

Why Do We Need Phone Verification?

Since the beginning of time, when there has been email, businesses have relied on checking email addresses to verify the authenticity of newly-created accounts. In the present, assuring new user signups are genuine human beings is becoming critical. The US Federal Government is investigating companies that created fake accounts in order to sell to users of social media who are seeking followers. The mass account creation can be avoided if users were verified by email addresses alone. However, sms code verification service provides a stronger level of security, and is rapidly becoming the preferred method to verify the ownership of a new account.

Instead of requiring an user's email address during the creation of a new account phone number verification asks the user to provide their telephone number. Companies around the globe rely on phone number verification to provide an additional layer of protection. It ensures that the number is genuine and is accessible.

Phone Verification works in this method: The person who owns the phone number receives a date sensitive numerical code via SMS. They then input the code into the application to confirm their identity. It is typically done at the time of signing to create a new account. Because phone numbers are universal and the majority of mobile phones are able to receive texts, phone number verification is an easily accessible and affordable security option. Verification of phone numbers is feasible for those who still use phones with landlines or do not support SMS. Automated voice will read the code and call the user to confirm. [Browse around here](#) to discover a useful reference about sms code verification service.

Understanding why and how fake accounts are made has led companies to adopt phone verification in order to protect their customers from fraudulent activity. Read on to discover five reasons why you should use [phone verification](#) for your company.

Fake accounts are made for a reason

Let's examine the reasons why someone might make fake accounts.

Opening an account in the name of someone else is usually an essential step in stealing the identity of a person.

Fake profiles in social media or on social media apps could be created to spam, troll, or attack legitimate users.

Phony accounts can be used to shield yourself from the negative consequences of taking part in free contests, product trials or other offers. Having multiple accounts can help 'game' the system.

Making fake email accounts require little effort and costs almost nothing. This is why cybercriminals search for websites that require only an email address and password to verify the identity of the new user. It's a low-hanging fruit. In fact, automated software bots are able to profit from programs that check email addresses by creating an endless supply of false profiles.

Top Companies Call for Verification

A lot of digital leaders are soliciting phone numbers during registration. Google, Facebook and Microsoft confirm the ownership of the phone number at the time of account creation. They use the numbers to confirm identity at login. Tech leaders are increasingly realizing that users can sign up to receive additional security features and gain access to accounts faster if they lose their phone number.