

The State of Industry Traceback 2024

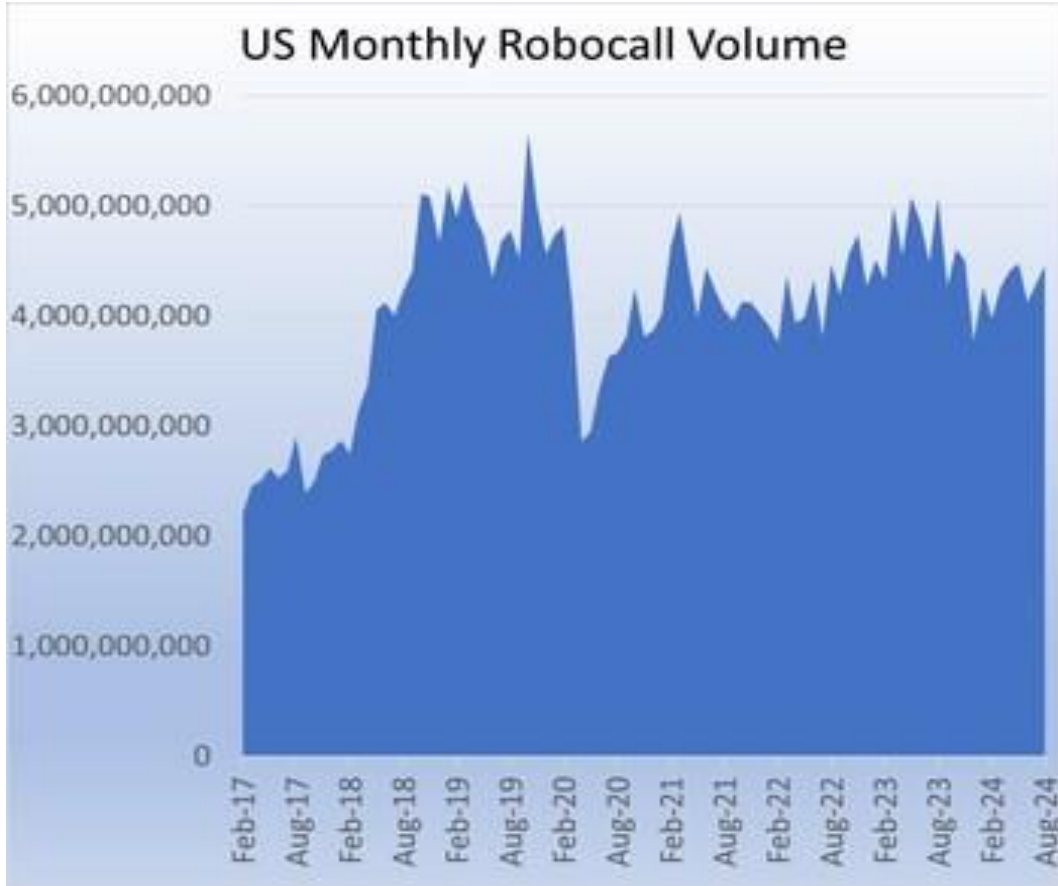
New Trends Identified in Tracebacks



Agenda

1. The State of Illegal Calling
2. The State of Spoofing (in Tracebacks)
3. The State of the Caller (in Tracebacks)
4. The Rise of the Impersonating Provider
5. The Rise of SIMbox Robocalls
6. The Opportunity of Global Traceback

The State of Illegal Calling

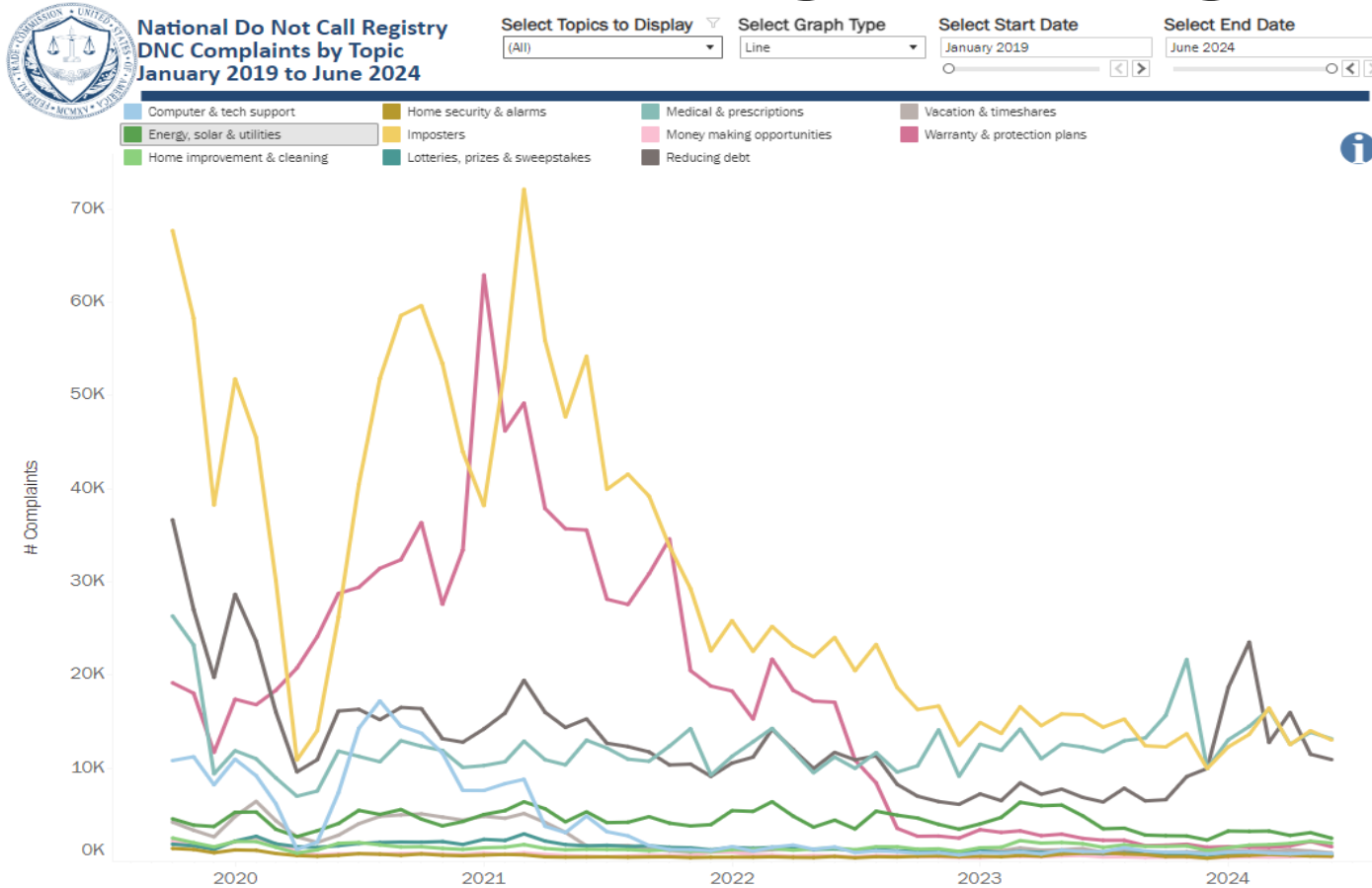


Source: YouMail



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The State of Illegal Calling



Not everyone who files a complaint reports the Topic of the call. Of those that reported, 75.4% reported a Topic.

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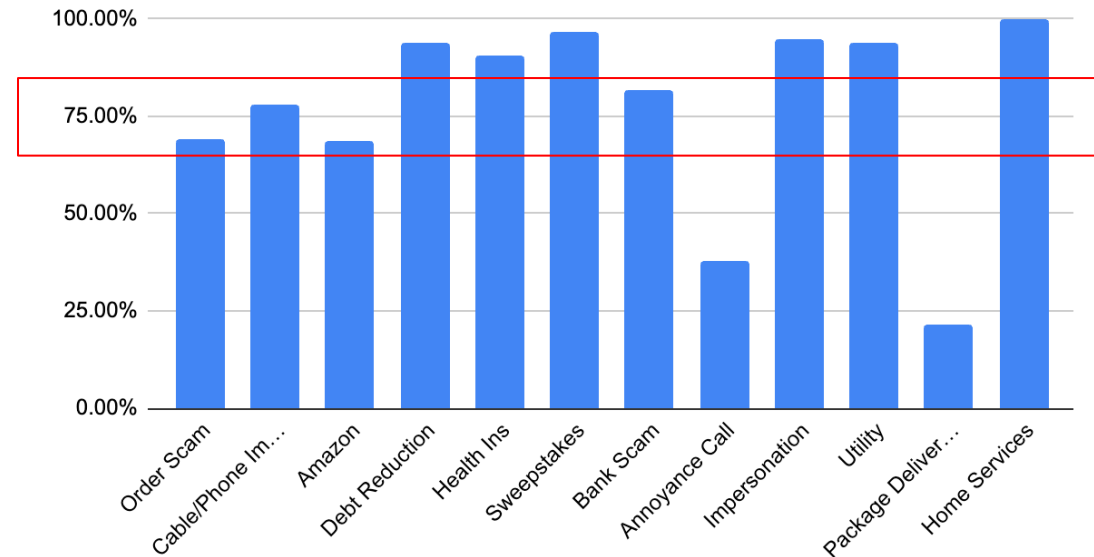
Published: July 24, 2024
(data as of June 30, 2024)

	Live	Robocall	Not Reported
June 2020	22.7%	70%	7.3%
June 2021	23.1%	66.8%	10.1%
June 2022	29.4%	60.1%	10.5%
June 2023	32.6%	57.3%	10.1%
June 2024	37%	52.5%	10%

Source: FTC

The State of Spoofing (in Tracebacks)

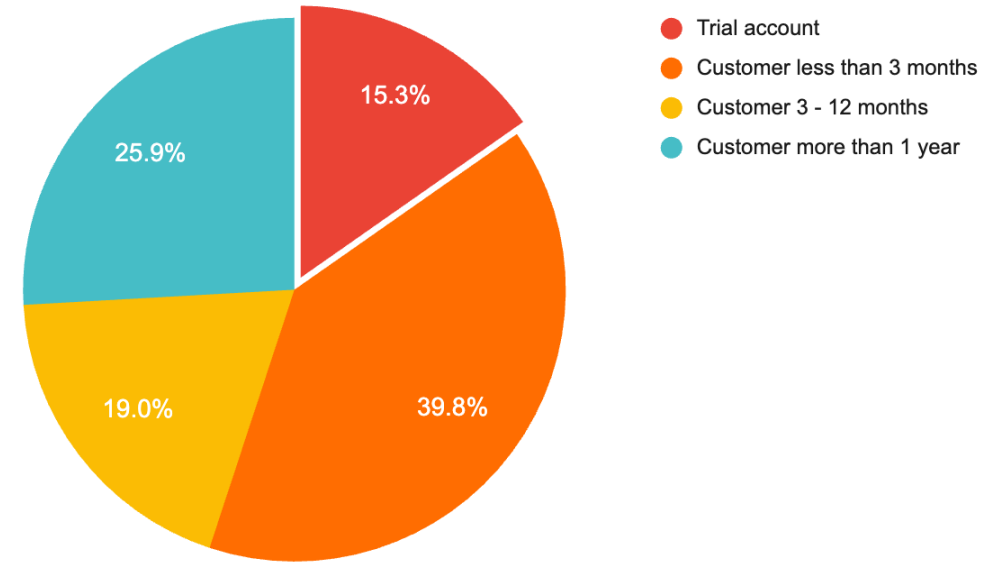
- Apparent shift from spoofing to using real numbers
 - Most prevalent in suspected illegal telemarketing robocalls
 - Fraud still often spoofed – or from SIMboxes (more to come)
- Provider assigned number often not originating and sometimes not in call path
- Number trace and other workstreams to address



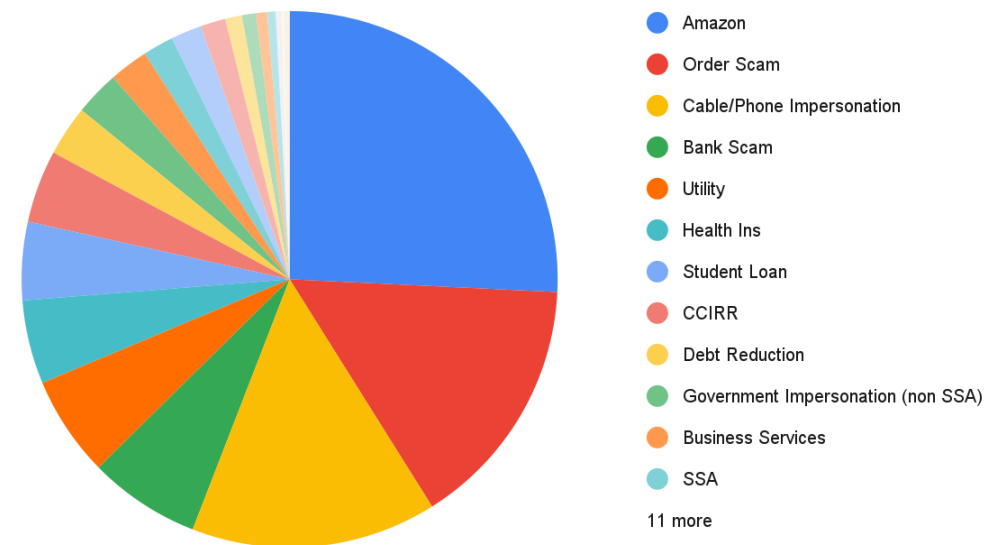
The State of the Caller (in Tracebacks)

- 15% of callers identified as ‘trial’ users
 - Half gave provider invalid or otherwise flawed emails
 - Half also gave free email accounts (Gmail, Hotmail, Yahoo, etc.)
- 55% of callers identified as new (trial or <3 months)
 - Identified primarily in fraud calls
 - Not necessarily surprising, given disruption/churn with fraud

Customer Type for Identified Traceback Origin



Trial Customers Identified in Campaigns



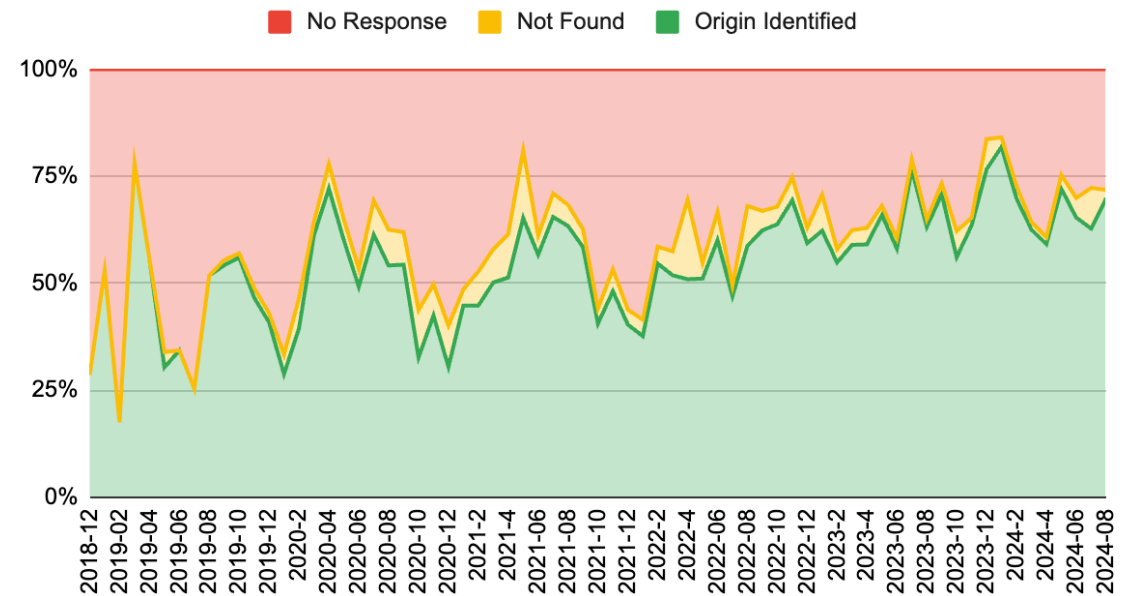
The Rise of the Impersonating Provider

- The Impersonating Provider defined: Providers squatting on domains or otherwise claiming to be an established provider to overcome KYC process
 - Upon initial discovery, ITG launched feature update relying on RMD to “smoke out” impersonators so that “real entity” receives traceback notice
- Recent uptick with four identified in last six months
- Always fraud (government impersonation, social security, order, utility, bank fraud)
- A solution: downstream notice/accountability

Downstream Leverage

- Immediately downstream providers typically in position to take action
 - For impersonating providers, immediate downstream provider's KYC/KYUP failed in some form
- Related trend of upstream Not Found supplanting some No Response tracebacks

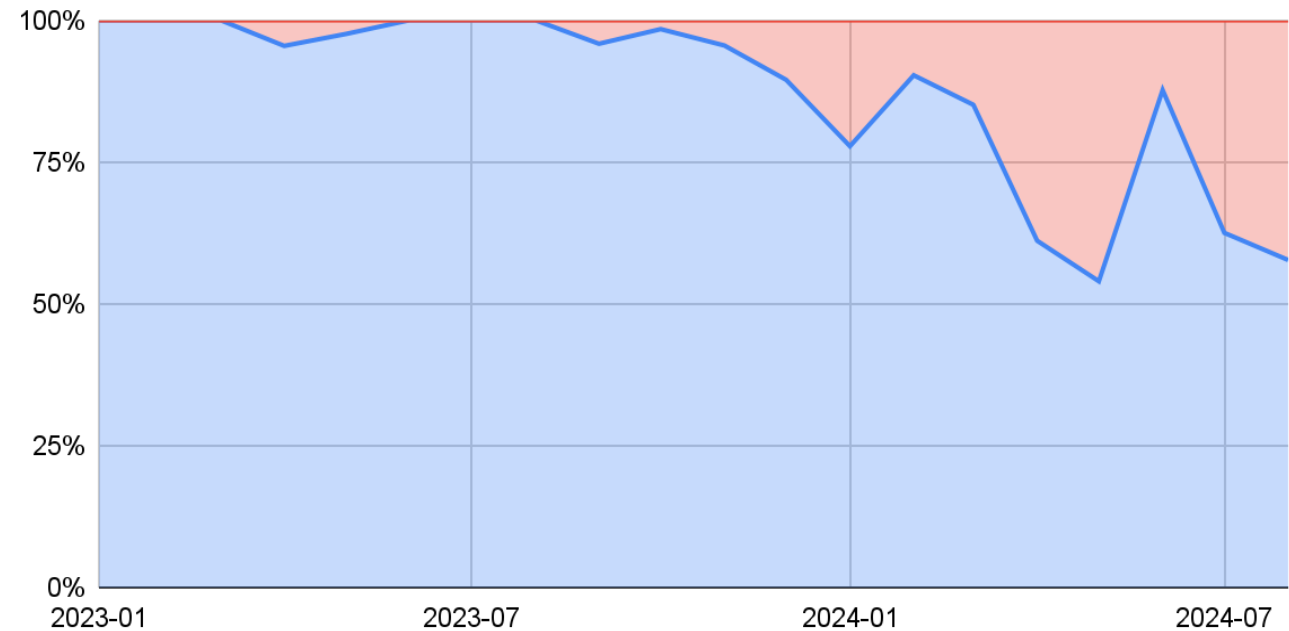
Traceback Status of Completion MoM



Not Found occurring beyond hop 2

The Rise of SIMbox Robocalls

- A trend that departs from who ITG historically identified in tracebacks
 - Seen in multiple fraud campaigns, including order scams, cable/phone impersonation, package delivery, and bank scams, as well as campaigns targeting Mandarin speakers
- While concerning, also presents an opportunity...



The Opportunity of Global Traceback

- ITG tracebacks are already international
 - Over 1,800 voice service providers from 75 countries have cooperated with ITG tracebacks
 - These providers are familiar with the ITG, the ITG Secure Traceback Portal, and the traceback process
- Not all jurisdictions have robocalls, but all have scam calls
- Developing framework to enhance identification, disruption, and enforcement, while also accounting for different legal/data protection regimes



Josh Bercu
Executive Director
josh@tracebacks.org



Jessica Thompson
Director, Traceback Operations
jessica@tracebacks.org