



NUMBER LOOKUP

Reduce your campaign costs

Number Lookup service performs an instant check on every single mobile number within your customer database to identify invalid ones. Save costs on your SMS messages by targeting only relevant and valid numbers.

Quick Access to operators' subscriber databases with Route Mobile's direct connectivity.

Worldwide Coverage with our global operator network.

High Reliability & Accuracy thanks to Route Mobile's robust global infrastructure.

Various Connectivity Protocols such as HTTP/enum/SMPP/SS7.

Information captured in the lookup are:

- ▶ Home country & home network of the mobile number.
- ▶ The MCC (Mobile Country Code), the MNC (Mobile Network Code), IMSI (International Mobile Subscriber Identity) and MSC (Mobile Switching Center) of the mobile number.
- ▶ Mobile Number Porting (MNP) information. If ported, the name of the network to which the number belonged when first registered.
- ▶ Roaming Status and current mobile network.
- ▶ Identification of invalid numbers.
- ▶ Identification of instances that would prevent SMS delivery (Switched off or out of coverage for a long period of time).

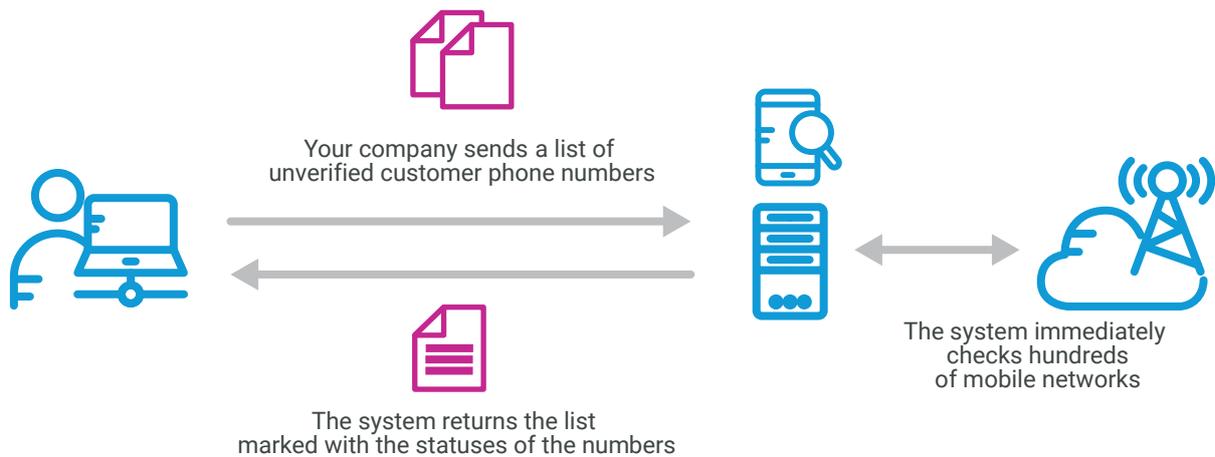


HOW DOES IT WORK?

The number lookup platform can be used to run a query on any single number or multiple numbers in a batch.

- ▶ Based on the country code of the submitted number, Route Mobile's platform selects the optimal lookup route.

- ▶ The number is checked by the system in a fraction of a second.
- ▶ Upon completion of lookup, the response and status of the number(s) is logged
- ▶ Query results are provided to your company.



USE CASES

Network Identification

Learn which network your customers are on, in case you want to target subscribers of just specific networks.

Verification

Resolve SMS delivery problems.

Location Checking

Target customers who are travelling or at their home country.

Database Cleaning

Clean your database from invalid and deactivated numbers thus reducing marketing campaign cost.