put in place by their carrier network, eSim applications allow users to maintain cell phone connectivity through a choice of data packages and features to any number of destinations.

Installing an eSim is easily done through the cell phone OS settings screen and can be configured to be the default SIM for data, calls, messages, or any combination of the three. Plans/data packages for the intended destination may then be added through the website of the chosen eSim vendor.

The Saily eSim app goes further than most of the similarly positioned products. It still offers the features you'd expect from an eSim, such as data packages, but goes further by including a host of security features.

When looking at the standard features, the Saily eSim app tops the charts in many of the expected features. Supporting over 200 destinations, 14 languages, and over 115 virtual locations. Virtual locations allow the user to hide their actual location, in a similar fashion to a VPN application, providing greater flexibility and anonymity.

Building on the standard features, Saily also includes Ad blocking and web protection capabilities. The first of these features, Ad blocker, is designed to decrease data use while increasing browsing speed. In the tests included within this report, the Ad blocker feature was found to reduce data use during web browsing by an average of 28.6%. Meanwhile, the web protection functionality blocks malicious websites and mitigates trackers.

The Saily eSim application can be installed through the respective Android/iOS app store. Once installed, and the host device configured to use the eSim, management is conducted through a clear and intuitive interface. An "Add data" button provides a list of the available destinations and the cost for the minimum available data plan, usually 1GB. Selecting any of these destinations expands on the available data plans and associated cost; available data plans are commonly 1-20GB and last between 7-30 days. Plans may be bought up to 30 days in advance.

The app home screen also allows the enabling of security features: Virtual locations, Ad blocker, and Web protection. For the Ad blocker and Web Protection features, this is simply a case of enabling or disabling the respective feature. Selecting the Virtual Locations feature brings up a menu of all the available exit locations.

Vendor:
Nord Security

URL:
www.saily.com

Platforms:
Android
iOS

Date:
17th March 2025



eSim Comparison: Features

The following table includes features found on one or more of the included eSim applications. The data used is publicly available through each of the respective websites and accurately reflects the information provided at time of testing.

	Saily	Airalo	Holafly	Ubigi	Nomad
Android	✓	✓	✓	✓	✓
iOS	✓	✓	✓	✓	✓
Destinations	200+	200+	200+	200+	190+
4G	✓	✓	✓	✓	✓
5G	✓	✓	✓	✓	✓
Languages	14	53	6	8	13
Data	✓	✓	✓	✓	✓
Tethering	✓	✓	✓	✓	✓
Hotspot	✓	✓	✓	✓	✓
Malicious URLs	✓	✗	✗	✗	✗
Ad blocker	✓	✗	✗	✗	✗
Virtual Locations	115+	0	0	0	0



Data Usage Comparison

The following results provide a headline overview of the data usage analysis conducted against the captured traffic for each of the URLs visited. Further details for each of the individual URLs are provided on the subsequent pages.

Tested URLs

Each of these URLs was nominated by Nord Security and is commonly found on lists of most visited websites globally.

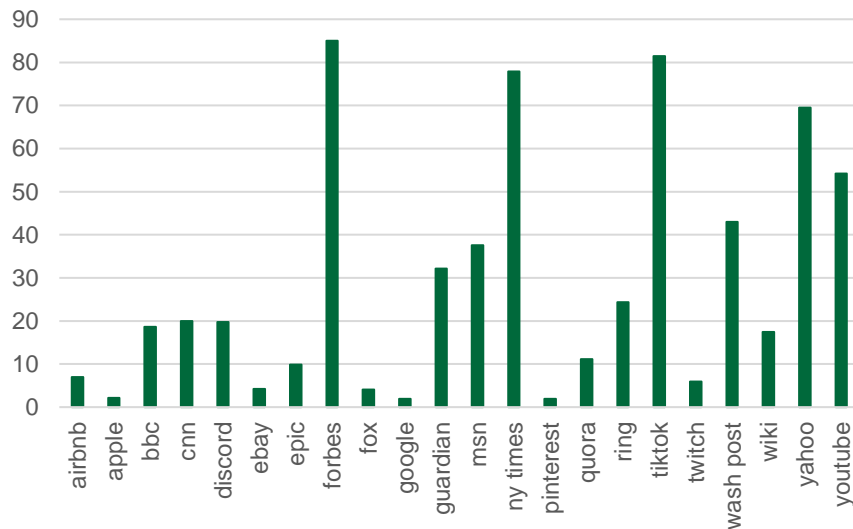
1. airbnb.com
2. apple.com
3. bbc.com
4. cnn.com
5. discord.com
6. ebay.com
7. epicgames.com
8. forbes.com
9. foxnews.com
10. google.com
11. msn.com
12. nytimes.com
13. pinterest.com
14. quora.com
15. ring.com
16. theguardian.com
17. tiktok.com
18. twitch.tv
19. washingtonpost.com
20. wikipedia.org
21. yahoo.com
22. youtube.com

Average website
data use reduction
with Ad blocker **28.6%**

Total data use
(without Ad blocker) **276.3MB**

Total data use
(with Ad blocker) **184.1MB**

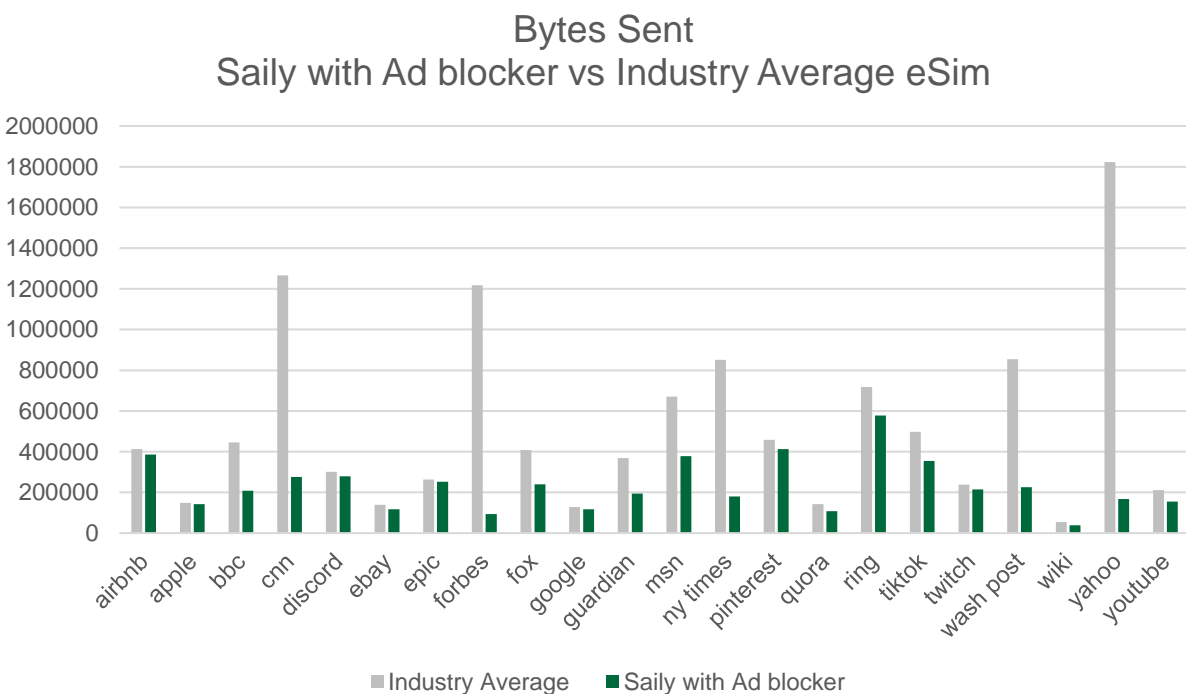
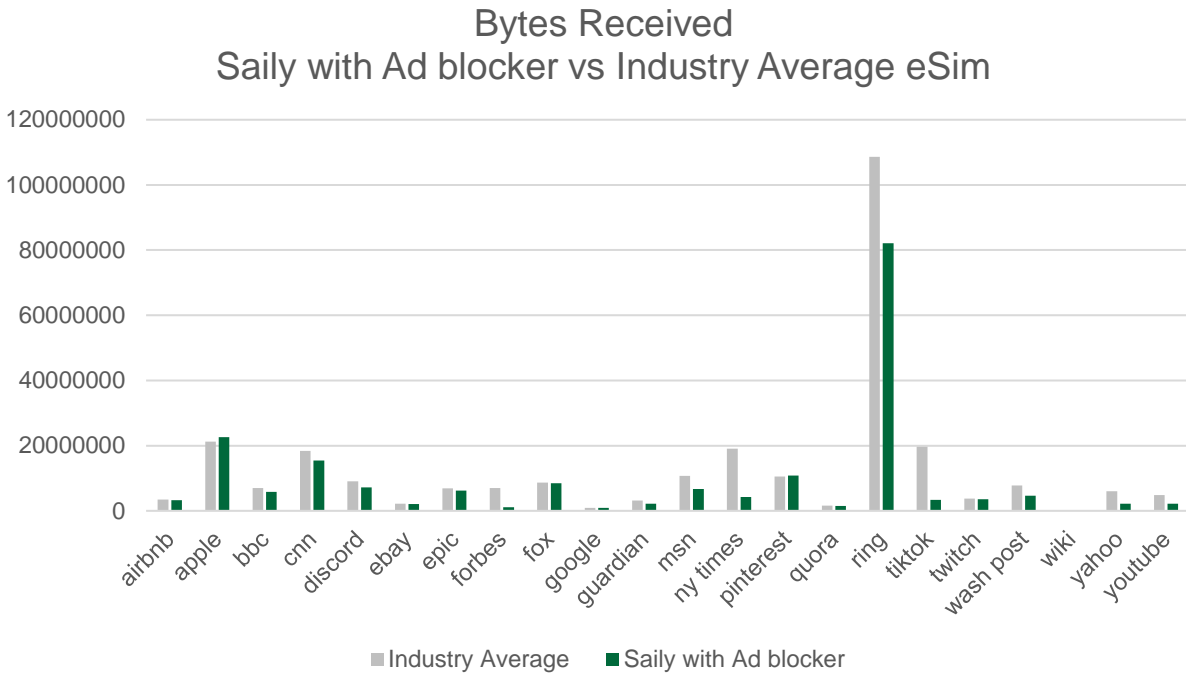
% Reduction in Data Use with Ad blocker





Data Usage Comparison

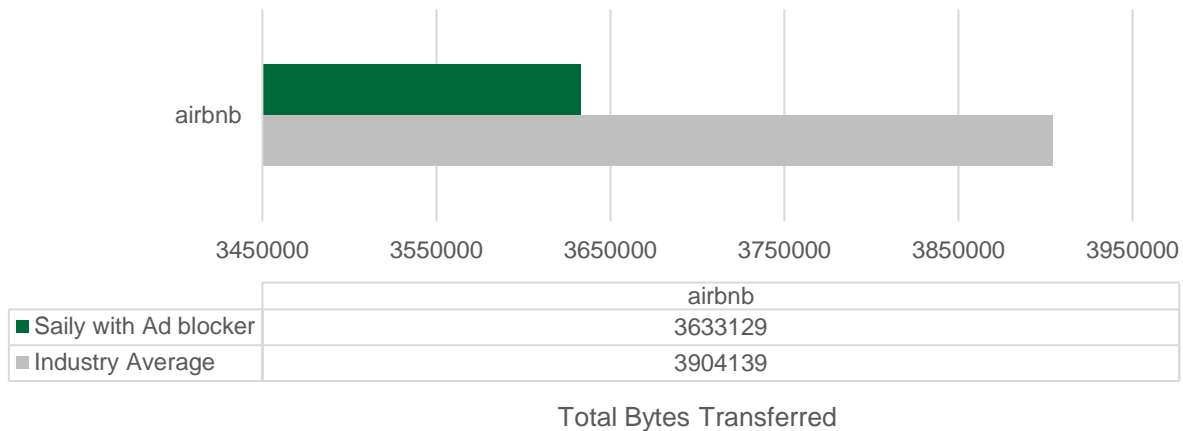
The following charts outline the byte transfer totals for each URL, comparing the industry average vs the Saily application with Ad blocker enabled, broken down by bytes sent and bytes received.



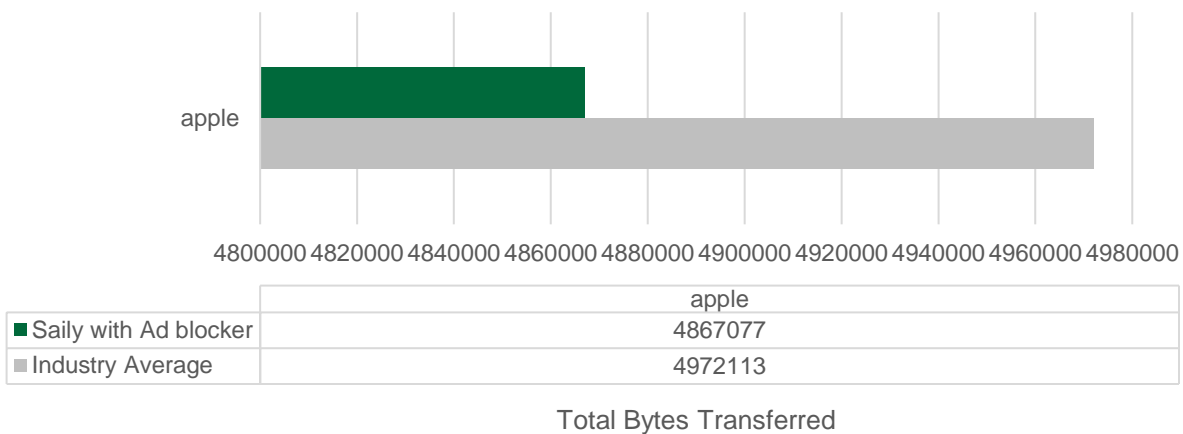
Data Usage Comparison

The following charts depict the difference in total bytes transferred, on an individual URL basis, between the Industry Average and the Saily eSim application with the Ad blocker feature enabled.

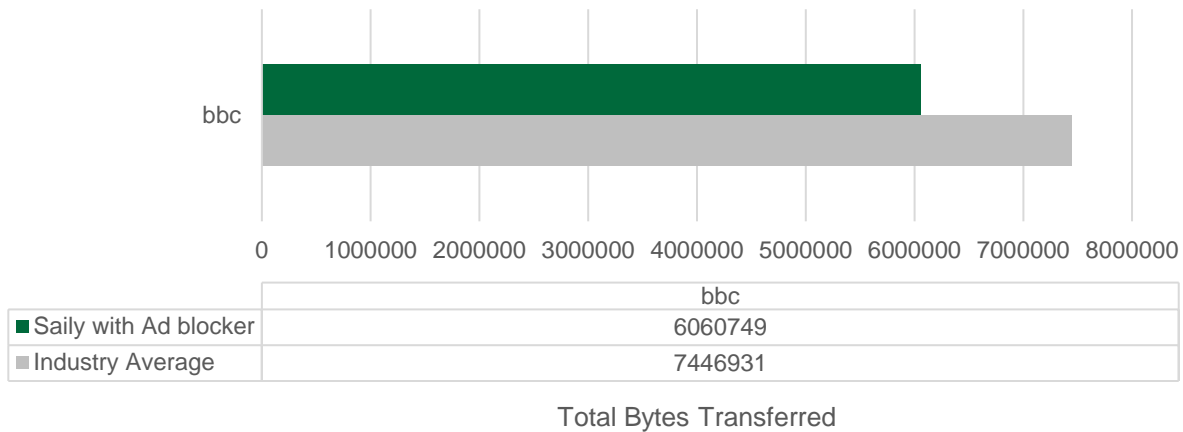
airbnb.com - Industry Average vs Saily with Ad blocker



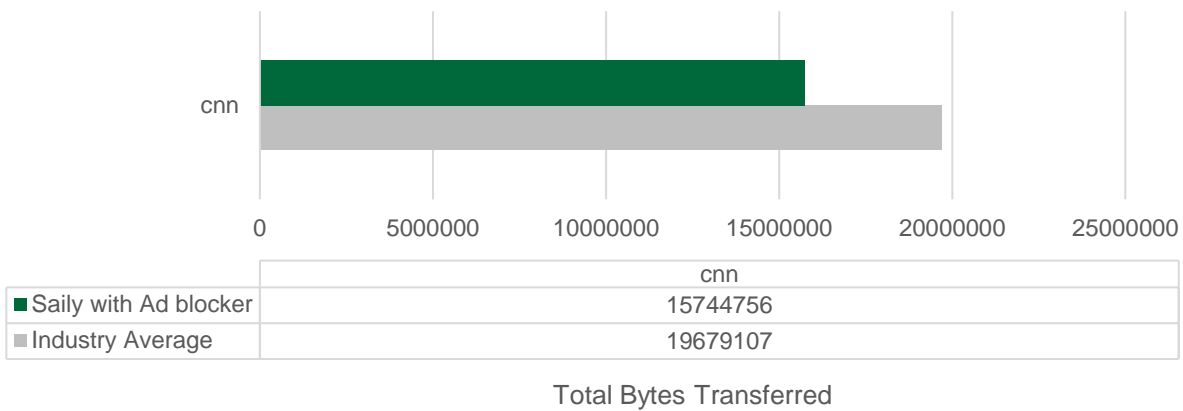
apple.com - Industry Average vs Saily with Ad blocker



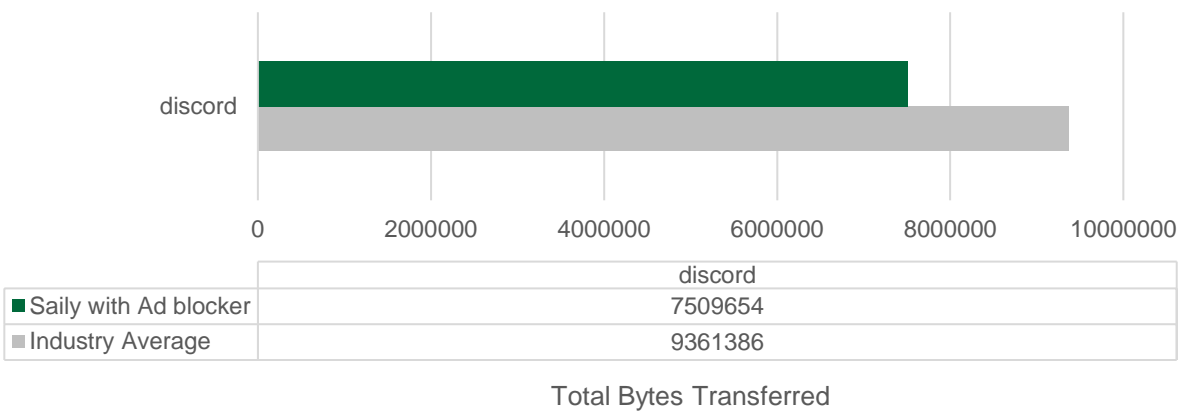
bbc.com - Industry Average vs Saily with Ad blocker



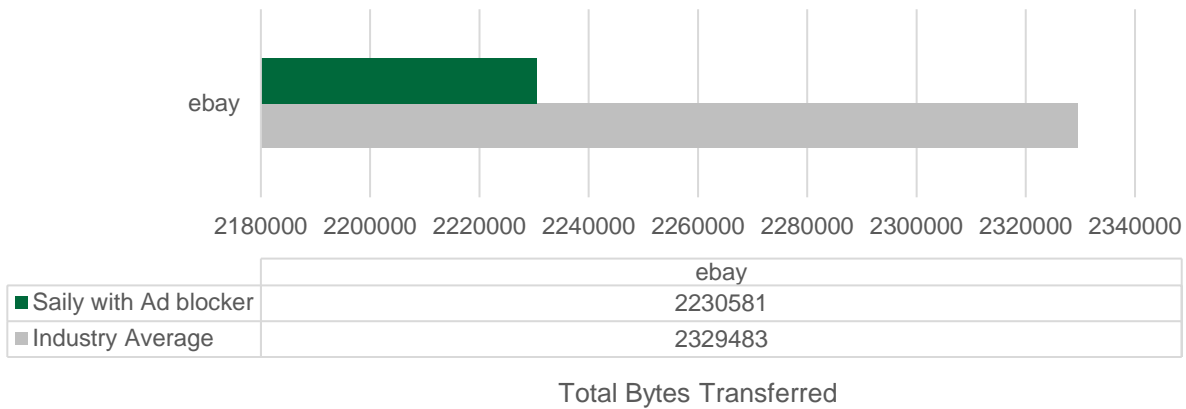
cnn.com - Industry Average vs Saily with Ad blocker



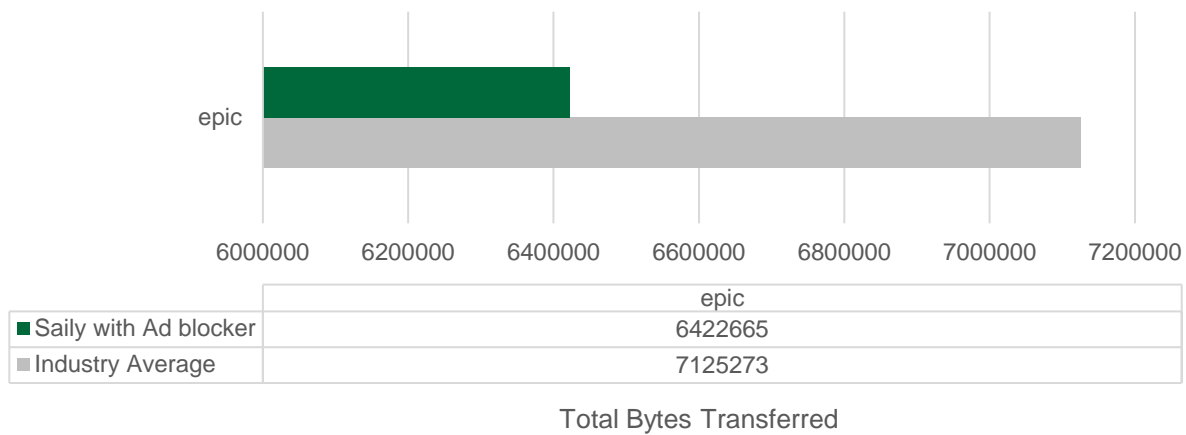
discord.com - Industry Average vs Saily with Ad blocker



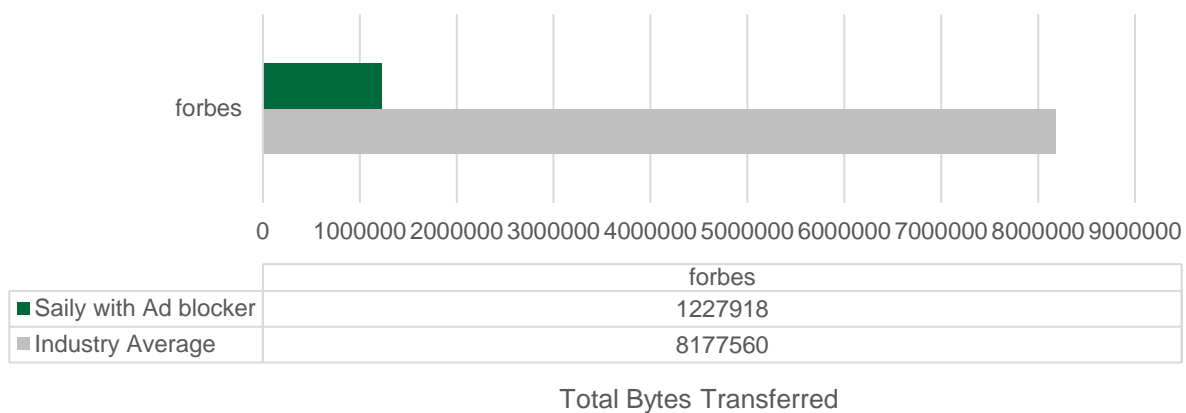
eBay.com - Industry Average vs Saily with Ad blocker



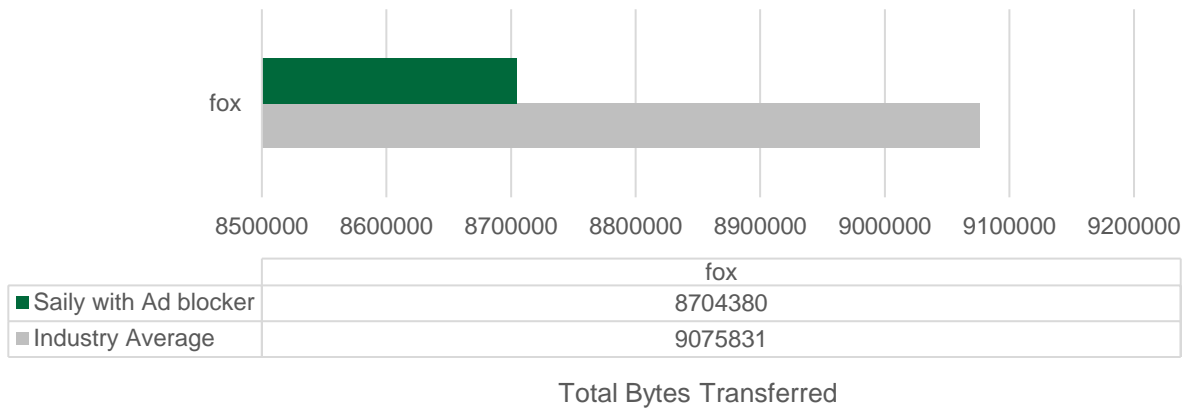
epicgames.com - Industry Average vs Saily with Ad blocker



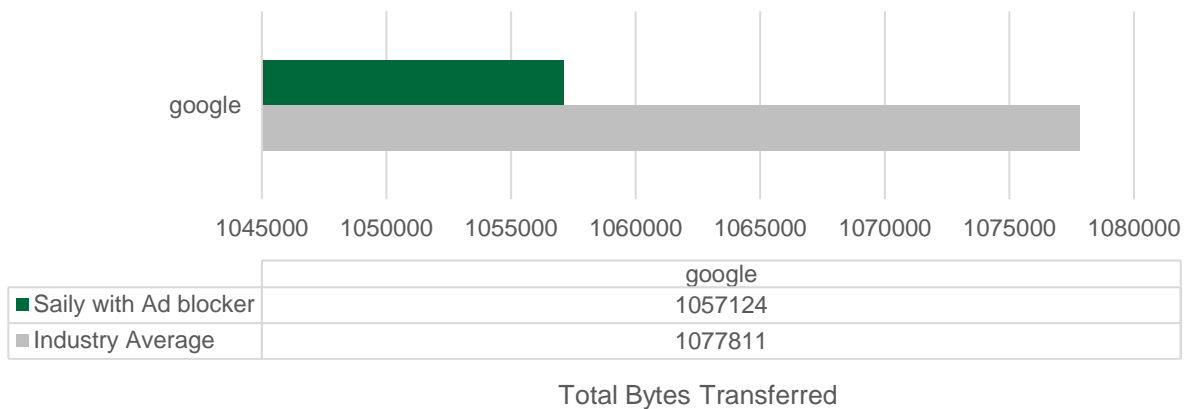
forbes.com - Industry Average vs Saily with Ad blocker



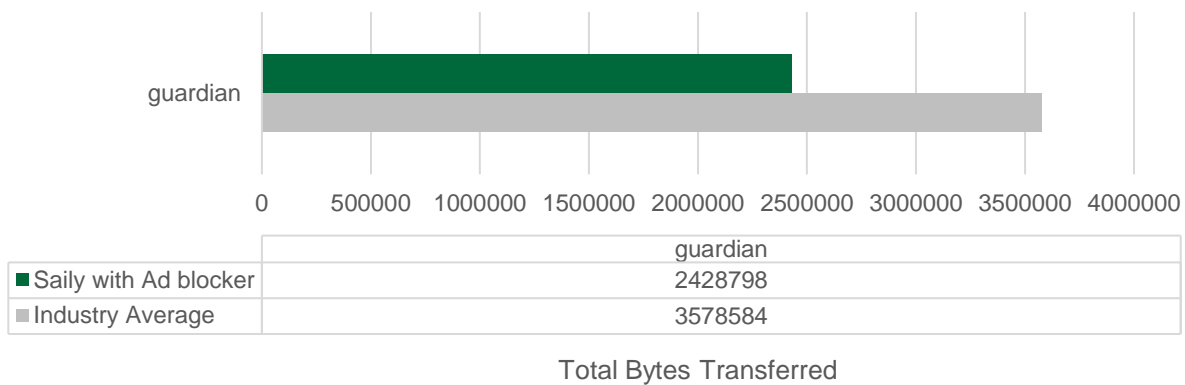
foxnews.com - Industry Average vs Saily with Ad blocker



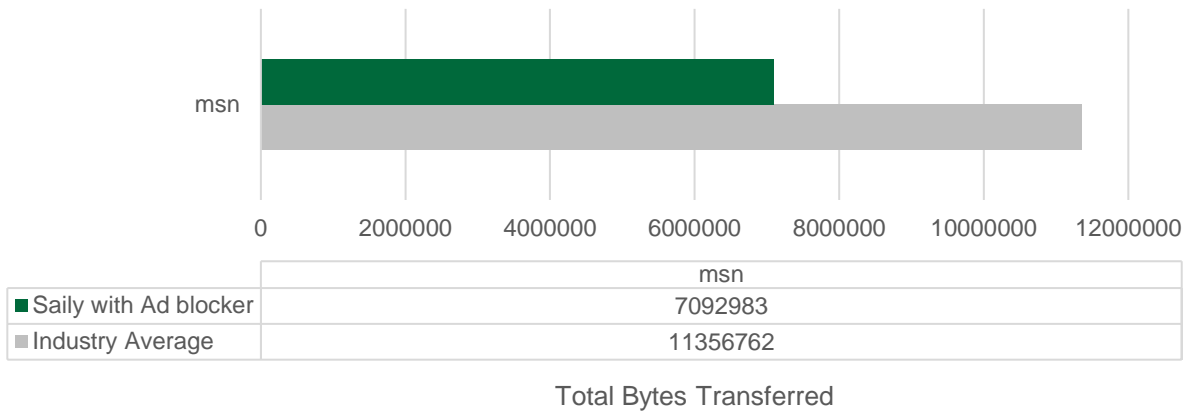
google.com - Industry Average vs Saily with Ad blocker



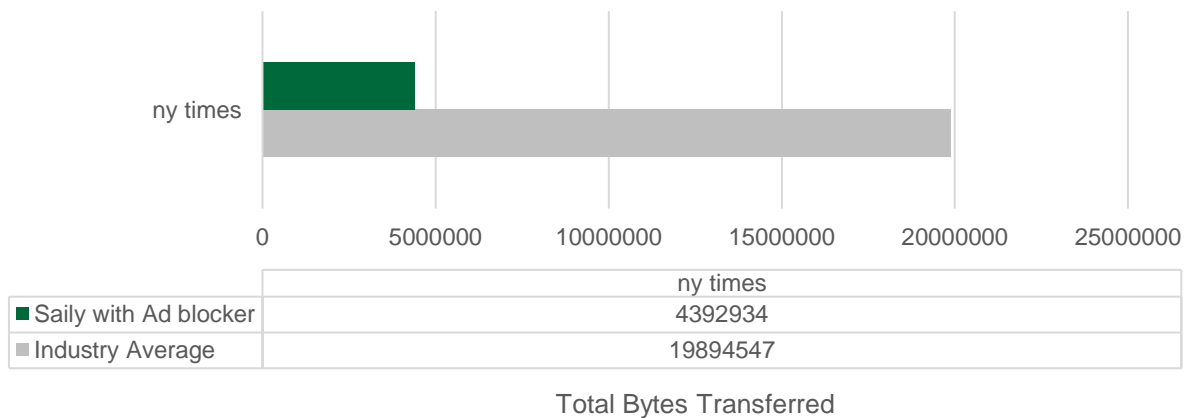
theguardian.com - Industry Average vs Saily with Ad blocker



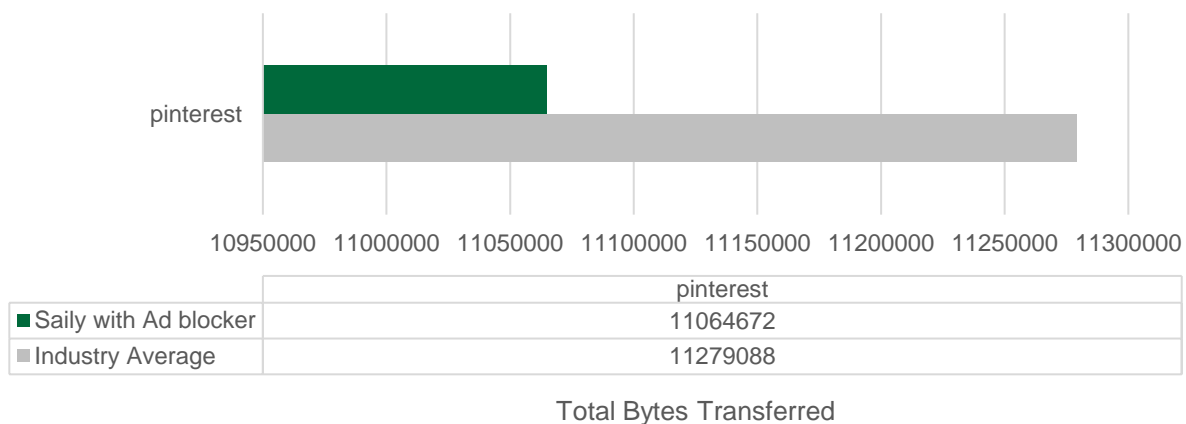
msn.com - Industry Average vs Saily with Ad blocker



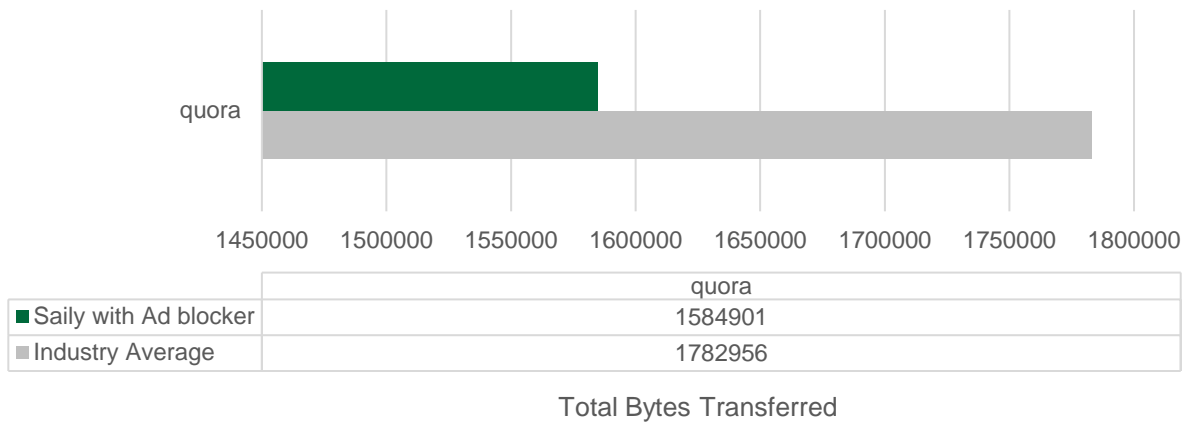
nytimes.com - Industry Average vs Saily with Ad blocker



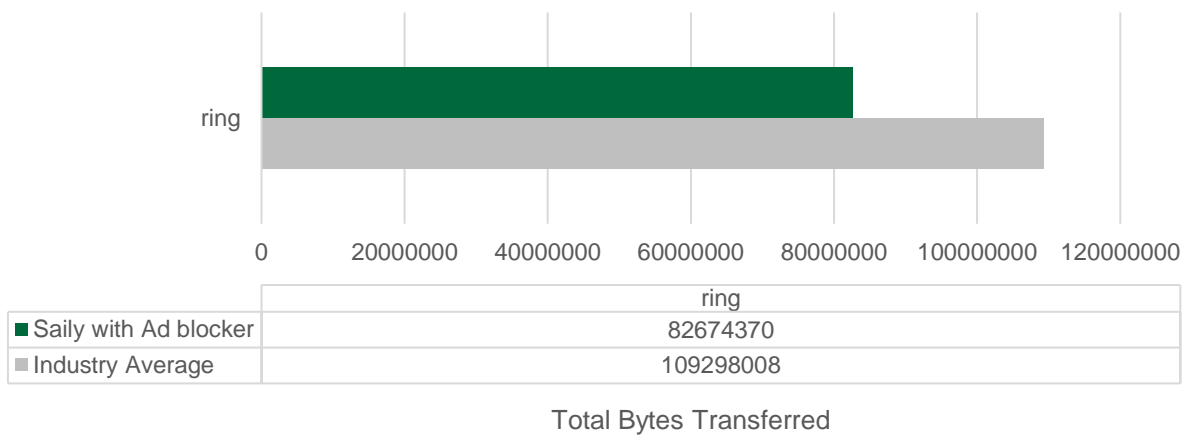
pinterest.com - Industry Average vs Saily with Ad blocker



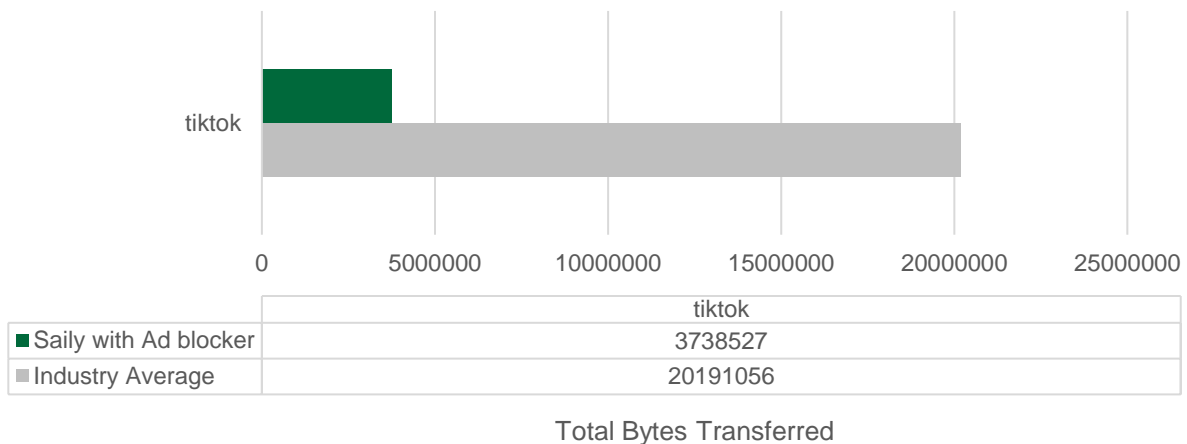
quora.com - Industry Average vs Saily with Ad blocker



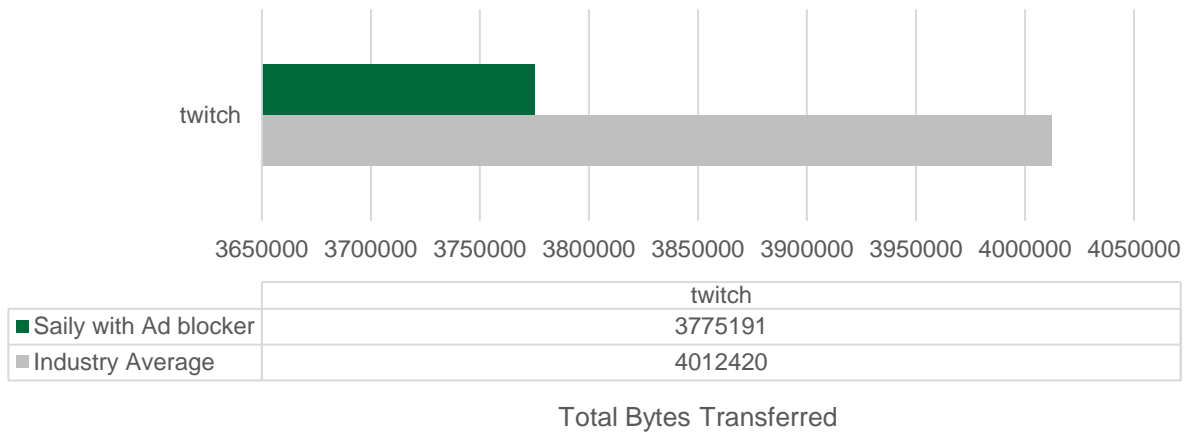
ring.com - Industry Average vs Saily with Ad blocker



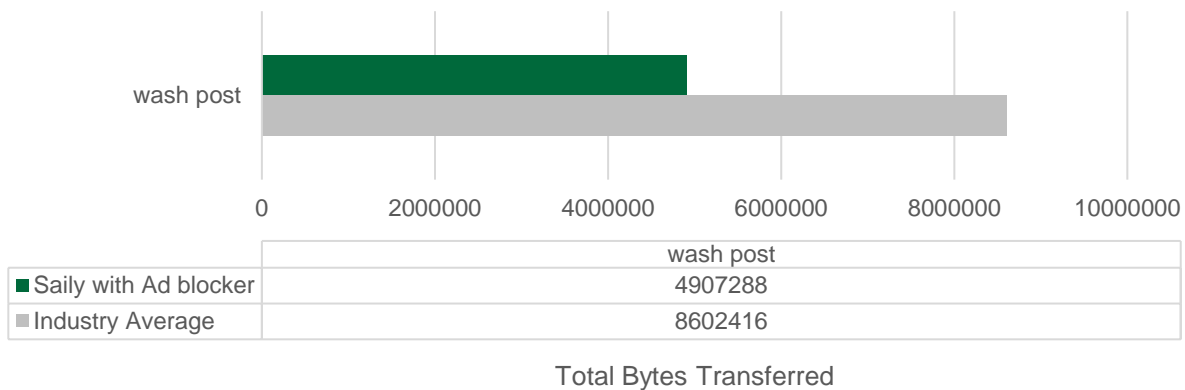
tiktok.com - Industry Average vs Saily with Ad blocker



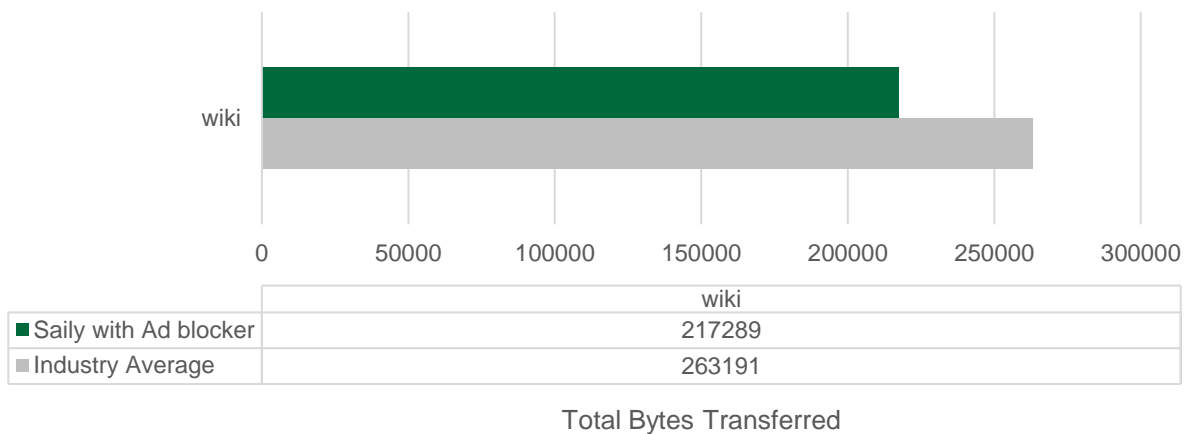
twitch.com - Industry Average vs Saily with Ad blocker



washingtonpost.com - Industry Average vs Saily with Ad blocker

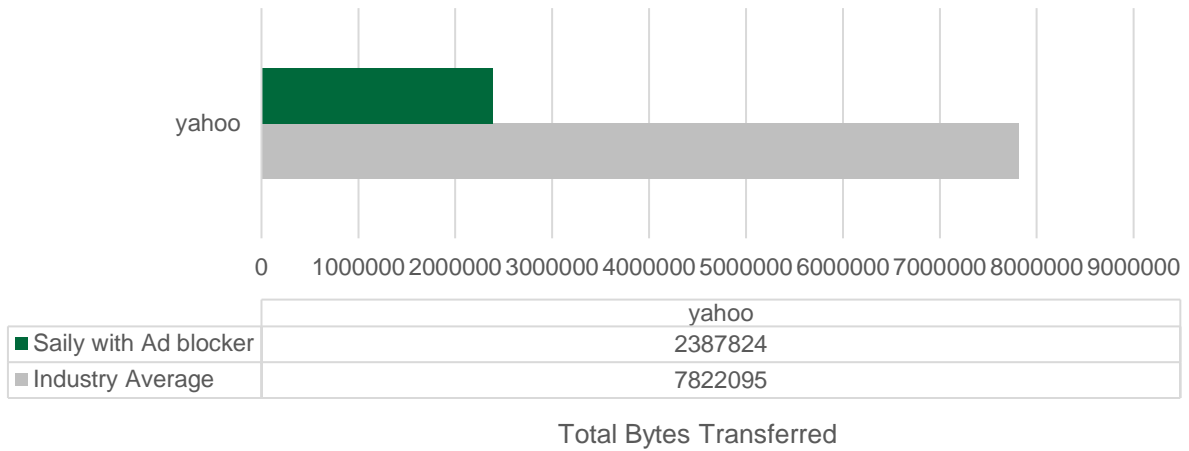


wikipedia.org - Industry Average vs Saily with Ad blocker

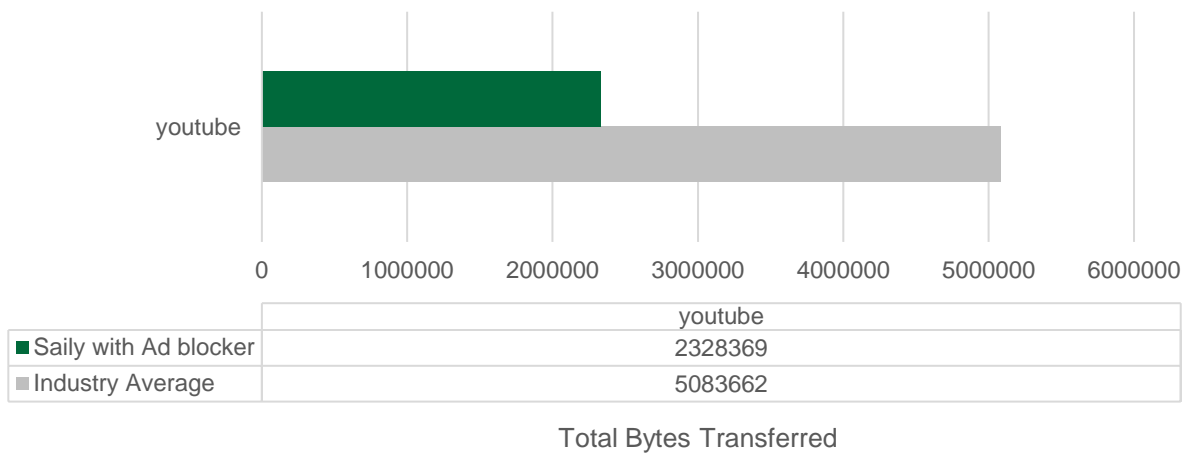




yahoo.com - Industry Average vs Saily with Ad blocker



youtube.com - Industry Average vs Saily with Ad blocker





Disclaimer

While West Coast Labs is dedicated to ensuring the highest standard of security product testing in the industry, it is never possible within the scope of any given test to completely and exhaustively validate every variation of the security capabilities and/or functionality of any particular product tested and/or guarantee that any particular product tested is fit for any given purpose. Therefore, the test results published within any given report should not be taken and accepted in isolation.

Potential customers interested in deploying any particular product tested by West Coast Labs should seek further confirmation that the said product will meet their individual requirements, technical infrastructure and specific security considerations. All test results represent a snapshot of security capability at one point in time and are not a guarantee of future product effectiveness and security capability.

West Coast Labs provide test results for any particular product tested, most relevant at the time of testing and within the specified scope of testing and relative to the specific test hardware, software, equipment, infrastructure, configurations and tools used during the specific test process.