



Number Verification API

China Mobile's Number Verification Solution Doubles Advertising Conversion Rates

Case study for in-app advertising using the CAMARA standardised Number Verification API - [View API Descriptions](#)

Business Problem

In-app advertising often relies on SMS verification to authenticate users. However, SMS verification adds additional sign-up steps and will often discourage genuine users from completing sign-up resulting in lower conversion rates. As conversion rates are key to the success of in-app advertising it is imperative for advertisers to minimise friction in their sign-up process.

Technical Solution

China Mobile's solution seamlessly authenticates the user-provided mobile number against their SIM card, removing the need for SMS codes or additional steps during sign-up to new services.

Impact

Initial commercial data shows conversion rates have more than doubled (over 100% increase). Enterprises can now verify user identities quickly and accurately, boosting in-app advertising conversion.

Value

China Mobile's solution enables quick and seamless user authentication, improves marketing results and business efficiency.

"With our solution, businesses experience fewer customer drop-offs and users enjoy a seamless, secure journey. We're proud to deliver both stronger protection and a smoother experience for everyone using digital services."

China Mobile

