

Content Analysis

Typically Mobile Originated (MO) messages come from people, and Mobile Terminated (MT's) from Machines or Applications

MO Tests - this is looking at trends from people texting in or replying to MT messages. We might look at

- Large number of MO from one mobile to a service
- Presence of lots of unhappy words to a service



MT Tests - looking at trends from our our enterprise customers sending messages out. We might look at

- SPAM / Phishing
- PII data in the content of the message
- Multiple messages to a single phone
- Lots of Password resets to a particular phone
- Peak analysis
- Message type analysis - eg 2fa vs reminders + change in type of message
- Failures and rejected
- Common Pattern Mining