

# TFN Identity

## Know Your Numbers

Until now, Toll-Free Caller ID information has been decentralized and vulnerable to fraudulent activity and potential abuse.

Don't believe us? Here are some numbers you definitely should know:

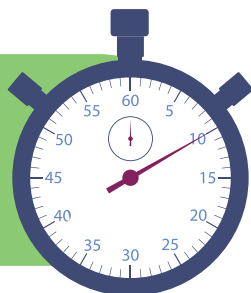
# 75%

of consumers report missing important calls



# 1500+

robocalls every second

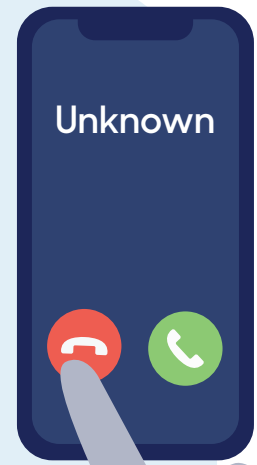


# 70%

do not answer if caller number not recognized

# 88%

of business calls go unanswered



# \$10.5B

were lost to call scams in 2018

# \$1 Trillion

\$1 Trillion consumer spend influenced by phone calls



## Don't let your customer be another number

Get them recognized with TFN Identity!

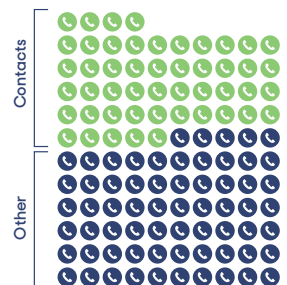
Join our TFN Identity Beta Program now and be a key part of helping to enhance trust, increase visibility, inspire customer features, and more!

Email [tfnidentity@somos.com](mailto:tfnidentity@somos.com) to drive the future of Toll-Free Caller ID today!

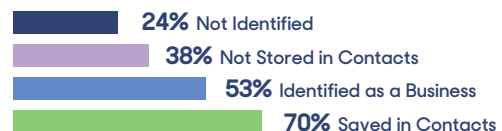
## Call Engagement

# 114

On average, a person receives 114 phone calls per month and only 43% are saved in their contacts



### Pick-up Rate



### Call Duration

