



Communication Powered by Mitto: A Partner's Guide to Industry Solutions

Introduction

This guide is your resource for understanding how Mitto's advanced communication solutions align with the specific needs of industries, use cases, and verticals. Whether it's enabling secure two-factor authentication (2FA) for a fintech client, enhancing customer engagement for a retailer, or streamlining appointment reminders for healthcare providers, Mitto's robust APIs and platforms—including SMS, WhatsApp, and Viber—offer scalable, reliable, and compliant solutions for any industry.

By leveraging features like real-time message delivery, API integrations for seamless automation, and compliance with global regulations, this guide will help you identify and qualify leads, explore key verticals, and showcase Mitto's value proposition effectively. Let's dive in and unlock the full potential of Mitto solutions!

Mitto Product Offerings	Details
SMS API	<p>Description: Enable seamless communication via Short Message Service (SMS).</p> <p>Integration Options: Hypertext Transfer Protocol Secure (HTTPS) or Short Message Peer-to-Peer (SMPP) for modern and legacy systems.</p> <p>Delivery: Direct connections to mobile networks ensure reliable delivery.</p> <p>One-Time Password Routing: Available for optimized delivery of one-time passwords.</p> <p>Coverage: Exclusive partnerships in regions like Iran, United Arab Emirates (UAE), Japan, and more.</p>
Voice API	<p>Solutions:</p> <ul style="list-style-type: none"> • Interactive Voice Response (IVR)/Voice Bots • Voice Campaigns • One-Time Password delivery via Voice Application Programming Interface (API) • Anonymous Calling (Phone Number Masking) • Flash Calls • Virtual Numbers
Two-Factor Authentication (2FA) API	<p>Description: Secure customer interactions with two-factor authentication.</p> <p>Delivery: One-Time Passwords via Short Message Service (SMS) or Text-to-Speech (TTS).</p> <p>Code Management: Mitto generates and manages one-time passwords.</p> <p>Flexibility: Multiple delivery methods ensure reliability.</p>

Mitto Product Offerings	Details
Mobile Intelligence API	<p>Insights Provided:</p> <ul style="list-style-type: none"> • Cleansing: Corrects number formatting. • Phone Type: Identifies the type of phone number (mobile, landline, etc.). • Porting Information: Provides true mobile network operator data. • Phone Data: Verifies subscriber validity and reachability. <p>Structure: Hierarchical products, where higher-level products include data from lower levels.</p>
WhatsApp Business	<p>Description: Engage customers via Mitto's Chat Application Programming Interface (API) or Conversations Tool.</p> <p>Features:</p> <ul style="list-style-type: none"> • Rich conversations (text messages, images, videos, interactive buttons) • Verified business profiles • Global reach with Short Message Service (SMS) fallback for offline users
Viber Business	<p>Description: Connect with customers via Mitto's Chat Application Programming Interface (API) or Conversations Tool.</p> <p>Features:</p> <ul style="list-style-type: none"> • Rich conversations (text messages, images, call-to-action buttons) • Verified Viber profiles • Cost-efficient messaging (1,000 characters at Short Message Service pricing) • Two-way Application Programming Interface with customizable auto-replies • Short Message Service fallback for offline users

Use Cases

E-Commerce Account Registration



Style Studio ✓
Business account



WELCOME TO STYLE STUDIO

Hi Ellie, your registration is complete! Start exploring the latest trends and discover your perfect look today. What would you like to do next?

11:31

[CHECK FASHION TRENDS](#)

[START SHOPPING NOW](#)

Healthcare Notifications



St. Mary Hospital ✓
Business account

Hi Tom, reminder:
Your appointment with Dr. Smith is tomorrow at 10:30 AM. Please arrive 10 minutes early. Manage your appointments here:

[Appointment schedules](#)

09:30

Fintech Two-Factor Authentication

AB ABC BANK

Login attempt detected. Use 982341 to confirm—it's valid for 5 minutes. Not you? Secure your account here: [\[link\]](#)

Logistics Delivery Notifications

PA Post Apparel

Your order #12345 has been shipped! 📦 Track it here: mt.to/fjsder

Marketing Feedback Collection



Zen Gym ✓
Business account



Hi Taylor, enjoying your new fitness tracker? We'd love your thoughts! Share your feedback here:

11:32

[TAKE THE SURVEY](#)

Healthcare Data Validation



MediConnect ✓
Business account

Hi from MediConnect! Confirm your phone number with code 752480 to keep your records secure. Thank you for trusting us!

[Confirm](#)




09:30

Travel Mission-Critical Communication





AA Alpine Air









Update: Flight XYZ123 to Paris is canceled due to weather. Rebook now: [\[link\]](#) or contact support for assistance. Sorry for the inconvenience!










Use Case	Ideal Company Profile	Ideal Contact
Mission Critical Communication	<ul style="list-style-type: none"> • Logistics • Healthcare • Appointment Software • Travel 	<ul style="list-style-type: none"> • Chief Product Officer (CPO) • Product Manager • Chief Technology Officer (CTO) • Head of Customer Experience
Notifications (Alerts, Reminders)	<ul style="list-style-type: none"> • Financial • Retail • Logistics • Travel 	<ul style="list-style-type: none"> • Product Manager • CRM Manager • Procurement
Account Registration	<ul style="list-style-type: none"> • Social • Entertainment • Logistics • Transport Apps (APAC, CIS, Africa) 	<ul style="list-style-type: none"> • CPO • Product Manager • CTO • Head of Growth • CEO
2FA – Two Factor Authentication	<ul style="list-style-type: none"> • Fintech • Cloud • Email • Online Storage • Booking • Transport Apps 	<ul style="list-style-type: none"> • Security Team • Chief Information Officer • CPO • Product Manager • CTO • CEO
Marketing/Promotional Messaging	<ul style="list-style-type: none"> • Retail • Entertainment • Fintech • Travel 	<ul style="list-style-type: none"> • CMO • Head of Marketing • Procurement Team
Data Validation/Data Cleansing	<ul style="list-style-type: none"> • Any B2C business collecting phone numbers 	<ul style="list-style-type: none"> • CPO • Head of Product • CMO • Head of Marketing • Head of Customer Experience



		USE CASES			
		<ul style="list-style-type: none"> • Mission-Critical Notifications • Alerts • Reminders 	<ul style="list-style-type: none"> • Account Registration • 2 Factor Authentication (2FA) 	<ul style="list-style-type: none"> • Marketing Promotional 	<ul style="list-style-type: none"> • Data Validation
MITTO PRODUCTS	SMS API	✓	✓	✓	
	Voice API	✓	✓	✓	
	2FA API		✓		
	<ul style="list-style-type: none"> • Campaign Manager • Conversations Platform 			✓	
	<ul style="list-style-type: none"> • Mobile Intelligence (MI) • Lookup API 				✓
		✓	✓	✓	
		✓	✓	✓	
		✓	✓	✓	






Mitto's solutions drive value across diverse industries. Below are some key verticals where our tools provide the highest impact.










Retail			
Marketplace/ Auction	E-Commerce	Multichannel	Brick & Mortar
Classified websites where person-to-person (P2P) e-commerce happens and users buy, sell, or auction products and services directly.	Businesses that perform Business-to-Consumer (B2C) sales via the internet.	Retailers with both physical stores (brick-and-mortar) and online e-commerce platforms.	Retailers that have a physical presence and only offer face-to-face customer experiences.
Use Cases: <ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • Two-Factor-Authentication (2FA) • Mission-critical Communication 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • 2FA • Mission-critical Communication 	<ul style="list-style-type: none"> • Notifications • Data Validation • Marketing
			








Entertainment			
Gambling	Gaming	Streaming	Ticketing Services
Gambling and betting websites.	Massively Multiplayer Online Role-Playing Game (MMORPG) and other gaming websites.	Music and video streaming services.	Any service that either sells or resells tickets (concerts, sporting, events etc.)
<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • 2FA • Mission-Critical Communications 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • 2FA 	<ul style="list-style-type: none"> • Account Registration • Data Validation • Marketing 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • Mission-Critical Communications
 	 	  	









Fintech				
Banks	Online Loans	Payments/Money Transfer	Forex/Cryptocurrency	Insurance
Any bank or property that offers banking services with a focus on new mobile-only banks.	Any financial companies that provide loans through digital platforms and apps, eliminating the need for customers to visit a physical bank or loan company.	A service that offers payments solutions via mobile, platform or any other channel or offers money transfer.	Forex websites that trade with cryptocurrencies and bitcoins.	A service that provides insurance solutions.
<ul style="list-style-type: none"> Account Registration Notifications Data Validation Marketing 2FA Mission-Critical Communications 	<ul style="list-style-type: none"> Account Registration Notifications Data Validation Marketing 2FA Mission-Critical Communications 	<ul style="list-style-type: none"> Account Registration Notifications Data Validation 2FA Mission-Critical Communications 	<ul style="list-style-type: none"> Account Registration Notifications Data Validation 2FA Mission-Critical Communications 	<ul style="list-style-type: none"> Account Registration Notifications Data Validation 2FA Mission-Critical Communications
		  	  	




Healthcare	
Customer Relationship Management (CRM) Solutions (Electronic Health Record, Electronic Medical Record)	Apps
Any service that offers CRM solutions for healthcare organizations (alerts, notifications, reminders etc)	Apps that connect patients with doctors while offering features like doctor selection, appointment booking, and more.
<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA
	












Logistics		
Parcel Delivery	Food Delivery	On Demand
Services that deliver shipping containers, parcels, or high-value mail as single shipments.	Services that deliver food after ordering, via a restaurant's or grocer's website, phone, or a food ordering platform.	Services providing immediate access to goods and solutions like cleaning, pet walking, and housekeeping.
<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Mission-Critical Communications 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Mission-Critical Communications 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Mission-Critical Communications
 	 	

Social		
Dating	Instant Messaging	Social Network
Platforms designed to connect people for relationships.	Services for sending and receiving messages instantly.	Platforms for building connections and sharing interests.
<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA
 	 	    

Software as a Service (SaaS)			
E-Mail Provider	Cloud	Customer Relationship Management (CRM)	Omnichannel
Companies providing email services.	Companies offering cloud computing services like infrastructure (IaaS), software (SaaS), or platforms (PaaS) to businesses or individuals.	Solutions for managing customer relationships, offering databases and outreach tools to build and maintain connections.	Business- to- Business (B2B) platforms providing multiple communication channels, including SMS and voice, for business customers.
<ul style="list-style-type: none"> • Account Registration • Data Validation • 2FA 	<ul style="list-style-type: none"> • Account Registration • Data Validation • 2FA 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • 2FA 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • 2FA
 Gmail  Outlook.com	  Google Drive	 	

Travel			
Airlines	Hotels	Booking Services	Transport Apps & Services
Companies that provide air transport services for traveling passengers.	Companies that provide accommodation services.	Platforms for searching and booking services (e.g., vacation, accommodation).	Platforms enabling ride bookings through various channels (e.g., website, mobile).
<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Mission-Critical Communications 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA • Mission-Critical Communications 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA • Mission-Critical Communications
 		 	  

Partner		
Reseller	3rd Party Integrations	Software Development
A company or individual that has the intent of reselling.	Mitto integrates with various platforms, enabling business customers to access Mitto services seamlessly.	Companies developing apps and platforms for other companies.
	<ul style="list-style-type: none"> • Verification Codes • Notifications • Marketing • Mission Critical-Communications 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • Marketing • 2FA • Mission-Critical Communications
	  	

Additional Verticals					
Education	Appointment Software	SMS Wholesale (Aggregators)	Marketing Agency	Telco (Mobile Network Operator)	Corporate Group
Apps or websites for e-learning purposes.	A company that offers a software solution for booking an appointment.	Delivers SMS messages to subscribers handsets via the operator's Short Message Service Center (SMSC) because they lack direct access.	Companies that offer different marketing services via SMS (example: mobile marketing campaigns).	A telecommunication s service provider organization that procides wireless voice and data communication for its subscribed mobile users.	A group of companies operating in different businesses.
<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation 	<ul style="list-style-type: none"> • Account Registration • Notifications • Data Validation • 2FA • Mission-Critical Communications 				
 	 			 	  

Best Practices and Tips

- ✓ Keep messages concise and actionable.
- ✓ Use personalization to boost engagement (e.g., addressing users by name).
- ✓ Ensure compliance with privacy regulations to maintain trust.
- ✓ Monitor campaign performance to optimize messaging strategies over time.

To see real-world examples and learn how businesses achieved success with Mitto solutions, check out the comprehensive [Case Study Guide](#).

How to Get Started on Qualifying Your Clients

Use this yes/no hierarchy to determine which Mitto API or business messaging solution is the best fit for a potential client.

1. Does the client need to send messages?

- ☐ No → Not a fit
- ☐ Yes → Proceed

2. What type of messaging?

- ✓ Transactional (alerts, OTPs, reminders)? → SMS API / 2FA API
- ✓ Promotional (marketing, engagement)? → WhatsApp Business / Viber Business / SMS API
- ✓ Voice-based (calls, notifications)? → Voice API

3. Does the client need authentication (logins, fraud prevention)?

- ✓ Yes → 2FA API

4. Does the client need mobile number intelligence (validation, carrier lookup)?

- ✓ Yes → Mobile Intelligence API

5. Does the client want chat app engagement?

- ✓ Yes → WhatsApp Business / Viber Business

Next Steps:

- ✓ If a match, schedule a discovery call & share API docs.

Integrations

<u>HubSpot</u>	<u>Selligent Marketing Cloud</u>
<u>Zoho CRM</u>	<u>Mendix</u>
<u>MoEngage®</u>	<u>LeadsBridge</u>
<u>Customer.io</u>	<u>RapidAPI</u>
<u>Bitrix24</u>	<u>Power Automate</u>
<u>CleverTap</u>	<u>Oracle Responsys</u>
<u>Zapier</u>	<u>Eloqua</u>
<u>Salesforce Sales and Service Cloud</u>	<u>Emarsys</u>
<u>Salesforce Marketing Cloud</u>	<u>PRESTASHOP</u>
<u>Make (formerly Integromat)</u>	<u>Mapp</u>
<u>WordPress</u>	<u>Shopify</u>
<u>WooCommerce</u>	<u>Tealium</u>
<u>Auth0</u>	<u>TelecomsXChange</u>
<u>SALESmanago</u>	<u>Pandium</u>
<u>RSA SecurID</u>	<u>Dynamic Objects</u>

Conclusion

Mitto empowers businesses across industries to optimize customer communication with seamless, secure, and scalable solutions. Use this guide to identify ideal customers, tailor solutions to their needs, and help them achieve their goals. Together, let's unlock the full potential of Mitto solutions.

