



MOBILE MESSAGING FRAUD PREVENTION MARKET 2025-2030

Competitor Leaderboard

Prepared for Infobip



Why Read This Report

This section provides an overview of the product offerings of leading mobile messaging fraud prevention vendors. This does not consist of an exhaustive list of messaging fraud prevention vendors operating in this market, rather a selection of 21 fraud prevention vendors that Juniper Research judges to be leading the market, due to a range of factors discussed below.

Mobile messaging fraud prevention is a fast-paced market, with messaging fraud evolving significantly over the past couple of years. Messaging fraud prevention vendors therefore need to keep up with trends in messaging fraud; ensuring that they are blocking unusual activity through monitoring and classifying A2P SMS traffic. Leading vendors will be those who offer the fundamentals of fraud prevention, alongside value-added solutions to maximise enterprises' defence against messaging fraud.

Juniper Research is a Europe-based provider of business intelligence. We specialise in providing high-quality data and fully researched analysis to manufacturers, financiers, developers, and service/content providers across the communications sector. Juniper Research is fully independent, and able to provide unbiased and reliable assessments of markets, technologies, and industry players. Our team is drawn from experienced senior managers with proven track records in each of their specialist fields.

Key Mobile Messaging Fraud Prevention Market Takeaways

Fraud Over SMS Will Continue to Decline

The fundamental takeaway from this report is that mobile messaging fraud over SMS will continue declining in 2025 through 2030, with enterprises losses to AIT having peaked in 2023. This is driven by greater awareness and education surrounding messaging fraud on both the MNO and enterprise levels, due to the high levels of AIT seen in the last few years. Furthermore, A2P SMS is also in decline; owing to alternative authentication methods, such as passkeys and biometrics, and because of a rise in OTT and RCS Business Messaging (RBM).

The increasing use of OTT and RBM does mean that fraudulent players will migrate their efforts to these channels. This will not necessarily be in the form of AIT, rather techniques such as phishing and ATO will be prominent due to AI making attacks significantly more personalised.

So that AIT does not simply migrate to RBM and OTT messaging, the price of both these channels will be critical. The incentive for bad actors to partake in fraudulent activity is the potential financial return, so if the price of RBM and OTT messaging remains low, there will be little incentive for fraudulent players to migrate AIT to these channels.

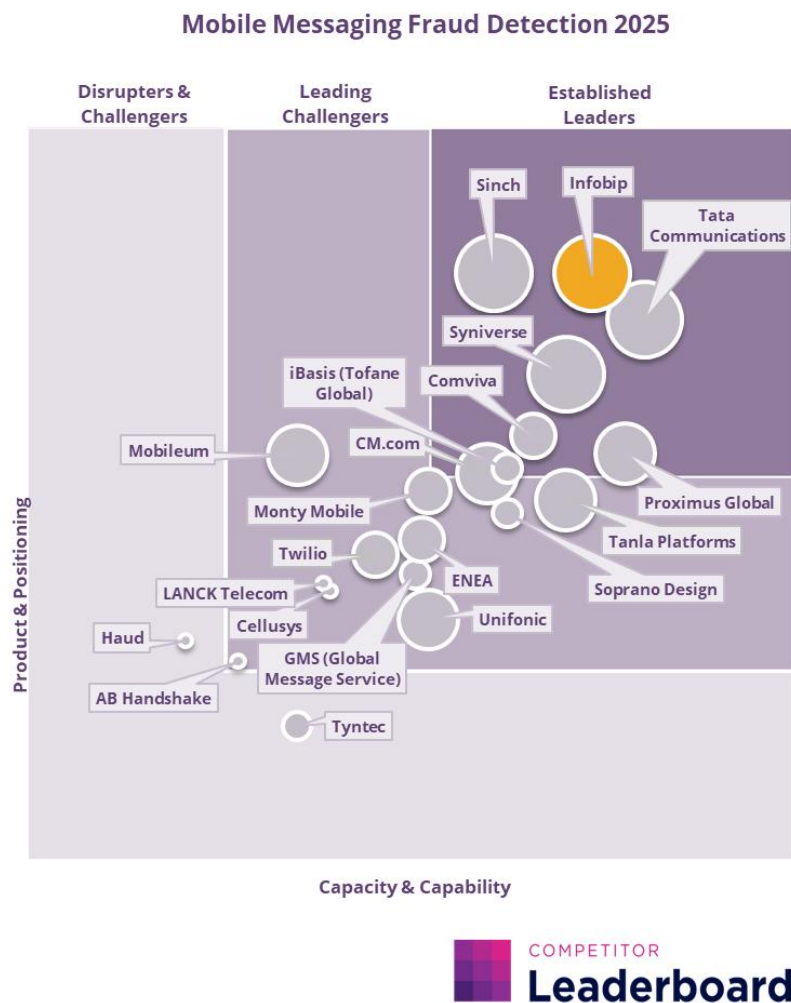
North America and Far East & China Best Equipped to Combat SMS Fraud

Juniper Research predicts that North America and Far East & China will be best equipped to combat mobile messaging fraud, with the greatest decline in the cost of AIT to enterprises occurring in these regions. These regions both had particularly high levels of AIT traffic and enterprise losses resulting from AIT, which put increased pressure on MNOs and enterprises to implement solutions to combat the fraud. MNOs in these regions tend to be at the forefront of technological innovation due to the size and scale of the operations that they run. The combination of innovative MNOs and high pressure from enterprises has led to a significant decline in AIT, as well as other types of SMS fraud in these regions.

Furthermore, these regions are set to experience high rates of declining A2P SMS traffic. With lower A2P SMS traffic, SMS fraud will be easier to detect as there will be less traffic to monitor – making it easier to filter messages and detect anomalies such as unusual spikes in traffic.



Figure 1: Juniper Research Competitor Leaderboard: Mobile Messaging Fraud Prevention



Source: Juniper Research



Juniper Research has ranked Infobip as the global leader in mobile messaging fraud mitigation; owing to the comprehensiveness of its platforms and solutions, its substantial experience in the mobile messaging sphere, and its expansive list of clients in the market.

Infobip has scored well across the board; attaining the highest score in all but a single category. Infobip's expanding global footprint is a key asset in the fight against Artificially Inflated Traffic (AIT), with its established presence in North America playing a particularly strategic role. To maximise impact, Infobip will leverage its regional strength to scale its AIT prevention capabilities, and help enterprises reduce exposure to these escalating threats.

Juniper Research believes that Infobip's leading position in the RCS business messaging market also positions the company well to capitalise on the anticipated rise in fraud over the channel. As fraud over RCS business messaging channels grows, we expect enterprises to be attracted to both the experience Infobip has in the RCS market and its capabilities in the fraud mitigation market.



1.1.1 Infobip



Table 2: Juniper Research Competitor Leaderboard Heatmap: Mobile Messaging Fraud Prevention

	Capacity & Capability					Product & Positioning					Market Presence
	Financial Performance in Mobile Messaging Fraud Prevention	Experience in Mobile Messaging Fraud Prevention	Size of Operations in the Market	Corporate Branding & Marketing Strength	Acquisitions in the Market	Strength of Product Offerings	Messaging Channel Coverage	Customers Deployments	Extent of Innovation in Mobile Messaging Fraud Prevention	Future Business Prospects	
Infobip											

High

Source: Juniper Research

i. Corporate Information

Infobip is a global cloud communications platform provider that specialises in A2P SMS, RCS, voice, email, push notifications, and chat applications (including WhatsApp, Viber, LINE, and Facebook Messenger); powering 43 billion monthly interactions.

The company was founded in 2006 and currently employs more than 3,400 people globally. Key executives at Infobip include Silvio Kutić (CEO), Izabel Jelenić (CTO), Ivan Ostojić (Chief Business Officer), Yariv Dafna (CFO), and Adrian Benic (CPO).

In 2020, Infobip acquired OpenMarket, a US-based CPaaS platform with heavy ties to the US; growing its footprint within the region.

Since the acquisition of OpenMarket, Infobip has made a further four acquisitions; these can be viewed in table 3.

As a private company, Infobip does not disclose its financial information.



ii. Geographical Spread

Infobip has two headquarters, which are located in the UK and Croatia, and over 75 offices across six continents. In Africa, the company has offices in Côte d'Ivoire, Democratic Republic of Congo, Ghana, Kenya, Morocco, Nigeria, Senegal, South Africa, Tanzania, and Zambia.

In the APAC region, Infobip has offices in Australia, Bangladesh, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. Infobip's European offices are in Bosnia and Herzegovina, Croatia, France, Germany, Greece, Ireland, Italy, the Netherlands, Poland, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey, the UK, and Ukraine.

In Latin America, the company has offices in Argentina, Brazil, Chile, Colombia, Mexico, Paraguay, and Peru. Meanwhile, in North America, Infobip has offices in Seattle, San Francisco, New York, Chicago, Southfield, and Vancouver (Canada). It also has offices in Egypt, Jordan, Kazakhstan, Pakistan, Qatar, Saudi Arabia, and the UAE.

Table 3: Infobip's Acquisitions – April 2021 to Present

Company	Specialism	Date
Shift Conference	Event organiser for the largest developer conference in Southeast Europe.	April 2021
Anam Mobile	Global SMS firewall provider.	May 2021
Peerless Network	Global Voice over Internet Protocol (VoIP) provider.	November 2021
Netokracija	Developer-focused content.	July 2022

Source: Juniper Research

iii. Key Clients & Strategic Partnerships

Infobip is a member of the Global System for Mobile Communications Association (GSMA), and groups such as the Mobile Ecosystem Forum (MEF), Mobile Marketing Association, and Mobey Forum. Its main clients are platform providers, Internet-based companies, mobile and digital businesses, OTT vendors, banks, large enterprises and retailers, transport providers, aggregators, and MNOs. As of 2025, Infobip had more than 800 direct-to-carrier connections, more than 65 integration partners, and handled over 42 billion integrations per month, while being connected to over 7 billion people and IoT connections globally.

Infobip's global client base includes Amazon, Attentive®, Bolt, Coca Cola, Costco Wholesale, CVS Pharmacy, Delivery Hero, King Power, Microsoft, MTA, Samsung, Uber, Unicef, Unilever, and Walmart.

Infobip provides integration with Adobe, BigCommerce, Google, HubSpot, Meta, Microsoft, Oracle, Salesforce, ServiceNow, and Shopify, amongst others.

- In June 2025, Infobip announced it was the first to launch RCS messaging across the top four US carriers. With this, Infobip will be able to capitalise on the growing demand for RCS business messaging in the US.
- In February 2025, it was announced that Infobip had entered into a strategic partnership with Aduna; a venture between telcos that aims to expand the global reach and adoption of network APIs. This will combine network APIs from several operators under a unified platform to accelerate adoption.
- Also, in February 2025, Infobip joined the IPCEI-CIS project; an EU-led initiative, aiming to safeguard Europe's digital and technological sovereignty to align models in the cloud infrastructure sector with EU regulations on data protection and transparency. Infobip will work alongside other member countries to create the EU cloud-edge continuum.
- In January 2025, Infobip partnered with NTT Com Online Marketing Solutions Corporation to support the launch of NTT CPaaS, an omnichannel communications platform, in Japan. This will enable Infobip to expand in the Japanese market by offering a jointly localised CPaaS platform, with services and payment options that can integrate with business systems.



- In December 2024, Infobip partnered with Telekom Business Europe to enhance the telco's communication platform solutions. Through this partnership, Telekom Business Europe will offer a cloud-based and AI-enabled platform that is powered by Infobip – offering channels including rich business messaging and network APIs.
- In October 2024, Infobip announced a collaboration with Oracle to integrate its omnichannel and chatbot solutions into Oracle's Responsys Campaign Management. This allows enterprises using Oracle Responsys Campaign Management to provide consumers with rich conversational experiences as well as AI-driven chatbot services.
- In May 2024, Infobip announced a partnership with Nokia to enable developers to leverage both companies' API platforms to build applications with a wider array of telco network capabilities; giving customers complete coverage of network and CPaaS APIs for the development of new use cases while also improving application performance.

iv. High-level View of Offerings

To provide a strong product suite for conversational commerce, marketing, and support, Infobip supports omnichannel messaging across a variety of communication channels. The different communication channels that Infobip offers as part of its modular API stack include SMS, MMS, RCS, voice, video, email, live chat, in-app messaging, mobile push, WhatsApp Business Platform, Viber for Business, Messenger, Instagram, and Apple Messages for Business. Other programmable channels offered include Zalo Notifications Service, Telegram, Kakao Business, and LINE. In addition, Infobip also offers CPaaS X, a modular set of new and enhanced APIs designed to tackle the pain points of its platform customers in managing and onboarding a high number of clients; expanding to new markets and adding new channels.

Infobip's main mobile messaging fraud prevention solutions are listed below:

a) Infobip Signals

- Signals is designed to detect and prevent SMS fraud by analysing behavioural patterns such as message volume per phone, range of messages, and errors per number. It uses ML to analyse and predict messages.
- Every monitored message has a risk score, with 0 being high trust and 100 being highly suspicious. Clients have the flexibility to block numbers based on their risk score and can establish thresholds for countries and networks; giving them the option to take an aggressive or conservative approach to fraud prevention.

b) Anam Protect SMS Firewall

- An omnichannel, network-level A2P firewall that offers protection for both SMPP and SS7 connections. It uses AI and ML-powered fraud detection filtering and analytical tools to block grey routes, smishing, and SIM farm abuse. The platform provides operators with in-depth analytics by delivering real-time traffic insights and segmentation by brand, geography, and vertical.

c) Mobile Identity

- Uses real-time identification and verification to provide omnichannel protection against fraud, including identifying and preventing SIM swap fraud and account takeovers via National ID number match.

d) Number Lookup

- Validates and checks mobile numbers against a database of over 700 global operators to improve message delivery and reduce fraud; automatically rejecting incorrectly formatted numbers to optimise messaging productivity and costs.

e) Infobip Authenticate

- Delivers omnichannel OTPs with automatic best-route and failover management. Authenticate is integrated with Signals to automatically detect and block AIT.



f) Infobip Spam Protection

- The platform leverages advanced ML algorithms and flexible rule-based systems to detect and block fraudulent traffic. Key benefits include comprehensive content control, URL filtering to block malicious and phishing links, and real-time threat detection (delivery phishing scams, mum and dad scams, health scams, job scams, pig butchering, and other).
- The solution supports campaign-level monitoring; automatically blocking problematic senders and ensuring compliance through validation processes based on end user feedback.
- The platform's message timing controls enhance regulatory compliance by holding and releasing messages only during permitted time windows.

Overall, Infobip's anti-spam and anti-fraud solutions offer reliable, adaptive, and data-driven protection; improving safety and trust for all messaging stakeholders while complying with regional- and operator-specific regulations.



1.1.2 Juniper Research Leaderboard Methodology

Juniper Research provides details about 21 mobile messaging fraud prevention solution providers. To qualify for the leaderboard, companies must be involved in the direct provision of mobile messaging fraud prevention solutions. The companies included here have developed specific expertise in the space, although some embarked on the route earlier than others and, therefore, have wider customer bases or geographical reach. Additionally, it must be noted that many service providers here have developed mobile messaging fraud prevention solutions alongside other services that comprise a higher proportion of a company's revenue.

This research covers a significant number of vendors; however, we cannot guarantee that this list is exhaustive. Juniper Research's approach is to use a standard template to summarise the capability of players offering mobile messaging fraud prevention services. This template concludes with our view of the key strengths and strategic development opportunities for each vendor.

We also provide our view of vendor positioning in the mobile messaging fraud prevention market using our Juniper Research Leaderboard technique. This technique, which applies quantitative scoring to qualitative information, enables us to assess each vendor's capability and capacity, in addition to its product and position in the market. The resulting leaderboard exhibits our view of relative vendor positioning.

1.1.3 Limitations & Interpretations

Our assessment is based on a combination of quantitative measures, where they are available, (such as revenue and numbers of employees), that indicate relative strength, and also on qualitative judgement, based on available market and vendor information as published. In addition, we have added our in-house knowledge from meetings and interviews with a range of industry players. We have also used publicly available information to arrive at a board, indicative positioning of vendors in this market, on a 'best effort' basis.

However, we would also caution that our analysis is almost by nature based on incomplete information and, therefore, with some elements of this analysis we have

had to be more judgemental than others. For example, with some vendors, less-detailed financial information is typically available if they are not publicly listed companies. This is particularly the case when assessing early-stage companies, where a degree of secrecy may be advantageous to avoid other companies replicating elements of the business model or strategy.

We also remind readers that the list of vendors considered is not exhaustive across the entire market but, rather, selective. Juniper Research endeavours to provide accurate information. While information or comment is believed to be correct at the time of publication, Juniper Research cannot accept any responsibility for its completeness or accuracy, the analysis is presented on a 'best effort' basis.

The Leaderboard compares the positioning of platform providers based on Juniper Research's scoring of each company against the above criteria that Juniper Research has defined. The Leaderboard is designed to compare how the vendors position themselves in the market based on these criteria. Relative placement in one particular unit of the Leaderboard does not imply that any one vendor is necessarily better placed than others. For example, one vendor's objectives will be different from the next and the vendor may be very successfully fulfilling them without being placed in the top right box of the Leaderboard, which is the traditional location for the leading players.

Therefore, for avoidance of doubt in interpreting the Leaderboard, we are not suggesting that any single cell in the Leaderboard implies in any way that a group of vendors is more advantageously positioned than another group, just differently positioned. We additionally would draw the reader's attention to the fact that vendors are listed alphabetically in a unit of the Leaderboard and not ranked in any way in the cell of the Leaderboard.

The Leaderboard is also valid at a specific point in time, September 2025. It does not indicate how we expect positioning to change in future, or indeed in which direction we believe that the vendors are moving. We caution against companies taking any decisions based on this analysis; it is merely intended as an analytical summary by Juniper Research as an independent third party.



Table 4: Juniper Research Competitor Leaderboard Scoring Criteria: Mobile Messaging Fraud Prevention Vendors

Category	Scoring Criteria	Relevant Information
Capability & Capacity	Financial Performance in Mobile Messaging Fraud Detection	This criterion relates to the financial revenue from mobile messaging fraud detection and mitigation solutions only, relating only to the previous 12 months.
	Experience in Mobile Messaging Fraud Detection	Here, Juniper Research assesses the experience each company has in the provision of messaging fraud detection and mitigation solutions. It takes into consideration both the length of time in the market, as well as the accomplishments during that time.
	Size of Operations in the Market	This score includes the amount of traffic that each messaging fraud detection and mitigation solution assesses. It takes into consideration the traffic over the last 12 months, over messaging channels including SMS, RCS, and OTT business messaging apps.
	Corporate Branding & Marketing Strength	For this criterion, Juniper Research evaluates the marketing and branding strength of each company within the messaging fraud detection and mitigation market.
	Levels of Investment in the Market	Here, we assess both the levels of investment into the company from external sources, as well as the investment from the company into other sources, including acquisitions that can improve the provision of messaging fraud detection and mitigation solutions.
Product & Positioning	Strength of Product Offerings	Juniper Research evaluates the strength of each product offered by the company; considering the fraud tactics that it can measure and the sources of information that are ingested by the platform.
	Messaging Channel Coverage	We assess the number of messaging channels that can be monitored by the messaging fraud detection and mitigation solutions.
	Customers' Deployments	Here, we look at the number of customer deployments for messaging fraud detection and mitigation solutions. These deployments must be commercial, and we do not count trials.
	Extent of Innovation in Mobile Messaging Fraud Detection	Analysts' opinions on the extent of innovation of products over the last 12 months. High scores here indicate that the company is investing and developing in products that Juniper Research believe will disrupt the market.
	Future Business Prospects	Analysts' opinions on each company's degree of future success over the next five years. High scores here indicate that Juniper Research believes that the company will improve its standing over the next two years.
Market Presence	Market Presence	Here we look at various factors, including the number of countries that the company operates in, the global market share in the mobile messaging fraud detection space, and the number of clients in the space.

Source: Juniper Research



About Infobip



Infobip is a global leader in omnichannel communication. We make it our business to simplify how brands connect with, engage and delight their customers at global scale.

Our programmable communications platform delivers a suite of tools for advanced customer engagement and support, plus security and authentication. We make this available to you across the widest range of communication channels possible.

We help businesses and developers build, coordinate and intelligently orchestrate all engagement activities across their customers' lifecycle. We provide a programmable single interface within a scalable and easy to use communication platform.

For more information about Infobip, please visit:

<https://www.infobip.com/>

About Juniper Research



Juniper Research was founded in 2001 by the industry consultant Tony Crabtree, in the midst of the telecoms and dot-com crash. The business was fully incorporated in February 2002 and has since grown to become one of the leading analyst firms in the mobile and digital tech sector.

Juniper Research specialises in identifying and appraising new high growth market sectors within the digital ecosystem. Market sizing and forecasting are the cornerstones of our offering, together with competitive analysis, strategic assessment and business modelling.

We endeavour to provide independent and impartial analysis of both current and emerging opportunities via a team of dedicated specialists - all knowledgeable, experienced and experts in their field.

Our clients range from mobile operators through to content providers, vendors and financial institutions. Juniper Research's client base spans the globe, with the majority of our clients based in North America, Western Europe and the Far East.

For more information about Juniper Research, please visit:

<https://www.juniperresearch.com/home>