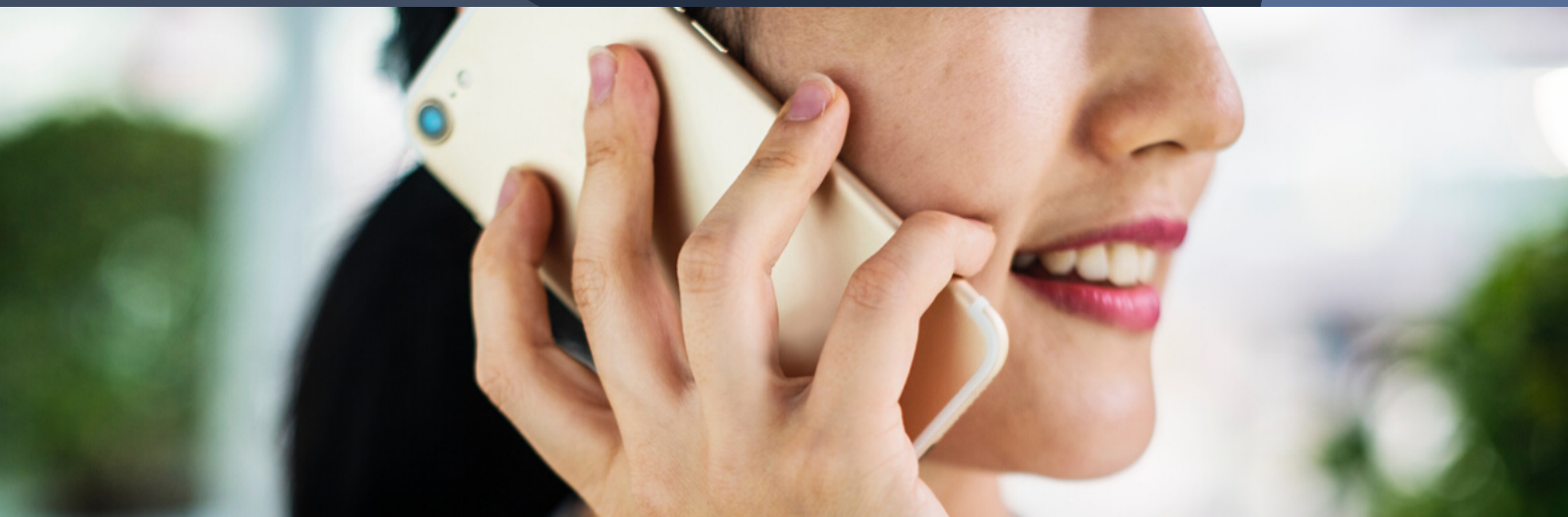# ANNUAL REPORT 2019

tellows

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.
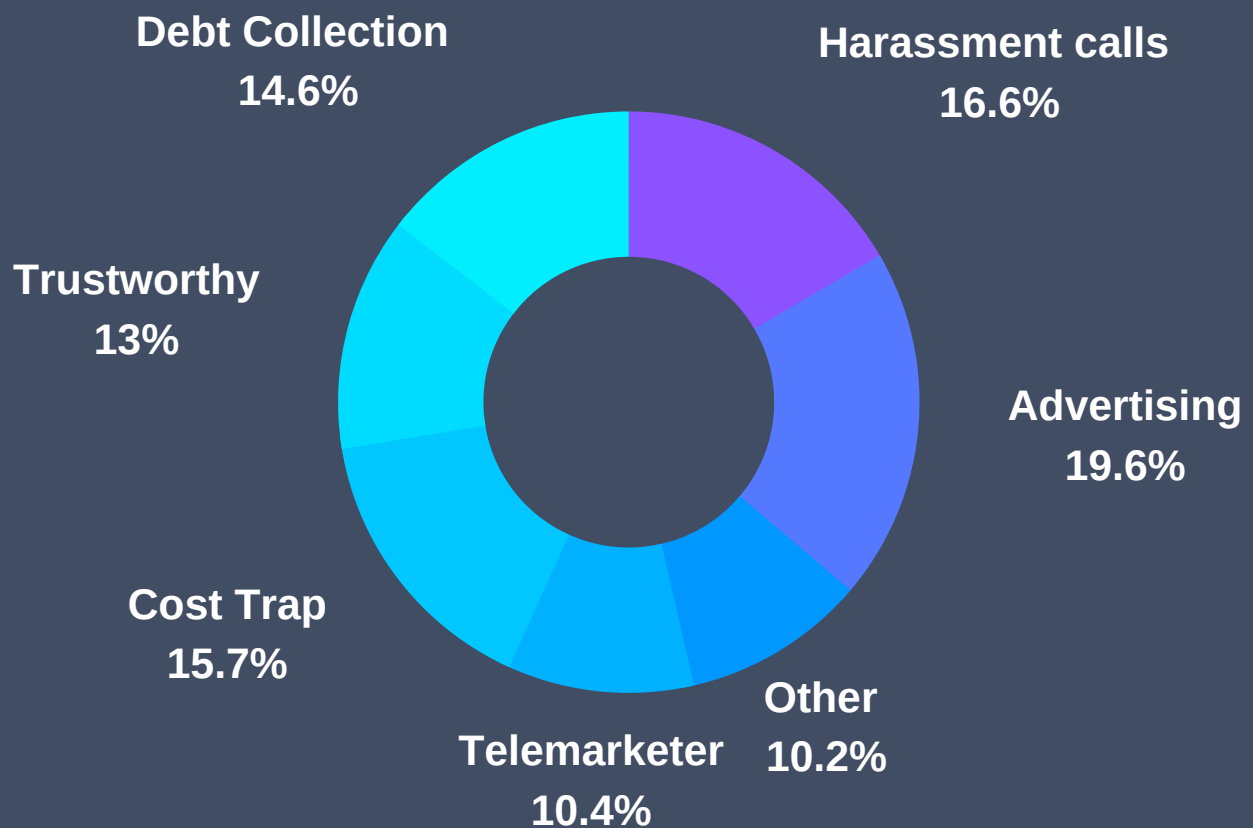
3. COMMUNICATIVE COUNTRIES

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

**Debt Collection
14.6%**

**Harassment calls
16.6%**

**Trustworthy
13%**

**Advertising
19.6%**

**Cost Trap
15.7%**

**Other
10.2%**

**Telemarketer
10.4%**

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

Italy

Trustworthy 14.7%

Telemarketer 7.3%

Harassment 5.2%

Unknown 1.1%

Debt Collection 12%

Lottery 0.2%

Cost Trap 16.6%

Advertising 40.3%

Aggressive advertising remains the major reported caller type compared to 2018 in Italy. The second most common type is the cost trap.

Germany

Similar to 2018, aggressive advertising is the most frequent reported caller type, followed by trustworthy and harassment caller types.

Trustworthy 22.3%

Telemarketer 6.7%

Lottery 8.4%

Survey 5.2%

Harassment 15.4%

Cost Trap 6.5%

Advertising 26.6%

United Kingdom

Debt Collection 8.2%

Advertising 16.1%

Cost Trap 6.6%

Harassment 19.3%
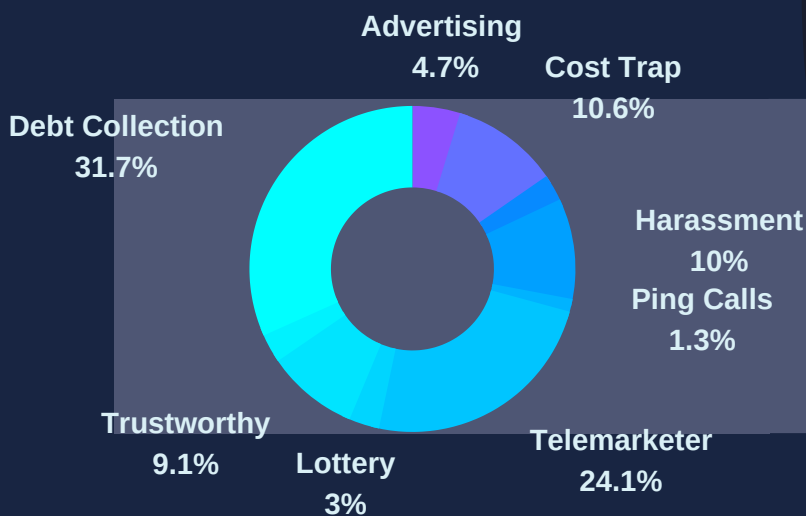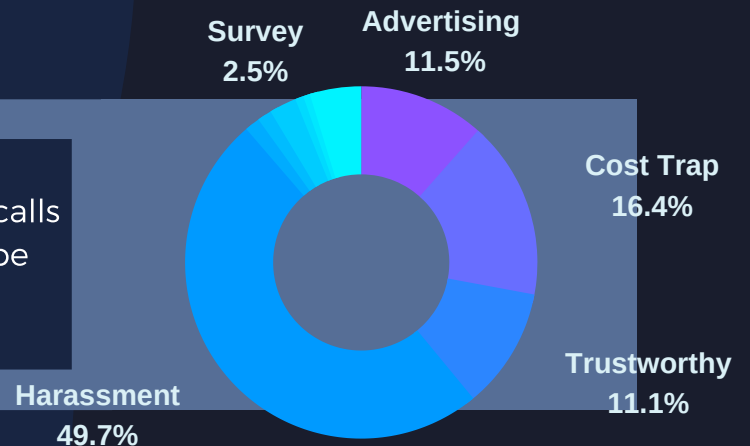
Unknown 2.2%

Telemarketer 19%

Trustworthy 21.7%

Trustworthy is surprisingly the most reported caller type. Following is the harassment and advertising calls, where the number of reported harassment calls has dropped 10% compared to 2018.

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.

Survey
2.5%

Advertising
11.5%

Cost Trap
16.4%

Trustworthy
11.1%

Harassment
49.7%

Advertising
4.7%

Cost Trap
10.6%

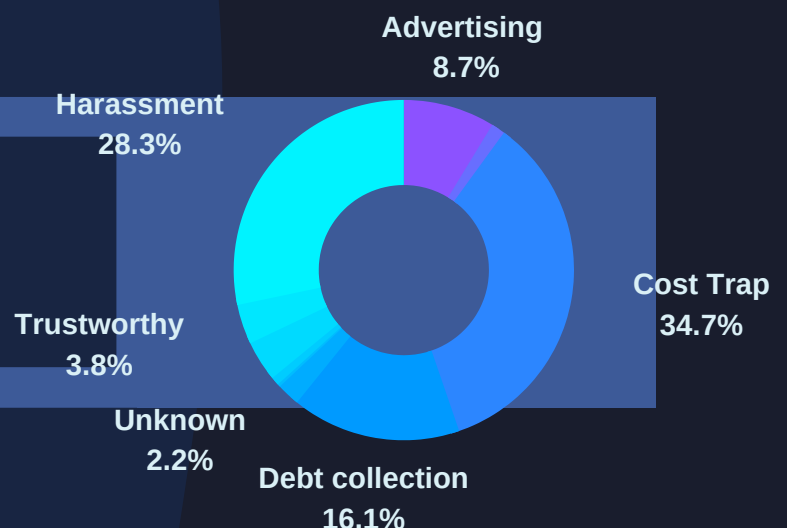Debt Collection
31.7%

Harassment
10%
Ping Calls
1.3%

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.

Trustworthy
9.1%

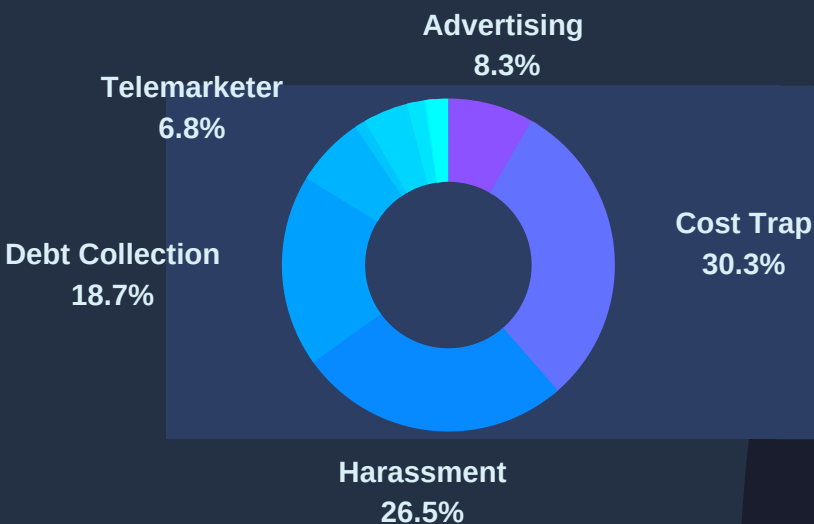Lottery
3%

Telemarketer
24.1%

Mexico

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

Advertising
8.7%

Harassment
28.3%

Cost Trap
34.7%

Trustworthy
3.8%

Unknown
2.2%

Debt collection
16.1%

Caller Types in 2019

Regional

Brazil

Advertising
8.3%

Telemarketer
6.8%

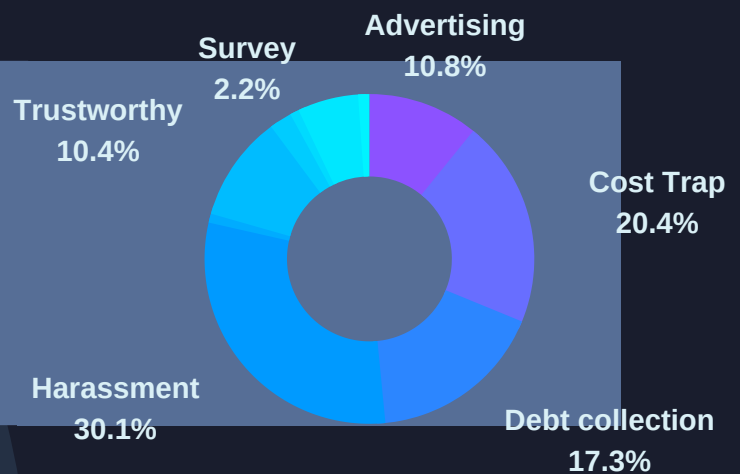**Cost Trap**
30.3%
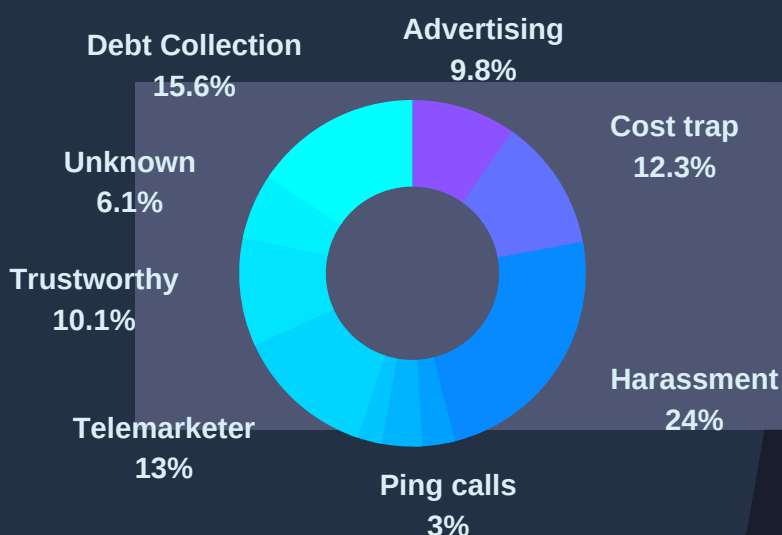
Debt Collection
18.7%

Harassment
26.5%

Caller type cost trap remaims the most reported caller type despite the 0% decrease compared to 2018. The next comes caller type debt collection and aggressive advertising.

Spain

Same as 2018, harassment and cost trap remain the two most reported caller types in Spain. The third comes the debt collection caller type. Distribution of caller type telemarketer dropped half compared to 2018.

Survey
2.2%

Advertising
10.8%

Trustworthy
10.4%

Cost Trap
20.4%

Harassment
30.1%

Debt collection
17.3%

US and Canada

Debt Collection
15.6%

Advertising
9.8%

Cost trap
12.3%

Unknown
6.1%

Trustworthy
10.1%

Harassment
24%

Telemarketer
13%

Ping calls
3%

Debt collection is the most reported caller type, its percentage is a double of 2018. As following comes telemarketer, which also had 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 engagment 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

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

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

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.

3

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

For more information about the tellows websites and app, please visit www.tellows.co.uk and the tellows Apps.

Please contact kontakt@tellows.de for further inquires.

tellows

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