Voice calls are essential for engaging in meaningful conversations. But rapid data degradation makes it difficult to ensure caller ID accuracy, each year:

- 8 Billion Business to Consumer Calls Per Month
- $1T consumer spend influenced by phone calls
- 1500+ robocalls every second
- $10.5B lost to call scams in 2018
- 75% consumers report missing important calls
- 20% decrease in answer rates
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- 70% Do Not Answer If They Don’t Recognize or Caller Number Is Anonymous
- 75% consumers report missing important calls
- 88% of Business Calls Go Unanswered
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- 88% Consumers More Likely to Answer If They Can Be Certain Who Is Calling
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But people don’t trust calls.

AND SO...

- Accurate calling name and number is vital to even have a chance of someone picking up the call.

Restore trust in phone communications with Neustar:

- Providing 90% of caller ID services in U.S.
- Distributing CNAM data to 850+ carriers, including all major operators and mobile apps
- #1 supplier of caller ID data to all leading mobile carrier apps
- 1B CNAM queries per month
- .00005% CNAM trouble tickets per month

Heard from Neustar:


To learn more, visit: www.callerid.neustar