

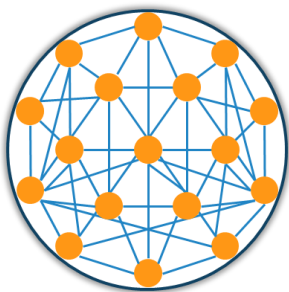
# What's Really Going On With Spam Calls: A Data-Driven Approach



Alex Quilici, YouMail  
September 2025

# Where Do We Get The Data?

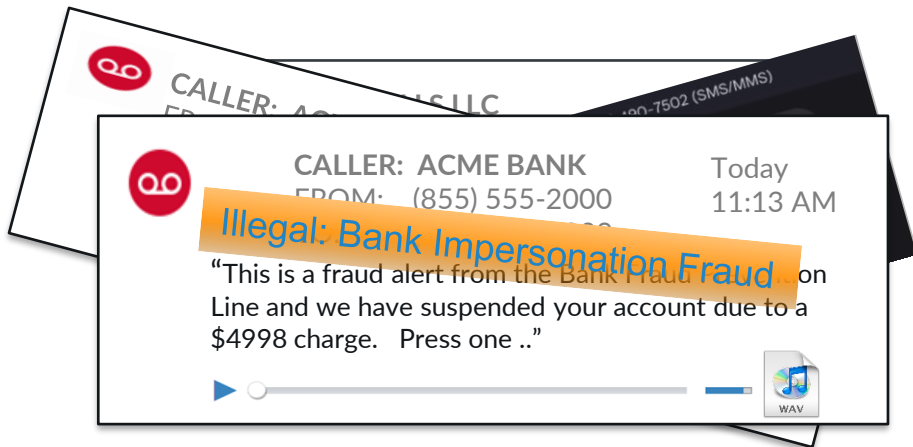
**YouMail**  
Users + Honeypots



**15m+ Phone Numbers**  
VM + DID + HPs

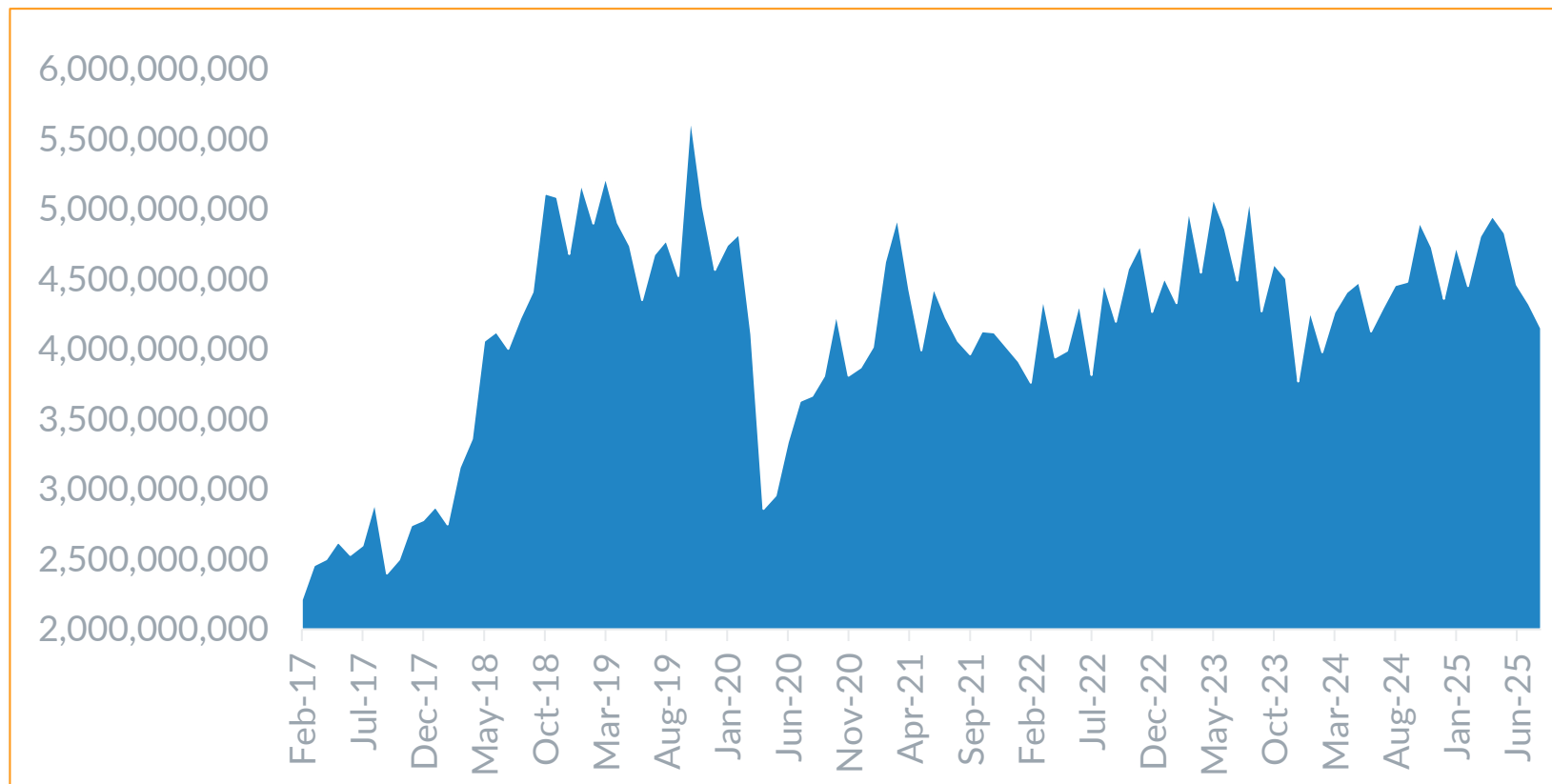


**AI + Human-Curation**  
Call Classification



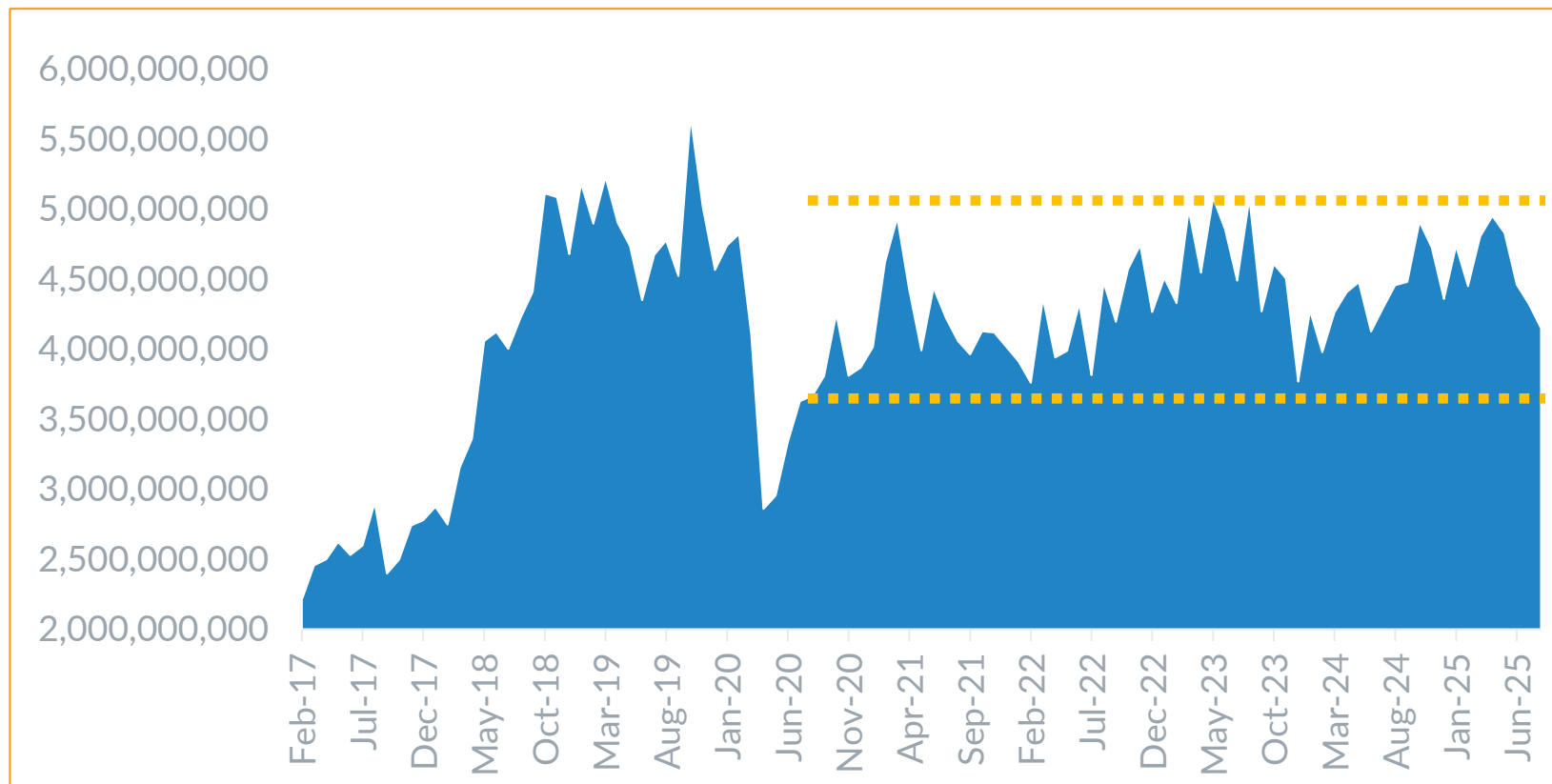
The "bad stuff" we see is what others let through

# US Robocalls (from YouMail RCI)



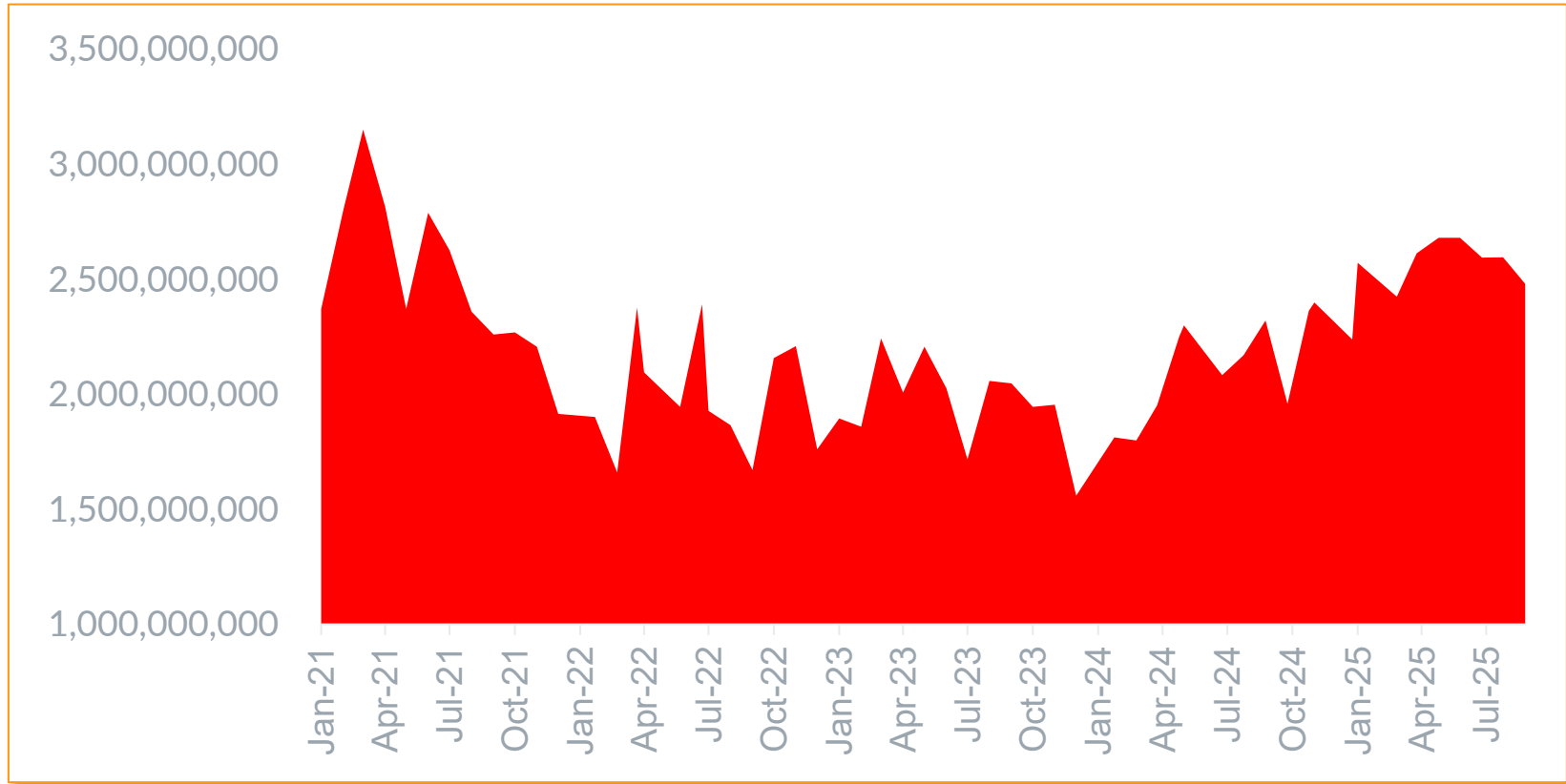
This data includes all robocalls, good and bad

# US Robocalls (from YouMail RCI)



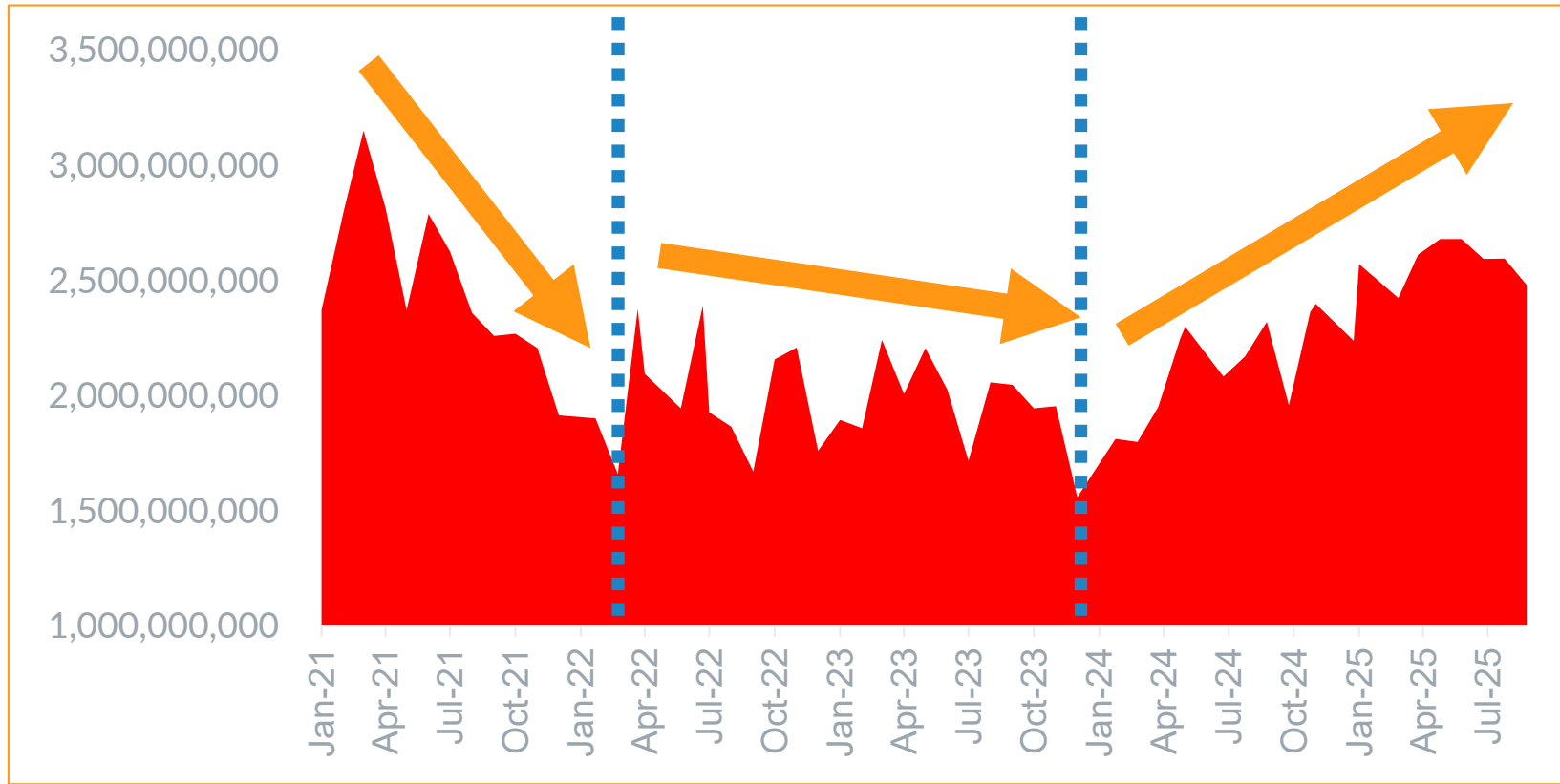
Have we really made progress?

# "Unwanted Calls Only"



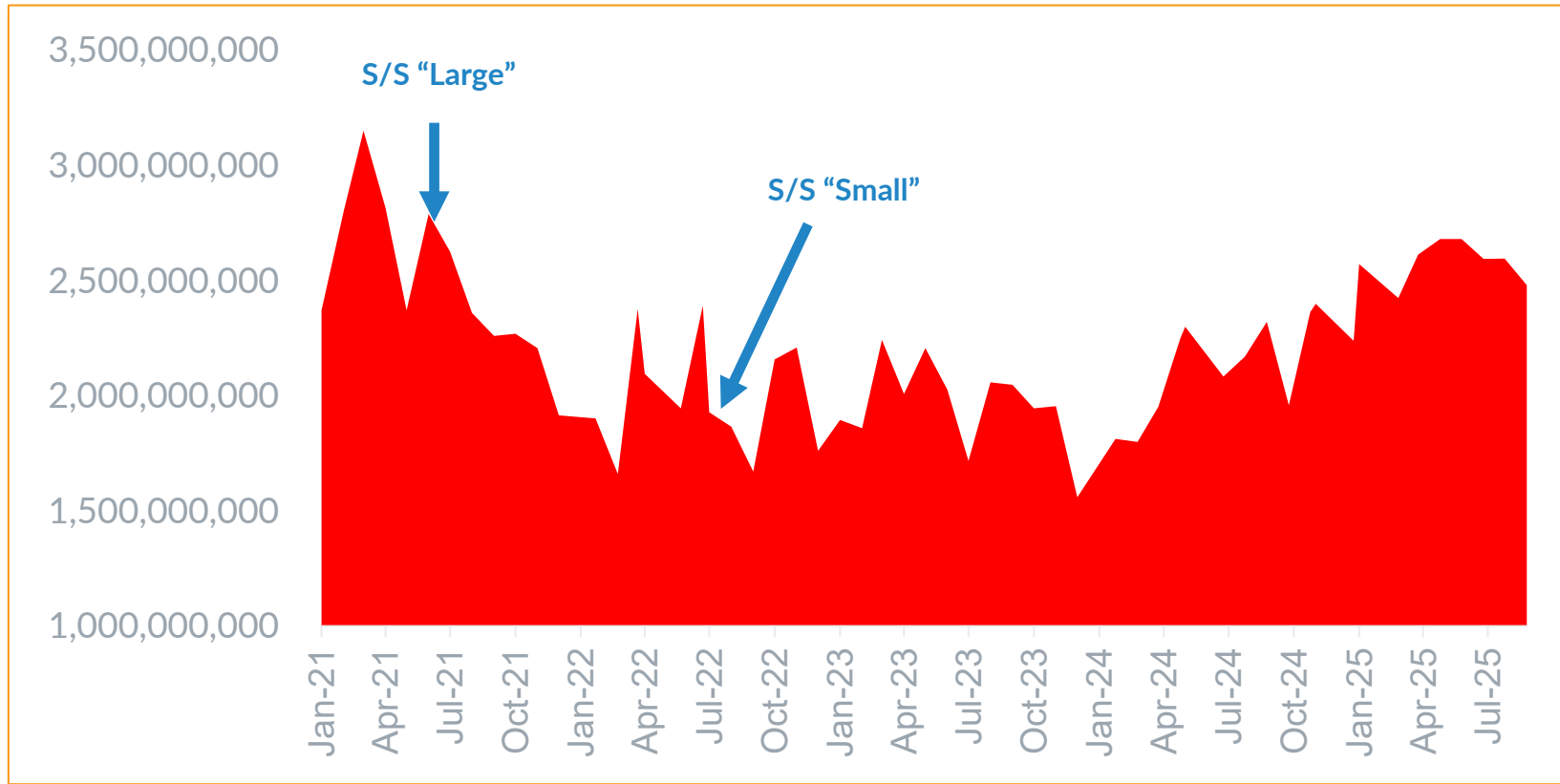
Highly Likely Illegal and/or Unlawful

# "Unwanted Calls Only"



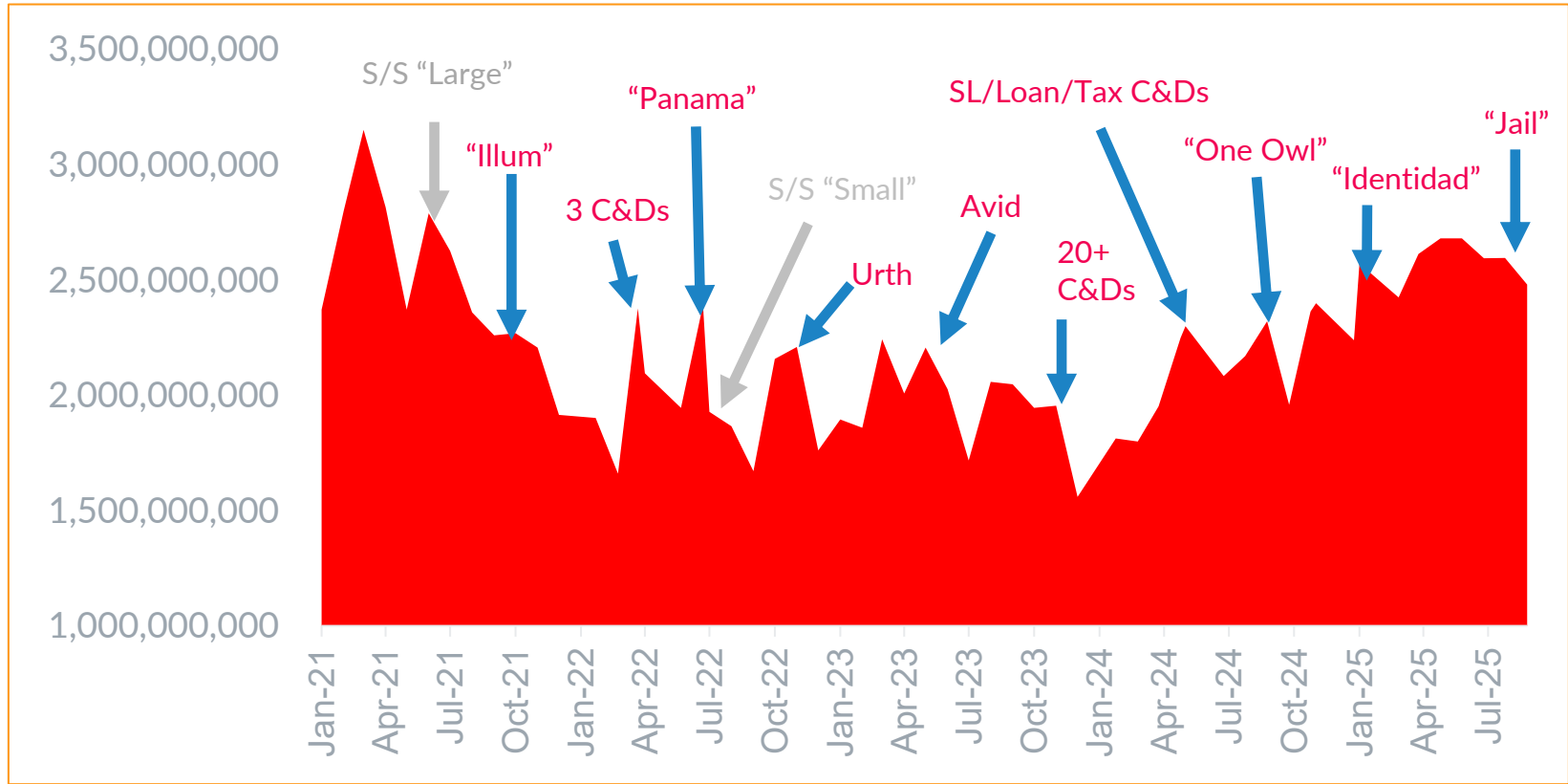
Down a lot, Down a bit, Up a lot

# Stir-Shaken Impact



Real reductions in traffic?

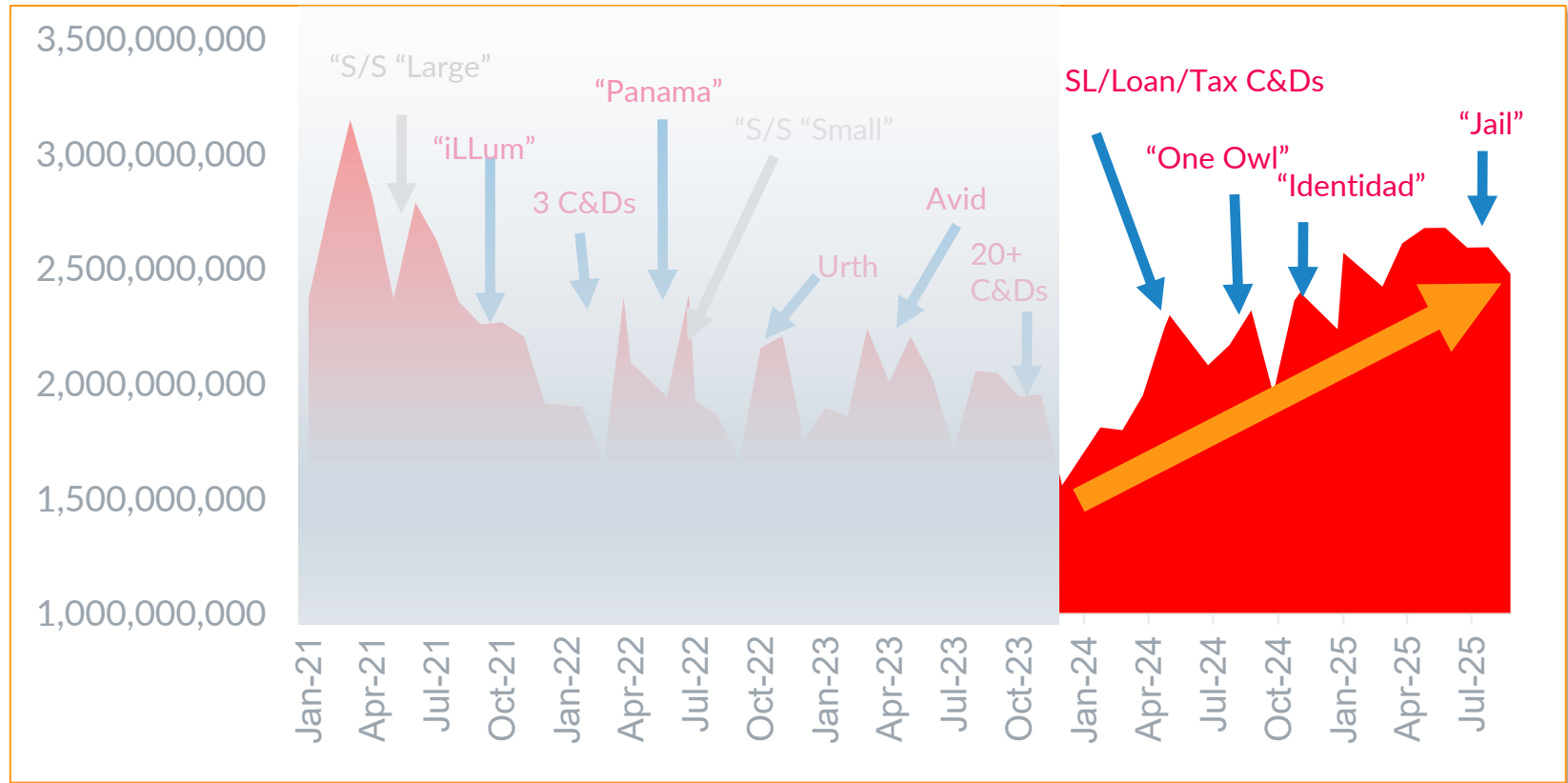
# Enforcement Actions



Dips driven by enforcement

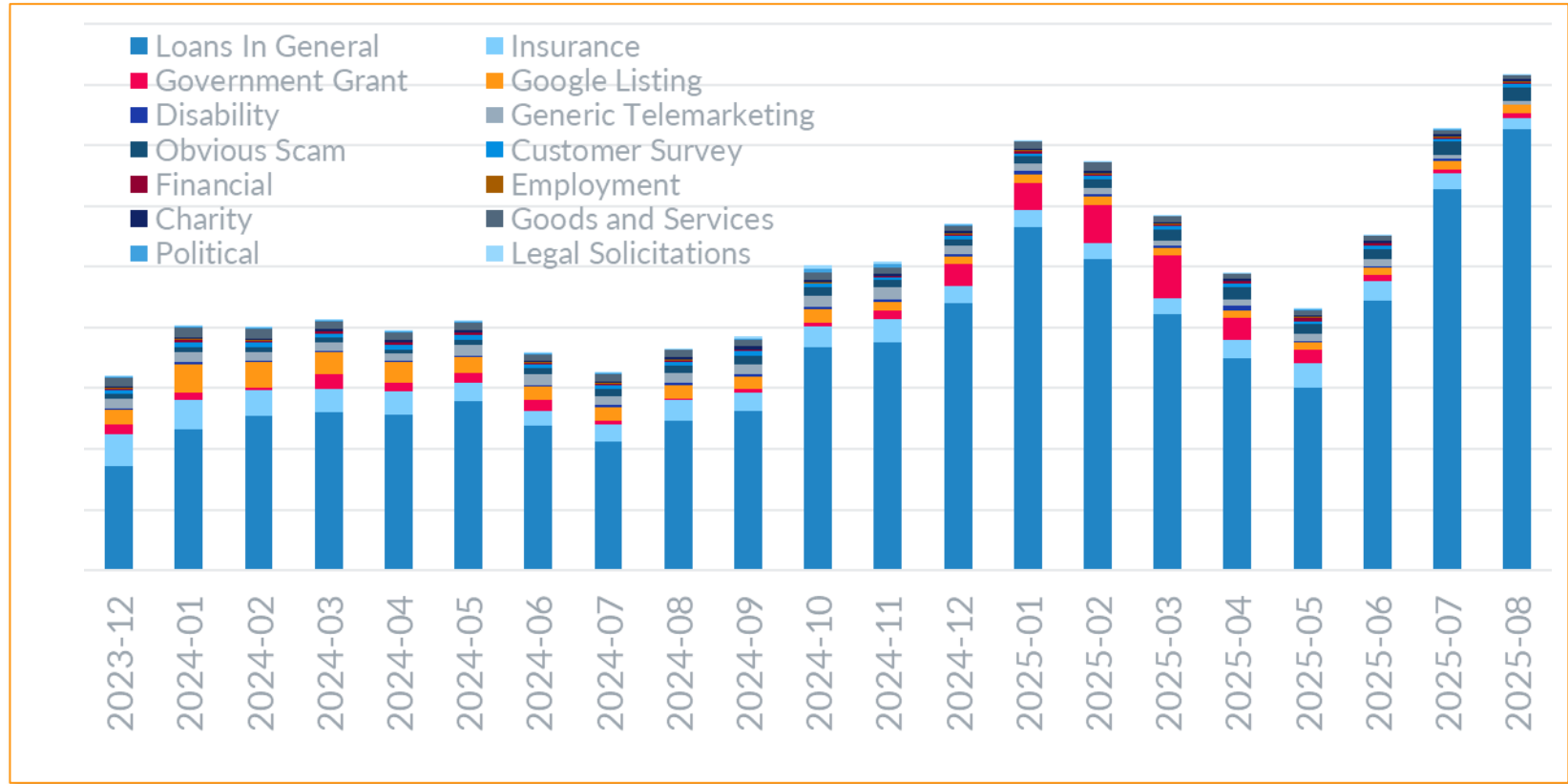


# Enforcement Actions



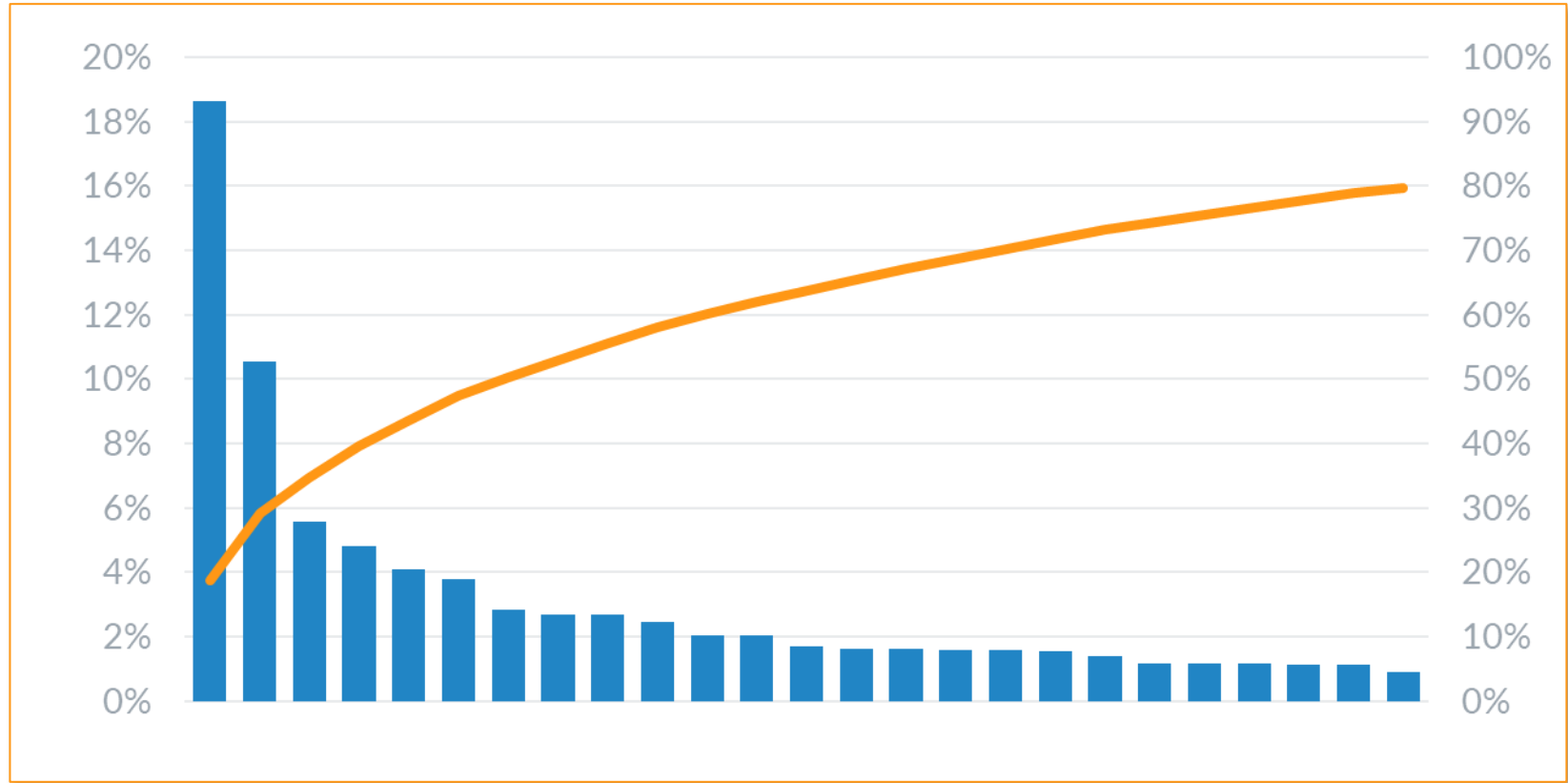
Enforcement hasn't been enough to keep volumes from rising

# Campaign Distribution: Illegal/Unlawful



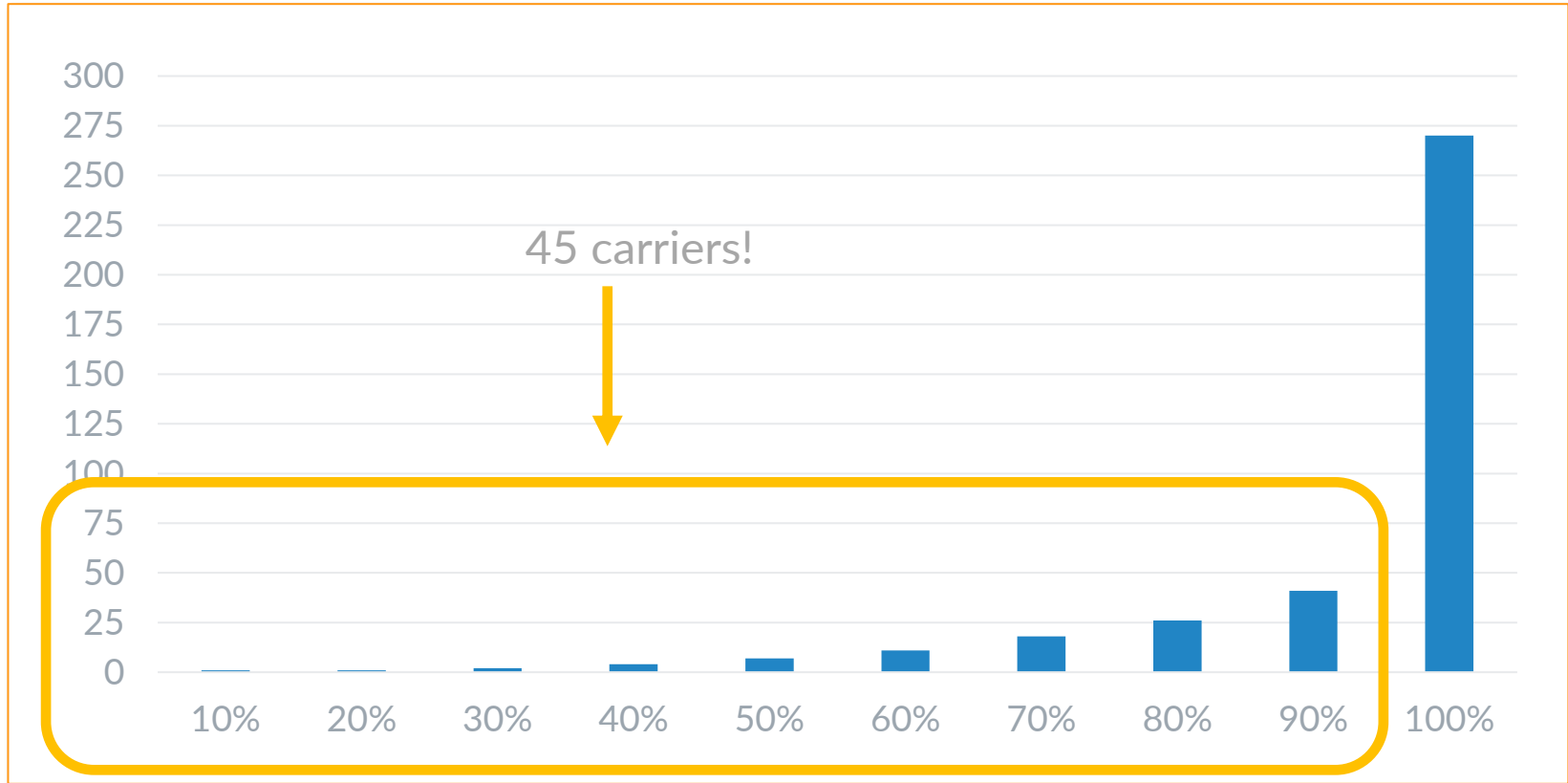
“Loan” calls are what’s driving the increase

# Carrier Distribution: Illegal/Unlawful



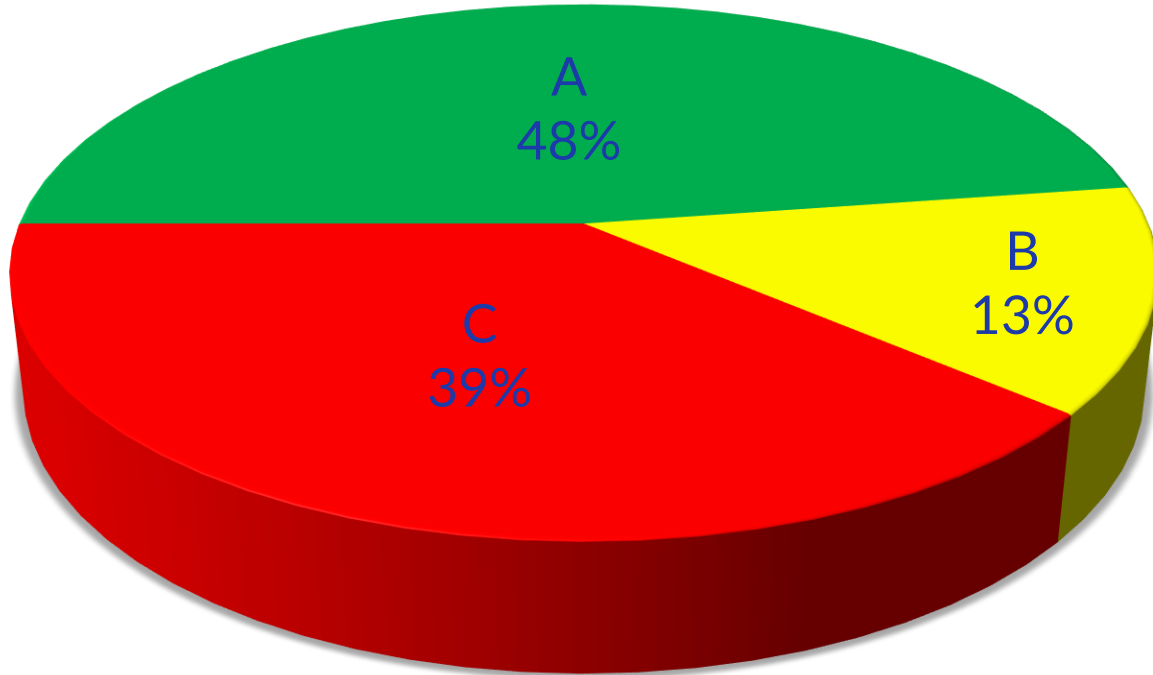
25 carriers cover 80% of the illegal/unlawful calls

# The Long Tail: Illegal/Unlawful



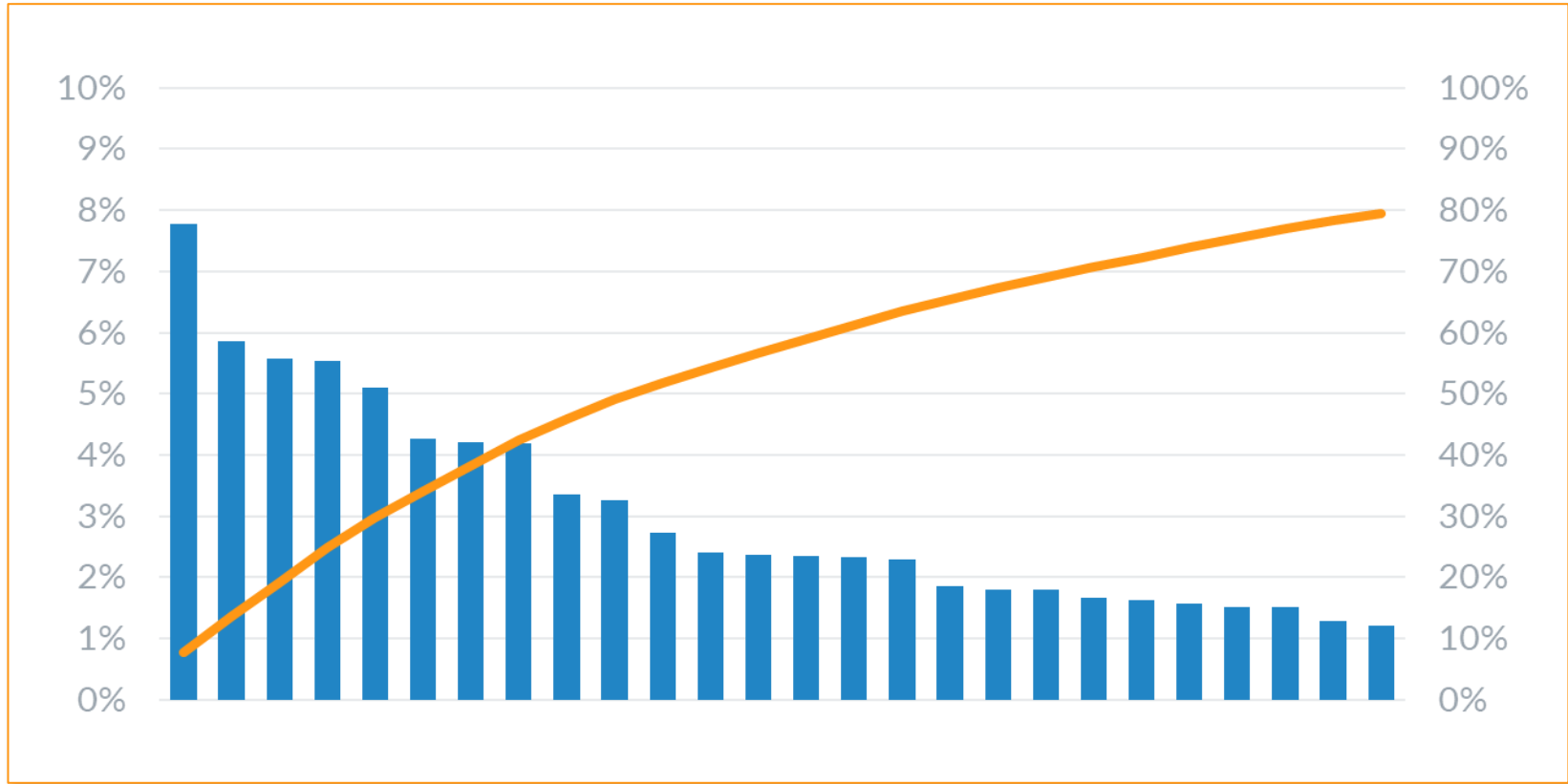
And 90% of the problematic calls come from 45 carriers

# Attestation Distribution: Illegal/Unlawful



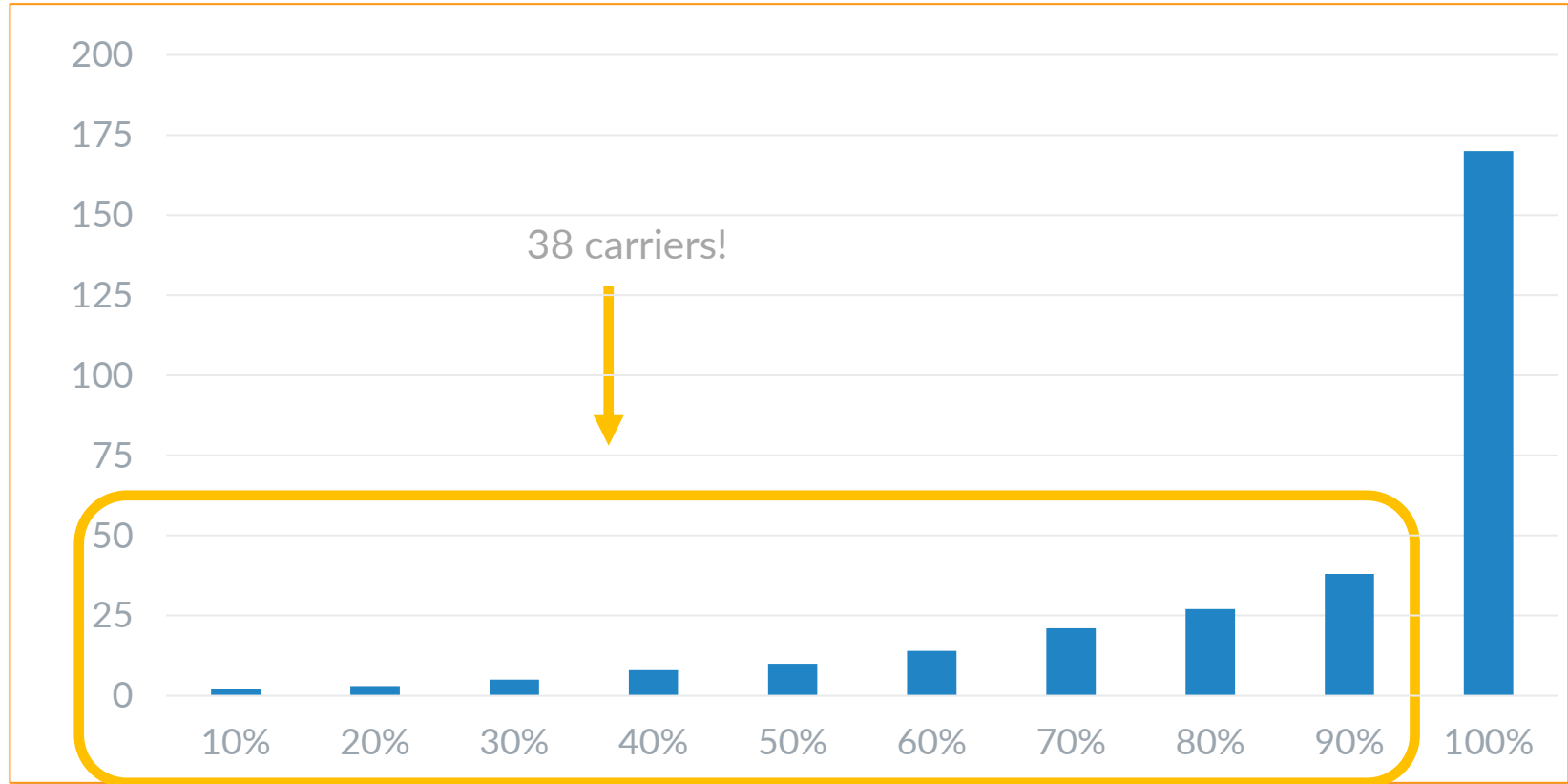
Surprise, a ton of “bad” traffic is A-Attested!

# A Attested: Illegal/Unlawful



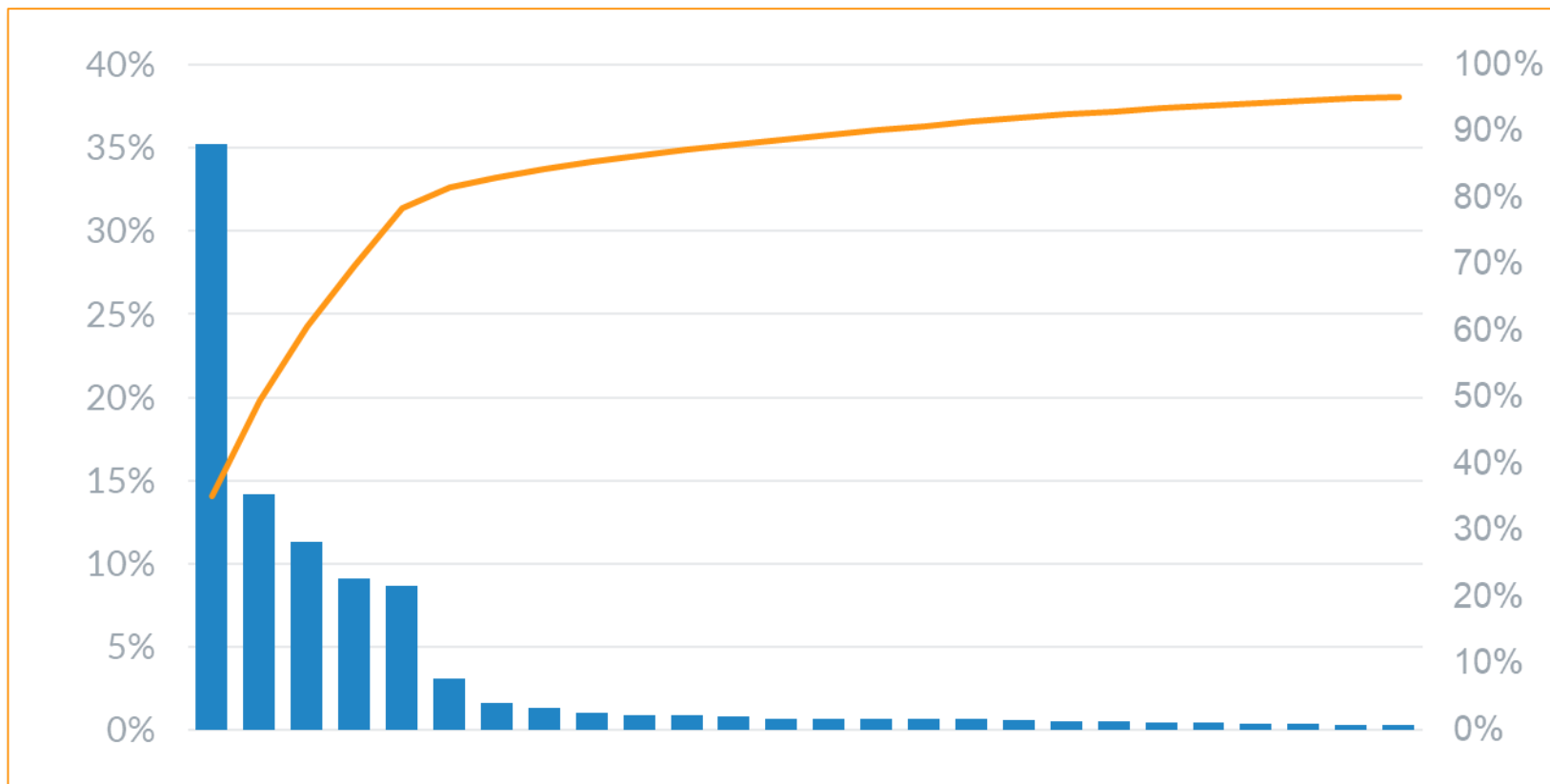
27 carriers cover 80% of the A Attested Problematic Calls

# A Attested Tail: Illegal/Unlawful



38 carriers cover 90% of the A Attested Problematic Calls

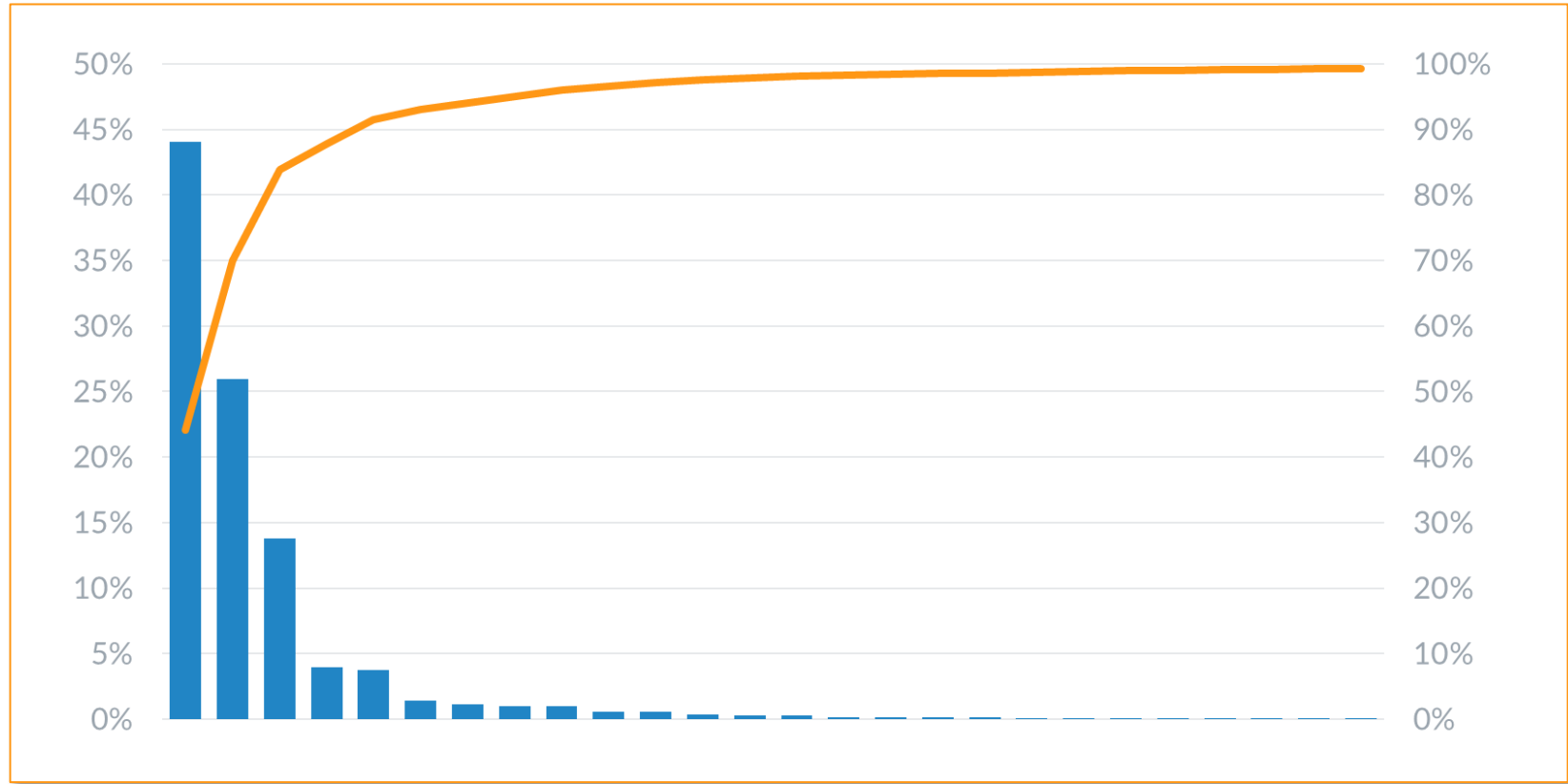
# B Attested: Illegal/Unlawful



5 carriers cover 80%+ of problematic B Attested Calls



# C Attested: Illegal/Unlawful



5 carriers cover 95%+ of problematic C Attested Calls

# Some Conclusions From The Data



## All-IP Mandate?

Stir/Shaken helped, but bad guys found the holes



## Accelerate/Expand C&Ds

They work, but need to scale carriers/frequency



## Don't Rely on "A" Attestations

They simply don't mean the call is legal/lawful



## External Monitoring?

Burying your head in the sand doesn't work

# Thank You!

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