

CUSTOMER SUCCESS

Joyy



CUSTOM-BUILT SOLUTION + SMS INDUSTRY EXPERTISE EXTENDS YY'S REACH IN GROWING MARKETS

YY (JOYY)

YY (JOYY) is one of the world's largest video-based social networks with over 300 million users primarily in Southeast Asia. They have been listed on the NASDAQ since 2012. A rapidly growing enterprise due to organic growth and strategic acquisitions (Bigo), YY's revenue in 2019 was \$3.7 Billion, an astounding 60% increase from 2018.

- > Present in 150+ countries
- > 300 million monthly active users
- > \$3.7 Billion revenue in 2019

USE CASE

User Verification

PRODUCT

SMS API

CHALLENGE

With real money on the line and hundreds of millions of users, YY had a problem. What is a cost-effective way to verify users and keep their platform safe?

Sending message in southeast Asia can be quite expensive and it was starting to jeopardize YY's business. Seeking an alternative way to engage their users, YY turned to Mitto because of pricing, regional capabilities, and service.

SOLUTION

Mitto was able to lower YY's communications costs by building a custom API that utilized SMS and one-time passcode (OTP) -- delivered through Mitto's proprietary routing platform -- to securely onboard users and increase sign-up conversions.

Owing to Mitto's carrier-grade infrastructure, extensive global connections, and industry knowledge, the solution was deployed for YY without a hitch. In choosing Mitto, YY also deepened their knowledge of the SMS industry through ongoing support from a knowledgeable account team - readily available with industry, best-practice recommendations, and proactive solutions.

KEY RESULTS

YY can now rest easy that Mitto has launched a customized API to keep their platform safe and help them grow securely in the future.

Synergies between YY and Mitto have led to:

- Reduced user verification cost
- Increased knowledge of SMS industry
- Enhanced user security



OUR MITTO ACCOUNT TEAM HAS BEEN GREAT. THEY PROVIDE HIGHLY PROFESSIONAL SERVICE WITH ENTHUSIASTIC ATTITUDES.

WORKING WITH THESE INDIVIDUALS HAS DEEPEDED OUR UNDERSTANDING OF THE SMS INDUSTRY

WAYNE TANG
PURCHASING MANAGER
YY/JOYY



www.mitto.ch

Mitto is a leading provider of global, omnichannel communications solutions, supporting business growth with advanced customer engagement technology and next-generation business messaging, and end-to-end phone number management, Mitto's platform ensures the world's largest brands and MNOs ready for what's next.

Bahnhofstrasse 21, 6300 Zug, Switzerland | info@mitto.ch