Mitto Mobile Intelligence

mitto

TABLE OF CONTENTS

Intro

As your business communications evolve, Mitto's mobile intelligence solutions save costs, mitigate fraud, improve your data quality, and optimize end user engagement. **Number Insight** and **Number Lookup** help you take control and maximize your customer outreach.

Our Mobile Intelligence Solutions

Our new **Number Insight API**, launched March 2024, allows your company to gain key insights into a customer's phone number for fraud prevention, validation, verification, and authentication. Enterprises can check if a customer is valid and trustworthy from line type, international number formatting, and carrier checks. We leverage public customer data to gain insights on phone numbers' digital footprint including carrier data and network's country of origin, recorded security incidents including data breaches, count of emails linked with the phone number, public images associated with a number, device portability and count, channel usage – and provide an overall security score. An added benefit is that Number Insight gives enterprises a footprint of omnichannel availability for a number to ensure most effective marketing to customers through the right channels.

Our **Number Lookup API** ensures your phone number data is robust. For bulk sends, it will identify number type, portability, end user availability, as well as properly format the number. This improves the quality of your data, reduces costs, and ensures you are correctly sending to your customers.

Top 5 Mobile Intelligence Use Cases

1. Fight fraud
2. Improve data quality
3. Optimize end user engagement for omnichannel
4. Optimize end user engagement for improved deliverability
5. Reduce costs

1. Fight Fraud

SMS, Voice and Omnichannel fraud is on the rise. According to the Communications Fraud Control Association, telecom fraud costs had risen 12% in 2023, and almost $39 billion was lost to fraud. Artificially-inflated traffic due to bots and fake account creation causes

enterprises to pay for traffic for users that don't actually exist, or worse, creates vulnerability to suspicious behavior. Mitto's **Number Insight** helps flag fraudulent numbers so you can eliminate them before they sign up for your app. Global enterprise companies can prevent IRSF fraud, which routes numbers to premium ranges and increases costs. SIM swapping, where a new SIM card is activated for a particular phone number, can be used by nefarious actors to gain access to OTP and 2FA messages, and thus a person's financial and personal information. In 2022, there was a loss of over $100 million due to SIM swaps, according to Oofty – and they can be stopped dead in its tracks by flagging numbers with suspicious porting activity.

2. Improve Data Quality

If your company is sending outbound marketing campaigns, time and money is wasted by delivering to incorrectly-formatted or invalid numbers. Mitto's **Number Lookup** will automatically correctly format numbers and make sure the MSISDN conforms to international number formatting rules. For example, numbers with a leading 0, numbers without a country code, numbers with repeated country codes and numbers with non-digit characters will be automatically correctly formatted. When a message is sent to an invalid number, the carrier will reject it, which can lead to the message being blocked or marked as spam. This can negatively impact the deliverability of future messages. **Number Lookup** enhances your data quality and thus your deliverability stats.

3. Optimize End User Engagement for Omnichannel

As end users go beyond use of SMS and globally increase their use of channels such as Whatsapp, which now has more than 2 million users globally, it's important to optimize your customer outreach, personalize messaging, and improve your CRM data by identifying which channels are associated with a number. Our **Number Insight API** pinpoints which platforms are connected with a given MSISDN, including Whatsapp, Viber, and Telegram. With that info, you can build user profiles to send personalized communications to individual users based on which platform a user favors or what is prevalent in a particular region.

4. Optimize End User Engagement for Improved Deliverability

With number information **Number Lookup** identifies such as operator info, your enterprise can make improved routing decisions to avoid routes with delivery issues. In addition, you can tell whether a number is mobile or landline and send appropriate messages accordingly (for example, voice for landlines) or avoid sending certain message types, such as SMS to landlines. In North America, you can even filter out VOIP numbers.

5. Reduce Costs

Let's say your company is sending out an SMS campaign to thousands of potential customers. Each SMS sent costs money - so you can't afford to send to invalid numbers that don't gain your business any branding, leads, or sales. Use **Number Lookup** to make sure numbers are properly formatted and to make sure subscribers are valid and active.

Conclusion

Mitto's **Number Insight** and **Number Lookup** mobile intelligence solutions arm you with tools to prevent fraud, improve deliverability, launch more effective campaigns, and do more meaningful customer outreach. Get started with Mitto's solutions!

https://mitto.ch/number-look-up/

https://info.mitto.ch/hubfs/Mitto%20-%20Number%20Lookup.pdf

https://docs.mitto.ch/number-look-up-http-api-reference/