

Global Media Company Slashes SMS Toll Fraud Costs and Achieves Profitability

One of the world's largest consumer technology and media companies was losing hundreds of thousands of dollars monthly to SMS toll fraud in four high-risk countries alone, as attacks threatened to make operations unprofitable in targeted regions.



The Challenges

SMS Toll Fraud at Massive Scale: Bad actors registered mass fake accounts and triggered OTPs to premium numbers, costing hundreds of thousands monthly at \$0.095 per SMS in high-risk countries.

Profitability Threatened: SMS toll fraud was so pervasive the company contemplated shutting down operations in one high-risk country where fraud determined the difference between profit and loss.

Bot-to-Human Attack Evolution: Attackers began with malicious bots but shifted to coerced human labor when initial defenses blocked progress, requiring more aggressive countermeasures.



The Arkose Titan Solution

Comprehensive OTP Protection: Integrated Arkose Titan platform across all touchpoints secured by OTPs during registration, leveraging global network data and customized telltales to detect and mitigate attacks.

Multi-Signal Detection: Analyzed device type, network, behavior and location data to identify suspicious activities and prevent script attacks commonly used in SMS toll fraud schemes.

Adaptive Challenge Technology: Deployed Arkose MatchKey challenges that forced attackers to pivot from bots to expensive human fraud farms.

Real-Time Attack Response: 24/7/365 SOC team provided custom transaction analysis, monitoring attacker repositories and adapting defenses as tactics evolved in real time.



Business Results

\$1.5M+ in Annualized Savings: Achieved \$500K to \$1.5M in annual SMS cost savings across four high-risk countries from reduced toll fraud spend alone.

95% Reduction in Abusive Registrations: Dramatically decreased fake account sign-ups in high-risk sessions, stopping toll fraud at the source.

Superior User Experience: Reduced friction and false positives for legitimate users while improving malicious traffic detection and achieving positive ROI.

**SCHEDULE CALL
WITH AN EXPERT**

Arkose Labs is the leading global provider offering a proactive fraud deterrence platform purpose-built to neutralize modern attacks, including those powered by Agentic AI and large language models (LLMs). Its comprehensive solution combines proprietary device identification (device ID), behavioral analysis, phishing protection, email intelligence, scraping prevention, API defense and bot management. Headquartered in San Mateo, California, the company maintains a global presence with offices throughout APAC, Central America, EMEA and South America. © 2026 Arkose Labs. All rights reserved.