



Number Verification API

TIM Brazil streamlines authentication

Case study for media apps using the CAMARA standardised Number Verification API - [View API Descriptions](#)

Business Problem

For consumers, authenticating themselves on a new app can be a cumbersome and error-prone process, leading to a poor customer experience and lowering uptake.

Impact

The average authentication time for TIM Fun has fallen to 8 seconds, compared with 19 seconds for authentication via SMS, boosting the success rate from 80% to 99%, thereby increasing adoption.

Technical Solution

Working with Infobip, TIM Brazil has implemented Number Verify API, which leverages CAMARA Number Verification API, to automatically authenticate the consumer, via their handset, on its TIM Fun app without the user needing to do anything.

Value

In the year to March 2025, the TIM Fun app completed more than three million authentications using the new solution. Now, TIM is offering the number verify API commercially to banks, fintechs, digital wallets and others.

“With SMS, sometimes the customer types incorrectly or goes to do something else and the token expires or the code doesn’t arrive in time. We have this approach of testing in the TIM ecosystem first...if it works on a base like TIM’s, with millions of customers, when we offer it to another company, we know that most of the problems have already been solved.”

Leonardo Siqueira
Director of Data Monetisation and Mobile Ads at TIM

