

mitto›

**MITTO'S SUCCESS
SHOWCASE:
STORIES OF IMPACT**





UNLOCK THE IMPACT OF STRATEGIC COMMUNICATION

Dive into how Mitto's innovative messaging solutions empower leading brands around the world, spanning industries from delivery services to digital finance. This booklet features success stories showcasing our transformative impact in enhancing connectivity and streamlining operations across sectors. Learn how strategic partnerships with Mitto drive remarkable results and sustained growth.



TABLE OF CONTENTS

DELIVERY SERVICE	5
GoPeople	6
SF International	8
Parcel Delivery	10
ONLINE MARKETPLACE	12
OLX	13
RIDESHARE	15
inDrive	16
SOCIAL NETWORK	18
LiveMe	19
(YY) Joyy	21
HUMAN RESOURCES	23
Talana	24
Fourmis	26
Bayt	28
COMMUNICATION PLATFORMS	30
GuangDong	31
Cingreen	33
CLOUD SERVICES	35
Heyspeed	36
Yonitech	38
FOOD	40
Kibid	41
SOFTWARE	43
Kingsoft	44
Aiodin	46
HEALTH AND PHARMACY	48
Roche	49

ECOMMERCE	51
Growsari	52
Wycon	54
FINTECH	56
iCard	57
Fizzy	59
FinTech	61
Digital Payments	63
MARKETING AND DIGITAL AGENCIES	65
AMS Digital	66
Mapp	68
SELF-SERVICE	70
EButler	71
JustClean	73
NON-PROFIT AND PUBLIC SECTOR	75
SOS Children's Villages	76
GAMING AND GAMBLING	78
BetMaster	79
Inbet	81
TRAVEL, TOURISM & HOSPITALITY	83
15Below	84
Airline	86
Alpinresorts.com	88
RETAIL	90
Multinational Retail Conglomerate	91



DELIVERY SERVICE





CUSTOMER SUCCESS

GOPEOPLE™



AUSTRALIAN DELIVERY TECHNOLOGY COMPANY GOPEOPLE BOOSTED COST SAVINGS AND CUSTOMER SATISFACTION WITH MITTO'S SMS API

GoPeople

Initially launched in 2014 as "PPost," [GoPeople](#) is a leading on-demand and same-day delivery services and technology company headquartered in Chippendale, Australia.

The company aims to empower Australian SMBs and drivers with advanced technologies via a crowd-sourcing model to enhance the customer experience and make deliveries faster and more efficient. GoPeople's team built the product from the ground up, and their delivery platform is now available on apps and web interfaces.

USE CASE

Notifications SMS API
Marketing Campaigns

PRODUCT

SMS API

CHALLENGE

GoPeople is on a mission to revolutionize how deliveries are made. To achieve this, the company leveraged multi-channel customer service and marketing strategies, including email, phone, and instant messaging. Unfortunately, low email open rates impacted their engagement efforts.

Thanks to its [98% open rates](#) compared to email's 22.7%, GoPeople partnered with an SMS provider to better engage and support customers. However, the supplier's membership fees included unpredictable, added costs, impacting their bottom line. To reduce costs while delivering superior customer experiences, GoPeople knew they had to find a communications partner offering the fastest SMS delivery speeds at the best price possible.

SOLUTION

GoPeople partnered with Mitto because of our best-in-class [proprietary AI-routing](#) platform and strategic global carrier network.

Our advanced technology constantly monitors our networks, conducts simulations, and analyzes and prioritizes traffic to ensure cost-effective, optimal SMS OTP delivery. Additionally, our automated delivery reports mitigate bot attacks and fraud, keeping both GoPeople and their customers safe.

Mitto paired GoPeople with a dedicated customer success manager who worked in the same time zone and spoke the same language. This ensured that all issues were resolved as quickly as possible.

KEY RESULTS



GoPeople enjoyed immediate cost savings after partnering with Mitto.



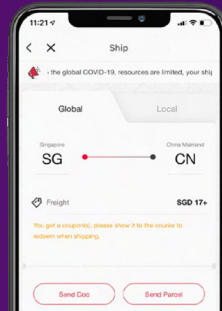
The company also provided users with concise and intuitive logistics updates, boosting customer satisfaction.



Contact Mitto today to learn how our intelligent tools can help your brand improve cost savings and customer satisfaction.



CUSTOMER SUCCESS



SF INTERNATIONAL IMPROVES ENGAGEMENT, LOWER SUPPORT COST WITH MITTO SMS

SF International

SF international was founded with a commitment to provide convenient and reliable logistics services, such as international express delivery, international freight forwarding, e-commerce parcels, international warehousing, goods consolidation and forwarding services, for domestic and overseas manufacturing companies, trading companies, cross-border e-Commerce companies and consumers.

- Covers 225 countries and regions around the world
- The total transportation volume of international all cargo air routes exceeded 40,000 tons
- Currently 10,000+ employees

USE CASE

SMS for tracking orders
SMS for customer support

PRODUCT

SMS

CHALLENGE

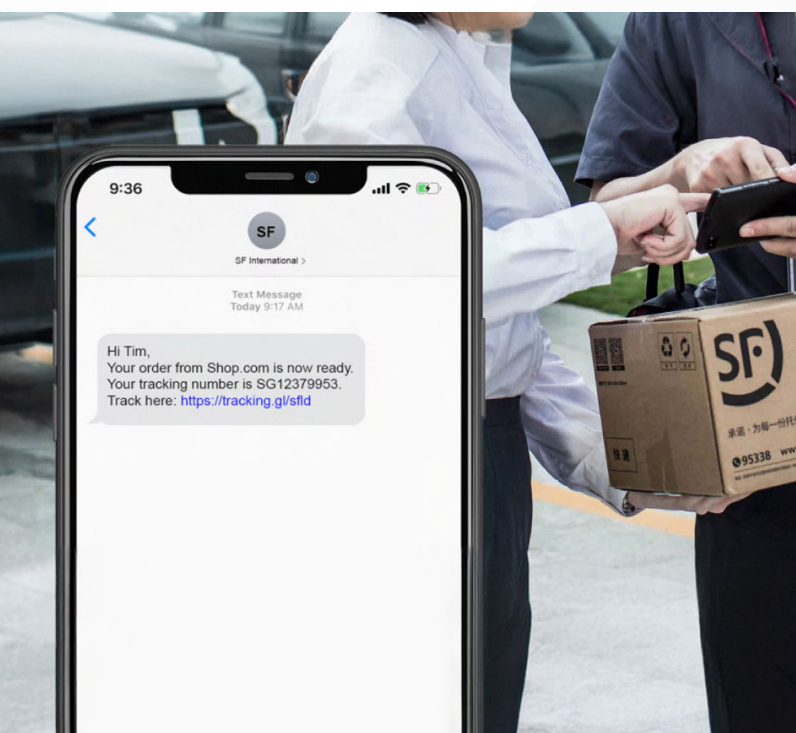
SF's international express business covers 71 countries, and its international small parcel business covers 225 countries and regions around the world. In the first half of 2020, the total transportation volume of international all cargo air routes exceeded 40,000 tons. That's a lot of moving pieces so obviously, communication is paramount to their business.

While SF International has sophisticated and automated processes to communicate internally, on the other end were customers they needed to reach for issues such as support, notifications, and updates. Phone calls and e-mails from their support team were no longer cutting it for SF International. They needed a cost-effective and efficient channel with which to contact their users. Naturally, they turned to Mitto and inquired about the power of SMS.

SOLUTION

SF International primarily relied on two channels for tracking and support: E-mail and phone calls from customer service reps, which are inefficient and costly to render support. SF International implemented an SMS solution from Mitto, choosing to use it as their main channel for updates, shipping notifications, and support. SMS is a cost-effective channel that provides high customer engagement and allows for SF International to seamlessly provide end to end support for their global customers.

SF International saw their support costs go down and their customer satisfaction ratings go up. By spending more time properly sourcing the goods of their customers instead of worrying about communication woes, SF International is now able to provide a better experience for all of its customers thanks to Mitto.



KEY RESULTS

The business of international logistics is complicated, by implementing a simple SMS solution SF International has made their own lives easier by keeping its customers better informed. When a person or business orders goods they typically want to know where they are and when they will arrive. If something goes wrong, they want to be able to quickly get in contact with the courier. With Mitto and SMS, now all of this is possible.



Lowered support costs



Increased customer satisfaction



CUSTOMER SUCCESS

PARCEL DELIVERY



PARCEL DELIVERY PROVIDER REDUCES SMS COSTS BY 40% WITH MITTO

After partnering with Mitto, a leading parcel delivery provider made a notable enhancement in security measures by implementing OTP (One-Time Password). This integration fortified the security infrastructure and yielded substantial cost-saving benefits, reducing SMS delivery expenses by an impressive margin of 40%. This collaboration not only bolstered security standards but also underscored a commitment to optimizing operational efficiency and ensuring a seamless delivery experience for customers across Thailand.

USE CASE

Verification

PRODUCT

SMS API

CHALLENGE

Handling millions of shipments each month, the delivery brand knows all too well about the importance of swift, secure deliveries. To continuously provide customers exceptional services and support, the company uses SMS one-time passcodes (OTP) to protect their personal and financial information. OTP authenticates and verifies users, preventing identity theft and account breaches.

An SMS OTP typically expires within 10 minutes, making messages incredibly time-sensitive. As such, the package delivery company needed visibility into deliverability rates to ensure customers received texts in a timely manner. Unfortunately, their previous communications provider didn't offer such transparency. The provider's high costs also put financial strains on the brand.

To ensure dependable and cost-effective SMS deliveries, the business needed a better option.

SOLUTION

The package delivery brand turned to Mitto for our efficient, affordable, transparent SMS API solutions. Thanks to our strategic relationships with mobile carriers worldwide, and proprietary AI routing platform that analyzes and prioritizes traffic for the fastest delivery speeds possible, the company maximized SMS deliveries while **reducing costs by 40%**.

Mitto's multi-layered security software leverages one-time passcodes and two-factor authentication (2FA) to reduce fraudulent activity by up to 100%, keeping the company's customers and reputation safe. The shipping brand was matched with a dedicated account manager who provided expert guidance from onboarding to implementation. The business also received 24/7 assistance from Mitto's team of globally dispersed multilingual customer support reps.

KEY RESULTS



After switching to Mitto, the parcel delivery company reduced its SMS service costs by 40% without sacrificing quality.



They also gained clearer visibility into SMS deliverability, automated OTP implementations to boost business efficiency, and kept customers' sensitive data secure.



Contact us today to learn how Mitto can help your company reduce SMS service costs while protecting customers.



ONLINE MARKETPLACE





CUSTOMER SUCCESS



OPTIMIZING GLOBAL MARKETPLACE OPERATIONS WITH SPECIALIZED SUPPORT

OLX

OnLine eXchange, OLX, is one of the world’s fastest growing global online marketplace platforms for consumer-to-consumer sales. With a presence in 40 countries, more than 350 million people worldwide depend on the platform to buy and sell goods and services in a safe, reliable and efficient way.

- Present in 40+ countries
- 350 million monthly active users
- 8.5 million transactions per month

USE CASE

Customer Notifications
User Verification
Marketing Campaigns

PRODUCT

SMS API
2FA API
Voice API

“OUR RAPID GLOBAL GROWTH REQUIRES THE GUARANTEED SERVICE AND SUPPORT FROM OUR TECHNOLOGY PROVIDERS AT ALL TIMES AND IN ALL REGIONS. WITH MITTO WE GOT MORE THAN JUST A RELIABLE COMMUNICATIONS PROVIDER – WE GOT A DEDICATED TEAM THAT WE COULD DEPEND ON TO SUPPORT OUR SUCCESS.

OLX

CHALLENGE

As one of the world’s leading online marketplaces, OLX facilitates 8.5 million transactions every month. Reliable communications at various stages of the user experience are essential. A combination of consistent service issues and unpredictable pricing increases across multiple providers led the company to evaluate alternative vendors for enablement of essential A2P messaging.

SOLUTION

OLX turned to Mitto for a solution with the capability to offer extended, specialized support and optimal pricing. Using Mitto’s SMS API, 2FA API and Voice API, the verification of users through one-time- passcodes, password resets, alerts & notifications, and promotions began to run through Mitto’s unique platform – an intelligent, proprietary routing system powered by AI. The platform has been designed to proactively analyze quality vs. cost in order to identify optimal routing for each traffic type in real time, switching from one route to another in search of the best, most cost-efficient deliverability.

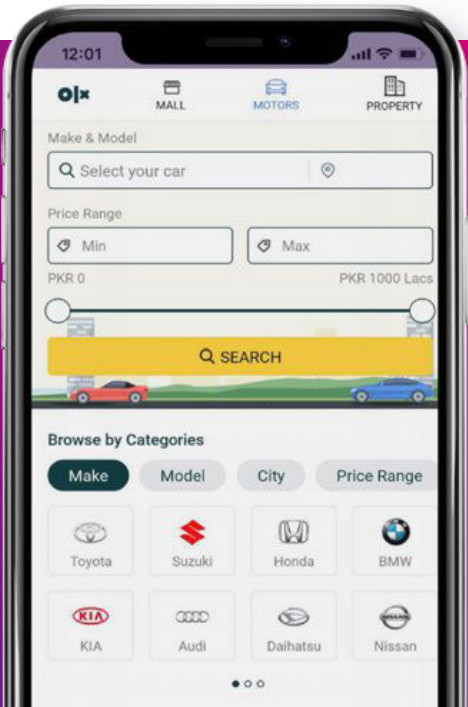
During the onboarding process, the integration team at Mitto was leveraged for their expertise in registering OLX traffic with local entities – especially valuable in countries where regulations change quite often.

KEY RESULTS

OLX actively continues to expand globally by entering new markets with confidence using Mitto’s platform to optimize operational efficiency and communications through various channels, delivering a better and safer experience to each user. As a trusted SMS partner, Mitto’s platform and support power the successful delivery of customer communications for OLX at every stage.

Synergies between OLX and Mitto have led to:

- Streamlined operations across all countries
- A more advanced, user-friendly messaging experience for all OLX users
- Significant cost savings





RIDESHARE





CUSTOMER SUCCESS



INDRIVE INCREASES SMS CONVERSIONS BY 20% WITH MITTO

inDrive

inDrive is one of the world’s fastest-growing transportation services, ranked as one of the top five most downloaded ridesharing and taxi apps. Passengers across 31 countries are choosing inDrive because it provides freedom of choice as passengers decide how much they will pay for their ride. inDrive has restored fairness to the transportation industry by using a transparent real-time pricing model that offers lower costs and a friendly user interface. By focusing on delivering an excellent customer experience, inDrive can help their 50 million registered users arrive safely at their final destination.

- 50+ million registered users
- Used across 31 countries
- Present in 300+ cities

USE CASE

User Verification
Customer Notifications
Marketing Campaigns

PRODUCT

SMS API
2FA API
Voice API

CHALLENGE

Imagine this. It's Friday morning, it's raining outside and you are late for work. You sign-up for a new rideshare app, but because an SMS never arrived to verify your phone number, you find yourself with an angry boss, wet clothing and your weekend ruined. All the while a driver was moments from your front door, ready to give you a ride.

This was the problem inDrive found themselves in when they saw low SMS delivery rates harming their business. An increase in customer complaints meant a rise in support costs and a frustrated user base. Worst of all, these failed SMS messages were causing app registration abandonment and a drop in new signup conversions, all at a high cost to inDrive. High messaging costs combined with low performance is not the winning combination that successful brands look for in an A2P communications service.

Finding a trusted, reliable SMS provider when you are a global company is difficult. There are many options on the market. High growth brands like inDrive require a partner with international capabilities, excellent routing operations,

“ I VALUE MITTO FOR PERSONALIZED CUSTOMER CARE, PROFESSIONAL CUSTOMER SUPPORT AND NEGOTIABLE PRICES. AS A SIDE EFFECT I HAVE LEARNED A LOT ABOUT THE TELECOM INDUSTRY BY COMMUNICATING WITH THE MITTO TEAM.

LEV FEDOROV
SENIOR PROJECT MANAGER, INDRIVE

dedicated support, pricing transparency, and the ability to deliver quick, accurate messaging. inDrive problem was simple, they needed their SMS messages delivered to their riders and drivers without issue so they could fulfill their mission of returning freedom and fairness to the rideshare industry. Disappointed with their current provider's quality and pricing, inDrive was ready for a change. Fortunately, they turned to Mitto for help.

SOLUTION

After partnering with Mitto, inDrive saw their SMS deliverability rates jump 20% resulting in increased conversion rates across the entire user and customer experience. That's more users signing up, more people getting rides, more drivers earning fares. In addition, due to Mitto's groundbreaking routing platform, in certain instances inDrive was able to actually save money. inDrive initially deployed Mitto as a secondary SMS service but was so pleased with the initial performance that they switched Mitto to their primary provider in several key markets. Now, with SMS messages reaching their intended destination without delay, inDrive has seen user complaints dropping and an overall uptick in their customer experience and satisfaction. As Lev Fedorov, Senior Project Manager at inDrive explains with regard to registration messages: "It is very beneficial and helpful to have Mitto as a provider of such an important part of our business."

KEY RESULTS



SMS conversion rates grew on average by 20%



Significant cost savings across key markets



Increased customer satisfaction



SOCIAL NETWORK





CUSTOMER SUCCESS



LEADING SOCIAL PLATFORM LIVEME IMPROVED CUSTOMER SECURITY AND SATISFACTION WHILE REDUCING SMS COSTS WITH MITTO

LiveMe

Recognized as one of Fast Company's Most Innovative Companies of 2018, LiveMe is a global live-streaming and social platform. Launched in 2016, the brand has amassed over 100 million users and three million broadcasters worldwide. In 2021, LiveMe received the Best Entertainment App award from the Samsung Galaxy Store. The company has an estimated annual revenue of \$18.6 million and \$110 million in total funding. Its headquarters are in Beijing.

USE CASE

Verification

PRODUCT

SMS API

CHALLENGE

With the threat of cybercrimes continually rising, LiveMe is dedicated to optimizing user security and protecting their sensitive information. The company uses two-factor authentication (2FA) to verify users through one-time passcodes (OTP). This reduces fraudulent activity by up to **99.9%**.

LiveMe users receive one-time passcodes via SMS messages when they first sign up or log in to the app. Unfortunately, LiveMe's previous communications provider lacked the delivery quality to efficiently send SMS OTP texts. Users were unable to access their accounts, which caused frustration and hindered customer satisfaction. Additionally, LiveMe offers online payment options. The poor OTP delivery quality directly impacted the company's payment processes, causing significant revenue loss.

“MITTO ALWAYS GIVES US TIMELY FEEDBACK, WHICH HELPS US UNDERSTAND WHAT IS HAPPENING. WE KNOW SOMEONE OUTSIDE OUR ORGANIZATION CARES ABOUT OUR BUSINESS JUST AS MUCH AS WE DO.

BINGKE YU
PROCUREMENT MANAGER, LIVEME

SOLUTION

LiveMe knew they needed a communications partner with superior SMS delivery capabilities to optimize customer security and satisfaction. They chose Mitto because of our world-class [proprietary AI-routing platform](#) and exclusive global carrier network, which ensure optimal and cost-effective SMS OTP delivery.

Mitto runs customer traffic through our carrier-grade, self-adjusting routing platform. We also continually monitor hundreds of possible message routes for every global destination before identifying the best path. This ensures the fastest delivery speeds at the best cost by route. Additionally, Mitto's automated delivery reports help to reduce fraud and bot attacks, further enhancing customer and business security.

KEY RESULTS

Due to Mitto's state-of-the-art technology, LiveMe users promptly received their OTPs and had easy access to their accounts and payments. Users in regions with low SMS deliverability quality, including Brazil, Colombia, Russia, Singapore, and Taiwan, also received texts. This improved security and boosted customer satisfaction.

Mitto also reduced LiveMe's SMS costs while providing best-in-class support to resolve tech issues in real-time, thanks to our globally distributed team of multilingual communications experts.



CUSTOMER SUCCESS



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.

“OUR MITTO ACCOUNT TEAM HAS BEEN GREAT. THEY PROVIDE HIGHLY PROFESSIONAL SERVICE WITH ENTHUSIASTIC ATTITUDES. WORKING WITH THESE INDIVIDUALS HAS DEEPENED OUR UNDERSTANDING OF THE SMS INDUSTRY

WAYNE TANG
PURCHASING MANAGER, YY/JOYY

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.

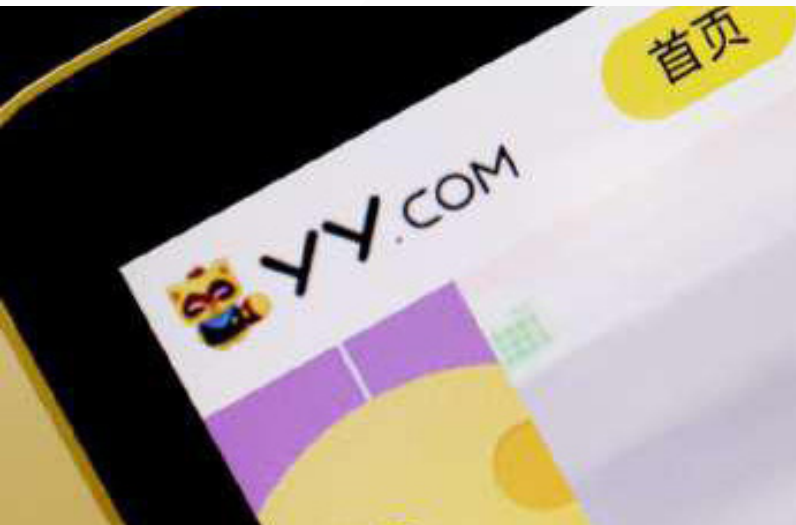
Owing to Mitto's carrier-grade infrastructure, extensive global connections, and industry knowledge, the solution was deployed for YY without a hitch. In choosing Mitto, YY also deepened their knowledge of the SMS industry through ongoing support from a knowledgeable account team - readily available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



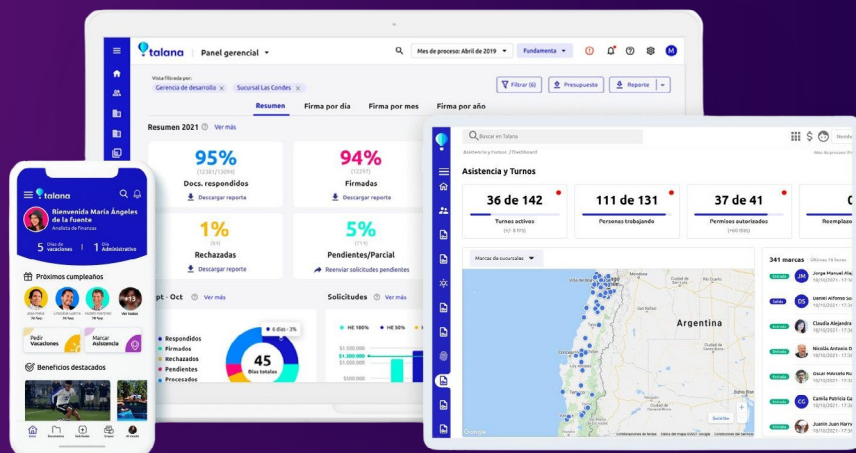


HUMAN RESOURCES





CUSTOMER SUCCESS



LEADING HCM PLATFORM TALANA ENHANCED COMMUNICATION EFFICIENCY WITH MITTO

Talana

Talana, a leading HCM platform, prioritizes seamless communication to ensure efficient interactions with clients and partners. Recognizing the importance of SMS messaging as a complementary channel to their main platform, Talana sought a reliable solution to address their communication challenges. This case study explores how partnering with Mitto revolutionized Talana’s communication strategy, leading to improved efficiency and customer satisfaction.

USE CASE

Mission Critical Alerts
Notifications

PRODUCT

SMS API

CHALLENGE

Talana's previous SMS messaging system, managed by an external provider, posed several challenges. High operational costs and poor information quality hindered effective communication and resource optimization.

To enhance communication efficiency and reduce costs, Talana sought a more reliable and economically viable solution.

“ **SINCE WE STARTED WORKING WITH MITTO, WE HAVE EXPERIENCED A SIGNIFICANT IMPROVEMENT IN THE EFFICIENCY OF OUR SMS SENDING. THANKS TO THEIR ADVANCED TECHNOLOGY AND DEDICATED SUPPORT, WE HAVE BEEN ABLE TO DECREASE OUR SMS SENDING TIME IN THE LAST QUARTER, ALLOWING US TO COMMUNICATE WITH OUR CUSTOMERS FASTER AND MORE EFFECTIVELY. WE ARE REALLY IMPRESSED WITH THE RESULTS.**

CESAR INZUNZA
VP OF ENGINEERING, TALANA

SOLUTION

Talana onboarded Mitto's SMS solution to address their communication challenges effectively. Mitto's solution offered instant monitoring of delivery, costs, and seamless integration across different countries.

This was crucial for Talana, given their large client base and the need for efficient communication. Moreover, Mitto's comprehensive documentation, regional coverage, and dedicated support further differentiated our solution from others in the market.

KEY RESULTS

Implementing Mitto's SMS solution yielded significant improvements for Talana. Their new delivery rate consistently exceeded **90%**, with an average delivery time of just 2 seconds. This ensured timely and efficient communication with clients and partners, enhancing overall customer satisfaction.

Talana praised Mitto's exceptional support and commercial management. Mitto's team is always available to address queries, provide operational insights, and resolve issues promptly. This proactive approach was instrumental in maintaining seamless communication and fostering trust between our two companies. Furthermore, Talana appreciated Mitto's commitment to delivering tailored solutions that met their specific needs, ultimately contributing to their success.



CUSTOMER SUCCESS



STAFFING AGENCY FOURMIS BOOSTS EVENT ATTENDANCE RATES TO 95% WITH MITTO

Fourmis

Headquartered in Slovakia, [Fourmis](#) is a human resources and recruitment agency serving multiple sectors, including the food, automotive, and electrical engineering industries. The company is dedicated to improving the labor market through corporate social responsibility (CSR), hyper- personalized placement services, and transparent communications. Fourmis creates job security for all applicants while tailoring their solutions according to the unique requirements of clients and candidates.

USE CASE

Customer Notifications

PRODUCT

SMS API

CHALLENGE

As a socially responsible company that is committed to improving the staffing industry and promoting the well-being of Slovakian society and communities, Fourmis prioritizes clear, honest communications with clients and candidates. As such, the human resources firm needed an efficient way to update job seekers about employment opportunities and events, application statuses, and more. The agency decided to use SMS reminders to inform applicants en masse.

However, SMS campaigns are only as effective as the available routes. Fourmis needed a reliable and proactive mobile communications partner to ensure every applicant received updates across multiple locations cost-effectively. They found those qualities and capabilities and more in Mitto.

“ WE ARE VERY IMPRESSED WITH MITTO’S ACTIVE COMMUNICATION WITH CLIENTS AND EXTENSIVE PRODUCT MENU. THEY ARE A RELIABLE AND FINANCIALLY AVAILABLE PARTNER.

SEBASTIÁN RUISZL
FINANCIAL AND ECONOMIC MANAGER,
FOURMIS

SOLUTION

Fourmis turned to Mitto to build, manage, and monitor their SMS notification and reminder campaigns. Mitto provided Fourmis with a dedicated account manager and together they developed an effective strategy to best use SMS to engage with their customers. Thanks to our globally dispersed team of mobile technology experts, Fourmis received 24/7 support.

Mitto’s excellent record as a global CPaaS provider along with our state-of-the-art AI powered routing platform ensures Fourmis experiences quality while achieving the best return on their investment.

KEY RESULTS



Fourmis used Mitto to create and manage their notification and reminders cost-effectively.



This allowed them to communicate with applicants at scale and helped increase event attendance rates to 95%.



CUSTOMER SUCCESS



BAYT, MENA’S LARGEST TALENT MARKETPLACE, REDUCED SMS COSTS BY 37% WITH MITTO

Bayt

Headquartered in Dubai, [Bayt](#) is the leading job site in the Middle East and North Africa (MENA). Recognized as the “Leading e-Commerce Website in the Pan Arab Region” by the [Pan Arab Web Awards](#), Bayt connects millions of job seekers with 40,000+ employers for free.

With over 47 million CVs, Bayt is MENA’s largest candidate database. Founded in 2000, the company also specializes in CV writing and evaluation solutions.

USE CASE

User Verification
Customer Notifications

PRODUCT

SMS API

CHALLENGE

Bayt is MENA's most prominent talent marketplace. As a company that is dedicated to connecting top-shelf talent with the region's leading enterprises, Bayt understands the importance of providing accurate, verified data to employers. This means they must continuously verify that the jobseekers registering on their website are authentic. But with over five million monthly website visitors, the cost to verify each new applicant quickly adds up.

To optimize cost-effectiveness, Bayt reduced the scope of jobseeker verification with GCC phone numbers and used multiple communication solution vendors throughout different countries. However, this heightened the risk of inconsistencies in verifications, opening the door to more spam resumes, and reducing database quality for employers. Working with multiple low-cost vendors also led to quality instability. Inefficient routes meant that text messages could be delayed or undelivered. Not only did this create poor customer experiences, but it also led to verification concerns.

“IT HAS BEEN A PLEASURE TO WORK WITH THE MITTO TEAM. THEY ARE VERY PROACTIVE IN UNDERSTANDING OUR PROBLEMS AND PROVIDING COMPETITIVELY PRICED SOLUTIONS.

SUMEDHA ARORA
HEAD OF PRODUCT, BAYT

SOLUTION

Bayt chose Mitto as their next SMS communications partner because of our cost-effective solutions, responsiveness, and efficiency. By using Mitto's SMS API for verification, Bayt maintained the quality of resume submissions by reducing bogus accounts, enabling employers to better connect with the best applicants.

Mitto provided Bayt with a dedicated account manager and together they developed an effective strategy. Thanks to our globally dispersed team of mobile technology experts, Bayt's regional offices, which are located across MENA, received 24/7 support. "We like the responsiveness of the Mitto team and have been impressed by how easy it is to work with them. They have been accommodating in working with us," said Sumedha Arora, Head of Products at Bayt.

KEY RESULTS

Since implementing Mitto's OPT verification solutions, Bayt has reduced SMS costs by 37% while providing verified candidate data to employers. Bayt is currently working with us to expand verification services to other regions they serve to maximize cost-per-successful verification.



COMMUNICATION PLATFORMS





CUSTOMER SUCCESS



GUANGDONG ZHONGHE LIANYUN TECHNOLOGY CO. LTD. IMPROVES CX WITH MITTO'S FAST, RELIABLE SMS DELIVERY

Guangdong Zhonghe Lianyun Technology CO

Guangdong Zhonghe Lianyun Technology Co., Ltd. provides powerful, affordable bulk SMS services to clients internationally. As a company whose ethos is deeply rooted in customer satisfaction, Guangdong Zhonghe Lianyun Technology strives to deliver world-class solutions and support to every business and individual they serve.

USE CASE

Notifications

PRODUCT

SMS API

CHALLENGE

Since they have an international customer base, Guangdong Zhonghe Lianyun Technology struggled with channel backfill instability. This caused insufficient traffic flow and delivery delays, frustrating customers. While Guangdong Zhonghe Lianyun Technology's previous SMS communications provider was able to test the company's networks, they had no other choice but to adjust the channels, significantly increasing costs.

As a leading SMS service provider supplying services to companies such as Huawei, Guangdong Zhonghe Lianyun Technology understands the importance of reliable, cost-effective text messaging solutions. The company needed to find a partner with international channel resources and unsurpassed stability to ensure all SMS communications were delivered as swiftly and efficiently as possible to customers worldwide. That's why Guangdong Zhonghe Lianyun Technology turned to Mitto.

“MITTO HAS A SET OF CHANNEL SWITCHING FUNCTIONS, WHICH CAN AUTOMATICALLY CHANGE CHANNEL DELIVERY WHEN THE CONVERSION RATE DOES NOT REACH OUR STANDARDS OR THE CHANNEL HAS QUALITY PROBLEMS. THIS FUNCTION IS ESSENTIAL TO ENSURE A STABLE BACKFILL RATE

OSCAR OU, BD OF ZHLY

SOLUTION

As one of the dominant omnichannel communication providers, Mitto has established strategic relationships with mobile carrier networks across the globe. As such, we have secured widespread direct connectivity for customers seeking fast, dependable SMS services.

With over a decade of industry expertise, an advanced AI-powered routing platform, and tactical partnerships with countless operators worldwide, Mitto delivered optimized SMS communications solutions to both Guangdong Zhonghe Lianyun Technology and their customers. This ensured the fastest, most efficient deliveries possible and maximized channel stability at the best price.

KEY RESULTS

Since partnering with Mitto, Guangdong Zhonghe Lianyun Technology has boosted customer satisfaction and relations, as well as optimized delivery efficiency.

“We chose to work with Mitto due to their variety of channel offerings, direct connectivity, voice capabilities, and other chat apps, ensuring high traffic flow and timely delivery, which ultimately reduces our overall operating costs., says Oscar Ou, BD of ZHLY



CUSTOMER SUCCESS

CINGREEN



GUANGDONG ZHONGHE LIANYUN TECHNOLOGY CO. LTD. IMPROVES CX WITH MITTO'S FAST, RELIABLE SMS DELIVERY

Cingreen

Cingreen is a mobile data applications and development company specializing in phone verification, mobile application service development, and big data marketing and promotions. They aim to provide low-cost, high-quality IP information push services to consumers and enterprises. Headquartered in Beijing, Cingreen serves more than 200 counties worldwide.

USE CASE

Marketing promotions

PRODUCT

SMS API

CHALLENGE

Cingreen provides customers with affordable, best-in-class international IP information mobile push services. Their ultimate goal is to achieve complete customer satisfaction by helping clients attain their desired results. With solutions deeply rooted in mobile technology, Cingreen understands that speed and reliability are vital to exceeding customers' expectations. Cingreen needed to find a telecommunications provider that optimized cost-effectiveness while ensuring the best delivery speeds possible to continue providing efficient, first-rate services to their customers.

“OUR TECHNICAL STAFF CONTACTS MITTO’S CUSTOMER SERVICE AT ALL HOURS TO HANDLE CUSTOMER ISSUES, AND THEY ALWAYS RECEIVE A PROMPT RESPONSE. WE ARE DEEPLY IMPRESSED BY THIS LEVEL OF COMMITMENT

JIMMY ZHAO,
VP OF MARKETING, CINGREEN

SOLUTION

Cingreen turned to Mitto because of our affordability, extensive global reach, dependable delivery, and superior support. Our AI-powered, carrier-grade routing platform identifies the best paths and prioritizes traffic by type. This guarantees optimal cost-effectiveness and delivery speeds by the route.

Thanks to Mitto’s direct connections to countless carriers across the globe, Cingreen was able to maximize their ROI. And with a globally dispersed team of mobile technology experts available 24/7, Cingreen received the best consultative service possible.

KEY RESULTS

Since implementing Mitto’s API, Cingreen has boosted cost-savings, improved efficiency, and wowed their customers. With the help of Mitto’s world-class support team, Cingreen has been able to rely on 24/7 instant support to ensure a successful onboarding.

Due to this immediate success, Cingreen plans to expand their partnership with Mitto, utilizing our WhatsApp Messenger and Number Lookup services in the near future.



CLOUD SERVICES





CUSTOMER SUCCESS

HEYSPEED



HEYSPEED'S GLOBAL REACH ENHANCED: PARTNERING WITH MITTO FOR SUPERIOR SMS DELIVERY IN LATIN AMERICA

Heyspeed

Headquartered in Hong Kong, [HEYSPEED Technology Co., Limited](#) is a technology company that provides an international cloud communications platform and localized conversational business solutions, including SMS, voice, and instant messaging API, for enterprises expanding their footprint overseas. Operating in wholesale markets worldwide, HEYSPEED specializes in direct SIM and HR routing across Southeastern Asia and the Middle East. With 99.97 platform stability and direct connections to local operators, HEYSPEED's clients enjoy fast, dependable services.

USE CASE

SMS Routing

PRODUCT

SMS API

CHALLENGE

HEYSPEED's mission is to "connect the world with speed beyond imagination." To achieve these objectives, HEYSPEED leverages international servers, real-time routing feedback from their network of operators, and a team of specialists that continuously improve all communication channels.

Unfortunately, HEYSPEED's capabilities were hindered by poor routing quality in Latin America. To continue delivering the same efficient, high-speed communications services their customers expect, HEYSPEED needed additional support.



SOLUTION

HEYSPEED found their ideal communications partner in Mitto thanks to our strategic relationships with mobile carrier networks worldwide, including throughout Latin America. We proactively monitor these networks to optimize delivery and mitigate problems before they happen.

Additionally, we run simulations on our networks to find the best SMS paths possible, ensuring prompt and reliable delivery.

We take pride in partnering with brands that share our values and customer commitment, like HEYSPEED. Our seamless collaboration with them significantly improved the quality of their Latin American delivery routes.

KEY RESULTS

By tapping into our unrivaled routing network, HEYSPEED was able to improve SMS delivery for their clients in Latin America. This boosted customer satisfaction tremendously, enabling HEYSPEED to maintain their legacy of superior international conversational solutions.



Contact us today to learn how Mitto can help your business delight customers with swift, reliable communications at scale.



CUSTOMER SUCCESS



优尼科技
YONI-TECH



YONITECH'S STRATEGIC A2P ADVANCEMENT WITH MITTO'S DIRECT CONNECTIONS

YoniTech

Established in 2015, Jiaxing Optimal IT Co., Ltd, known as YoniTech, is dedicated to providing integrated communication cloud services for global enterprises. With a presence in China, Singapore, Indonesia, and other regions, YoniTech holds a value-added telecom business license in China and boasts stable relationships with over 500 telecom operators worldwide. In 2017, the company independently developed an online cloud platform, launching global voice and SMS services. Since its inception, YoniTech has partnered with renowned enterprises across various sectors, including finance, e-commerce, gaming, and social networking, marking its footprint as a leader in integrated communication solutions.

USE CASE

OTP
Marketing Notifications

PRODUCT

SMS API

CHALLENGE

The A2P messaging market, where YoniTech has its core operations, is riddled with complexities. The market is saturated with third-party companies offering SMS traffic at competitive prices but often compromising on quality. This situation presented YoniTech with several challenges:

- **Lack of Direct Connections:** Without direct connections, YoniTech grappled with unreliable SMS delivery, leading to poor service quality and customer dissatisfaction.
- **Regulatory Hurdles:** Navigating the diverse regulatory environments across different regions without expert guidance often led to compliance issues and operational roadblocks.
- **Cost vs. Quality Dilemma:** High prices for SMS traffic did not equate to high quality, leading to inefficient use of resources and diminished return on investment.

These issues were exacerbated by the expensive and inconsistent quality of direct connection lines, significantly affecting delivery rates and straining YoniTech's resources.

“ MITTO'S PROBLEM SOLVING SKILLS ARE STRONG, FEEDBACK IS TIMELY, AND WE FEEL VALUED AS CUSTOMERS. A SITE VISIT WITH MITTO'S ACCOUNT MANAGER SHOWED US THAT MITTO IS A COMPANY WHO TAKES CUSTOMER EXPERIENCE VERY SERIOUSLY. IT ALSO HELPS THAT THEIR STAFF IS VERY PLEASANT AND THEIR SERVICES ARE CHINESE USER FRIENDLY!

SKYLAR JIN
PROCUREMENT MANAGER, YONITECH

SOLUTION

YoniTech turned to Mitto for a comprehensive solution, finding a perfect ally in Mitto's intelligent routing platform, renowned for being best in class. Our platform's excellence is rooted in its active network monitoring, which diligently improves delivery and proactively prevents issues, ensuring consistent service quality. Furthermore, Mitto employs sophisticated simulations within its trusted networks to ascertain the most effective message paths, thereby ensuring dependable delivery crucial for business operations. The platform's prowess is further amplified by AI-powered traffic analysis and prioritization, which collectively guarantee the fastest delivery speeds and cost-efficiency in business communications.

A key addition to YoniTech's solution was the use of SMS for sending OTP and marketing notifications, crucial for their operations, particularly in regions like Asia, Australia, and Europe. Mitto's direct routes ensure fast and clean delivery of OTPs, a critical requirement for YoniTech's end users who need immediate receipt of these messages. This direct and reliable messaging service has allowed YoniTech not only to enhance its own operations but also to resell these services to other clients.

Furthermore, YoniTech benefitted from a dedicated account manager provided by Mitto. This manager played a pivotal role in handling all communications, requests, and inquiries, especially during the onboarding process. They efficiently managed the setup of regulatory compliances, Sender IDs, and other technicalities, ensuring a smooth and fast implementation.

KEY RESULTS

Mitto's solutions significantly boosted Yonitech's SMS delivery and customer satisfaction. They solidified YoniTech's leadership in communication solutions, with improved A2P messaging and added support like dedicated account management. Mitto's reliability secured them a place on YoniTech's traffic reference list, showcasing their strong partnership.



FOOD





CUSTOMER SUCCESS



BABY FOOD IMPORTER KIBID BOOSTS USER SECURITY AND TRUST WITH MITTO

Kibid

For over 30 years, Kibid has been a leading importer and distributor of acclaimed baby food brands Aptamil, Bebelac, Nutricia and Milupa manufactured by Danone, a multinational food corporation and Europe's largest producer.

Kibid is passionate about making healthy, high-quality foods accessible to all children and proactively partners with scientific research and humanitarian institutions that support children's health and nutritional habits.

USE CASE

SMS Verification

PRODUCT

SMS API

CHALLENGE

Kibid recently launched an internal app exclusively designed for healthcare professionals to educate them about their offerings. Users can access valuable resources, including webinars, seminars, and product updates.

Privacy and security are paramount in the world of healthcare. To efficiently safeguard users' sensitive information, Kibid implemented security verification procedures. Customers would receive a one-time passcode (OTP) via email when they first signed up for the app. Unfortunately, these emails were often sent to spam folders, hindering deliverability and access to Kibid's app.

“ **BEHIND MITTO IS A PALETTE OF PEOPLE THAT ARE EASY TO REACH, CONTACT, AND COMMUNICATE WITH.**

LJILJANA LEZECEV
ASSISTANT GENERAL MANAGER, KIBID

SOLUTION

The company pivoted to SMS-based two-way authentication (2FA) to overcome this challenge. Since OTPs are time-sensitive, Kibid needed to deliver them quickly and efficiently. They turned to Mitto and our powerful AI-routing platform to ensure optimal SMS deliverability at the best prices.

Customer traffic runs through Mitto's self-adjusting, carrier-grade routing platform. Our advanced technology continually checks hundreds of possible routes at a time for each global destination before choosing the optimal path. Leveraging AI, traffic is prioritized and identified by type, ensuring the best delivery speed and cost-effectiveness by the route.

Mitto's SMS API can be seamlessly integrated into any custom-built solution. This allows companies to effortlessly merge our AI-routing capabilities with their existing tech stacks, providing superior deliverability at a potential cost premium.

KEY RESULTS

Due to Mitto's advanced technology, Kibid's customers promptly received their OTPs and could easily log into the app while protecting their private information. This bolstered user safety, increased app sign-up conversions, and deepened customer trust.



Contact us today to learn how Mitto can help your business maximize SMS deliverability cost-effectively.



SOFTWARE





CUSTOMER SUCCESS



KINGSOFT BOOSTS CUSTOMER SATISFACTION AND SECURITY WITH MITTO

Kingsoft

Founded in 1988 by Qiu Bojun, Kingsoft Corporation is an international software development company offering office and internet security software. Kingsoft operates four subsidiaries: WPS Office software, Season video game development services, Cheeta Mobile apps, and Kingsoft Cloud storage platforms. The company is headquartered in Beijing, China and manages data centers throughout China, Southeast Asia, Hong Kong, Russia, and North America. Kingsoft has a market cap of \$5.41B.

USE CASE

Verification

PRODUCT

SMS API

CHALLENGE

As a software development leader, Kingsoft enhances how people work and play through advanced innovations. As such, the enterprise understands the importance of quality, speed, dependability, and robust security in technology.

Kingsoft uses SMS one-time passwords (OTP) to protect customers' sensitive information. The randomly generated SMS codes provide a second layer of defense against data breaches and identity theft.

Since SMS OTP is time-sensitive, Kingsoft needed a communications provider that ensured texts were sent quickly and efficiently globally.

Kingsoft had previously used Mitto for internal SMS verifications. They saw the immediate benefits of leveraging our advanced solutions externally to boost customer satisfaction and security.

“WE HERE AT KINGSOFT ARE BIG FANS OF MITTO’S COMMUNICATIONS PROWESS, TOP-SHELF SERVICES, AND STELLAR SUPPORT. WHAT BEGAN AS A PARTNERSHIP HAS TRANSFORMED INTO A LONG-TERM BUSINESS RELATIONSHIP BUILT ON TRUST AND VALUE.

DONG WENXIAO
HEAD OF PURCHASING DEVELOPMENT,
KINGSOFT

SOLUTION

To safeguard their reputation and all customers worldwide, Kingsoft turned to Mitto and our best-in-class SMS OTP solutions.

Our multi-layered security approach uses two-factor authentication and one-time passcodes to easily and reliably verify customers' identities to keep private data and business platforms secure, reducing fraudulent activity by up to 100%.

Mitto's intelligent AI-powered routing platform and direct connections to mobile carriers worldwide ensured Kingsoft's customers received prompt texts in every market they serve.

KEY RESULTS



Kingsoft's partnership with Mitto significantly improved customers' security and satisfaction.



Mitto matched the software giant with a dedicated account manager who provided personal support and guidance. Kingsoft also received 24/7 assistance from our globally dispersed team of industry experts.

“We here at Kingsoft are big fans of Mitto's communications prowess, top-shelf services, and stellar support. What began as a partnership has transformed into a long-term business relationship built on trust and value.” - Dong Wenxiao, Head of Purchasing Development



Contact us today to learn how Mitto can help your business maximize SMS deliverability cost-effectively.



CUSTOMER SUCCESS



AIODIN TECH IMMEDIATELY SAW AN INCREASE IN DELIVERABILITY AND CLICK-THROUGH RATES WITH MITTO SOLUTIONS

Aiodin Tech

Aiodin Tech SDN BHD is a solutions-oriented business-to-business (B2B) organization that develops and maintains bespoke software and applications for large enterprises and small- and medium-sized business-to-consumer (B2C) companies, with a focus on the online gaming industry. Headquartered in Malaysia, Aiodin Tech specializes in networking and security data, business and technology consulting, and IT infrastructure solutions.

- Technology and software
- Prominent IT solutions
- High-end systems integrations

USE CASE

Customer Notifications

PRODUCT

SMS API

CHALLENGE

As a company committed to quality and transparent client relations, Aiodin Tech is continually looking for opportunities to enhance its services. When their clients voiced their struggles with customer retention, Aiodin Tech knew they had to develop an effective solution quickly. With a robust background in technology, Aiodin Tech already understood the power of SMS and how it could remediate their clients' pain points. SMS allows businesses to swiftly reach their customers externally, building trust and boosting retention rates.

“ MITTO HAS MADE CUSTOMER OUTREACH VIABLE WITH LITTLE TO NO EFFORT



CK, NG,
BUSINESS ANALYST, AIODIN TECH

SOLUTION

Aiodin Tech's founder, YW T., had previously worked with Mitto and knew his team could expect to receive top-notch communication solutions and stellar customer support. Working closely with their dedicated Mitto support team, Aiodin Tech seamlessly integrated Mitto's SMS API into their existing tech stack.

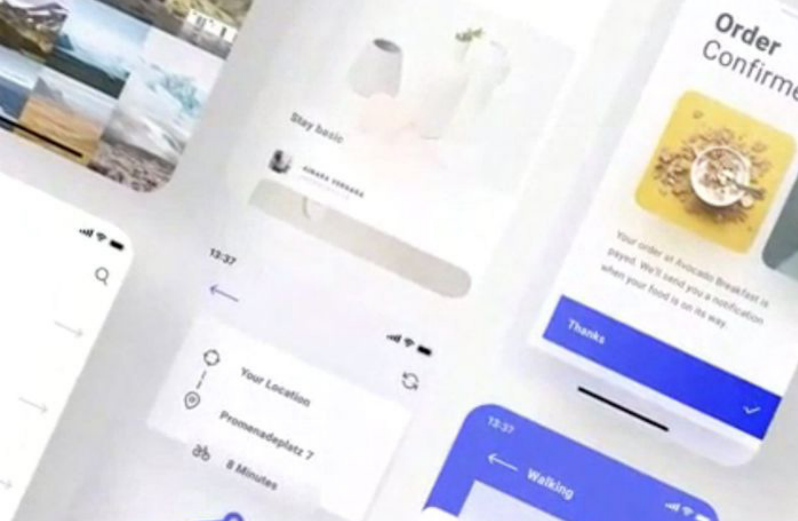
Shortly after deploying Mitto's SMS API, Aiodin Tech immediately saw an increase in deliverability and click-through rates. This increase was directly attributed to Mitto's ability to deliver rich, engaging text messages to their client's customers.

KEY RESULTS

-  Immediate increase in click-through rates (CTRs)
-  Increased reliability and message deliverability

WHAT'S NEXT?

Building off the success of our SMS deployment, Aiodin Tech plans to begin using Mitto's WhatsApp API to turbocharge its omnichannel marketing initiatives.





HEALTH AND PHARMACY





CUSTOMER SUCCESS



ROCHE, THE WORLD'S LARGEST BIOTECH COMPANY, BOOSTED OPEN RATES TO 75% USING MITTO CONVERSATIONS

Roche

Founded in 1896, Roche is the world's largest biotech company and a leading provider of in-vitro diagnostics and pharmaceuticals for infectious diseases, immunology, oncology ophthalmology, and diseases of the central nervous system. Providing these two solutions under one roof enables Roche to deliver the best treatments to each patient efficiently.

Roche developed 30 medicines in the World Health Organization Model Lists of Essential Medicines, including cancer treatments, life-saving antibiotics, and antimalarials. The multinational healthcare company has been recognized as the Group Leader in sustainability within the pharmaceuticals, biotechnology, and life sciences industries for 10 years in a row by the Dow Jones Sustainability Indices (DJSI). Headquartered in Basel, Switzerland, Roche has a net worth of \$244.65B.

USE CASE

Customer Support

PRODUCT

Viber Business Conversations

CHALLENGE

A pioneer in personalized healthcare, Roche steers away from a one-size-fits-all approach to deliver the best care for each person. Leveraging data, analytics, and technology across research and development, as well as the care continuum, Roche aims to improve lives and advance better health at lower costs to patients worldwide. As such, personalization is paramount to Roche. This extends to not only its solutions but its customer support.

“We wanted to deliver more personal experiences to our customers and communicate via the channels of their choice.” Nikola Guberinic, Digital Partner at Roche, explained.

With over 1.17B users worldwide and 820+ active monthly users, Roche chose Viber as its conversation tool for two-way customer support. However, since it was using Viber as a single entity, Roche was experiencing efficiency issues. It was also challenging for the company to monitor and personalize all interactions.

“We didn’t have any valuable information regarding the potential of our communication, and we were not able to upgrade our content based on customer preferences,” Nikola said. Roche needed a better way to manage its communications to provide prompt, personalized support to every customer.

“ MITTO’S CLIENT SERVICE IS IMPECCABLE, AND THEY ARE OPEN TO UPGRADING THEIR PLATFORM BASED ON USER FEEDBACK. THE CONVERSATIONS PLATFORM IS SO EASY TO USE. IT MAKES OUR COMMUNICATIONS VERY PROFESSIONAL FOR END USERS!

NIKOLA GUBERINIC
DIGITAL PARTNER, ROCHE

SOLUTION

To ensure every customer received the support they needed, Roche turned to Mitto and our Conversations platform to keep all customer information and functionalities in one convenient location.

Mitto Conversations allows enterprises to manage all communications and support customers across every channel from a single, unified platform. Enterprises can use the advanced messaging platform to personalize communications, automate support, and customize end-user experiences. Mitto Conversations can be effortlessly integrated into existing tech stacks to further tailor communications based on customer segmentation.

From consultation to implementation, Mitto provided Roche with dedicated support. Together, they developed the following strategy:

- Provide personalized 1:1 support with direct messaging and automated chatbot assistance
- Customize the dashboard and organize conversations to manage all customer communications efficiently
- Set up auto-replies for 24/7 customer support

Roche used Mitto Conversations to bring all Viber Business messages into a single, orderly view to support all customers efficiently. Thanks to our globally dispersed team of communication experts, Roche received 24/7 support and ongoing consultative service.

KEY RESULTS

Using Mitto Conversations, Roche increased their Viber message open rates from **40%** to **75%**. End users received instantaneous communications tailored to their unique objectives and preferences.

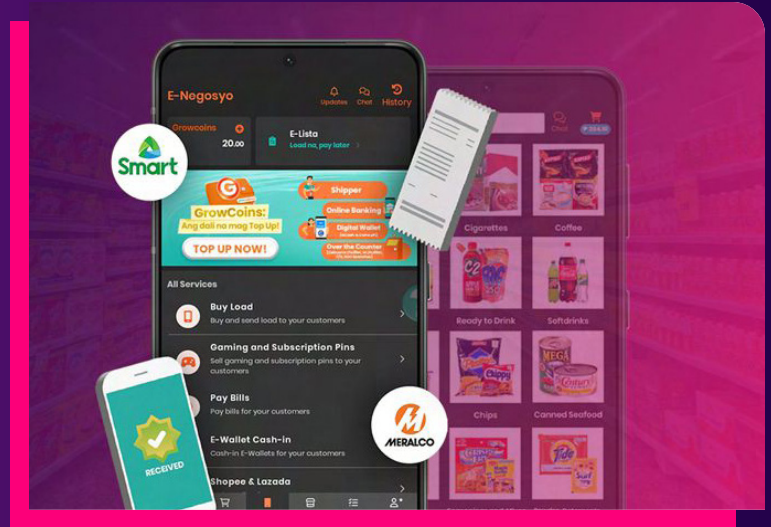


ECOMMERCE





CUSTOMER SUCCESS



GROWSARI REDUCED SMS SERVICE COSTS BY 30% WITH MITTO

Growsari

Founded in 2016, Growsari is a B2B eCommerce startup that helps the Philippines' over one million sari-sari stores (neighborhood mom-and-pop convenience stores) grow their incomes and manage their business through a tech-enabled platform. The company does this by outfitting business owners with the tools and infrastructure they need to transform themselves from simple service outlets to comprehensive hubs for the nation's grassroots communities.

Today, Growsari powers the analytics, growth, and management structure of more than 50,000 stores throughout 100 cities that are actively ordering on the platform each month. Additionally, the startup's platform offers bill pay, Wi-Fi, and other essential eServices, enabling Filipino store owners to maximize their capital in one wallet to drive profits and business growth.

USE CASE

- Customer Notifications
- Marketing Campaigns
- Verification

PRODUCT

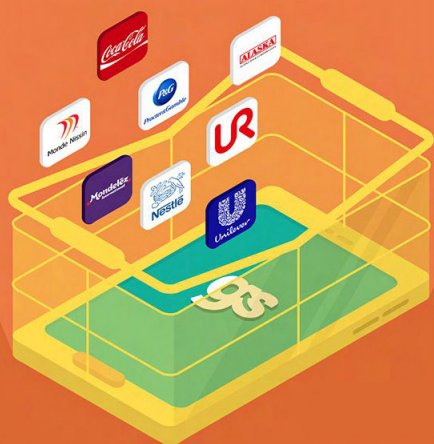
- SMS API

CHALLENGE

Growsari serves Filipino stores that are typically unbanked, lack access to smartphones or feature phones, and use data sparingly. Most distributors or formal supply chains do not serve these businesses. As such, a dependable communications solution is essential for Growsari to effectively contact its customers about important order information.

The startup had partnered with SMS providers in the past but found them to be expensive and unreliable. Customers missed out on critical information and deals because they did not receive SMS messages in a timely fashion.

Furthermore, slow or unreliable OTPs meant more customers were locked out of their accounts, leading to an influx of calls to Growsari's contact center. This flushed significant resources down the drain. Sid Kongara, Growsari's CTO and Co-founder, knew there was more his company could do to support its customers. Growsari needed a better solution to ensure customers promptly received time-sensitive SMS notifications.



SOLUTION

Growsari ultimately partnered with Mitto because of their excellent customer support, dependable and cost-effective solutions, easy-to-use dashboard, and marketing channel variety. Mitto helped Growsari's customer success and engineering teams troubleshoot concerns if and when they arose.

“WE’VE WORKED WITH A NUMBER OF SUPPLIERS FOR SMS AND OTHER SIMILAR PRODUCTS OVER THE YEARS, BUT THE ENGAGEMENT AND SUPPORT FROM MITTO REALLY STOOD OUT. WE FEEL LIKE A KEY ACCOUNT WITH EVERY CONCERN ADDRESSED IMMEDIATELY, AND PROACTIVE OUTREACH AT ALL TIMES TO HEAD OFF POTENTIAL PROBLEMS.

SID KONGARA
CTO AND CO-FOUNDER, GROWSARI

KEY RESULTS

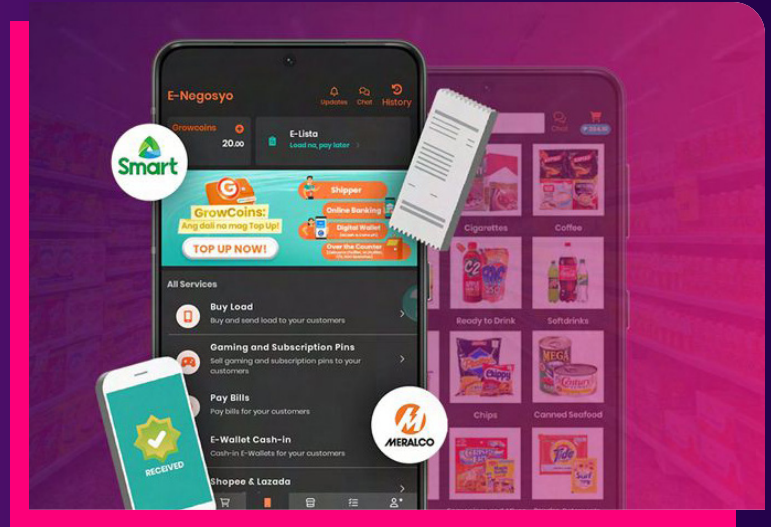
Mitto's ease of use and superior support from dedicated customer success architects allowed the startup to implement its new SMS services immediately. Despite significant regulatory changes, Mitto's support also ensured Growsari was able to make a smooth transition.



Since using Mitto, Growsari has **lowered its SMS costs by 30%** without sacrificing quality or delivery rates.



CUSTOMER SUCCESS



GLOBAL BEAUTY BRAND WYCON COSMETICS DRIVES SMS DELIVERABILITY AND MARKETING CAMPAIGN ROI WITH MITTO

WYCON

Founded in 2009 by entrepreneurs Gianfranco Satta and Raffaella Pagano , WYCON Cosmetics is an Italian makeup and skincare brand that makes high-quality, cruelty-free products accessible to everyday consumers.

Headquartered in Italy, WYCON operates over 300 stores in major cities around the world and has launched a strong digital and omnichannel development plan in recent years.

USE CASE

Marketing Campaigns

PRODUCT

SMS API
SALESmanago Integrations

CHALLENGE

As a brand that strives to break the mold of the cosmetics industry and help all customers look and feel their best, WYCON is dedicated to delivering inclusive products and memorable experiences.

To achieve this, WYCON uses SMS marketing campaigns and segments subscribers by age, gender, and region. This ensures customers receive personalized promotions, loyalty programs, and customized messages relevant to their needs, preferences, and desires.

To continue delighting customers while driving conversions, WYCON needed a communications provider that guaranteed fast and dependable deliveries at the best price possible. Additionally, the beauty brand wanted a partner that offered SALESmanago integrations to improve efficiency with marketing automation.

Unfortunately, WYCON's previous provider lacked the capabilities and flexibility they needed to maximize productivity and profitability.

SOLUTION

To continue serving every customer with the personalized service and support they've come to expect, WYCON switched to Mitto and our best-in-class SMS API and integrations solutions. Mitto paired WYCON with a dedicated account manager who built a flexible pricing plan and customized integrations onboarding process. With a globally dispersed multilingual customer advocacy team, WYCON received the support they needed when they needed it 24/7.

"We were impressed by the responsiveness of Mitto's staff on both the business and technical side, which allowed us to go live on several integrations in a surprisingly short time. In addition, the staff is very customer-focused and supports the customer both in the propaedeutic phases of the project and post-go-live. Last

but not least is the attention to the customer in suggesting and supporting new integration initiatives and services, all without extra cost," Albertino Felice, CIO at WYCON Cosmetics, explained.

In addition to world-class support, Mitto's robust AI-powered routing platform optimized WYCON's SMS marketing campaigns, increasing deliverability and ROI.

That's because our cutting-edge technology:

- ✦ Vigilantly monitors our global mobile carrier networks to improve delivery and mitigate issues
- ✦ Runs simulations on networks to find the best message paths
- ✦ Analyzes and prioritizes traffic to ensure the swiftest delivery speeds at the lowest costs

“ THANKS TO MITTO, WE COULD UNBLOCK MARKETING ACTIVITIES AND PROJECTS THAT WERE STALLED WITH OTHER PARTNERS BECAUSE OF CONTRACTUAL CONSTRAINTS THAT WERE TOO TIGHT OR BECAUSE OF THE OTHER PARTNERS' LACK OF WILLINGNESS TO INTEGRATE NEW SERVICES. WITH MITTO'S TEAM, WE WERE IMMEDIATELY ALIGNED BECAUSE THEY ARE A RESULTS-ORIENTED PARTNER, AND THE TECHNICAL STAFF IS ALWAYS READY TO LISTEN AND IMPLEMENT WHATEVER IS NEEDED TO MAKE OUR STRATEGIES POSSIBLE, WITHOUT THE BURDEN OF EXTRA INTEGRATION COSTS.

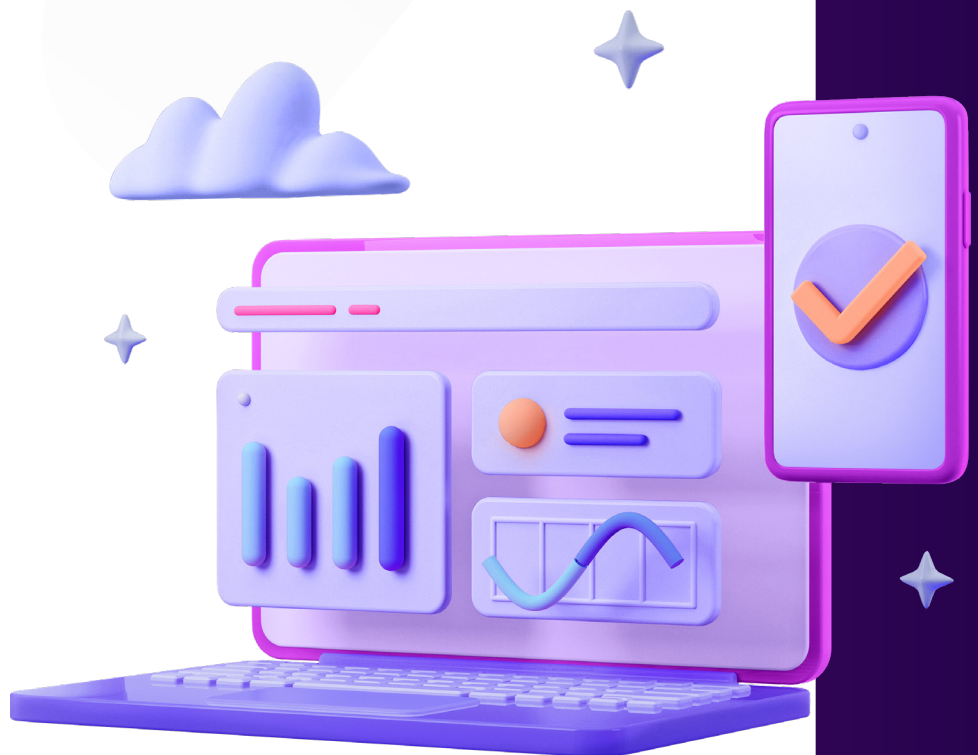
ALBERTINO FELICE
CIO, WYCON COSMETICS

KEY RESULTS

After partnering with Mitto, WYCON saw an immediate uptick in SMS deliverability and a significant ROI increase. Mitto's expert guidance enabled WYCON to get their integrations up and running as quickly as possible while improving their bottom line.



FINTECH



CUSTOMER SUCCESS

iCard



RELIABLE DELIVERABILITY INCREASES CUSTOMER SATISFACTION AND DEEPER LEVELS OF TRUST

iCard

iCard was founded in 2007 and, since then, has revolutionised e-money products, transforming them into modern digital tools. Headquartered in Varna, Bulgaria, the international fintech company provides end-to-end payment solutions to more than 1.65 million individual and business customers in the European Economic Area. Thanks to their innovative suite of mobile and web banking services, powered by the collective knowledge of 250+ engineers, iCard processes hundreds of millions of transactions every year.

- Over 1.65 million clients throughout 30+ European countries
- Over 4 million payment cards issued
- Over 100 million transactions processed annually

USE CASE

User Verification

PRODUCT

SMS API

CHALLENGE

As an international fintech company serving many personal and corporate clients, iCard is committed to making digital payments easier, accessible, and secure. As a customer-centric business, iCard continuously seeks new opportunities to hone its technologies to offer the best customer experience, including user verification via SMS.

Unfortunately, iCard's previous SMS communications service provider wasn't cutting it. Users were experiencing SMS delays or not receiving text messages that contained crucial security information, including login links and one-time passcodes. These delays led to unsatisfied clients having trouble accessing their accounts or sending and receiving money transfers.

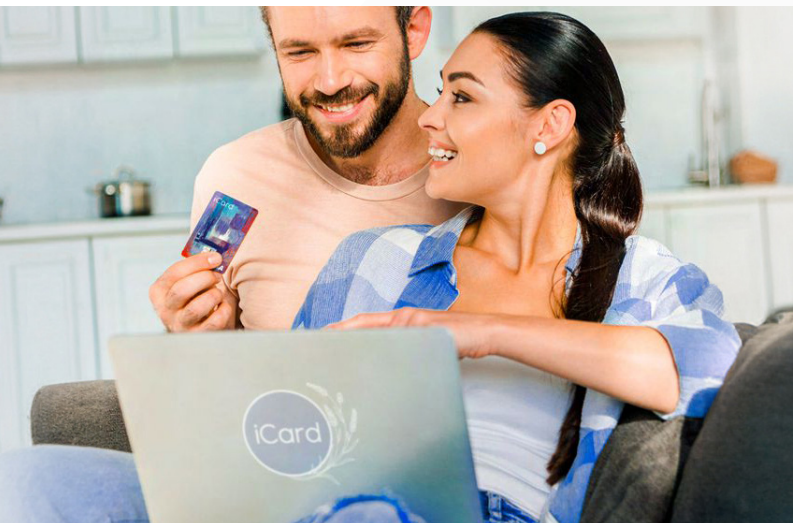
SOLUTION

After weighing their needs and expectations, iCard partnered with Mitto because of our supportive, friendly, and knowledgeable customer success team. Mitto's technologies seamlessly integrated with iCard's current tech stack, making the deployment process effortless.

Furthermore, iCard found Mitto's invoicing and reporting processes user-friendly and easy to follow, allowing for complete transparency. Above all else, iCard could provide their customers with better support and mitigate login issues via SMS that were always efficiently delivered.

“ **THE MOST STABLE SERVICE THAT WE'VE EVER USED, MITTO IS AN EXCELLENT PROVIDER.** ”

GEORGI SAVEV
HEAD OF DEVOPS AND IT MONITORING,
ICARD



KEY RESULTS

After implementing Mitto's SMS solutions, iCard saw successful SMS delivery rates of 99.99% without interruptions throughout their primary markets of France, Italy, and Romania. This reliable deliverability led to increased customer satisfaction and deeper levels of trust. Now, iCard can focus on what matters most, enabling accessible digital payments, while Mitto helps keep its customers and platform secure.



CUSTOMER SUCCESS

FIIZY



FIIZY INCREASES EFFICIENCY AND SUSTAINABLE QUALITY WITH MITTO

Fiizy

Leveraging data and API-powered networking technology, FIIZY connects businesses and financial institutions in order to deliver superior multi-lender financing solutions to consumers. Founded in 2015, FIIZY provides seamless customer onboarding and real-time access to powerful financial data to help banks and lenders increase conversion rates while boosting basket value for businesses. Headquartered in Tallinn, Estonia, FIIZY proudly serves clients throughout Brazil, Mexico, Poland, and Spain.

USE CASE

Customer Notifications
Marketing Campaigns

PRODUCT

SMS API
WhatsApp API

CHALLENGE

As a data-driven company, FIIZY continually analyzes its core key performance indicators (KPIs) to better serve clients. Keeping efficiency and superior customer experiences top of mind, FIIZY was on the hunt for a world-class communication service provider.

After partnering with a handful of providers, FIIZY still felt they needed to find a more efficient, customizable, and impactful solution. Thoughtful connection with their customers needed to be consistent and reliable. They went back to the drawing board to find a communications service partner that would better suit their needs.

“MITTO’S TEAM IS UNOFFICIALLY PART OF OUR OWN TEAM, AN EXTENDED TEAM. THEY DON’T JUST OFFER HIGH-QUALITY SERVICE AND TAILORED FEATURES, BUT THEY ALSO ENSURE THAT WHENEVER THERE ARE ANY CHALLENGES, THEY WILL WORK WITH US TO FIND THE RIGHT SOLUTIONS.

ANDRE PROMET
REMARKETING MANAGER, FIIZY

SOLUTION

FIIZY chose Mitto because of our commitment to customer excellence, advanced capabilities, and flexible solutions. In their search for a new provider, FIIZY found Mitto capable of offering the unique messaging solutions required to engage their customers best. FIIZY landed on utilizing Mitto’s SMS and WhatsApp APIs to engage clients proactively and amplify brand awareness through effective marketing campaigns.

Mitto’s proprietary AI-powered routing platform guarantees the best deliverability at the best rates, allowing FIIZY to focus its energy on crafting the perfect messages.

Before implementing our solutions, FIIZY decision-makers closely collaborated with Mitto’s customer success team to plot a thoughtful, scalable strategy. Mitto was there alongside FIIZY’s team to address any questions or concerns and ensure a successful onboarding experience.

KEY RESULTS

FIIZY has seen a direct business impact since deploying Mitto’s solutions, including positive effects on its top KPIs, enhanced efficiency, and sustainable quality compared to its prior communication service solutions.

Throughout our business partnership, the financial services company has enjoyed unmatched support and an ongoing dedication to developing bespoke solutions from the Mitto team.



Lowered support costs



Increased customer satisfaction



CUSTOMER SUCCESS

FINTECH



LEADING FINTECH COMPANY MAXIMIZES SMS DELIVERY SPEED AND RELIABILITY WITH MITTO

European Fintech Company

A leading European FinTech company harnessed the power of Mitto's world-class SMS API solutions and advanced AI-driven routing platform to authenticate and notify users about crucial information regarding their accounts. Mitto's high-impact, low-cost tools helped the company significantly improve customer satisfaction, quality of delivery, and its bottom line.

USE CASE

Notifications Authentication

PRODUCT

SMS API

CHALLENGE

As a customer-centric business, this well-known FinTech firm focused in the advertising space aims to deliver fast, reliable, and secure solutions to all users. However, the company previously used a local communications provider serving only one market. Due to its rapid growth and expansion into other countries, customers in new territories were not receiving timely SMS alerts.

The company needed a communications partner that guaranteed swift and reliable SMS deliveries at a global scale. The firm switched from their local SMS provider to Mitto to ensure customers received authentication texts and critical notifications promptly, regardless of where they lived.

SOLUTION

Mitto's intelligent routing platform goes beyond traditional SMS messaging solutions to help businesses connect with customers worldwide.

Our cutting-edge AI-powered technology:

- ❖ Continually monitors our global mobile carrier networks (MNO) to optimize delivery and prevent potential issues before they can happen
- ❖ Analyzes and prioritizes traffic to ensure the fastest delivery speeds at the lowest costs
- ❖ Prevents fraud and bot attacks with automated delivery reports, safeguarding companies and customers

By leveraging Mitto's advanced SMS API solutions and global network of MNOs, the FinTech company could send customers timely SMS authentications and notifications in every region they served.



KEY RESULTS

After partnering with Mitto, the FinTech firm received unrivaled SMS delivery reliability and cost-effective messaging rates. The company was also paired with a dedicated customer success manager and tech team for 24/7 assistance and support. Mitto continually meets with the company to listen closely to their feedback and finetune strategies as necessary for optimal results.

Customers now receive fast, reliable SMS notifications and authentications throughout all markets this global FinTech company serves. This has improved customer satisfaction and retention while significantly reducing costs.



Contact us today to learn how Mitto can help your company better support customers globally with swift, reliable, and personalized SMS messages.



CUSTOMER SUCCESS

DIGITAL PAYMENTS



DIGITAL PAYMENTS PROVIDER SCALES BUSINESS OPERATIONS WITH MITTO'S CUSTOMIZED VIBER SOLUTION

Digital Payments Provider

A globally recognized financial services and digital payments company serving millions of customers across Southeast Asia (SEA) wanted a more effective way to engage and attract users. With a **49% monthly active user (MAU) smartphone penetration** in the SEA region, the firm knew that Viber Business Messages was the premium choice to get the job done. The brand needed a reliable communications partner with **CleverTap integration** capabilities to optimize engagement efforts and ensure customers received personalized, secure Viber messages promptly. They found this and more in Mitto.

USE CASE

Marketing Campaigns

PRODUCT

Viber Business CleverTap Integration

CHALLENGE

Security and dependability are at the heart of exceptional financial solutions. As a company that helps users take complete control of their money, the digital payments firm understood the importance of fast, reliable digital communications that safeguard sensitive information. While the company currently uses CleverTap to interact with customers via Viber Business Messages, it needed a service provider to optimize its engagement strategies.

As a leader in digital communications, Mitto already provides SMS messaging services that can be used by CleverTap customers. After learning about the FinTech firm's unique needs and requirements, we built a personalized strategy that allowed the company to integrate our world-class Viber Business Messages solutions with its existing CleverTap account.



SOLUTION

Mitto offered superior solutions to the financial services company's pain points and acted as its personal consultant. We worked closely with CleverTap's technical team to seamlessly integrate our Chat API services with its platform. Since the customer planned to send millions of monthly Viber messages, our tech team was prepared to continuously monitor traffic to ensure the best delivery and speed rates possible.

Due to our cutting-edge AI-powered routing platform, hefty Viber messaging volumes were never an issue. Mitto's platform vigilantly analyzes and prioritizes traffic to ensure the swiftest delivery speed for the lowest costs. Our automated delivery reports prevent cyberattacks and fraud, protecting customers' personal data. The customer was also matched with its own dedicated customer success and tech team for 24/7 support.

KEY RESULTS

Mitto provided expert guidance and created a customized solution for the digital payments company's unique needs. Acting as a trusted adviser, our communications experts successfully scaled the firm's operations and allowed them to integrate their existing tech stack with our powerful Chat API tools.

Our direct partnership with Viber and advanced routing platform ensured our customer received, and continues to receive, unmatched deliverability and dependability at the most competitive rates possible.



Contact us today to learn how Mitto's solutions can help your company engage customers in fast, secure, and personalized two-way conversations via Viber Business Messaging.



MARKETING AND DIGITAL AGENCIES





CUSTOMER SUCCESS



AMS DIGITAL SOLUTIONS DECREASES CUSTOMER CHURN WITH MITTO'S SMS SOLUTION

AMS Digital Solutions

Most of us have had an idea in our lives that makes us think, "this could be the next big thing!" But, there's a reason why we aren't all serial entrepreneurs. Building a brand is hard work! It takes a solid team to see a project through, from ideation to launch. This is where AMS enters the picture. AMS provides its clients with various digital marketing solutions, including web design, mobile and web app development, and digital marketing campaign management across social media and other platforms. Most of their clients are seeking help to create and maximize awareness for their brands.

USE CASE

Notifications +
Marketing Campaigns

PRODUCT

SMS API

CHALLENGE

The team at AMS found themselves with an outreach problem. They needed to connect with clients and contacts quickly and more reliably. As a company that prides itself on being customer-focused, AMS sought a way to actively engage with customers, source feedback on campaigns, and track conversions. SMS, with the highest open rates across digital marketing platforms, was the perfect solution.

AMS also needed a solution that was capable of sending messages on their client's behalf. Their client base needed to run their own marketing campaigns and AMS wanted a provider that could handle both their own marketing traffic, along with the traffic of their clients.

AMS had previously used SMS messaging, but their provider could not keep up with the demands of AMS and their customers. In addition to deliverability issues, AMS had to manually add their contacts as control numbers to track whether clients were receiving texts or not. SMS reports could be pending for days, making it very difficult for AMS to provide feedback to clients. This lack of consistent communication negatively impacted relationships with customers and torpedoed employee morale. The need for reliable SMS led AMS to form a partnership with Mitto.

“THE ONLY THING WE REGRET ABOUT SWITCHING TO MITTO IS NOT SWITCHING EARLY ENOUGH. IT WOULD HAVE SAVED US FROM A LOT OF CHURNING CLIENTS.

MICHAEL OFFEI THE “CHIEF DOER”,
AMS DIGITAL SOLUTIONS (AMS)

SOLUTION

After switching to Mitto, the AMS team's experience with the SMS channel improved drastically, and all of the problems above became issues of the past. While their old messaging platform was unreliable and would often crash, Mitto's innovative and robust platform has allowed AMS to increase its messaging capacity and reliability drastically. Shortly after onboarding Mitto's platform, AMS sent 11,000 texts in under one minute! AMS even deployed the Mitto SMS API during the lockdown phase of the global pandemic, but they felt more connected to their customers than ever.

Since partnering with Mitto, AMS has seen a 15% decrease in customer churn, something they ascribe to their increased messaging efforts. After all, an informed customer is a happy one. AMS is now looking to expand its partnership with Mitto by adding number cleansing and shortcodes to further evolve its customer engagement strategy.

Mitto's industry-leading, world-class platform has injected a much-appreciated shot of adrenaline into the AMS customer experience. Now the team at AMS can focus on serving their clients' needs knowing that a trusted communication partner is standing in their corner.

KEY RESULTS



15% decrease in customer churn



A dramatic increase in messaging capacity – over 11,000 SMS sent in under a minute



Significantly more reliable messaging services than the previous provider



CUSTOMER SUCCESS



MAPP BOOSTS MARKETING PLATFORM WITH MITTO | TOP BRAND CLIENTS BENEFIT

Mapp

Mapp offers a full-service marketing cloud designed to empower marketers and help brands automate engagement using real-time customer insights. Mapp Cloud allows companies to run AI and data-driven campaigns that support the entire customer journey. Customers such as PepsiCo, Westwing, Vivienne Westwood, La Martina, and Lamborghini already trust Mapp.

USE CASE

Marketing promotions

PRODUCT

SMS API

CHALLENGE

As a marketing platform, Mapp provides various cross-channel campaign options for their customers, several of which involve SMS marketing. However, the technology needed to deliver campaigns across the SMS channel can be complicated to develop in-house. Mapp wanted to ensure the highest standard and efficiency for delivering an SMS marketing solution to their customers. They could create their own SMS API at great expense and developer resources, or they could choose an experienced tech partner with a proven track record in the space.

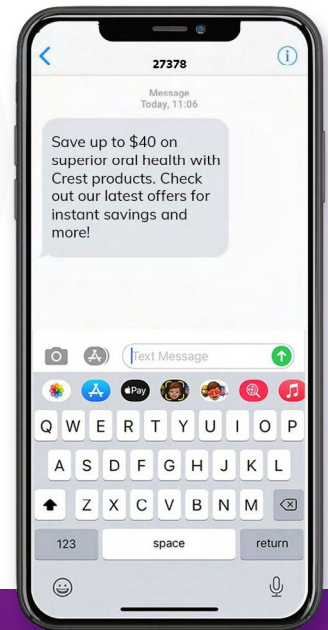
SOLUTION

Mapp and Mitto partnered together, enhancing Mapp's existing tech stack by allowing them to deliver wide-scale, cross-channel campaigns for their enterprise customers. Mitto has mastered deployment of communications APIs that enable businesses all around the world to directly engage with their users on channels such as SMS, WhatsApp, voice, Facebook Messenger or Viber. This time, Mapp brought an exciting scenario to the table. Mapp needed a messaging partner to help them execute campaigns for their clients. If Mapp's SMS provider fails, it's not merely an issue of not sending messages to their customers; it negatively impacts their client and the client's campaign. Anyone who has ever worked in client-based marketing and advertising knows this is unacceptable. Mapp needed a provider they could trust to layer on top of their existing tech stack.

Mapp chose Mitto because of our global footprint, reputation for quality, and years of experience in the A2P messaging space. Mitto can send an SMS anywhere on the planet: alert, notify and confirm using the world's number one preferred channel for communications. With Mitto, Mapp also gains access to our world-class routing platform, which sends messages through a proprietary, proactive system. This AI-driven routing solution performs a real-time evaluation of routes, switching from one to another in search of optimal deliverability.

But why and how does Mapp use Mitto for SMS? SMS as a channel for business messaging has become the gold standard, thanks to its unrivaled open rates and global ubiquity. High-level fact, SMS has a 98% open rate, typically within a few minutes. Mapp's clients seek a highly engaging channel to communicate with customers directly. Mitto was able to help Mapp secure the shortcode for an American multinational consumer goods corporation, so that they could create a highly engaged SMS journey that would bridge offline and online marketing.

The specific campaigns that Mapp can run using Mitto's SMS API are limited only by the imagination of Mapp and their clients. But by using Mitto, they always know that they can reliably connect with global customers through the industry's most trusted SMS enabler.



KEY RESULTS

Together Mapp and Mitto guide marketers to a total digital transformation driven by customer insights and marketing automation. For more information on how you can integrate with Mitto APIs, visit us over at [Mitto.ch](https://mitto.ch).

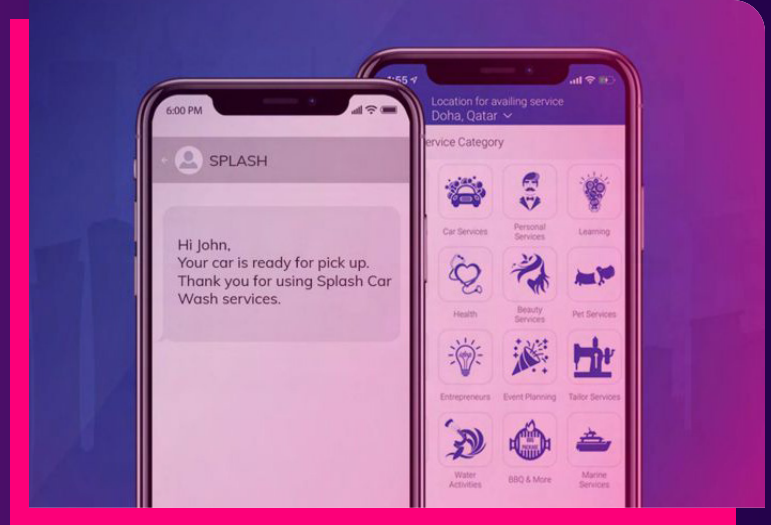


SELF-SERVICE





CUSTOMER SUCCESS



EBUTLER AND MITTO TEAM UP TO SAVE YOU TIME WITH SMS

EButler

EButler is a service aggregator platform; a premium managed service marketplace serving as a digital “Butler” - or digital assistant - connecting users to more than 300 verified providers for more than 350+ services at no extra cost. Its customers are busy individuals who are looking for more time in their day. EButler reduces the stress and hassle of dealing with a chore or finding a provider for a service.

Sounds straightforward, right? EButler has essentially taken the idea of a virtual assistant and turned it into a platform. The marketplace connects users with professionals specializing in event planning, home, auto, delivery, shopping, pet services, and more. As a result, EButler solves many problems with a convenient application at a user’s fingertips.

USE CASE

SMS Notifications

PRODUCT

SMS API

CHALLENGE

EButler had a communication problem, though. The core of their business model is connecting people for what is essentially contract work. When we think about contracting work, two words come to mind: efficient communication.

So EButler needed a way to seamlessly (and quickly) facilitate communication between customers and service providers to provide updates on work status and provide payment links. Needing a global communication partner that could provide fast and reliable service at a fair price, EButler turned to Mitto.

SOLUTION

EButler decided early on that the channel that best suited their needs was SMS. SMS is a globally ubiquitous channel that boasts a 98% open rate, typically in under 90 seconds. Not only that, but billions of mobile devices around the globe can send and receive texts. EButler also sought a robust API that could leverage custom sender IDs, provide competitive pricing, and exceed reliability expectations.

EButler chose Mitto because of Mitto's stellar record as a global CPaaS provider and because of Mitto's state-of-the-art routing platform that not only ensures quality but uses AI routing technology to save its customers money.

As with all marketplaces, transparency is critically important to delivering a positive customer experience. For EButler, not providing the status of work orders reduced

customer trust and began damaging its brand. Mitto was able to solve these problems and offload additional work from EButler's operations team. Mitto was extraordinarily helpful with the implementation and earned high marks for customer service. Furthermore, the custom sender IDs that Mitto provides were able to help EButler customize messaging for the different brands and providers with which they work.

“**MITTO IS A WORLD-CLASS ORGANIZATION PROVIDING AMAZING SOLUTIONS WITH A CUSTOMER SUCCESS TEAM THAT TRULY CARES ABOUT THEIR CLIENTS. WE ARE IMPRESSED WITH THE RELIABILITY AND RANGE OF OFFERINGS AND FLEXIBILITY THAT IS PROVIDED FOR US.**

OMAR ASHOUR
COFOUNDER & CEO, EBUTLER

KEY RESULTS

With a reliable A2P messaging partner, EButler can focus on what it does best, making the lives of working professionals easier. The one resource that none of us can ever recoup is time, and while Mitto isn't inventing more time, we are helping EButler customers lose less of it than they were before.



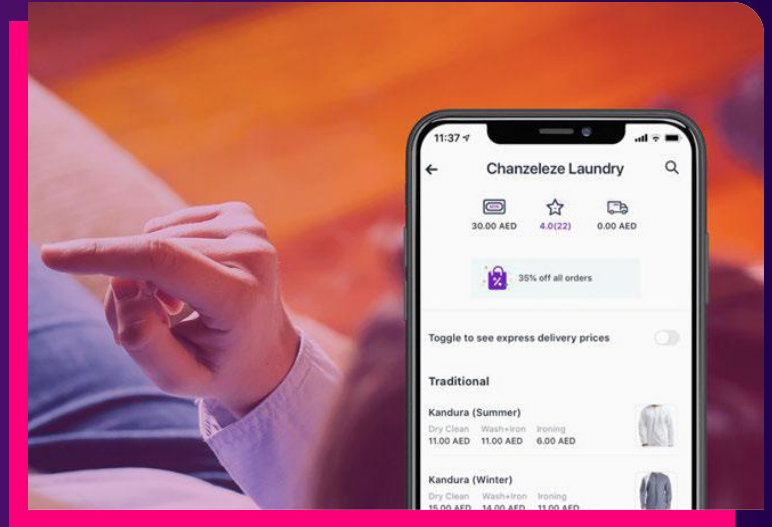
Increased customer trust



Enabled personalized, more reliable communications



CUSTOMER SUCCESS



JUSTCLEAN INCREASES CUSTOMER RETENTION WITH MITTO AND SMS

JustClean

JustClean was founded in 2016, as an on-demand laundry marketplace application in Kuwait. Ever since, they have evolved from a marketplace application for laundry services to becoming a holistic ecosystem solution for laundry services. They have grown to add two additional arms to their business model: SaaS and Logistics. Additionally, they provide Logistic Support to our vendors, while also providing laundry management support and a Point-of-Sales (POS) System.

- Present in 5 countries
- 2 million active users
- 500+ partners

USE CASE

Marketing SMS

PRODUCT

SMS

CHALLENGE

JustClean had a communication problem. In JustClean's primary markets which consist of several countries in the Middle East, communication channels are fragmented. They needed a way to engage effectively with their users, send notes when a driver was coming to pick up their clothing, send messages when a driver had arrived to drop off clean clothing. Think about rideshare and food delivery apps, collecting your clothes from a cleaning service can have the same urgency as picking up a meal. Knowing the best way to effectively communicate with all of their users was SMS, JustClean sought out a leading global communication platform, so they chose Mitto.

“ SINCE DEPLOYING MITTO'S SMS SOLUTION WE HAVE NOT ONLY SEEN AN IMPROVEMENT WITH OUR CUSTOMER RETENTION EFFORTS, WE HAVE ACTUALLY EXPANDED OUR USER BASE THANKS TO SMS. THE MITTO TEAM HAS BEEN EXTREMELY HELPFUL AND WE CAN'T WAIT TO EXPAND OUR RELATIONSHIP IN THE FUTURE.

FAHAD AHMED
DIGITAL MARKETING SPECIALIST,
JUST CLEAN

SOLUTION

JustClean implemented Mitto's SMS A2P messaging solutions for a variety of use cases on their platform. In addition to adding SMS as a channel for alerts, reminders, and notifications (ie your driver is ready to pick up your laundry) JustClean has also implemented Mitto SMS for marketing as a way to grow and maintain their customer base.

Since deploying the Mitto SMS solution, JustClean has noted that their customer retention has improved and the overall userbase has expanded due in part to the success of SMS as a marketing channel. While JustClean started as an on-demand laundry service, the company has expanded to include on-demand car washes using the same platform. Mitto supports this vertical as well, using A2P messaging to keep users engaged whether they are interested in clean cars, clean clothes, or both.

KEY RESULTS

The relationship between JustClean and Mitto has progressed tremendously due to outstanding customer support and an excellent product.

Synergies between JustClean and Mitto have led to:



Increased user base



Improved customer retention

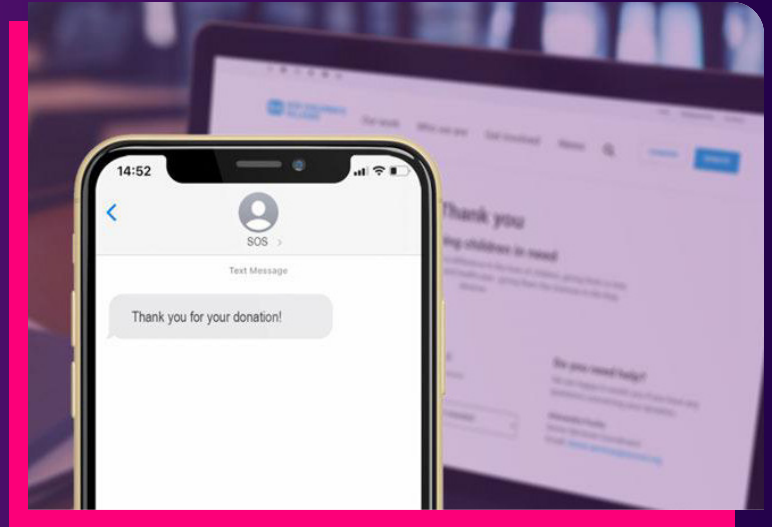


NON-PROFIT AND PUBLIC SECTOR





CUSTOMER SUCCESS



MITTO ENHANCES COMMUNICATIONS FOR NON-PROFIT FUNDRAISING WITH GIFTED SMS VIA SALESFORCE SALES AND SERVICE CLOUD

SOS Children's Villages

"A loving home for every child" - the mission statement for SOS Children's Villages, a non-profit organization established by Hermann Gmeiner in 1949 during the aftermath of World War 2. After watching the war leave many children orphaned, Gmeiner conceived of a way to give these children a familial experience in the form of "Children's Villages." The idea revolves around a set of houses/homes suitable for families with 5-6 members, where SOS parents take care of underserved children. The SOS parents live with the children 24/7 and provide for them. Children's Villages builds families for children in need, helps them shape their futures, and shares in the development of their communities. SOS Children's Villages believes that every child belongs to a family and deserves to grow up with love, respect, and security. Today, Children's Villages exist in 130+ countries and territories.

USE CASE

SMS Notifications

PRODUCT

SMS via Salesforce Sales & Service Cloud Integration

CHALLENGE

As with any charity, the organization is reliant on the generosity of external donors and leverages a fundraising team to help reach their financial goals. While using various channels to spread their message, operations are focused on razor-thin margins to ensure funding goes directly into care for the children, not into offsetting overhead. One such channel that a local chapter in Eastern Europe was interested in was SMS. It is an easy way to connect fundraisers with donors and provide timely updates for their stakeholders. SMS is undoubtedly not a channel that requires a heavy investment, but every penny counts when trying to help children. Fortunately, Mitto was happy to help.

“ WE’VE FOUND THE PLATFORM INCREDIBLY EASY TO USE. MITTO’S GENEROSITY HAS REDUCED OUR OPERATING COSTS AND ALLOWED US TO FOCUS OUR TIME AND RESOURCES ON OUR TRUE MISSION - HELPING CHILDREN AND YOUNG PEOPLE IN ALTERNATIVE CARE.

VESNA MRAKOVIĆ JOKANOVIĆ
NATIONAL DIRECTOR, SOS CHILDREN'S VILLAGES



SOLUTION

Mitto reached out to the group as part of an ongoing “texting for good” campaign. Mitto believes that removing barriers in communication can help people, and one of those barriers for this non-profit was connecting their various stakeholders. Therefore, Mitto offered free SMS services for the day-to-day communications between donors and fundraisers. Since deploying the API, SOS the organization has leveraged the Mitto platform to automate delivering mission-critical notifications and deliver thank-you notes to generous donors.

The partnership has significantly reduced costs for the group and helped conserve one of their most precious resources: time. The communications platform is fully automated through Mitto’s Salesforce Sales and Service cloud integration. With money saved on communication overhead, the organization can spend their time and effort on the things that matter most, helping children in need.

KEY RESULTS

Over 4 million children have been supported via alternate care and family strengthening over Children’s Villages seven decades in existence, with support from partners such as Mitto, helping make it all possible.

Synergies between Children’s Villages and Mitto have led to:



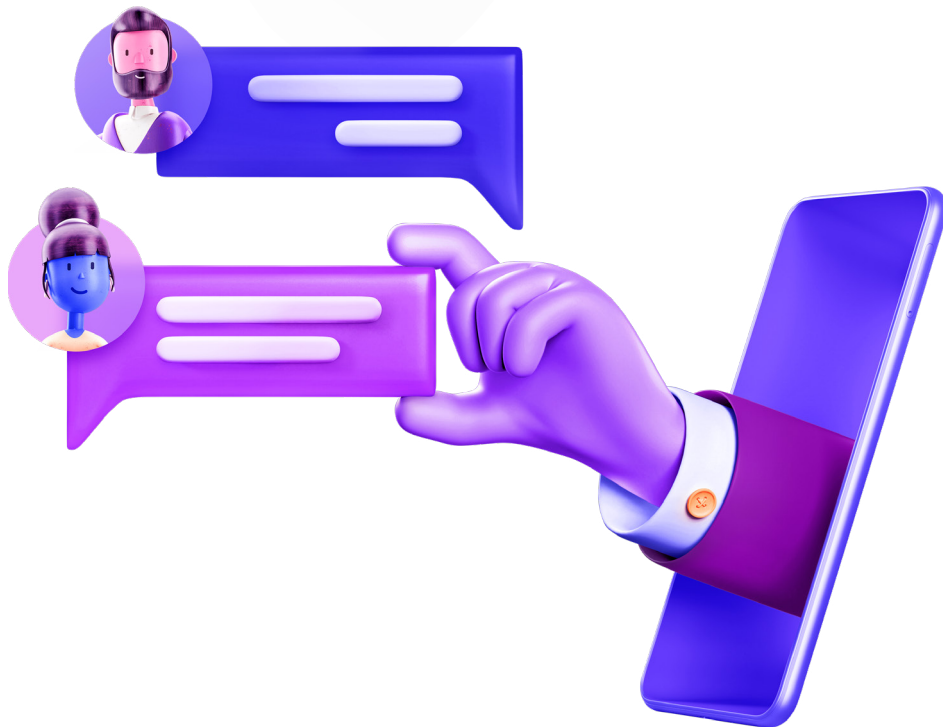
Increased donor engagement



Enabled faster, more reliable communications

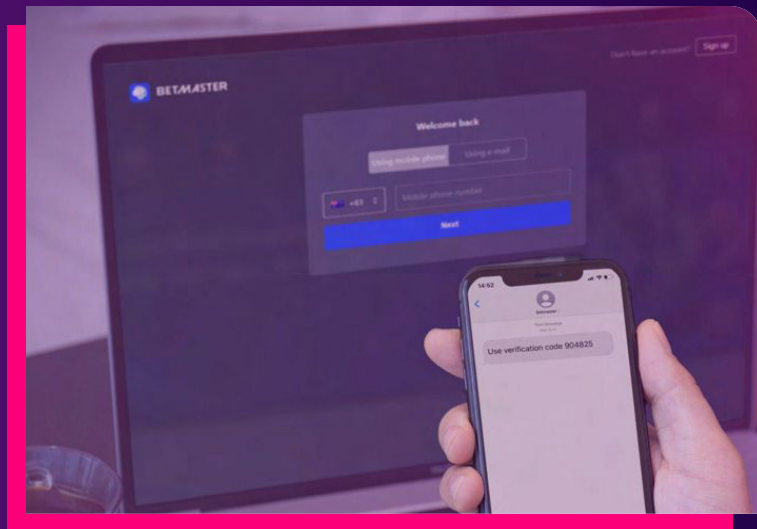


GAMING AND GAMBLING





CUSTOMER SUCCESS



BETMASTER INCREASES USER TRUST WITH MITTO'S VERIFICATION SOLUTIONS

BetMaster

Gambling has been a part of human culture for millennia. And just like every industry that has met the tech age head-on, betting and gaming are no different. Digital gambling is on the rise, with the sector expecting an 11.5% compound annual growth rate from 2020 to 2027. The trends don't lie; consumers love it. Whether it's placing a few bucks on the outcome of an awards show or betting on your favorite sports team, it's fun to have some skin in the game.

Betmaster, a digital betting company founded in 2014, serves the digital gambling needs of users in Africa, Europe, Asia, and South America. Their mission is to provide a fun and safe avenue for bettors of all skill levels to quickly sign up and get in on the action. Their platform is straightforward – a quick registration using a phone number, and then you're placing a bet in two clicks.

USE CASE

Verification

PRODUCT

SMS

CHALLENGE

While Betmaster aims to be as frictionless as possible, they know security is a top priority for their users. After all, we are talking about real money. Upon weighing their onboarding options, Betmaster chose to implement an SMS-based two-factor authentication (2FA) solution to secure their accounts. An excellent choice, as SMS-based 2FA has become the gold standard for account security and verification. Betmaster needed a partner that could guarantee quick and reliable message deliverability worldwide for a fair price, which led them to Mitto.

SOLUTION

SMS delivery is a nearly universal tool that has become crucial to business growth strategies across all industries. SMS delivery becomes even more paramount when it is the primary avenue for a company to onboard new users. When a registrant creates an account on Betmaster, they provide a phone number that is then sent a one-time passcode (OTP) to confirm that the user is in possession of the phone number. This process is known as two-factor authentication.





Betmaster needed a messaging partner that could provide cost-effective and reliable SMS service to anywhere in the world. Additionally, they needed a provider with experience in delivering OTP to complete user registrations. Betmaster had previously combined several SMS gateways to reach their customers in different markets. Dealing with several local vendors can prove tiresome to an international company. Mitto replaced Betmaster's existing vendors with a single API that leverages a world-class routing system. This system delivers messages anywhere in the world and is capable of leveraging machine learning and artificial intelligence to prioritize traffic. This prioritization results in Mitto providing Betmaster with more competitive rates.

An example of this intelligent routing is determining the priority of an OTP versus a marketing message. The OTP, being time-sensitive, will be delivered in the quickest manner possible, at a potential cost premium. Whereas a marketing message, being less time-sensitive, can be relayed over a somewhat slower route at a discounted rate. Mitto's routing platform leverages its network of local operators and carriers to manage this traffic seamlessly and without friction.

“ **OUR OVERALL EXPERIENCE WITH MITTO HAS BEEN PRODUCTIVE AND PROACTIVE. WE HAVE VERY EFFICIENT COMMUNICATION; THEY ARE QUICK TO REPLY AND ATTENTIVE TO WHAT WE NEED. THE GREATEST BENEFITS TO WORKING WITH MITTO ARE COMPETITIVE PRICING, GOOD DELIVERY RATES, AND SWIFT REPLIES TO OUR QUERIES.**

ANATOLY ZHUPANOV
CHIEF INFORMATION OFFICER, BETMASTER

KEY RESULTS

-  More efficient support times and overall costs
-  Enabled faster, more reliable communications
-  Safely and securely onboarding new users wherever they may be
-  Significantly more reliable messaging services with platform that is frictionless and secure



CUSTOMER SUCCESS



ADDITION OF SMS CHANNEL GROWS BRAND AND INCREASES STRENGTH OF CUSTOMER RELATIONSHIPS

Inbet

Inbet is a betting platform founded in 2018 that focuses on building a user-centered community and educating bettors by providing daily exclusive content and betting advice across Portugal, Brazil and Mexico. Set up as an all-in-one shop, Inbet offers its community exclusive sweepstakes, educational content and betting suggestions derived from 1,000+ games every month. Committed to growing its community and developing close relationships with their users, Inbet attracts a wide range of sport audiences.

- Present in Portugal, Brazil, and Mexico Advise
- Over 1000 bets every day

USE CASE

Marketing SMS

PRODUCT

SMS

CHALLENGE

Inbet’s main user communication channels were email and chatbots on social media. With policy updates limiting the company’s use of chat bots to engage with their growing audience, they sought new solutions that could perform as or more effectively in solving problems for their users – and measuring their ability to do so. Inbet wanted to find a way to stand out more from competition and easily grab the attention of their audience.

“ WE WANTED TO BE CLOSER TO OUR USERS AND HAVE A WAY OF COMMUNICATING WITH THEM THAT WOULD YIELD BETTER SHORT AND LONG-TERM RESULTS THAN CONVENTIONAL COMMUNICATIONS. AS SUCH, WE WERE LOOKING FOR A SOLUTION THAT WOULD ALLOW US TO DIFFERENTIATE OURSELVES IN AN INEXPENSIVE, EFFECTIVE AND FLEXIBLE WAY.

MARTIM ROLL
CEO, INBET

SOLUTION




Inbet turned to Mitto for a simple communications solution that could support ongoing engagement with a growing audience of bettors. Mitto’s easy- to-use Dashboard made reporting on effectiveness of communications with users much easier while Mitto’s industry-leading routing platform ensured streamlined communication at an optimal price.

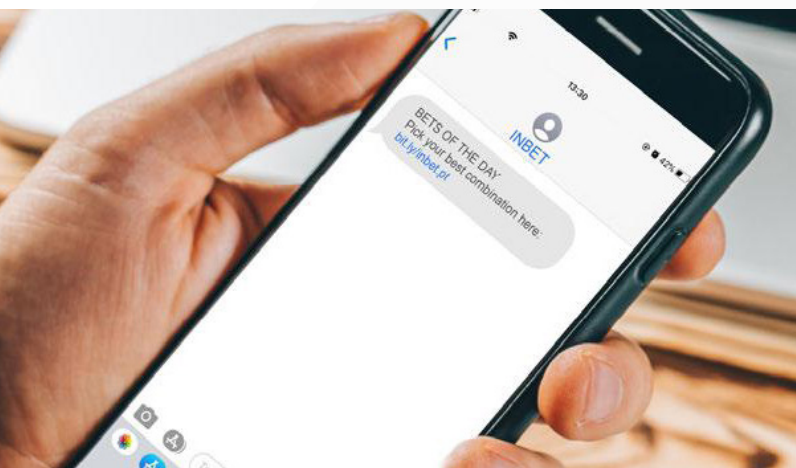
The addition of a reliable new channel via SMS meant that Inbet was able to get closer to their audience and create more personal, trusting relationships through daily, real-time communications – like the “bet of the day.” Mitto’s SMS solution also enabled the Inbet Customer Support team to send screen recordings via SMS, creating an advanced user experience- strengthening Inbet’s brand and differentiating the company from the competition.

KEY RESULTS

As a trusted SMS partner, Mitto’s platform and customized support have enabled Inbet to continue growing as a recognized and trusted brand among the global sports betting community.

The synergy between Inbet and Mitto has led to:

-  Streamlined operations across all countries
-  A stronger brand reputation
-  A more advanced & unique messaging experience for all Inbet users





TRAVEL, TOURISM & HOSPITALITY





CUSTOMER SUCCESS



15BELOW USED MITTO TO CONSISTENTLY ENGAGE CUSTOMERS WITH HIGH-QUALITY, COST-EFFECTIVE SMS COMMUNICATIONS

15Below

15below is a privately-owned software development company specializing in personalized passenger communications for the travel industry. Their messaging platform can seamlessly integrate into airline, rail, and travel companies' reservation systems, along with over 100 other key data sources. 15below's hyper-targeted and real-time notifications give both companies and travelers a stronger sense of control. From booking to arrivals, millions of customers will receive the exact information, at the right time, via the best channels.

Founded in 2000, 15below serves more than 50 of the world's leading travel enterprises, including JetBlue, British Airways, Qantas, SWISS, Etihad, Lufthansa, and Ryanair. Companies that use 15below's platform save an average net return of \$7M in the first year alone.

USE CASE

Customer Notifications

PRODUCT

SMS API

CHALLENGE

For over two decades, 15below's sole vision has been to simplify travelers' journeys and put customers and travel companies in the driver's seat. From personalized booking confirmations to managing travel disruptions, 15below's advanced algorithms and bespoke workflows help 50+ travel organizations worldwide stay connected to their customers, streamline operations, and improve their bottom lines.

To continue delivering these valuable services to their customers and travelers, 15below needed a communications provider that offered cost-effective, top-shelf solutions. Previously, the company's success hinged on one service supplier. A single point of failure could disrupt all communications entirely. 15below knew they needed a more effective solution to provide the best service flow and prices to their clients.

“MITTO'S ACCOUNT MANAGEMENT IS OUTSTANDING. THEY ARE RESPONSIVE, INCREDIBLY HELPFUL, ALWAYS WILLING TO LISTEN AND IMPROVE, AND ALSO VERY COMPETITIVE IN THEIR PRICING. MITTO IS A GREAT SUPPLIER THAT WE ENJOY WORKING WITH.

KAREN SMITH
SERVICE DELIVERY MANAGER, 15BELOW

SOLUTION

To overcome these challenges, 15below identified Mitto as their redundancy partner of choice due to the high level of reliability and efficiency.

Mitto provided 15below with a dedicated account manager who offered unrivaled support. With a multilingual customer advocacy team that is globally dispersed, Mitto provides 24/7 support and swift resolutions to every customer worldwide, including 15below.

To make the onboarding process as smooth as possible, Mitto's experts closely collaborated with 15below to ensure optimized SMS API functionality and efficiency. This significantly reduced costs by mitigating any potential problems before they arose, and delivered better experiences to 15below's end-users.

“Our account manager was very responsive and focused on providing the best services possible. Their willingness to help went above and beyond,” said Karen Smith, Service Delivery Manager at 15below.

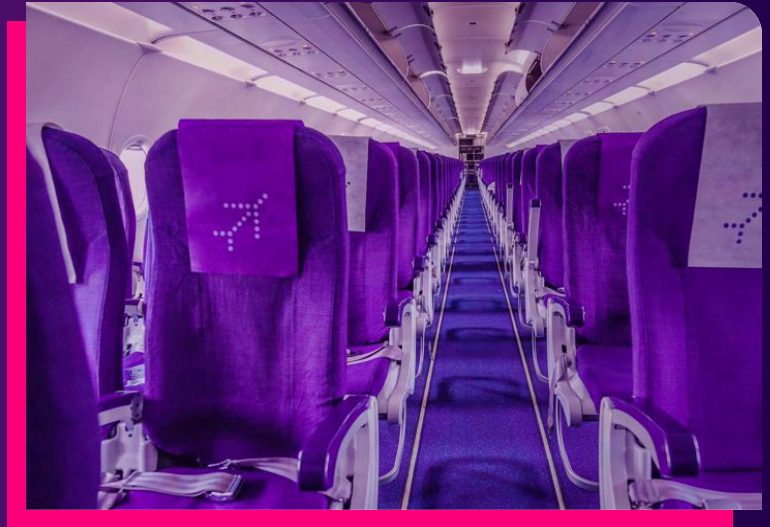
KEY RESULTS

15below has fully integrated Mitto into their Dynamic Sender system, allowing customers to get the best quality and price for every SMS message sent. Mitto provides continuous, world-class support that evolves with 15below's changing needs and goals.



CUSTOMER SUCCESS

AIRLINE



AWARD-WINNING AIRLINE OPTIMIZED MESSAGING PERFORMANCE AND REDUCED SUPPORT COSTS WITH MITTO

Airline Company

Recognized as one of Europe’s best low-cost airlines by Skytrax, a leading high-volume airline leveraged Mitto’s best-in-class SMS API solutions and AI-powered platform to maximize mission-critical updates. This boosted customer satisfaction and substantially reduced support costs.

USE CASE

Mission Critical Alerts
Notifications

PRODUCT

SMS API

CHALLENGE

In order to deliver exceptional customer experiences, an award-winning European airline prioritizes swift, dependable communications and has long leveraged SMS to deliver critical alerts to customers.

However, their current communications infrastructure was insufficient for delivering timely, reliable communications to travelers throughout the countless markets they served. And with **two-thirds of travelers** expecting prompt resolutions and 50% prioritizing fast communication and short wait times, the airline understands that every second in the travel industry counts.

Due to their year-over-year growth, the commercial airline needed an experienced CPassS provider with a sophisticated routing platform and global mobile carrier network (MNO) to deliver exceptional service to every customer across every market. It was clear to them that they had to switch from their local SMS provider to Mitto.



SOLUTION

Mitto transcends international borders and traditional SMS solutions to maximize traveler communications with our world-class routing platform. Our advanced AI-powered technology provides real-time cost and quality analysis per route, enabling prioritization of messaging spend based on the use case. And with strategic partnerships with countless MNOs worldwide, Mitto ensures the quickest, most efficient SMS deliveries possible with optimized channel stability in every region the airline currently serves and will potentially serve in the future.

KEY RESULTS

Immediately after implementing Mitto's SMS API solutions, the airline saw a remarkable uptick in critical alert performance. An area that was once a hefty pain point for them was instantly transformed into a competitive advantage, scaling customer satisfaction rates across the board.

Customers now receive fast and efficient two-way support via SMS, no matter what country they're in. The airline can now keep travelers in the loop about flight delays, last-minute gate changes, baggage claim issues, and more.

With fewer customers contacting call centers to complain about flight delays or missing baggage and automating SMS responses to resolve simple queries, the airline also reduced support costs and amplified business efficiency.

Seeing the tremendous benefits Mitto's SMS API offered to customers, the airline also decided to use our solutions for their recruitment efforts to keep candidates updated about their applications.



CUSTOMER SUCCESS



ALPINRESORTS.COM INCREASES CUSTOMER ENGAGEMENT WITH MITTO'S SMS API AND EMARSYS INTEGRATION

Alpinresorts.com

Operated and published by 2beGROUP, www.ALPINRESORTS.com is one of the largest independent international organizations in the digital ski-hire industry. Their online marketplace helps travelers find the best ski/snowboard rentals and online classes in the Alps for their needs and ability levels at the best prices possible. Founded in 2006, ALPINRESORTS.com directly partners with over 1,150 ski shops throughout the Alps. The company is headquartered in Bratislava, Slovakia.

USE CASE

Marketing Campaigns

PRODUCT

SMS API
Emarsys Integrations

CHALLENGE

ALPINRESORTS.com leverages advanced technology and efficient inquiry processes to deliver superior experiences to users and business partners. The company believes stellar communication is at the heart of solid brand-consumer relationships. As such, they needed a reliable marketing channel to engage customers internationally at scale.

Additionally, ALPINRESORTS.com wanted a partner that offered API solutions that could seamlessly integrate into their existing customer relationship management (CRM) platform, Emarsys. Transparent reporting was also imperative to ALPINRESORTS.com. The brand wanted to delight customers with personalized messaging while closely monitoring campaign performance and ROI.

SOLUTION

Though they had never partnered with an SMS API communications vendor, ALPINRESORTS.com saw immediate value in the product. SMS has a [98% open rate](#) and an almost [10% higher click-through rate](#) than any other digital channel. Additionally, SMS is globally ubiquitous, with a reach of 7.4 billion active users worldwide.

ALPINRESORTS.com knew that the success of their SMS campaigns hinged on delivery reliability. They turned to Mitto because of our exclusive partnerships with global carrier networks and pioneering [proprietary AI-routing platform](#). Mitto helps brands of all sizes engage customers worldwide with personalized, prompt SMS messages that are delivered on time, every time. That's because our advanced platform is rigorously tested and monitored in real-time, and analyzes and prioritizes traffic to guarantee the fastest speeds at the lowest prices.

ALPINRESORTS.com was matched with a dedicated customer success manager, who developed a deep understanding of the company's complex needs. Together, they developed a customized strategy that best supported ALPINRESORTS.com's objectives and pain points, including comprehensive campaign reports and ensuring specific SID requirements in each target market (especially in the UK and France).

Mitto's [integration with Emarsys](#) allowed ALPINRESORTS.com to quickly leverage our SMS capabilities within their existing tech stack. This seamless integration process enabled them to start sending customized SMS messages right away, optimizing their campaigns without any technical hurdles. Mitto is integrated with many CRM applications, and Emarsys was just one example where our solutions provided immediate value.

“MITTO WAS ALWAYS EFFICIENT AND HELPFUL, AND THE COMMUNICATION WAS EASY AND WITH NO STRUGGLE. IT WAS REALLY PLEASANT WORKING WITH THEM. THOSE ARE SOFT SKILLS THAT SOMETIMES ARE NOT APPRECIATED.

PABLO PARDO CHOVER
CRM MANAGER, ALPINRESORTS.COM

KEY RESULTS

Since implementing Mitto's SMS API product, ALPINRESORTS.com has efficiently engaged 140,000 customers that were not in their forecast, directly contributing to revenue growth.



RETAIL





CUSTOMER SUCCESS

MULTINATIONAL RETAIL CONGLOMERATE



MULTINATIONAL RETAIL CONGLOMERATE REDUCES SMS DELIVERY COSTS ON 20 MILLION MONTHLY TEXTS WITH MITTO

Retail

A multinational conglomerate operating thousands of retail stores worldwide leveraged Mitto's pro-prietary AI-routing platform, exclusive mobile carrier network, and Oracle Responsys integration capabilities to reduce SMS costs while increasing click rates.

USE CASE

Marketing Campaigns

PRODUCT

SMS API

Oracle Responsys Integration

CHALLENGE

As an organization committed to innovation and customer satisfaction, the retail and hospitality conglomerate understands its success hinges on delivering prompt communications and embracing advanced technology.

The company has adopted a strategic approach to customer engagement by leveraging SMS marketing campaigns, allowing them to reach customers in every market they serve. They also use Oracle Responsys to automate marketing activities and deliver individualized customer experiences in the moments that matter most. This ensures customers receive personalized, relevant messages that add value to their lives.

Unfortunately, the company's previous communications provider lacked the routing quality needed to ensure optimal SMS deliverability, resulting in dropped texts and unhappy customers.

The organization knew they had to find a better partner to continue exceeding customer expectations while protecting margins. Additionally, the conglomerate wanted a provider that offered Oracle Responsys integration to boost efficiency and marketing effectiveness.

SOLUTION

The global conglomerate partnered with Mitto because of our low-cost, high-impact SMS API solutions. Our robust global network of mobile carriers and proprietary AI-routing platform ensures SMS messages are delivered on time, every time. Our state-of-the-art platform:

- ❖ Analyzes and prioritizes traffic to guarantee the swiftest delivery speeds at the lowest price points. Continuously monitors networks to prevent potential issues and improve delivery.
- ❖ Runs simulations to find the fastest message paths possible.
- ❖ Keeps customers' sensitive data safe by preventing fraud and bot attacks.

Additionally, our SMS API solutions can be [seamlessly integrated with Oracle Responsys](#). Users can tap into our sophisticated routing platform, exclusive connections to mobile carriers, and worldwide monitoring in minutes.

KEY RESULTS

Partnering with Mitto delivered swift resolutions to the conglomerate's challenges. They reduced SMS delivery costs by 8% and boosted click rates by 19% on 20 million monthly texts.

mitto[›]

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.

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