

# THE RISE OF UNWANTED CALLS

Unwanted calls go well beyond spam and can cost businesses thousands in wasted telephony and operational costs.

## Phishing

**HIGH FREQUENCY**

A bad actor calls a number with the intent of gathering personally identifiable information that can be used to commit fraud

### Known Tactics

- Robocall Spray and Pray (Spamming)
- Spear Phishing
- Smishing (Text-based Phishing)
- Spoofing

## Traffic Pumping

**HIGH FREQUENCY**

A carrier artificially generates tolled calls in order to make revenue

### Known Tactics

- Targeted Pumping
- Toll-free Pumping
- Long Distance Pumping

## Telemarketing

**HIGH FREQUENCY**

A business or individual calls a number with the intention of selling a product or service

### Known Tactics

- Robocall Spray and Pray (Spamming)
- Targeted Calling
- Smishing (Text-based Phishing)
- Spoofing

## Misdialed

**LOW FREQUENCY**

A person and/or virtual assistant accidentally calls the wrong number

### Cause

- Dialing Typo
- Number Capture Typo
- Virtual Assistant Error
- Advertising Error
- Number Reassigned

## Pocket Dialing

**VERY LOW FREQUENCY**

A call is unintentionally initiated by a person or assistant

### Cause

- Accidental

## Ghost Dialing

**INSIGNIFICANT FREQUENCY**

A call is initiated due to a glitch in a telephony system

### Cause

- Technical Error

## Prank Call

**INSIGNIFICANT FREQUENCY**

A person calls a number with the purpose of causing mischief

### Known Tactics

- Targeted Calling



## Lead Gen / Follow-up

**MEDIUM FREQUENCY**

A follow-up call is made to a lead that the recipient is uninterested in receiving

### Cause

- Filling out form at a conference/webpage with CTN as contact info

## Personal

**LOW FREQUENCY**

A call is made to a campaign related number rather than the recipient's number

### Cause

- Caller used tracking line when contacting the business



## Employment

**INSIGNIFICANT FREQUENCY**

A call is made to a campaign related number rather than the correct number

### Cause

- Caller used tracking line when contacting the business

## Abandoned

**VERY LOW FREQUENCY**

A call is made but abandoned, either due to external circumstances or an undesirable greeting, but call doesn't disconnect

### Cause

- Too many IVR options
- Too many transfers
- Placed on hold for too long

## Distracted

**VERY LOW FREQUENCY**

A call is made but the caller is too engaged in other activities to focus on the call

### Cause

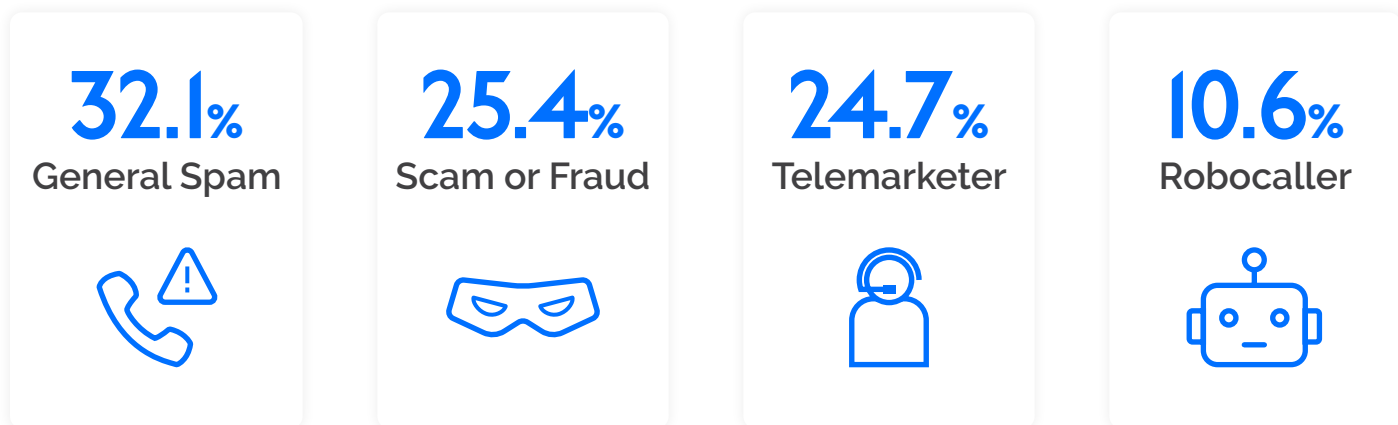
- Attempting to multitask

## Collection

**INSIGNIFICANT FREQUENCY**

A call is made to attempt to collect on a bill or debt

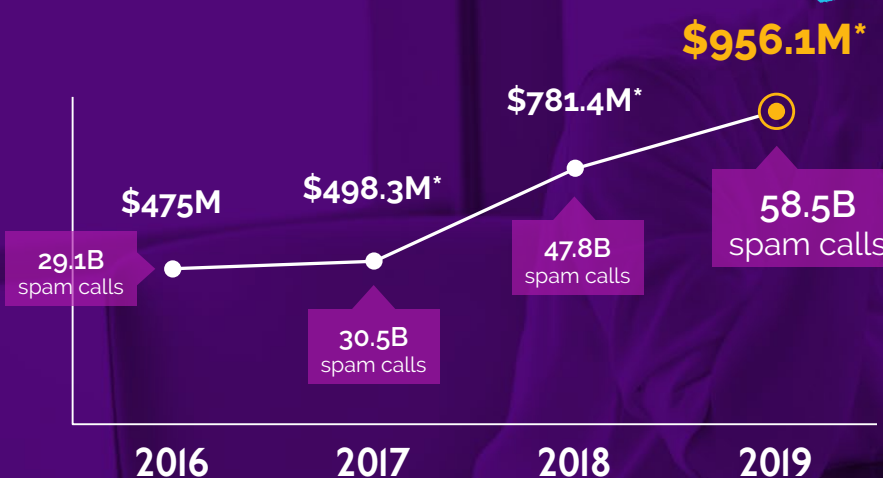
## Top Unwanted Call Categories in the US\*



\*Including 7.2% Others. Source: [Hiya](#)

## Nearly \$1 BILLION in losses estimated in 2019 for small businesses

### The Increasing Cost of Spam



\*does not include inflation or changes to minimum wage

Source: [Youmail Robocall Index](#)

Need help blocking unwanted calls?  
Contact Marchex for a free demo.

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