

Line Identification Append - LIA

LIA is a critical component in helping you navigate TCPA compliance

LINE IDENTIFICATION APPEND ACCESSES LIVE, AUTHORITATIVE TELECOM SYSTEMS TO SUPPLY EVERYTHING YOU NEED TO KNOW

Line Identification Append will help your business:

- Identify which consumers are using landlines, wireless, or VoIP phones
- Verify consumer provided phone numbers aren't bogus
- Stay in compliance with TCPA wireless phone filter regulations
- Customize your message to specific consumer needs based on device

FEATURES OF LIA

- Uses authoritative, live telecom data, not 6 or 7 digit compiled data
- Returns line type, carrier and brand information
- Date of number assignment available for many phone numbers
- Add-ons for do-not-call compliance are also available
- Available via secure batch, web portal or access via our API so you can plug this important information directly into your own systems

THE TYPE OF PHONE AND CARRIER INFORMATION CAN TELL YOU A GREAT DEAL ABOUT ITS OWNER AT THE OTHER END OF THE LINE.

Line Identification Append can help you differentiate between device types, empowering your team to customize your message for better results.

LIA looks at all 10 digits of the phone number for every US and Canadian number against authoritative porting information, providing more accurate and valuable data. By using LIA, staying in compliance with TCPA is easy.

