CALLER ID is a marketing name for a Calling Number and/or Calling Number plus Name service offering. Specifically, it is a feature that permits the recipient of an incoming call to determine, even before answering, the number from which the incoming call is being placed.

ROBOCALLS are prerecorded telemarketing calls to landline home telephones, and all autodialed or prerecorded calls or autodialed text messages to wireless phones. Robocalls can be legitimate or they can be illegitimate (illegal).

SPOOFING involves altering the Caller ID information to mask the true origin of a call. Spoofing can also be legitimate or illegitimate (illegal).
Phone is preferred channel
Over half of all consumers prefer calls as primary channel
Source: Mary Meeker, Internet Trends 2016

US Robocalls per month
Top consumer complaint to FTC, with 5.3M complaints in 2016
Source: FTC, 2017

Business calls unanswered
B2C answer rates making phone calls ineffective
Source: Boston Consulting Group, 2017

Phone calls most abused
FTC fraud complaints identify calls as leading method by which fraudsters contact consumers
Source: FTC, 2016

2.9B
US Robocalls per month
Top consumer complaint to FTC, with 5.3M complaints in 2016
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10x
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#1
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88%
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