



## **Global Phone Verification**

#### Verify User Phone Numbers, Phone Type, and Ownership

Verify U.S. and international phone numbers in real-time, and get the data attributes that help optimize communications, evaluate fraud risk, and speed up account onboarding using Melissa Global Phone Verification.



Increase conversions by collecting just a phone number to verify account ownership for easier sign-ups



Prevent fraud and spam by verifying a real person with phone ownership

Reduce telemarketing costs associated with bad or inactive phone numbers, blocked numbers, and toll-free numbers



Increase global usability by verifying numbers, country of origin, and predominant language spoken for numbers in 240+ countries and territories

#### **How Global Phone Verification Works**





#### Number Type

Identify a number's phone type including mobile, landline, VoIP, and Toll-Free, as well as determining carrier information.

#### **GLOBAL PHONE OUTPUT**

PS07: Mobile Phone Carrier: Vodafone Omnitel N.V. Latitude: 41.895 Longitude: 12.482 UTC: +01:00 International Dialing: +39 3431665139

Phone International Prefix: 011

#### Number Geocoding

Determine a phone number's origin from international address codes and append geographic latitude, longitude, administrative area, and the predominant language on a landline.

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### Get Started Today!

>> Get a FREE quote: www.melissa.com/au/phone-verification

#### Premium Phone Verification – Mobile Active Identification

Melissa Global Phone can perform real-time active/inactive identification to verify and clean mobile numbers, ensuring a number is live and connected. Utilizing Premium Phone helps ensure compliance and mitigate risks associated with telephone violations plus saves money by verifying a mobile phone before sending an SMS message. The Premium Phone feature is ideal for call centers, list owners, and websites that collect mobile numbers, and provides coverage for most countries including the U.S., Canada, Germany, United Kingdom, Mexico, Spain, India, Japan, Korea, and more.

#### Caller ID

Global Phone Verification's CallerID feature taps into real-time carrier data to return the name of the person or business associated with the phone at activation. This helps stop accounts from being created by bots, reduces risk of fraud, and increases opportunities for personalized and relevant messages to be sent to customers for greater marketing effectiveness.

#### Multi-Language

In addition to verifying international numbers, Global Phone Verification will append country code, international exit codes, and national prefixes for 240+ countries and territories.

Visit http://wiki.melissa.com/index.php?title=Data\_Coverage\_by\_Country for a complete list of countries covered.

#### Phone Number Type and Location Information

Global Phone Verification will identify a phone number's type as mobile, landline, VOIP, carrier details, and append location information including lat/long coordinates, country of origin, and administrative area.

#### Fast, Flexible Implementation

Global Phone Verification is available as a REST API, on-prem multiplatform API, and as a plugin for popular programs including Microsoft SQL Server<sup>®</sup> Integration Services (SSIS<sup>®</sup>), Dynamics CRM<sup>®</sup>, Excel<sup>®</sup>, Salesforce<sup>®</sup>.com, and Pentaho<sup>®</sup> PDI.

#### **Documentation**

We have all the information you need to start building. Access resources such as tutorials, sample code, and extensive API documentation. Visit http://wiki.melissa.com to get started.

#### **About Melissa**

Melissa is a leading provider of data quality, identity verification and address management solutions. Melissa helps businesses win and retain customers, validate and correct contact details, optimise their marketing ROI and manage risk. Since 1985, Melissa has been a trusted partner for key industries like retail, education, healthcare, insurance, finance, and government. For more information visit www.melissa.com/au or call +61 02 8091 0600.