

Real-world solutions to key problems for businesses in or related to connectivity

Want to prevent SMS pumping fraud across your business?

How Prelude can offer its customers a reliable and extensive approach to preventing this type of fraud.

SMS verification API business, Prelude, enables its customers to send SMS messages only to real users, even in high-risk markets - find out how.

SMS pumping is a fraud that is affecting more and more companies from all kinds of industries, which need to verify their users' accounts by SMS. They are losing a lot of money on SMS messages sent to fraudsters who take the revenue themselves, leading these businesses to block entire countries that are more prone to fraudulent activity - yet this inhibits their growth in these markets.

This is why businesses like Prelude that provide protection against this type of fraud, are looking to make their capabilities more robust, even in high-risk markets, so they can offer their customers a more reliable service that works across their entire business.

“GSMA IRSF Prevention helps us save time, cut down on costs, and most importantly, maintain a high level of accuracy in fraud prevention.”

How GSMA IRSF Prevention validates and completes Prelude's fraud prevention

- The GSMA IRSF Prevention database is filled with proven fraudulent numbers, so it helps to confirm suspicions that were raised by their own engine and to modulate their risk scoring system.
- GSMA IRSF Prevention acts as an additional source of truth that can enrich and confirm that Prelude's anti-fraud API is working properly.



“The GSMA's way of spotting fraud by analysing public web data to find fraudulent networks is something that we had not implemented on our end,” says Christopher Woods, VP Operations at Prelude.

“We needed to complete our fraud prevention engine that relied on AI, heuristics and fingerprinting with external data from the GSMA. We regularly download this into our own database and as soon as there's a change in the GSMA data, it's reflected in our own, allowing us to react and adapt quickly.”

“GSMA IRSF Prevention helps us validate our anti-fraud system and serves as an additional source of truth for identifying and blocking attacks by fraudsters targeting our users.” **Christopher Woods**, VP Operations at Prelude



Three key ways GSMA IRSF Prevention has positively impacted Prelude's business - and their clients



1. Immediate blocking of suspicious numbers

When a client initiates a phone number verification request, Prelude cross-checks the number with the GSMA database. If the number is present in the database and identified as fraudulent or high-risk, they can block the request instantly—before even sending out a verification message. This proactive approach ensures they don't waste resources on delivering messages to numbers that are likely to lead to fraud or other malicious activity, ultimately protecting their clients and reducing unnecessary spending.



2. Flagging numbers with similar ranges

In cases where a phone number is not directly listed but falls within a range of numbers in the GSMA database that are associated with known fraud or high-risk behavior, Prelude's system raises immediate flags. This triggers further investigation and analysis of the number. With these checks, they're able to quickly assess whether the number might pose a threat, so they can take timely action—either stopping the verification request or allowing it to proceed, ensuring their clients' services remain safe and secure.



3. Training anti-fraud algorithms

The GSMA data enhances their machine learning models and anti-fraud algorithms. By feeding this data into their systems, they're able to train their algorithms to recognise common patterns and similarities among fraudulent numbers. This continuous learning enables their platform to evolve and adapt, improving their detection capabilities over time, since the more data their algorithms process, the better they become at predicting and preventing fraud before it happens.

Preventing fraud before it targets your finances

"Prelude offers an advanced detection and prevention solution that goes granular - stopping individual fraudsters and not entire countries. By doing this, we've reduced fake traffic from 40% to 2% for our customers, reducing

their costs by 75%. This is thanks to the help of GSMA IRSF Prevention, which detects between 5% and 10% of the attacks we block for our customers." Matias Berny, CEO, Prelude.

Easy to integrate and implement

"We've seamlessly integrated GSMA IRSF Prevention into our daily operations. This integration is helping us perform critical tasks that would otherwise require significant time and effort. With the GSMA taking over part of the work of identifying suspect numbers, we can focus our internal

resources on other key areas of our business. It also took us just a week and a half to fully integrate the system into our platform, and ever since it's been running seamlessly. Now that it's up and operational, we don't need to do anything—it just works!" Matias Berny, CEO, Prelude.

How GSMA IRSF Prevention targets SMS pumping

"The GSMA does a unique job in the fraud prevention market." Christopher Woods, VP Operations at Prelude.

- The first fraud solution that enables you to prevent IRSF and SMS pumping from happening.
- Get updated in real time on numbers being used for revenue share fraud in SMS traffic.

- Due to the scale, reach and speed of the service, fraudsters are spotted early on, before an attack.
- Uses additional anti-bot techniques based on the intelligence from the service.

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