

SearchBug Introduces Integrated Database APIs to Thwart Form Spam.

SearchBug – the investigation experts introduce integrated database and information systems to facilitate API technology. The newest API is the 'Identify Phone Number' API which validates phone numbers an individual enters as personal information on web or mobile forms. This serves to help companies gain efficiencies with web form submissions and thwart form submission abuse also known as “form spam”.

Online businesses often deliver or suggest offers to download white papers, informational books, catalogs, and other “freemium” offers to promote a service to prospective customers in response to online requests.

The primary objective of freemium delivery is to build and retain long-term profitable customers. In order to receive the delivery, customers are supposed to enter personal information in the given fields on the web form at the company's website.

The SearchBug API offerings help these companies verify a host of information at the form submission state in order to thwart form spam in the sense of misleading or inaccurate information that would not be associated with a real individual. Several APIs are available including the ability to verify IP addresses, names, phone numbers including line type such as landline, cell phone and VoIP line identification, mailing addresses, area and zip codes, and more.

The tools are meant to verify the customer-provided information. In case of misleading information such as invalid phone numbers, zip codes, or addresses for example. Companies tend to waste time, energy, and money contacting the wrong numbers, dialing bad numbers or trying to mail information to incorrect addresses.

So the next time an Internet user, bot or spider tries to fool an online company to benefit from “freemiums”, SearchBug's API technology stands guard as a shield against invalid personal information. APIs are easy to implement and require no monthly minimums or contracts.

SearchBug and its data partners contain information of hundreds of millions of phone numbers, individuals, and households throughout the United States. The information centers are updated at regular intervals so that the most recent information is provided to the company's clients.

Interested companies can sign up to SearchBug by creating a user account and enjoy uninterrupted use of the API Technology. SearchBug's customer support department often takes less than a single business day to activate user accounts once a request is submitted and received.