

# ANNUAL REPORT 2019

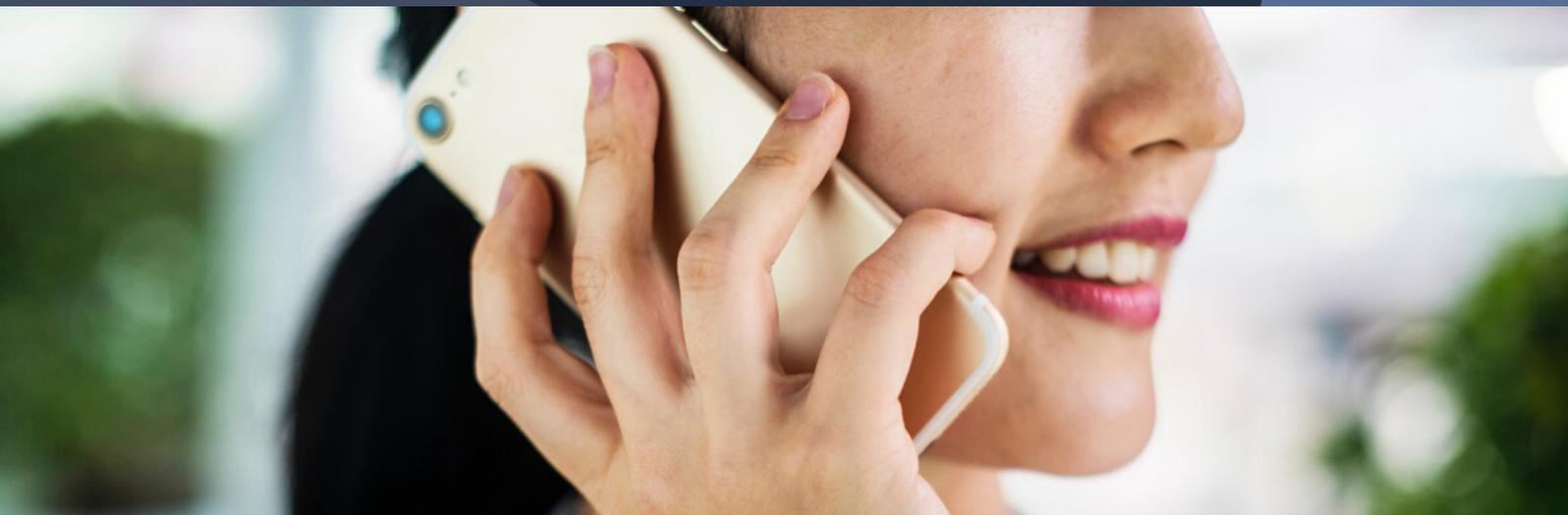


# ABOUT US

## tellows' Mission & Vision

Our mission is to identify unwanted calls with the information shared by the tellows' users. tellows' vision is to fight against dubious calls and to protect our communities from nuisance calls.

tellows works as a team with our platform users. We believe that "sharing is caring" and we trust our users in providing genuine information about unwanted calls.



- 7 million monthly users
- Operating in over 50 countries
- Over 2 million accumulated ratings
- Over 240 thousand registered users
- Over 750.000 App Downloads
- API for partner integration

# REVIEW OF 2019

## January



- Update of the tellows magazine
- Free caller ID with the iOS app lite version

## March



- Developments on social media platforms
- Reached satisfying achievements on Facebook and Instagram!

## April



- tellows is available in Pakistan and the Philippines

## June



- Redesign of the mobile version website

## August



- 500K Downloads of the Android App

## November



- Major Android update:
  - Improved menu design
  - New Caller Types
  - Additional block features

# CONTENT

## **1. CALLER TYPES 2019 - WORLDWIDE**

Most reported caller types on tellows in 2019 around the world.

## **2. CALLER TYPES 2019 - REGIONAL**

Most reported caller types on tellows in 2019 in different countries.

## **3. COMMUNICATIVE COUNTRIES**

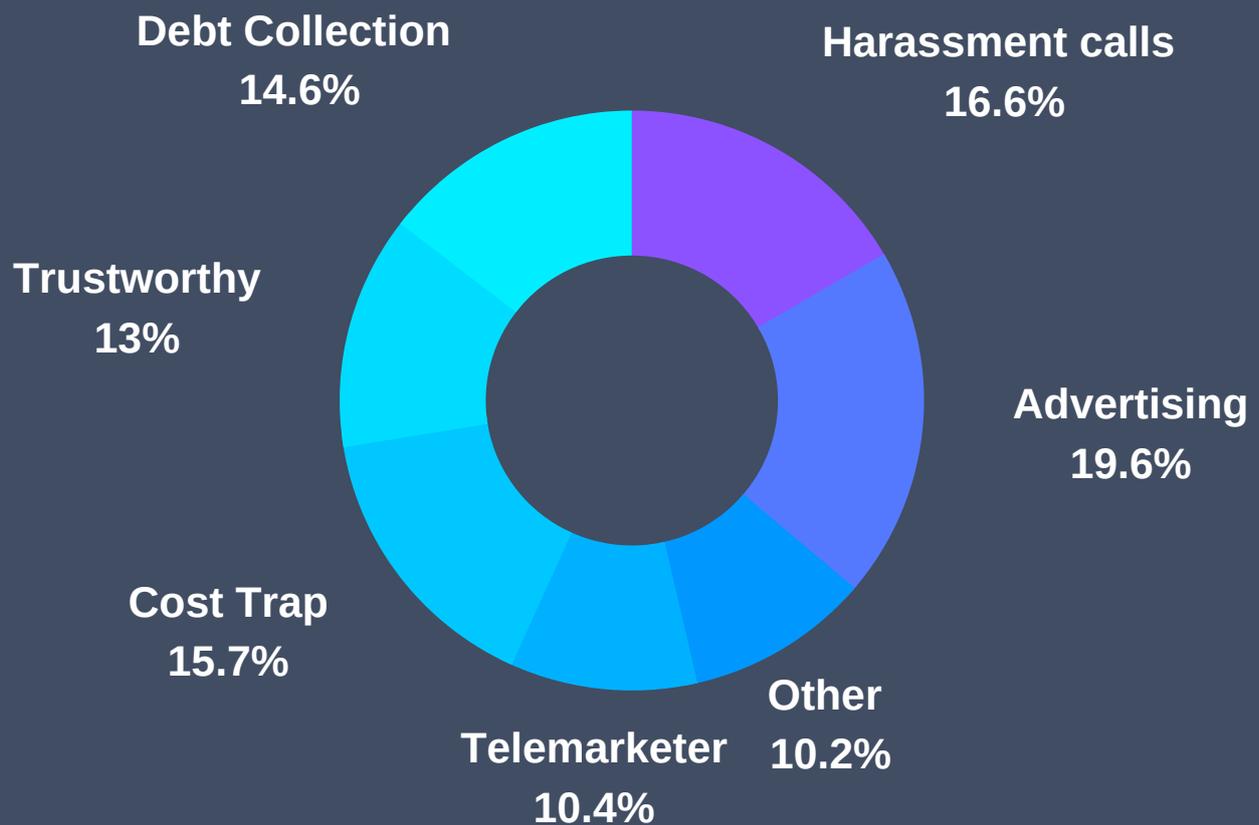
Overview of how the countries' users performed on tellows websites in terms of engagement.

## **4. TOP SPAM TRENDS IN 2019**

Details about the most common spam caller types: who are they and what do they do.

# 1. Caller Types in 2019

Worldwide

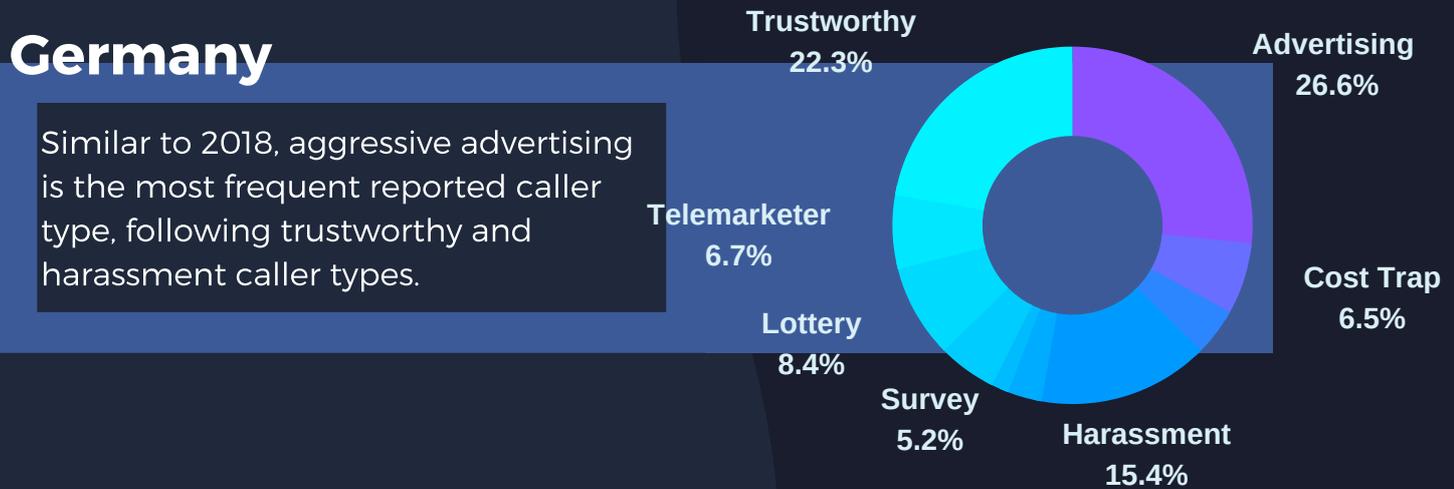


## Overview

- The graph above shows the most common caller types around the world.
- Countries taken into consideration are tellows' biggest markets, i.e. Germany, Italy, the UK, Indonesia, Mexico, Spain, France, Taiwan.
- Data refers to the period which goes from January to November 2019.

# 2. Caller Types in 2019

## Regional

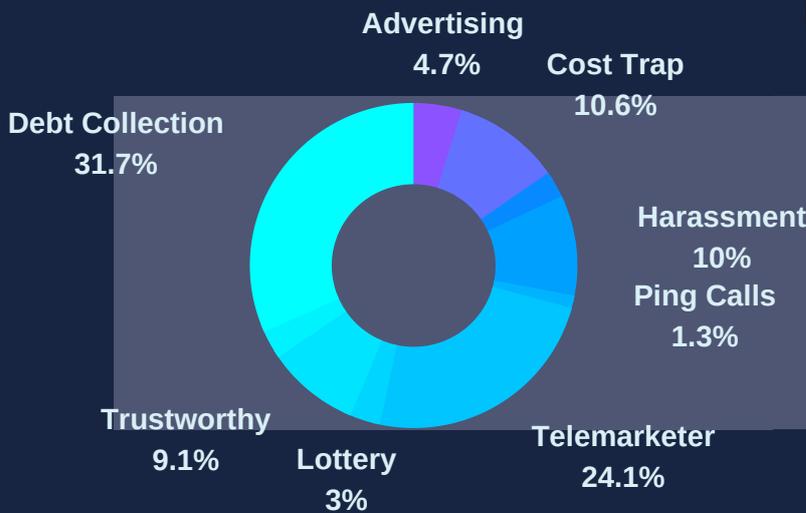
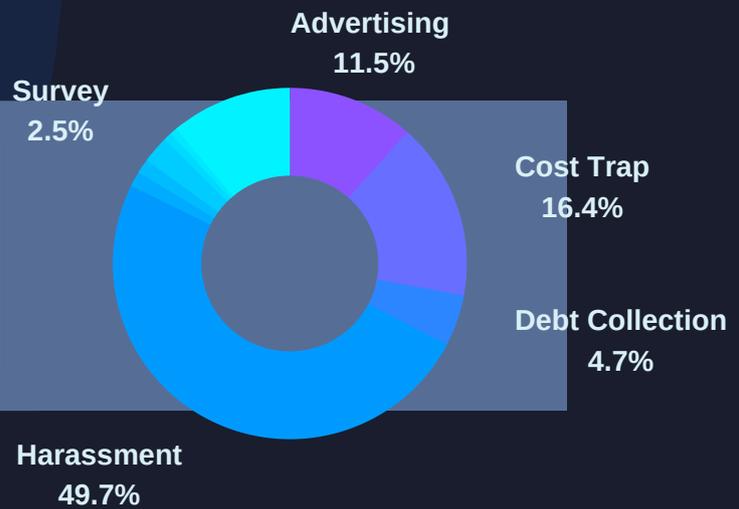


# Caller Types in 2019

## Regional

### France

The caller type harassment possessed almost half of the reported unknown calls as 2018. The following comes caller type cost trap. The distribution of reported caller types is very similar to 2018.

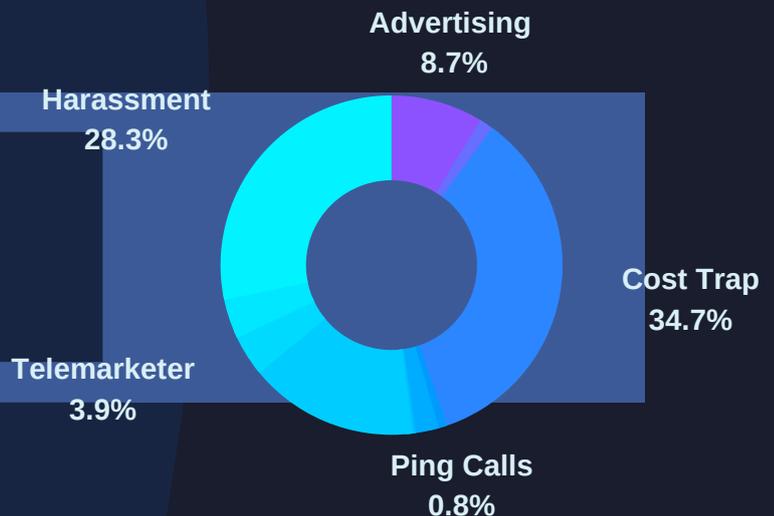


### Indonesia

Debt collection is the most reported caller type, its percentage is a double of 2018. The following comes telemarketer, it also has a significant increase of percentage compared to 2018.

### Mexico

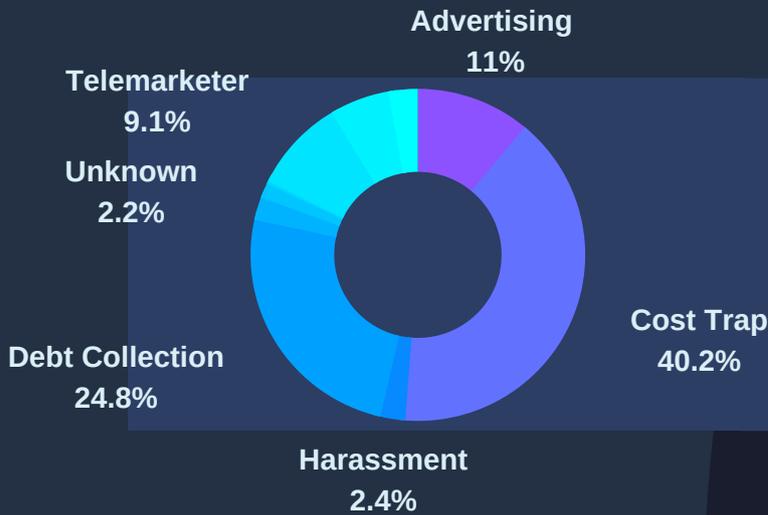
The distribution of all caller types are very similar. Caller type cost trap remains the most reported caller types, where harassment and debt collection comes the following.



# Caller Types in 2019

## Regional

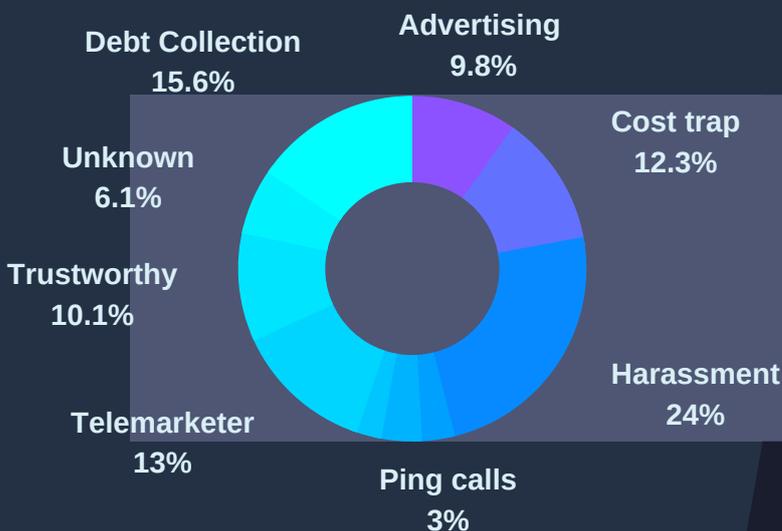
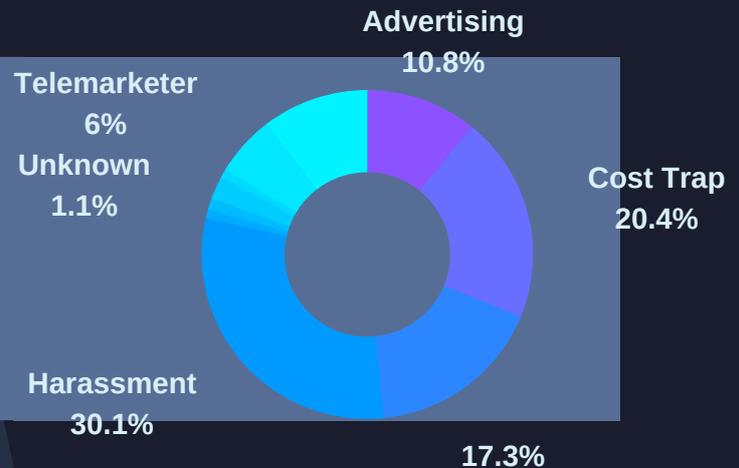
### Brazil



Caller type cost trap remains the most reported caller type though there is a 10% decrease compared to 2018. The next comes caller type debt collection and aggressive advertising.

### Spain

Harassment and cost trap remains the two most reported caller types as 2018. The third comes the debt collection caller type. Distribution of caller type telemarketer dropped half compared to 2018.



### US and Canada

Debt collection is the most reported caller type, its percentage is a double of 2018. The following comes telemarketer, it also has a significant increase of percentage compared to 2018.

# 3. Communicative Countries



## Overview

- The map indicates the level of communication activity of the tellows users, i.e. their engagement rate on the platform.
- Colombia and the US have the most responsive users, whereas users from the UK share a relatively low number of ratings.
- Europe has an average communication activity level and reports less phone numbers than America.

# 4. Top Spam Trends

## in 2019



### Financial Frauds

is also one of the most reported types of phone scams. Scammers target victims' personal and financial information. Apart from phone calls, users also reported that scammers contact them via text messages.

2

### Tech Support Scams

are also one of the top trends in 2019. According to tellows, an increasing number of users reported that scammers pretend to offer tech support in order to get access to the computer and steal financial and personal information.

4

### Telecom Scams

are the top trends according to the tellows database. Users reported that most scammers pretend to be employees of companies in order to acquire personal information. Other cases include IRSF scams, where scammers empty credits in SIM cards.

1

### Call Center Scams

remain one of the most notorious phone scams in 2019. It has been bothering users all over the world, especially in the US. Most call centers generate robocalls and the amount of money lost because of them is always increasing.

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For more information about the tellows websites and app, please visit [www.tellows.co.uk](http://www.tellows.co.uk) and the tellows Apps.



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