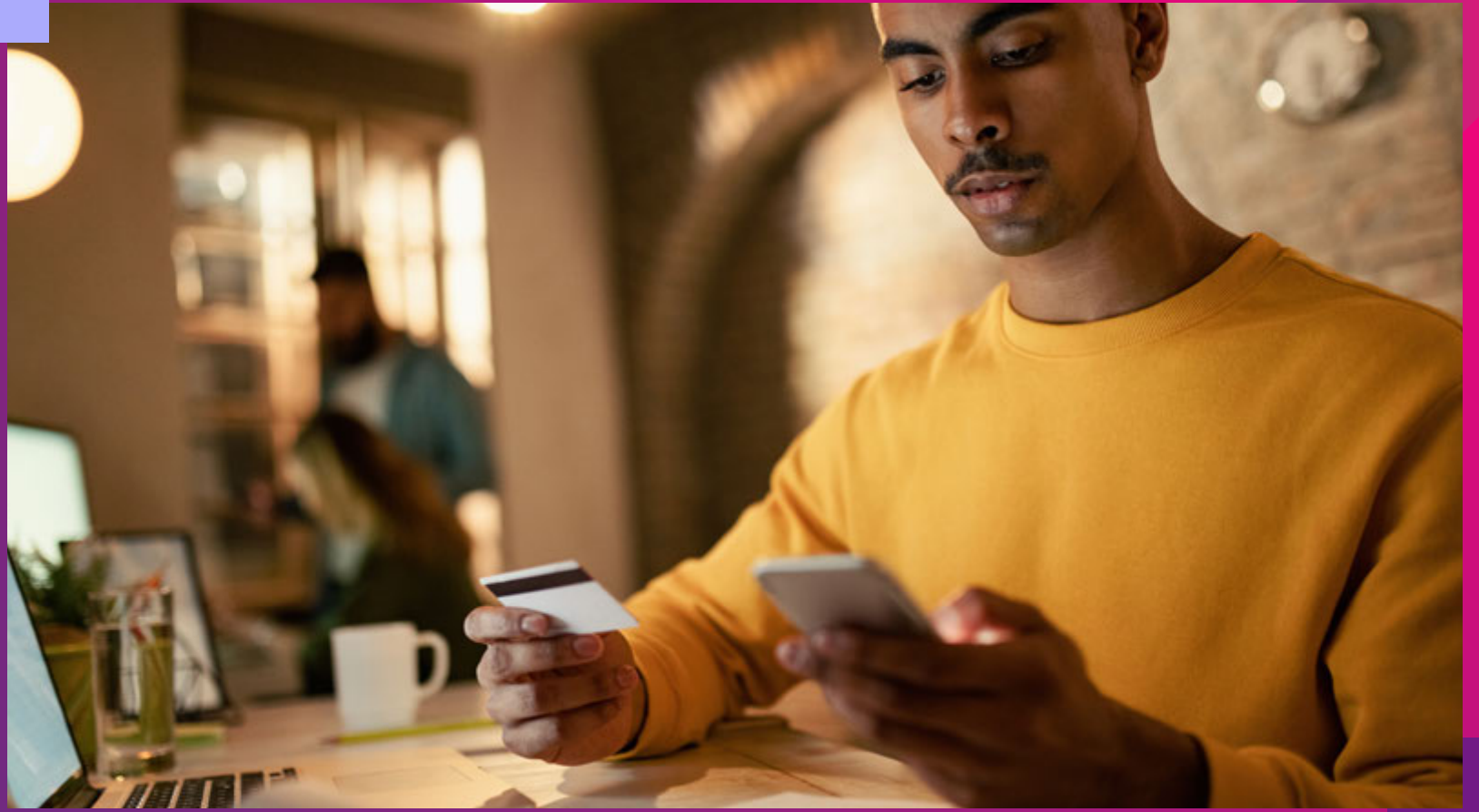


## CUSTOMER SUCCESS



# 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

## 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.

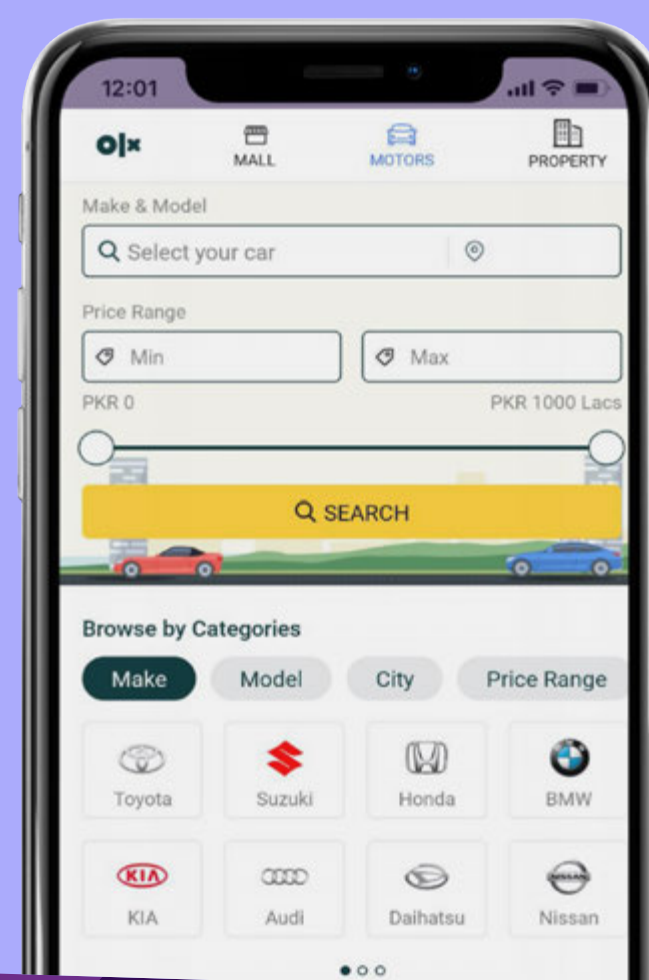
Synergies between OLX and Mitto have led to:

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



**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



[www.mitto.ch](http://www.mitto.ch)

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

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