

Spam Calls: Data, Data, and More Data



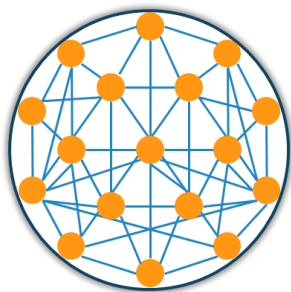
Alex Quilici
CEO, YouMail

September 2026

What Data Are We Talking About?

YouMail

VMs + DIDs + Non-User TNs

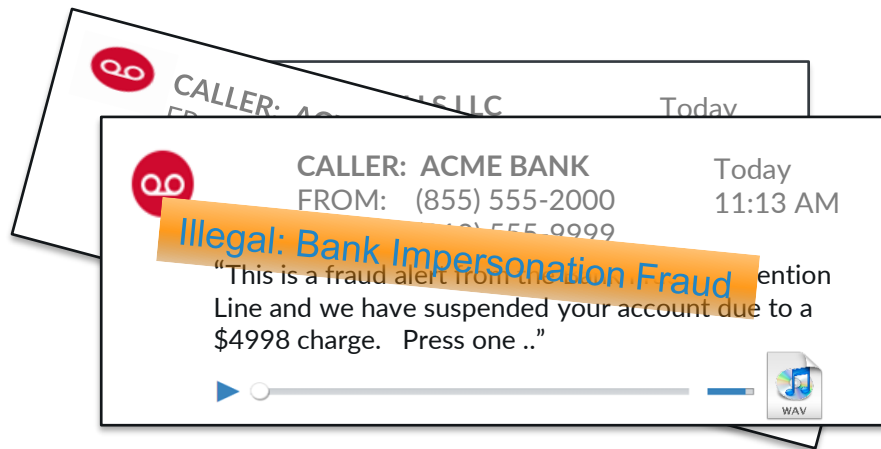


**Answering
15m+ Phone Numbers**



AI + Human-Curation

Call Classification



The “bad stuff” we see is somehow gets through everyone else!

Using This Data To Evaluate Progress



Are we reducing (unwanted) robocalls?

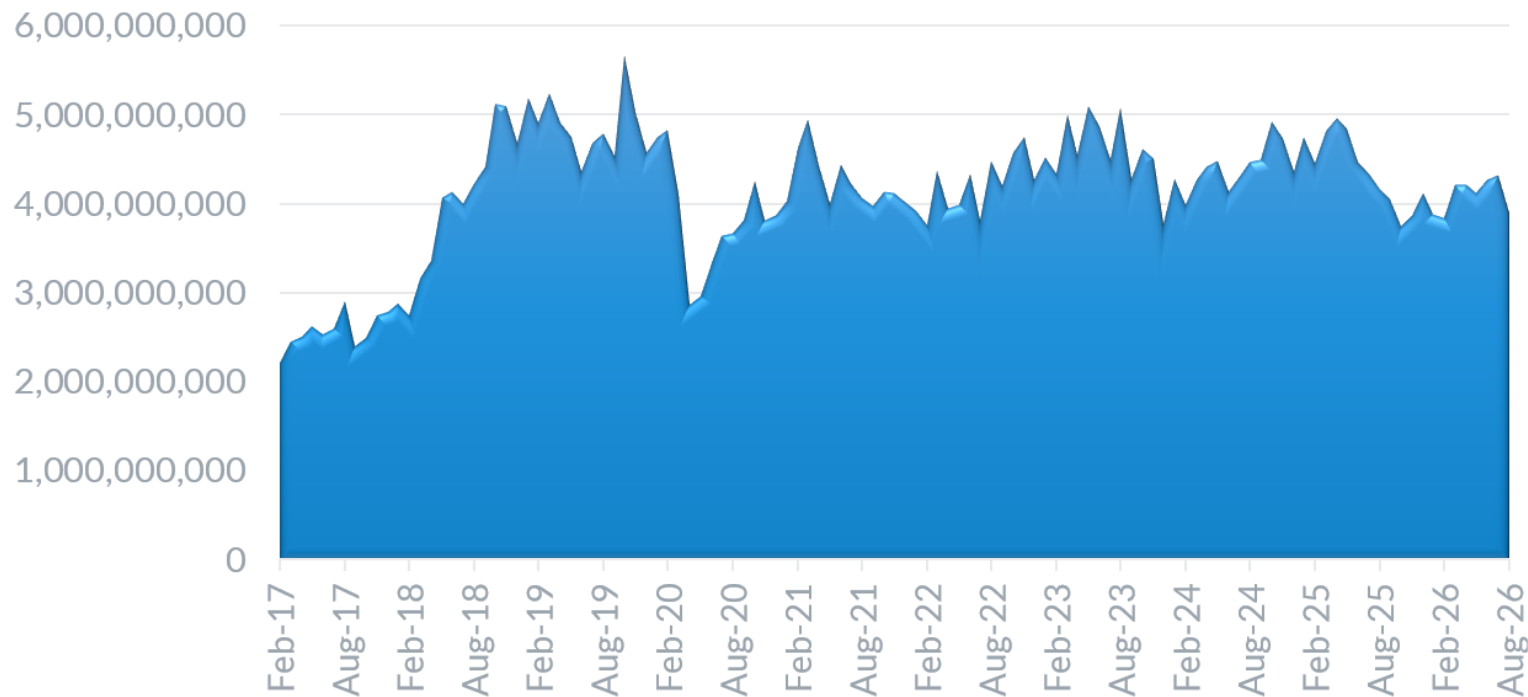


If so, by how much?



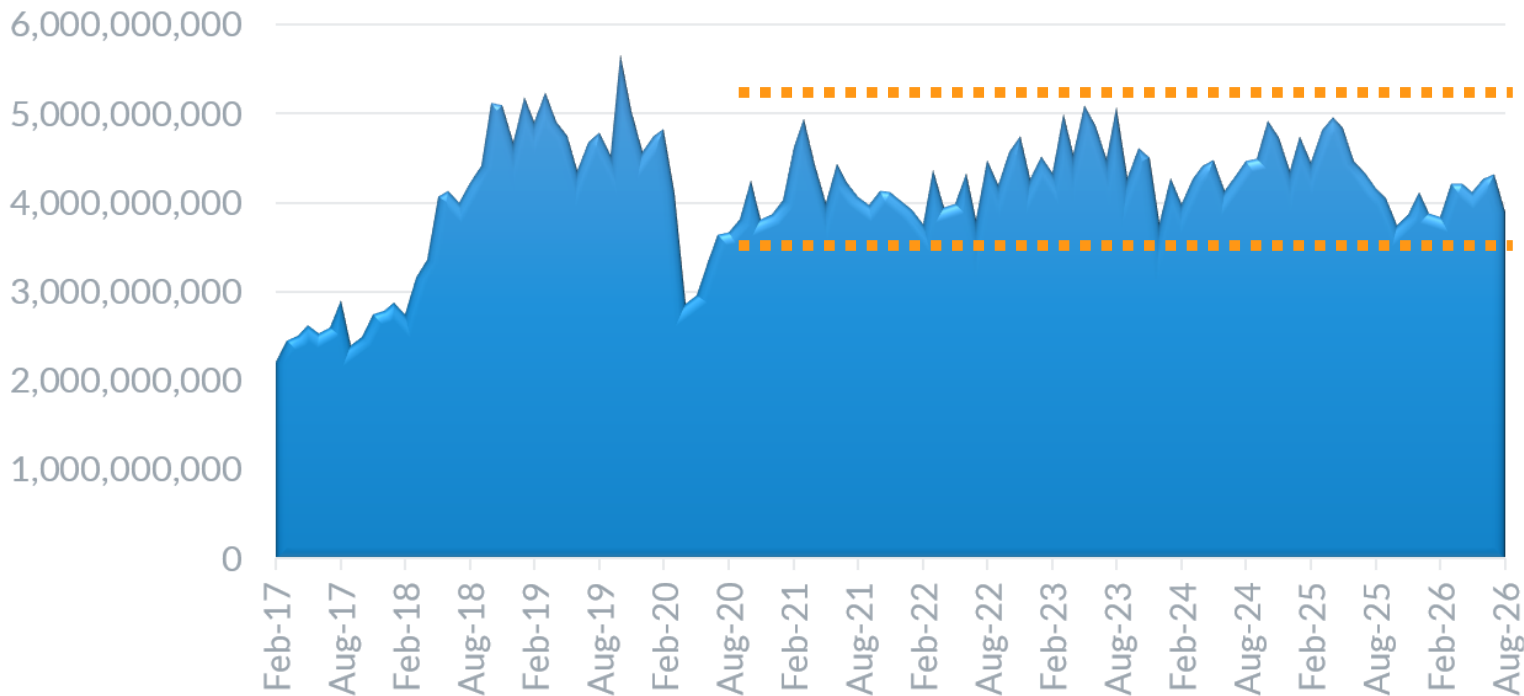
And then, what to do next?

US Monthly Robocalls (from YouMail RCI)



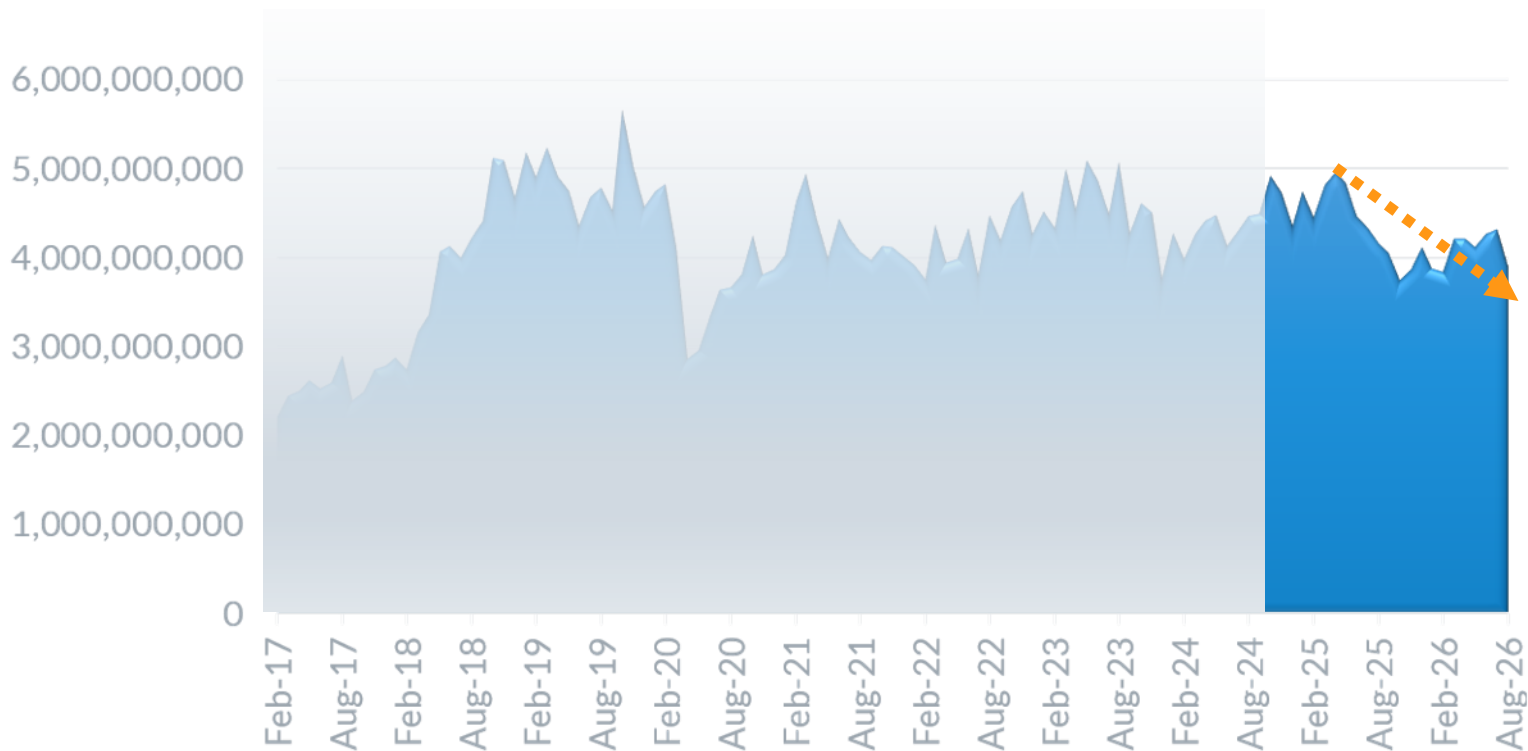
This data includes all robocalls, good and bad.

US Monthly Robocalls (from YouMail RCI)



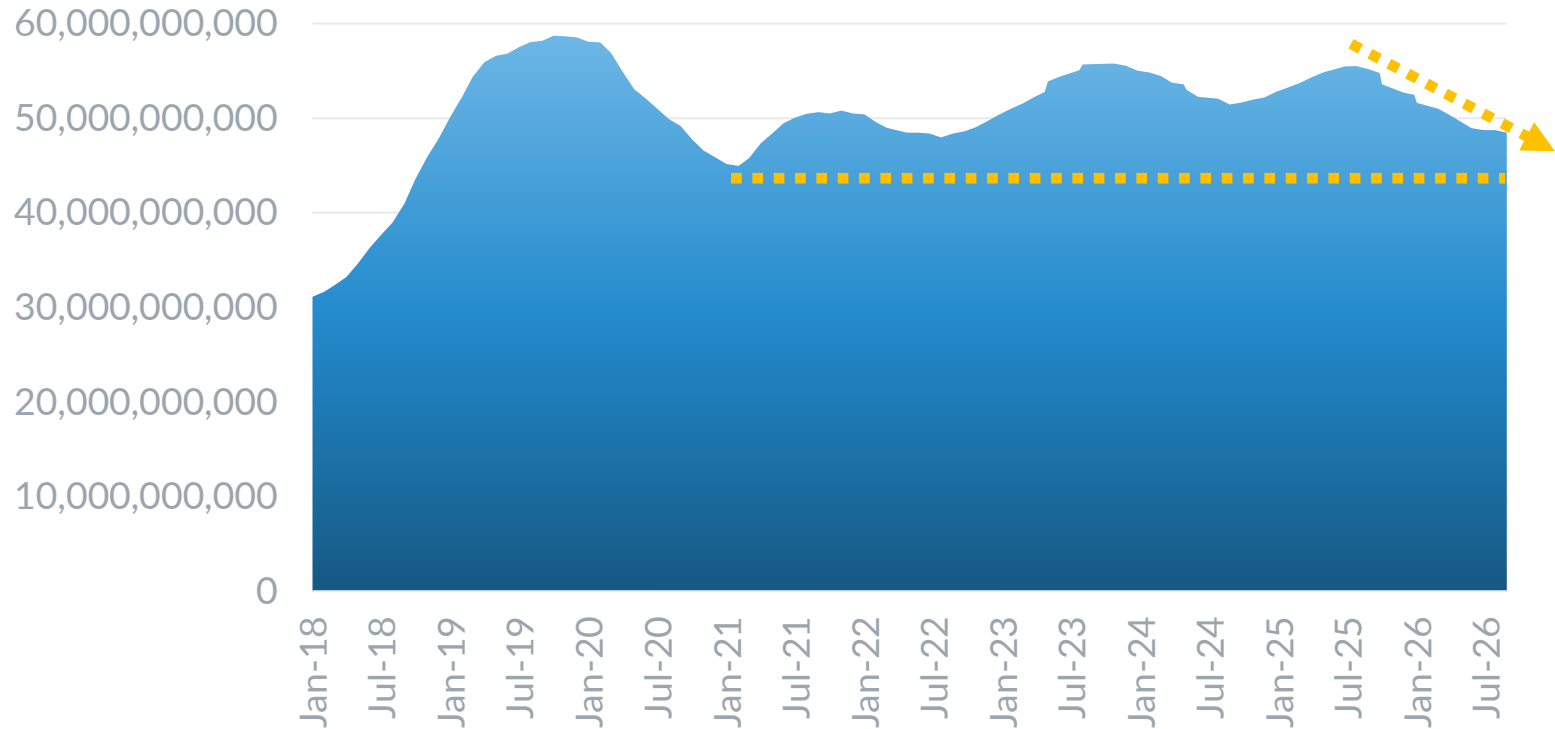
The Post-Covid era robocall volume has oscillated but hasn't broken lower.

US Monthly Robocalls (from YouMail RCI)



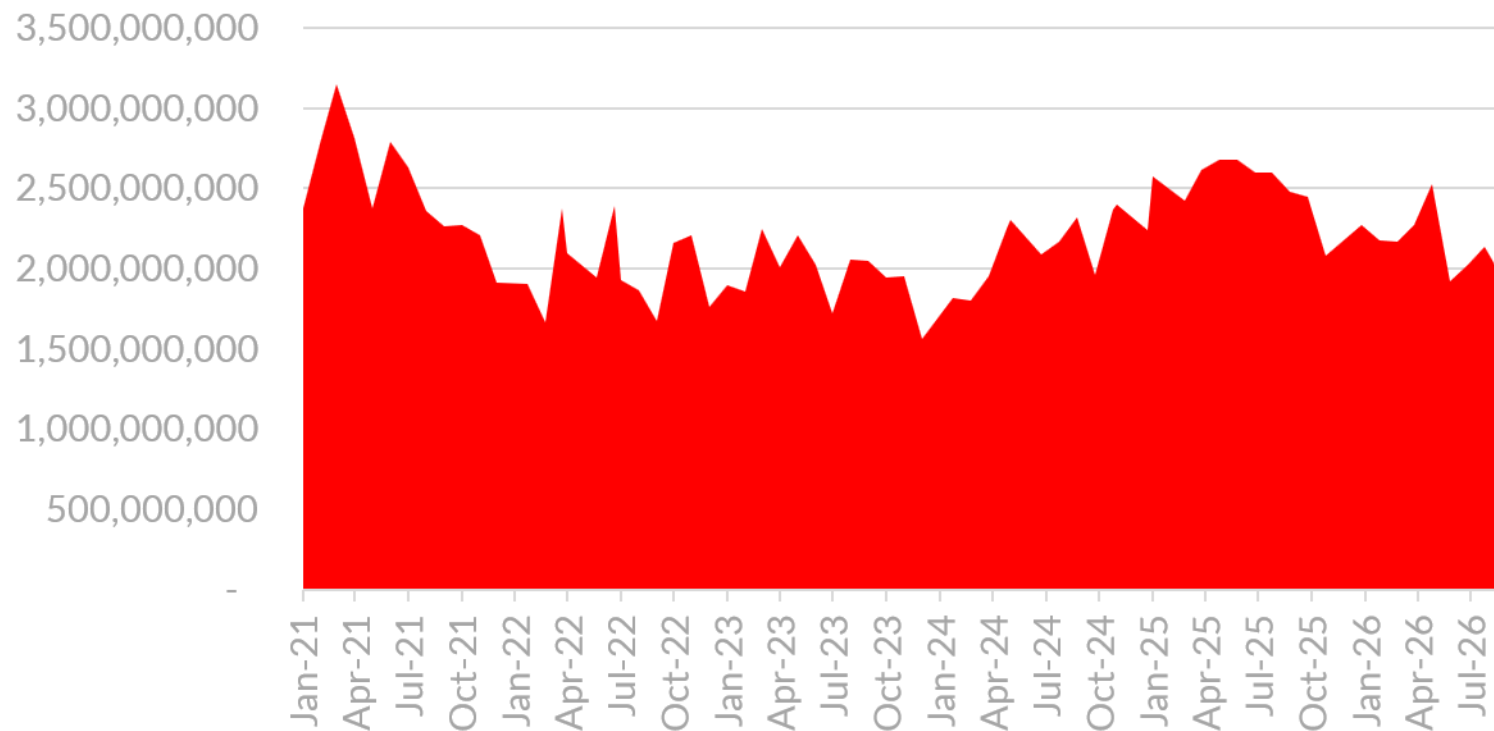
However, the last 18 months looks like a 20% decline to lows of the range.

A Bigger Picture: 12 Month Rolling Average



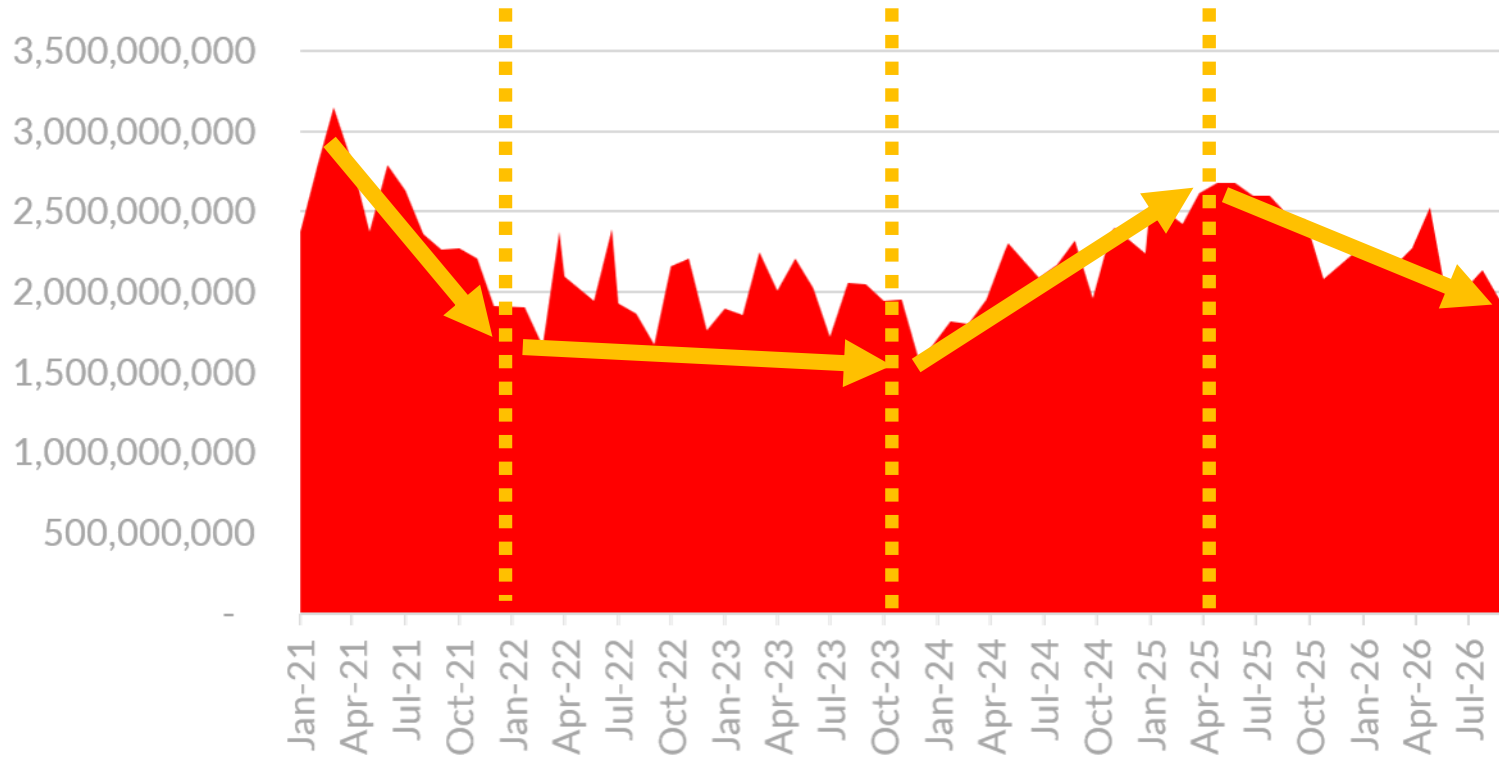
The net result is that we really aren't that far from the post-Covid lows.

Drilling Down: “Unwanted” Calls Only



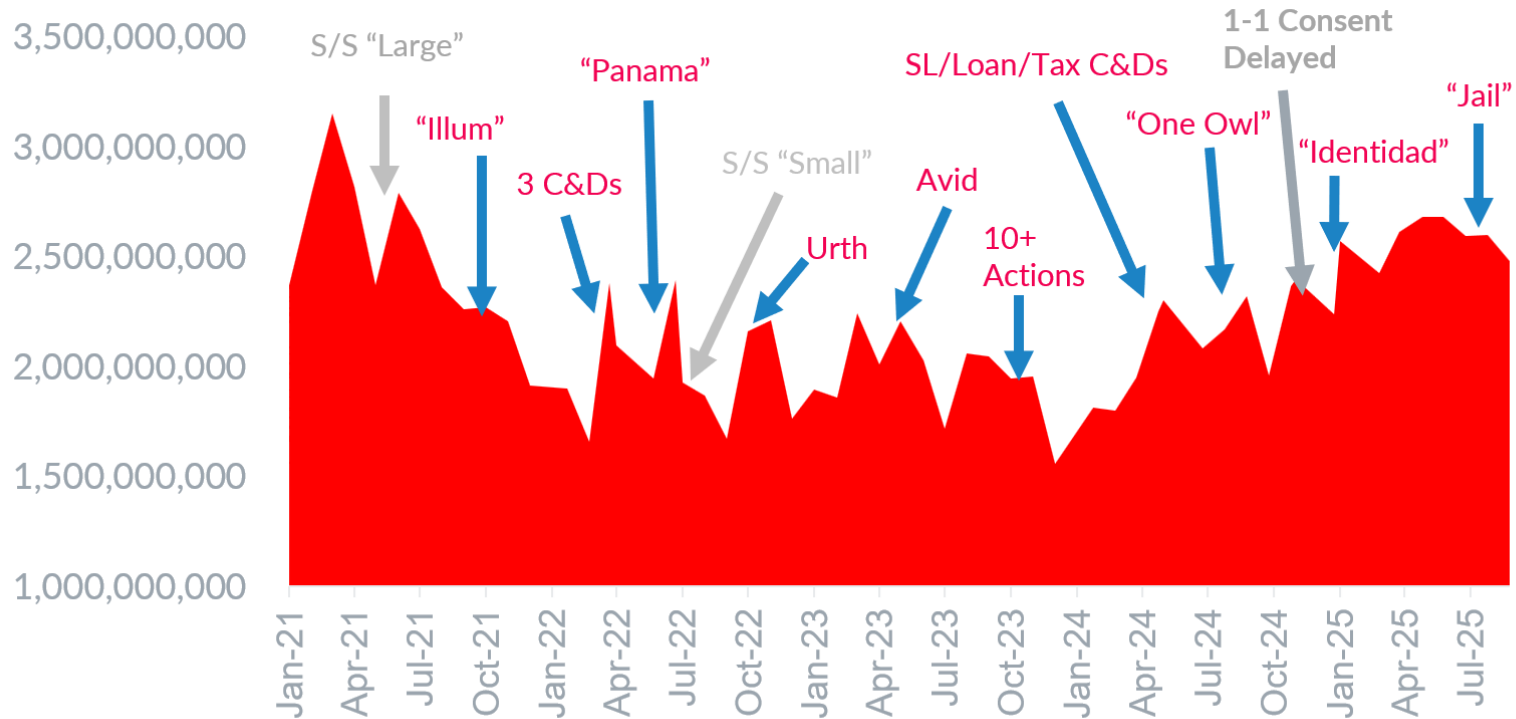
What we really care about are likely illegal or unlawful calls, not total robocalls.

Drilling Down: Unwanted Robocalls Declining



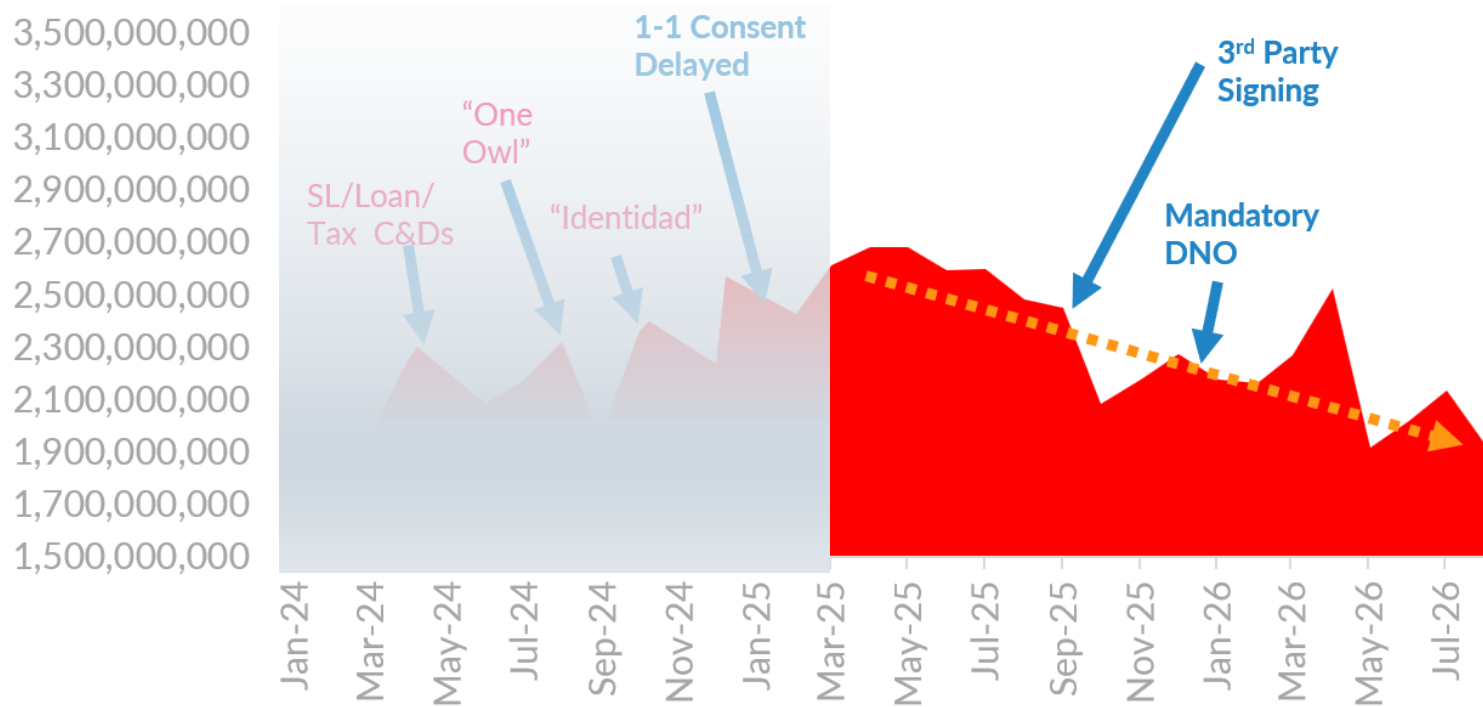
Down A Lot, Down A Bit, Up A Lot, Down A Lot.

(Prior) Regulatory and Enforcement Actions



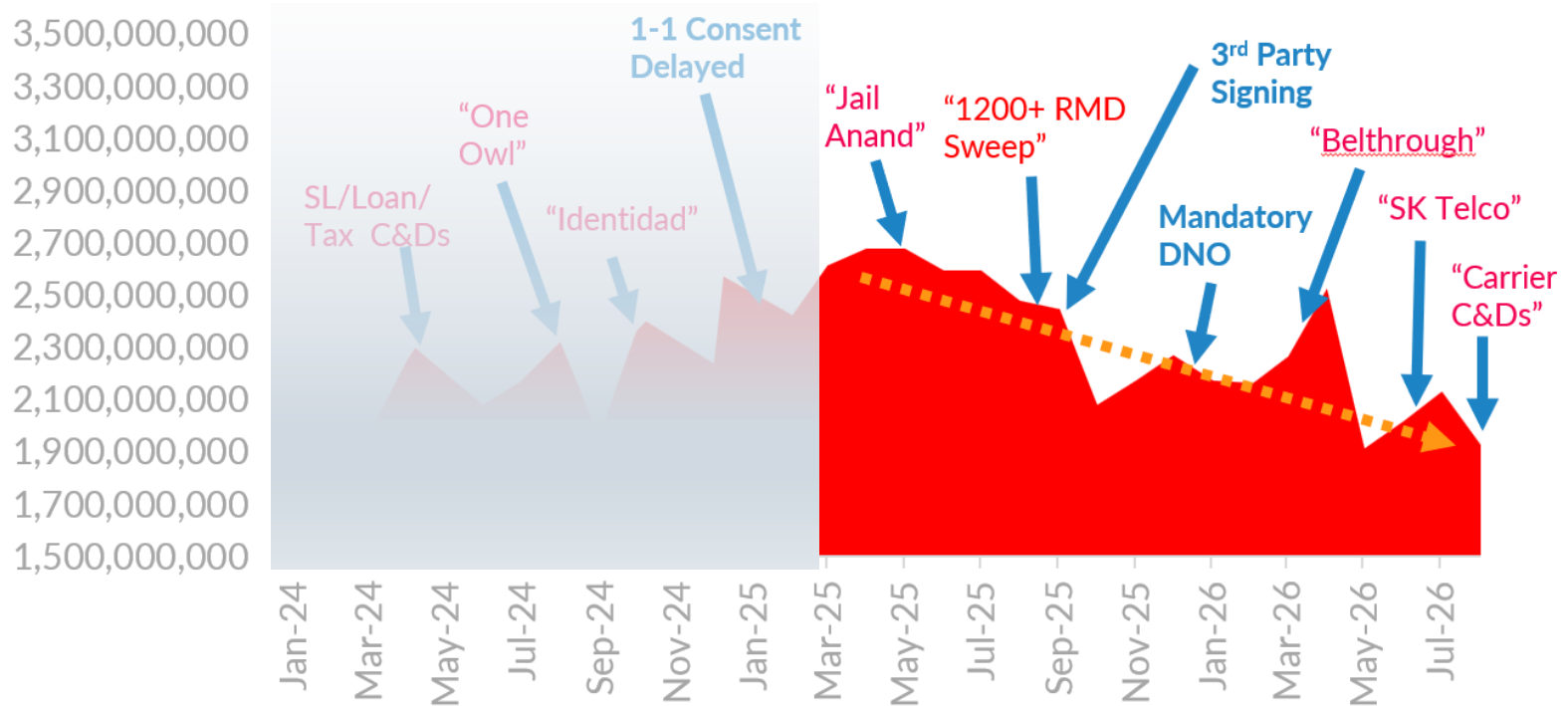
Dips correlate well to regulatory and enforcement actions.

(Recent) Regulatory and Enforcement Impact



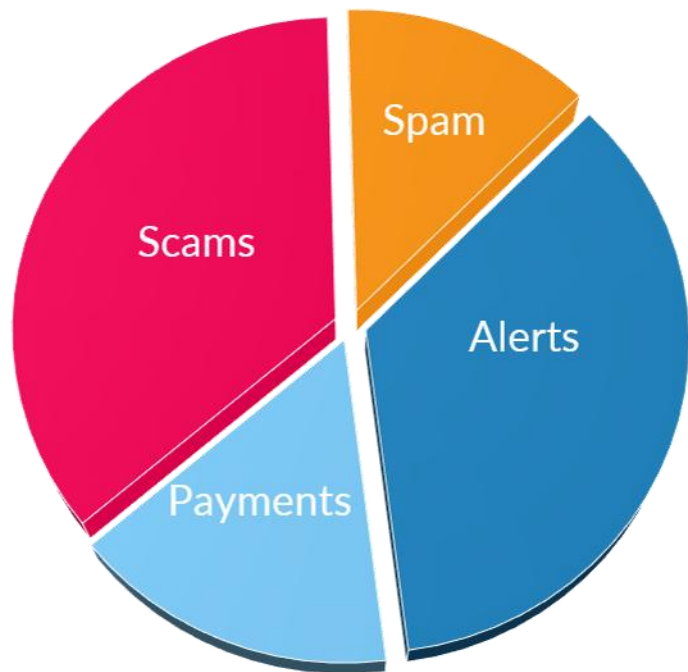
A few big enforcement/regulatory actions are now driving a downward trend

(Recent) Regulatory and Enforcement Impact



A few big enforcement/regulatory actions are now driving a downward trend.

Drilling Down: Robocall Distribution (August 2026)



Makes sense for all of us to focus on preventing these calls in the first place.

Can We Find Easy-To-Identify Target SPCs?

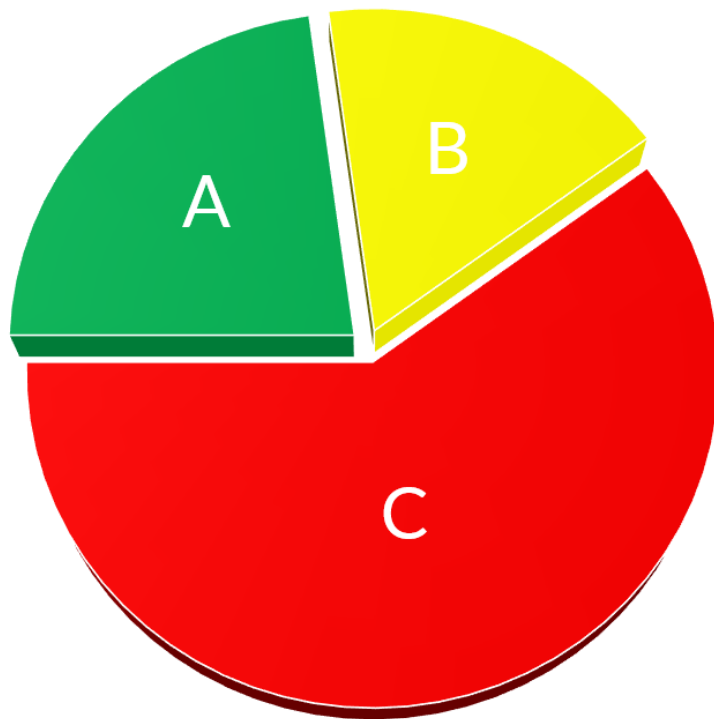


Clearly originate “lots” of scam calls (A/B attestation).



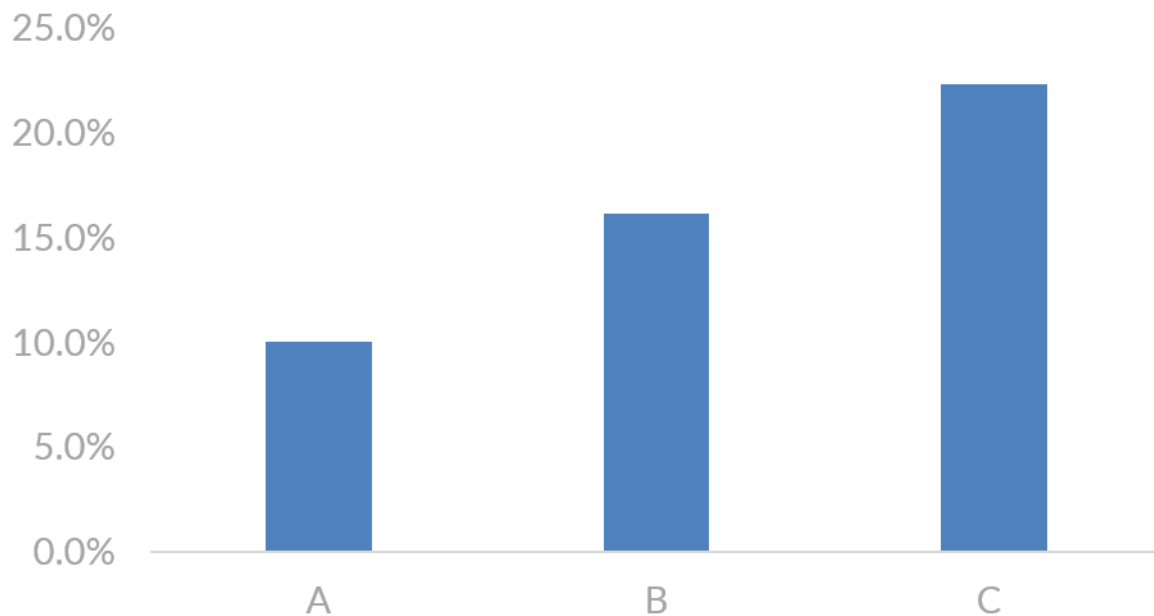
Audio evidence shows **mostly** “likely fraud” calls.

Drilling Down: “Scam” Call Attestation



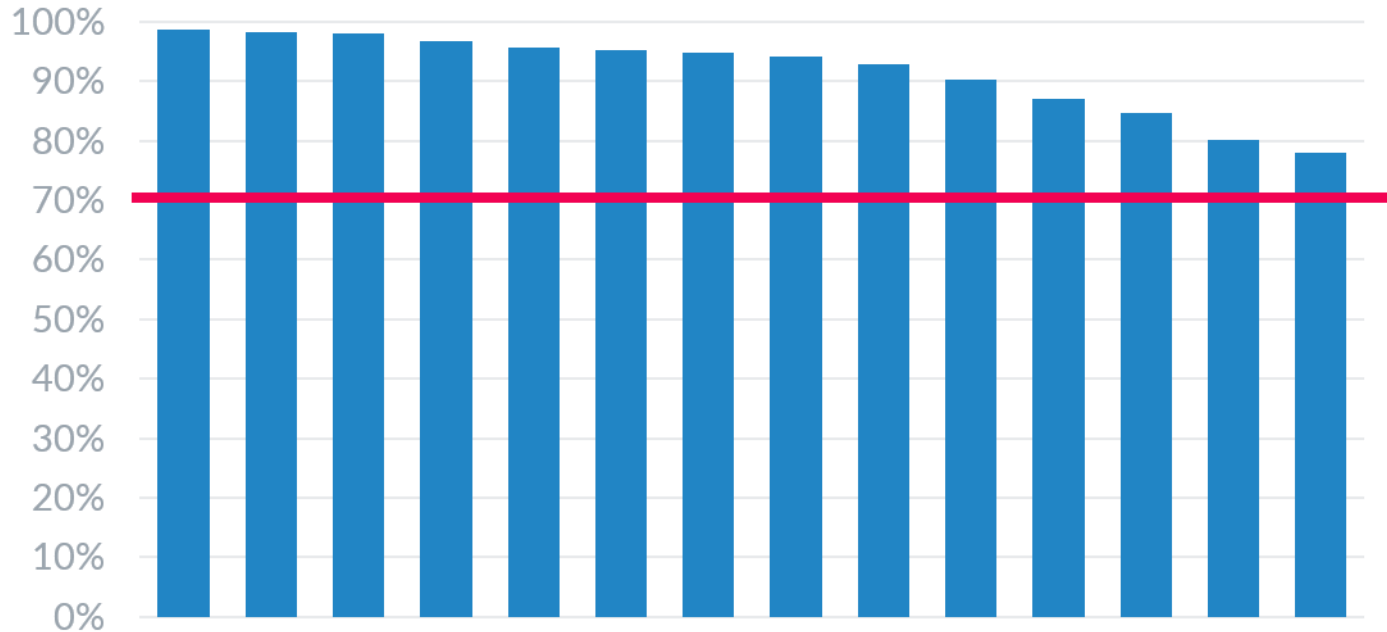
C dominates what we see but ~40% of scam calls are A/B attested and should be attackable.

% Of Each Attestation That Are “Likely Fraud” Calls



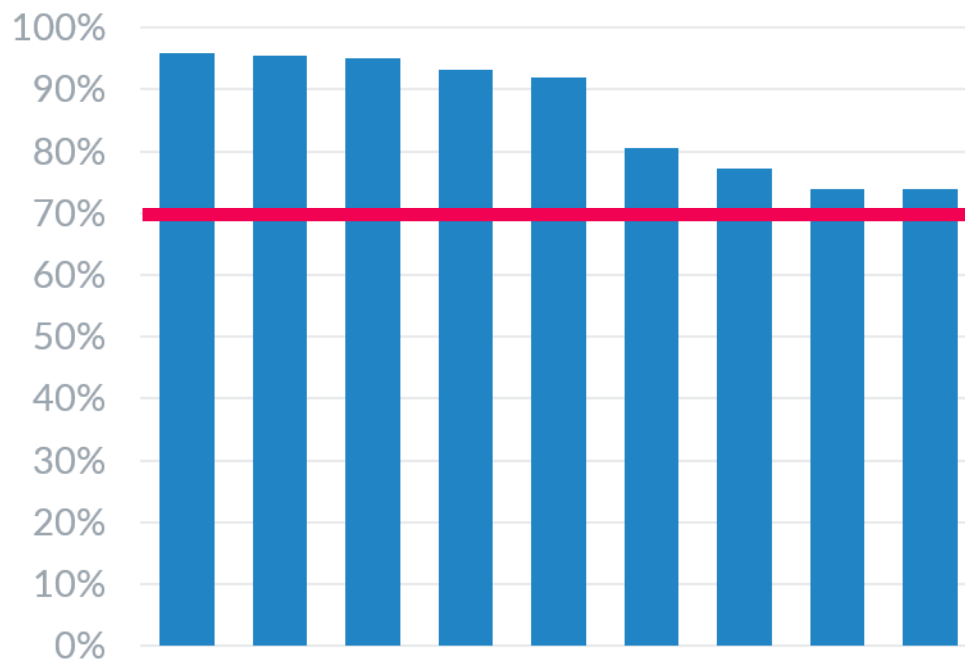
Meaningful fraction of A/B calls are scams, so it's not a needle in the haystack.

14 SPCs Have >70% Of “A” Signed Calls As Fraud



These SPCs together sign 78% of A-attested fraud but sign only 9% of all A-attested calls.

9 SPCs Have >70% Of B-Signed Calls As Fraud



These SPCs sign 78% of all B-attested fraud but sign only 18% of all B-attested calls.

Major Impact By “Blocking” These 23 SPCs

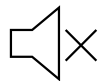
Stop 78% of the 23% of all fraud that is A-Attested	+	Stop 78% of the 17% of all fraud that is B-Attested	=	Stop 30%+ of all likely fraud
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This can be done by industry working from the same songbook of SPCs to block.

Moving Beyond These SPCs: It Gets Harder

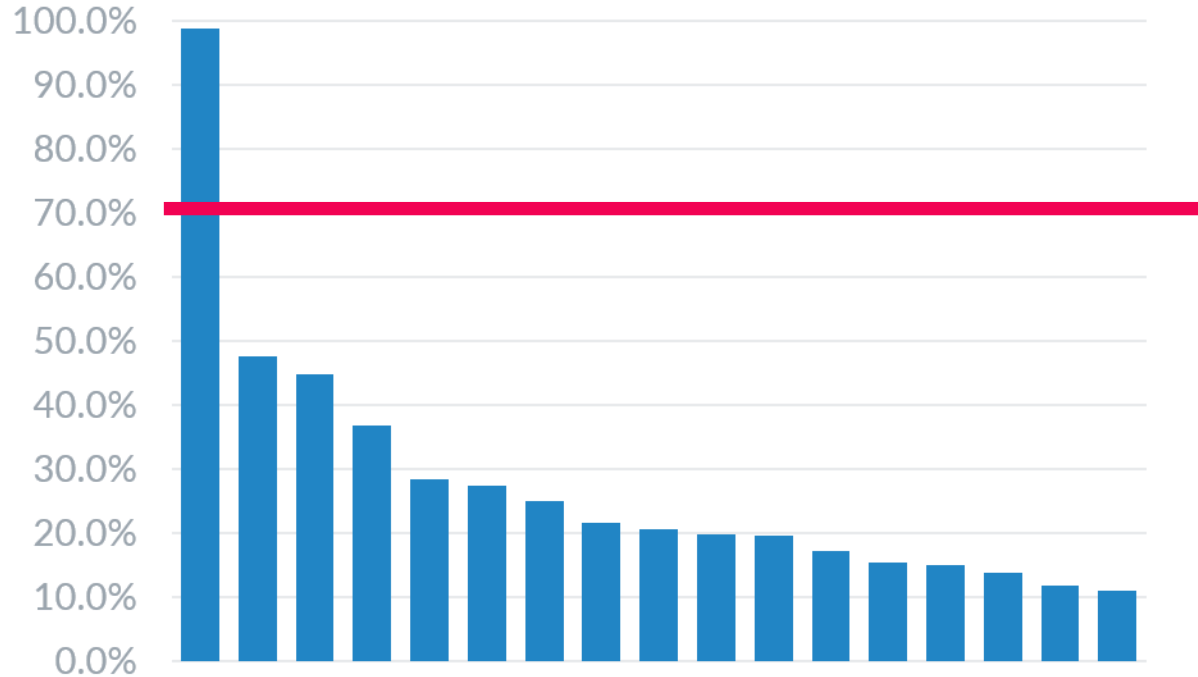


C attestations



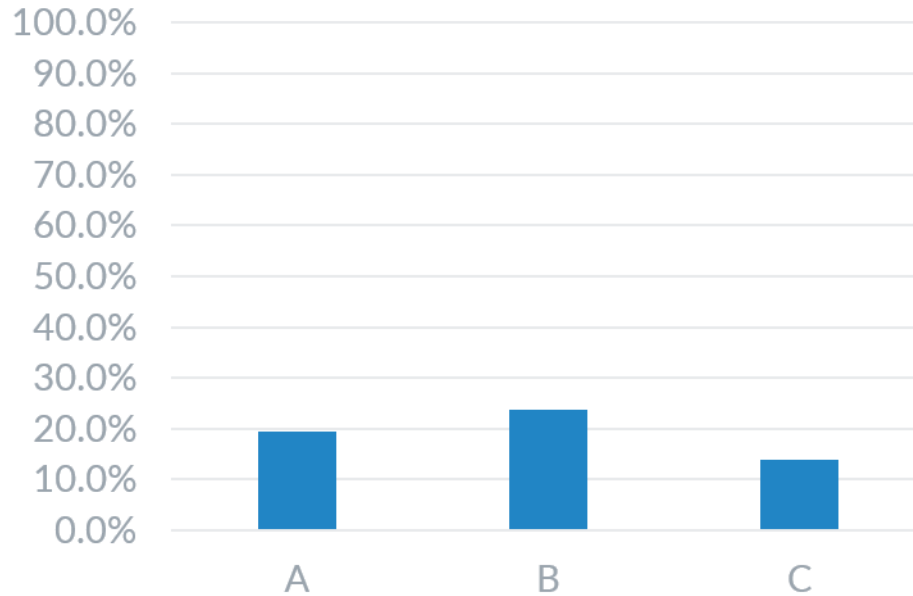
Bad actors who don't leave a nice signed audio trail

“C” Attestation Much Harder To Find Target SPCs



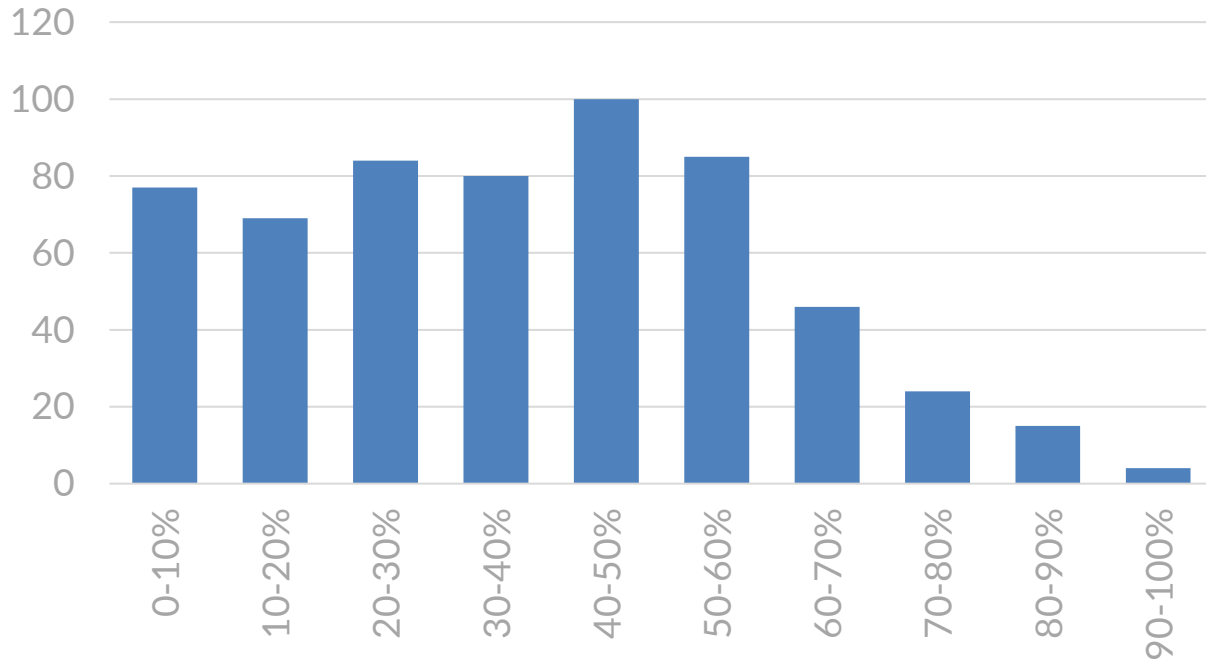
Fraud isn't dominant on (almost) any of the SPCs C-signing calls

Most Signed Calls Don't Have Meaningful Audio



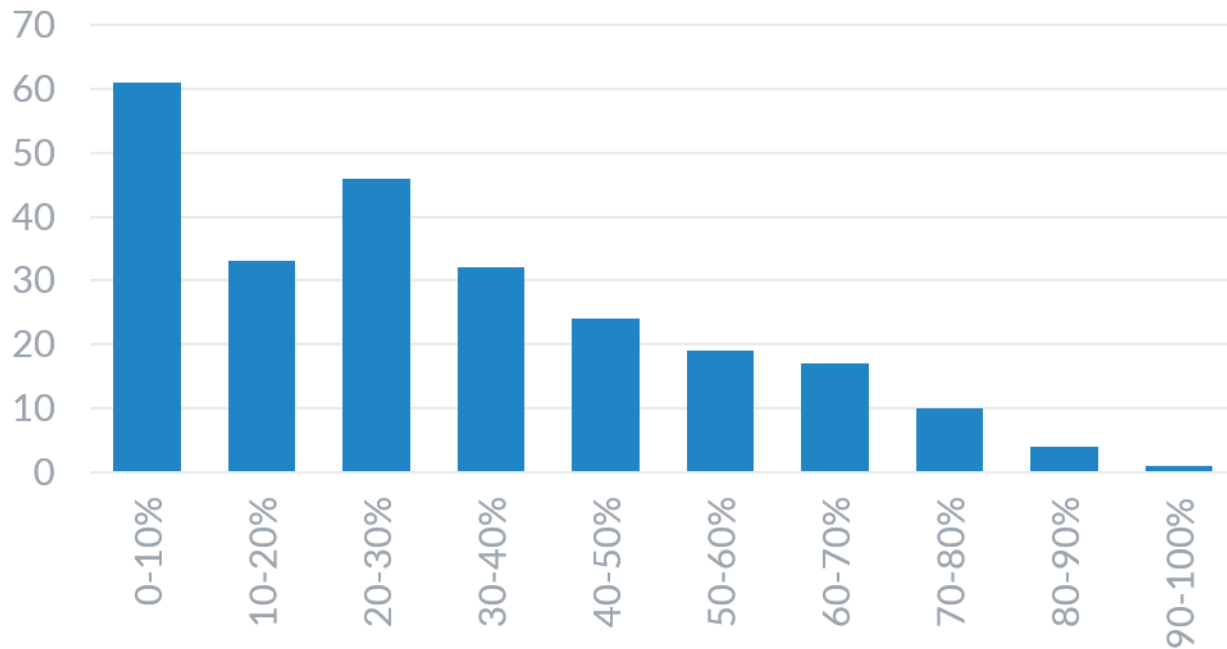
Fraud can be hidden in all of those silent or nearly silent calls.

% of A-Signed Calls With Audio Evidence By SPCs



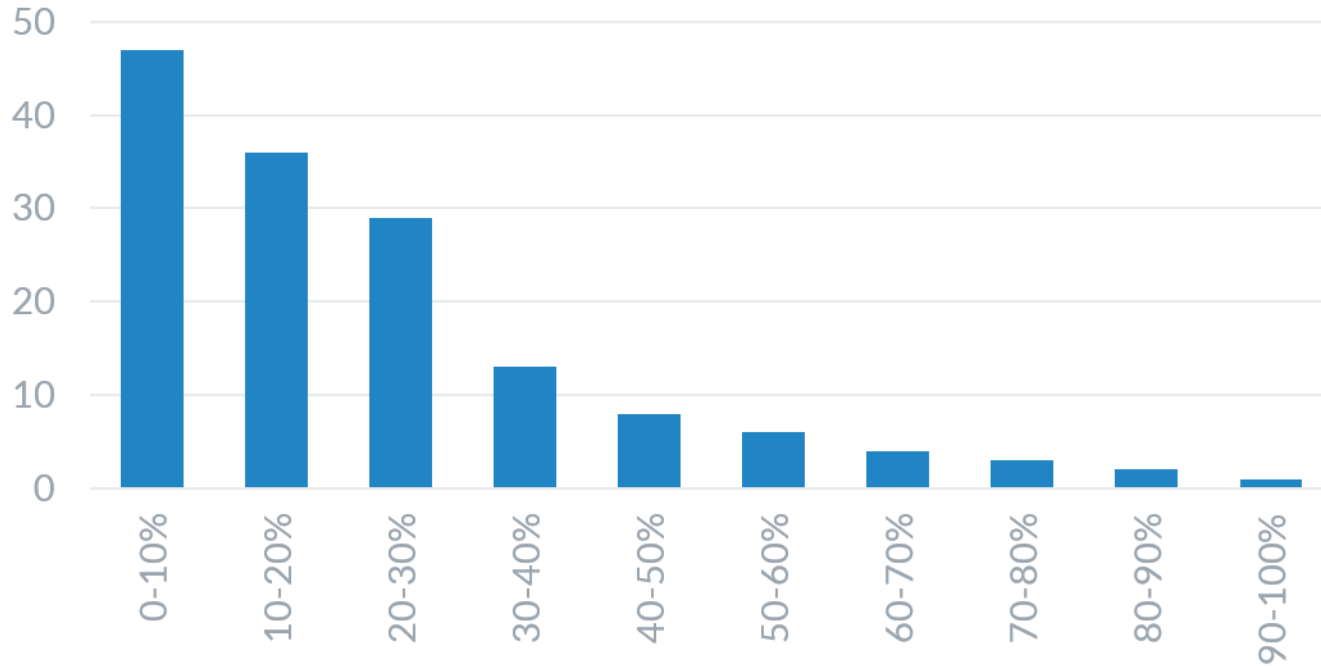
Unfortunately, most SPCs A-Attest mostly “silent” calls, making it unclear what they do.

% of B-Signed Calls With Audio Evidence By SPCs



And the same is even more true of the B's.

% of C-Signed Calls With Audio Evidence By SPCs



And the same goes for C's, meaning most calls are a mystery.

Bad News: No Easy Path To Attack Hidden Fraud



Most calls lack evidence, for most SPCs.



True across all attestations, but especially “C”.



Can't target small set of SPCs based on “silent calls”.

Our Conclusions From The Data



Leverage third-party monitoring

Shows what's really going on with problematic calls



Focus on fraud-dominant carriers

Industry-wide “SPC-based” blocking + regulatory removal



Turn more C attestations into A/B attestations

“All IP” mandate, including mandatory diversion passports



Turn (nearly) silent calls into useful calls

Regulatory mandate for VMs or safe harbor for AI answering

Thank You!

Alex Quilici
alex@youmail.com