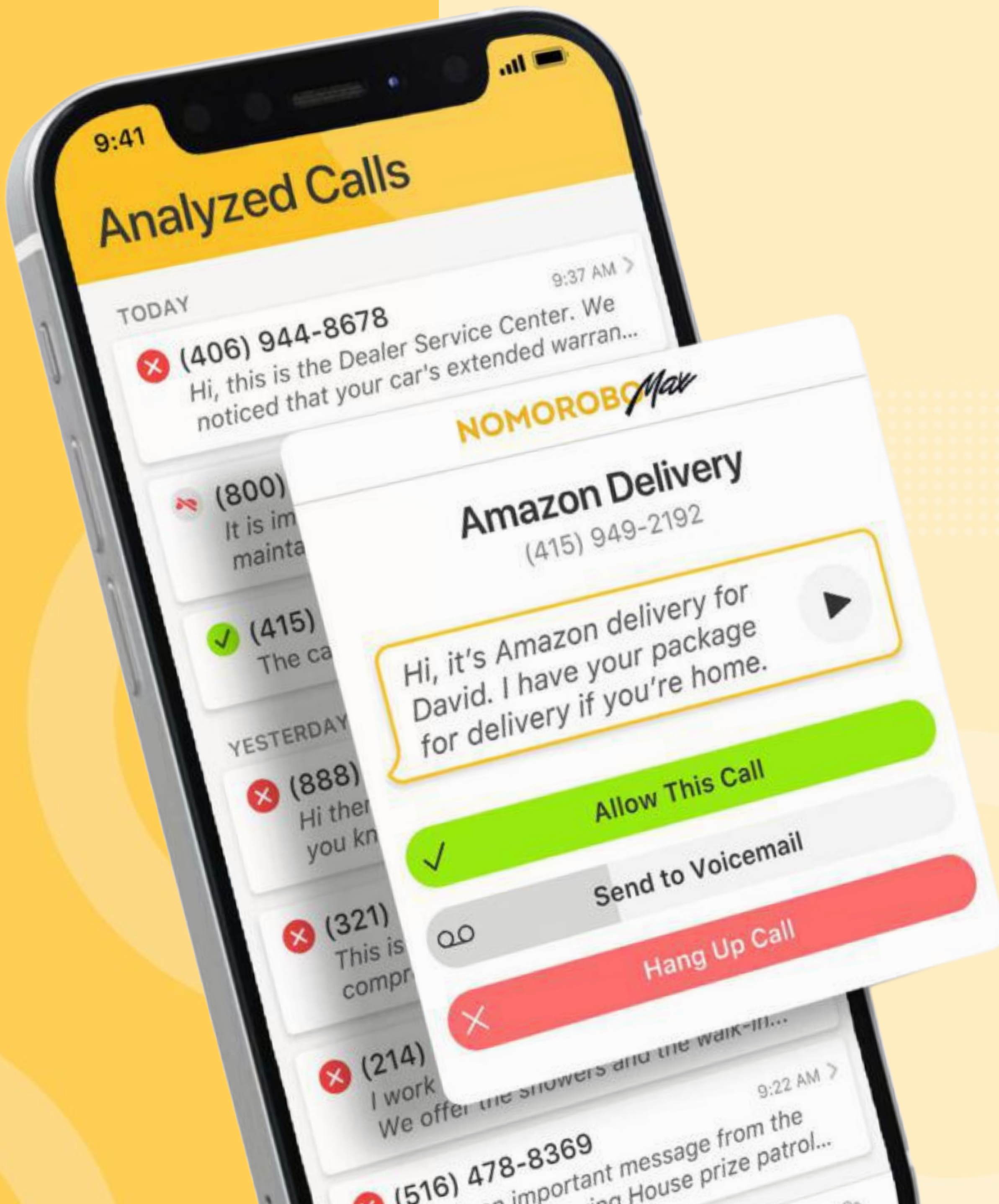


**2025**

# ANNUAL REPORT



# Nomorobo Blocks **107,000,000 Unwanted Robocalls** and Text Messages in 2025

Since Nomorobo was founded in 2013, our core mission has been to protect consumers and the business community from unwanted robocalls of all kinds. In 2025, we significantly stepped up these efforts to protect the public by blocking a record 107 million unwanted robocalls and text messages. By continually updating and refining our award-winning Nomorobo Max product, we have significantly increased our ability to block unwanted robocalls and, importantly, the growing number of unwanted text messages emerging in the telecom space. In addition, we have significantly beefed up our fraud prevention education efforts and incorporated new research findings into those efforts to help warn the public. This report will outline several highlights from Nomorobo's work in 2025.



## Executive Summary

- Nomorobo blocked 86 million unwanted robocalls for its customers in 2025. An estimated 13 million of those calls were malicious attempts to steal money through various scam approaches. That means Nomorobo blocked more than one million fraud attacks each month targeting its customers.
- Nomorobo blocked close to 21 million unwanted text messages in 2025. Nomorobo researchers found that over 50% of unwanted text messages were scams and 90% of those scam texts employed scare tactics as the central persuasion method.
- 74% of robocallers use "area code" spoofing - spoofed outbound numbers that match the recipients' area code to make it look like the call is local. This rate is almost twice the rate of spoofing found in previous years.
- The most common robocall scams in 2025 were tax debt elimination calls and a variety of impostor calls claiming to be popular brands: Verizon, Chase Bank, Amazon, AT&T, Spectrum and Walmart.
- The highest volume robocalls targeted older Americans. At the top of the list were calls relating to Medicare, life insurance and burial insurance, which together placed an estimated 4.6 billion calls throughout the US in 2025.
- Nomorobo filed lawsuits against four different collection agencies for violating the Telephone Consumer Protection Act (TCPA). The suits allege the companies violated the TCPA by making thousands of calls to the Nomorobo Honeypot phone lines using automatic dialers and recorded messages.

# An In-Depth Look at Nomorobo in 2025

## How Are We Doing in the Call Blocking Department?

Nomorobo blocked over 86 million unwanted robocalls for its customers in 2025, which represented over 98% of all unwanted robocalls hitting customer phone lines. An estimated 13 million of those calls were scam attacks. Blocking over one million scam attacks per month for Nomorobo customers is no small contribution to the fight against fraud.

In addition, Nomorobo has significantly upgraded its capacity to identify and block unwanted text messages by developing a state of the art, 18-point algorithm for labeling and blocking scam texts. This resulted in close to 21 million unwanted text messages blocked in 2025.

## What Types of Robocalls Reach Americans' Phone lines?

Nomorobo has the largest digital robocall monitoring system in the industry. It is referred to as the "Honeypot", and it consists of 300,000 previously mothballed phone lines that ring into a computer that is monitored by trained fraud investigators and telecom experts. This allows Nomorobo to continually track massive numbers of calls, spot call trends and update and upgrade their blocking technology. In 2025, the Nomorobo honeypot received 75,917,343 phone calls. There are essentially three categories of robocalls that ring into the Honeypot: **Spam**, **Scam** and **Other**.

### Spam Calls

A spam call is an unwanted commercial sales call using robocall technology to market everything from Medicare supplement insurance to solar panels to personal injury legal services. At any given time, approximately 75% of all calls coming into the Honeypot monitoring system fall into this category. Many of these robocall campaigns operate on the outer margins of legality because they often do not comply with the FCC requirement to obtain written permission before calling. As annoying and often illegal as spam calls are, they usually have at least some kinds of product or service being offered and delivered.

### Other Calls

There are many other calls that flow into the Nomorobo monitoring system, ranging from regional weather alerts, to missing persons reports from local law enforcement to political messages, tele-town halls on a variety of topics and even religious messages. These types of miscellaneous calls represent about 10% of the total volume of robocalls.

### Fraud Calls

Unlike spam calls, a scam caller has only one objective: to steal your hard-earned money. Scammers pose as a legitimate business or government agency to convince you to send them money. They also feign a problem with your account and solicit your personal financial information to fix it. The reality is they use such information to commit identity theft. Scam calls represent about 15% of all the calls coming into the Honeypot monitoring system. This percentage represents a decrease from 2024 when over 20 percent of all calls were scams. One explanation for this decrease is the rise of scam texts as a weapon of choice. Together, scam robocalls and texts represent a "clear and present danger" to the financial and emotional well-being of Nomorobo customers and all Americans, which is why it our central priority.

## Top Spam Calls into the Honeypot Digital Monitoring System - 2025

In 2025, the honeypot captured, recorded and transcribed millions of calls. The Nomorobo research team then analyzed the calls to determine the prevalence of different types of calls, both spam and scam.

Below is a list of the highest volume spam calls that hit the honeypot in 2025.

Table 1: Top Spam calls in 2025

<b>Call Type</b>	<b>Honeypot Volume</b>	<b>Sample Call Transcript (NOTE: Each category includes many different companies and approaches).</b>
<b>Medicare</b>	<b>2,776,428</b>	<i>Hello, My name is Mary from Med Health Center. How are you doing today? As you know, the annual enrollment period has started, so you may qualify for \$180 cash back along with dental, vision, hearing, food card and grocery card benefits. Do you currently have your Medicare Part A and B active.</i>
<b>Life Insurance</b>	<b>1,871,664</b>	<i>Hello? Hi, this is Stephanie. I'm calling you from American Benefits on a recorded line. How are you doing today? Based on our records, you may qualify for the state regulated final expense insurance plan that's going to cover 100% of your funeral, burial and cremation expenses. Now, are you between the ages of 40 and 80?</i>
<b>Political</b>	<b>557,347</b>	<i>Hello, my name is Becky Sprague calling on a recorded line from House Republican headquarters. We really need you aboard today. So how about I put you down for just \$35? The NRCC want us to personally thank all patriots like you for your support.</i>
<b>Legal Personal Injury</b>	<b>483,623</b>	<i>Hello. Hi, this is Leah from Road Relief Support. I'm calling because many people who've had minor or major accidents in the last two years don't realize they may be entitled to cash compensation. Can I quickly ask if you've had any accidents in the past two years?</i>
<b>Google Business Listing</b>	<b>320,721</b>	<i>Hello, Your Google business listing needs attention. If your listing is not showing up properly, customers will not be able to contact you or find your location. If you are the business owner, press 1 now to verify or update your business. Press 9 to opt out.</i>
<b>Auto Insurance</b>	<b>238,447</b>	<i>Hello? This is Alexa from US Auto Care. I'm reaching out because auto insurance rates have recently dropped by up to 30%. We're providing no cost quotes to help people take advantage of these savings. You do have car insurance, correct? Great. Now that I have all the information I need, let me bring a licensed agent on the line who will give you the best plan we can offer.</i>
<b>Auto Warranty</b>	<b>229,349</b>	<i>Hello, this is Alice White. How are you doing today? We have been trying to reach you concerning your car extended warranty. You should have received something in the mail about your car extended warranty. Since we have not got a response, we are giving you a courtesy call before we close out your file. Please say yes to talk with Representative.</i>
<b>Utility Solar</b>	<b>138,007</b>	<i>Hello, my name is Livia calling from American Solar. I'm calling to tell you a little about our solar program. The benefits, tax rebates and grants from government. That typically means going solar is absolutely free for most people. We are helping out the homeowner who are paying more than \$100 bill. Are you still paying over \$100 on your electric bill? You are qualified to get rebate option. I will transfer this call really quick to my supervisor to quickly verify this information.</i>

Call Type	Honeypot Volume	Sample Call Transcript (NOTE: Each category includes many different companies and approaches).
<b>Home Improvement Roofing</b>	<b>132,805</b>	<i>Hi, this is Amelia, from the Home Improvement and Remodeling Group. Today we're offering free estimates for window, roofing and bathroom. It's quick and could significantly boost your savings and home value. Would you like to learn more? Just to confirm, are you the homeowner?? Great. Let me transfer you to a supervisor to assist you further. Hello? Go ahead and do it. Hello?</i>
<b>Health Insurance</b>	<b>89,409</b>	<i>Hello. Hi, this is Nia calling from Health Benefits. We are reaching out to people whose records may show unclaimed reimbursements or cost adjustments from 2025 so you don't miss those benefits. May I confirm? Are you between 25 and 70 years old?</i>

## Top Business Impostor Scam Calls into Honeypot Digital Monitoring System - 2025

In addition to identifying the most common spam calls hitting the honeypot and its national sample of phone lines, the Nomorobo research team also analyzed the most common SCAM calls hitting American's phone lines. Below is a list of the top ten scam types identified in 2025, beginning with business impostor scams.

Table 2: Top Business Impostor Scam calls in 2025

Scam Call Type	Sample Call Transcript
<b>Tax Debt Scams</b>	<i>We are calling to inform you that a new court ruling on the US Tax code temporarily banned collections on past due tax debt. Those with past due tax debt are now listed as victims of inflated penalties, interest charges and unlawful collection practices. You now have the right to file a petition for grievance forgiveness. To Hear how, press 0 on your phone now.</i>
<b>Amazon Impostors</b>	<i>Hello, this is a system generated call from Amazon. We have detected a pre-authorized purchase from your account using your cell phone number and identity. The purchase includes an Apple MacBook and an iPhone totaling \$3,499. If you did not make this purchase, please press 1 now to be connected to our fraud department for further assistance.</i>
<b>Verizon Impostors</b>	<i>This is a notification from the Verizon Fraud Prevention Department. We have identified a recent transaction on your account for an iPhone error in the amount of \$999. If you did not authorize this purchase. Please press 1 to speak with a member of our fraud prevention team. To confirm the order. Press 2. To repeat this message. Press 3.</i>
<b>Chase Bank</b>	<i>Hello? Hello, yes, Hi, do you hear me? Yes. I'm Lee calling you from Chase Bank. We are monitoring your payment history, and you have been qualified to drop your interest rate below 3% on your credit card. Please stay on call to speak live operator and get your confirmation code. Thank you for holding the line. How are you doing today? It.</i>

<b>Scam Call Type</b>	<b>Sample Call Transcript</b>
<b>AT&amp;T</b>	<i>Hello. Hi, this is Dome from AT&amp;T. How are you doing today? Actually, this is a feedback call that. Are you satisfied with your monthly bills? And services with ATT. We are running a loyalty program in which we are giving 30% discounts to avoid loyal customers. And your account is promoted in that. Okay. And. Sir. You're getting this 30% discount. From a loyalty department.</i>
<b>Spectrum Impostors</b>	<i>Hi, this is Michael Cain from Spectrum. How are you? This is Michael Cain from Spectrum Service. How are you doing today, sir? Actually, this is a promotion call and we are offering you 40% discount on. Okay, sir, please turn the line. So am I talking to Mark Thomas? Am I talking to Mark Thomas? Okay, sir, can you please verify your service address? It's 8719 Street.</i>
<b>Walmart Impostors</b>	<i>Hello? This call is from Walmart. We just wanted to verify an order that was placed on your account today for a total amount of \$919.45. The order was for a new PlayStation 5 console, along with a special edition plus 3D wireless headset. If you did not authorize or place this order, please press 1 now to cancel or you can stay on the line to speak with a Walmart customer service agent. Thank you.</i>
<b>Credit Card Debt</b>	<i>We are calling to inform you that recent investigations uncovered credit card companies and major banks have violated consumer protection laws such as the Fair Credit Billing act and Fair Credit Reporting Act. Because of this, you may be a victim of illegal credit reporting practices and predatory lending. You are no longer legally required to pay back certain debt. To hear which banks and credit card companies were found guilty and what it means for you, press 4 now.</i>
<b>Sweepstakes</b>	<p>American Sweepstakes Company. We are thrilled to inform you that you have won the grand prize of \$5.5 million in the prestigious sweepstakes organized by our company. Your exceptional luck has truly paid off and we are delighted to share this incredible news with you. This substantial cash prize is a token of our appreciation for your ongoing support to claim your well-deserved prize. Please follow the instructions provided below. We kindly request your cooperation to ensure a smooth and efficient one. Contact our Prize Claim Department through the dedicated helpline mentioned at 1-702-483-8579 and once again, the number to call is 702-483-8579.</p>
<b>Visa and Mastercard Impostors</b>	<p>Hello, this is Jonathan calling you from the fraud and security. Yes, sir. It just a verification call for it's just a verification call for you. Are you trying. To use your Visa Mastercard to buy a laptop in the amount of. \$800. Is that you who making this purchase? And let's go, sir. All right, but I got the alert right now that your card information has got compromised and somebody has all your card information, and he was trying to use your card information in California under the name of Mike John. So do you know any Mike Johns from California? can you say this again loudly All right, I say this again, I'm sorry. but i got the alert right now that your card information has got compromised and somebody has all your card information and he was trying to use your card information.</p>
<b>Utility Discounts</b>	<p>Hello. Hi, this is Steve with us technologies. How are you doing today? Basically, we are running a new promotion that how you can lower branch high electric rates up to zero level with nobody out of pocket. So, according to records, are you still paying over \$100? For electric as an average, correct?</p>

# Top Government Impostor Scam Calls into the HoneyPot Digital Monitoring System - 2025

Legitimate business brands were not the only victims of scammers using robocall technology in 2025. Several federal government agencies were also exploited in order to gain the trust of unsuspecting consumers. Table 3 lists the most common government impostors using robocall technology in 2025.

Table 3: Top Government Scam calls in 2025.

Scam Call Type	Sample Call Transcripts
<p><b>Consumer Protection Agency Impostors</b></p>	<p><i>Hello. This is a notification from Consumers Protection Agency. We've been trying to reach you about unclaimed funds held for you at the Federal Reserve Bank. Congratulations. We are pleased to officially inform you that your name has been selected as the second-place prize winner in the 20-million-dollar Golden Harvest Sweepstakes giveaway. You will be awarded with the total cash prize of \$8.3 million. Along with the most awesome bonus prize ever of \$7,000 weekly. Of every month for the rest of your life. Along with a Brand New Year 2026 Ford Explorer motor vehicle. Welcome aboard to financial freedom. To speak to an agent in our claims department. Contact us at 725-550-xxxx.</i></p>
<p><b>Federal Bureau of Investigation</b></p>	<p><i>This is an official call from the Federal Bureau of investigation in Washington, D.C. We are contacting you because your telephone number was identified among thousands recovered during a recent federal investigation into a large-scale sweepstakes fraud operation. We are systematically contacting every individual whose number was found in the records of this fraudulent call center. It is urgent that you speak with an investigator. Please call us back at the number displayed on your caller ID, which is 833-515-xxxx. You may also call our direct line at 202-599-xxxx. When you call, please ask to speak with FBI attorney Patrick Rizzo.</i></p>
<p><b>Federal Trade Commission (FTC) Impostors</b></p>	<p><i>Hello. You're speaking with Mark Henderson calling from the FTC, the Federal Trade Commission. Hello, Mr. Richard? We're the one that investigates all scams and all fraudulent activity. We're investigating about a sweepstakes prize that you have won with the PCH, The Publisher's Clearinghouse. We want to know what is the problem you're having receiving the funds you won with the company. Please give us back a call at 858-255-xxxx.</i></p>
<p><b>US Lottery Commission Impostors</b></p>	<p><i>Hello. This is an official notification from the Mega millions. A proud affiliate of the United States Lottery Commission. This call is to inform you that your name and address have been randomly selected in the Mega Millions Prize award sweepstakes contest, which you have won the prize amount of \$12.5 million, plus \$5,000 every week. For the rest of. Your life. Congratulations. Your prize verification number is. W 589-3997 please note that this is a certified prize that has been approved by the Federal Trade Commission and the Federal Reserve Bank in Washington, DC. For more information, call 1-877-347-xxxx.</i></p>
<p><b>US Customs and Border Patrol Impostors</b></p>	<p><i>Hello? Hello. You are speaking with Officer Veronica Diwalo from the US Customs and Border Protection. How are you doing? You were receiving a call from our department because we intercepted a package which was adjusted to you shipped it from Mexico. Are you expecting any packages from.</i></p>
<p><b>Internal Revenue Service Impostors</b></p>	<p><i>Hi, this is the Internal Revenue Service, IRS. A ticket has been raised regarding your outstanding tax. Our records show that you failed to pay the required amount. Legal action is now pending to avoid penalties. You must take action immediately or an arrest warrant will be issued under your name to verify your identity and process your own tax. Press one to process your unpaid tax. We did not receive your input. Please give this number a call back within 24 hours.</i></p>

Scam Call Type	Sample Call Transcripts
<b>Social Security Impostors</b>	<i>Hello. I am calling you from Social Security Administration. Your Social Security benefits have been stopped, effective immediately due to suspicious activities. On your Social Security number, please press 1 to speak to our officer.</i>
<b>FTC Do Not Call Registry</b>	<i>Hello? This is Clara calling from DNC Registry Services. How are you doing? I'm calling because many people are getting nonstop spam and telemarketing calls. They can be pretty annoying, right? Have you been getting those kinds of calls, too? We've built a simple service that provides a permanent fix for that problem. If you'd like to stop those calls for good, I can connect you with one of our specialists to get you started. Is that okay?</i>

## Robocall Trends and Research

### The 2018-2022 Robocall Longitudinal Study

In 2025, Nomorobo researchers and colleagues\* completed a five-year study of 4.5 million honeypot transcripts. The primary research question was: How do persuasion tactics found in robocall spam messages differ from those found in scam messages? The researchers employed ChatGPT and large language modeling to separate spam (commercial solicitations) from scams (criminal attacks intended to steal), then employed several different word dictionaries to identify the frequency of various tactics. The goal was to identify key words that scammers use that differ from what normal commercial solicitations use to develop more effective fraud prevention material. Three important findings emerged from this research.

1.

#### **Scam robocalls employ a unique set of persuasion tactics compared to spam messages.**

The study found scam transcripts contained more persuasion tactics described as threatening loss (someone is using your Amazon account), promising financial gain (you've won the million dollar lottery) and creating a sense of urgency (this offer expires in 24 hours) compared to spam commercial messages.

2.

#### **Robocall scams that target older adults use more of the same three persuasion tactics than scam that target the general population.**

The study found scam transcripts contained more persuasion tactics described as threatening loss (someone is using your Amazon account), promising financial gain (you've won the million dollar lottery) and creating a sense of urgency (this offer expires in 24 hours) compared to spam commercial messages.

### 3.

#### Robocall scams employ more "high arousal" words compared to spam robocalls.

The study employed a peer-reviewed 12,000 word dictionary that assigns a score between one and seven with one being low arousal and seven being high arousal. Previous fraud studies have found that scammers intentionally try to get victims into a heightened emotional state so they will be more easily persuadable. The research question here was this: when each word of both spam and scam robocall transcripts are scored based on the intensity of arousal, which type of transcript uses more high arousal words.

## Scammers are Moving to Texting

Fraudsters are quick to adapt and have found that in many cases it is easier to get consumers to engage with messages sent via text because they let their guard down more easily. Plus, this is a natural shift as more people simply don't answer their phones anymore. Nomorobo researchers have found that a huge percentage of fraudulent text messages (as much as 90%) use threat of loss or scare tactics to elicit a response. Below are some real-life examples of scam texts that use fear and threats of loss to illicit responses.

Table 4: Scam Texts hitting the Nomorobo Honeypot in 2025

Text Message	Type of Persuasion
<i>Chase Bank-Notice: A transaction of 433.22 USD was made at Ross Store in Miami, FL. If you don't recognize this charge, contact us at +1-860-362-xxxx.</i>	Threat of Loss
<i>You've been charged \$949.99 for Galaxy S25 Ultra (Ref# AM9451N#). Didn't order? Call +1 806-239-xxxx.</i>	Threat of Loss
<i>Your IOS pay ID was recently used at A-pp Store for charged \$149.99. We have placed those request on hold to ensure. If Not you? Call now +1803-232-xxxx.</i>	Threat of Loss
<i>A transaction of \$131.08 was done through your ApplePay Account. If you did not authorize this, Call Support at 1-833-775-xxxx.</i>	Threat of Loss
<i>Citi-Notice: Your Citi Card was used at Harvey for 778.99 on 14/10 . If you do not recognize this transaction, please call at 888-902-xxxx.</i>	Threat of Loss
<i>Coinbase: A new login was made on your Coinbase account from Moscow, Russia. If this was not you, call our team at +1(306)988-xxxx immediately. REF: CB4320.</i>	Threat of Loss
<i>Alert Citi# transaction of 799 at Costco has been approved. If you don't recognize this, contact 1360 583-xxxx.</i>	Threat of Loss
<i>Alert: Unauthorized USD 243.95 Apple Pay charge detected. Call +1 801 346-xxxx now to cancel or charge may proceed.</i>	Threat of Loss
<i>An order of \$152.86 was attempted through your Apples Account. If you did not authorize this, Then please contact our team at 1-833-712-xxxx.</i>	Threat of Loss

These texts are designed to generate fear and anxiety and get you to respond immediately. Fortunately, regardless of the attack vector, Nomorobo has a full suite of tools to protect you and your family, including our new Spam Text Blocker application. Nomorobo blocks offenders in real-time using data collected from hundreds of thousands of sources, while Nomorobo Max also screens callers on your behalf so you can be informed before you take the call. With Spam Text Blocker, weird, scammy, and outright dangerous text messages get filtered for you, so you can know the risk before answering. Plus, you can even set up custom filters for specific messages that bother you.

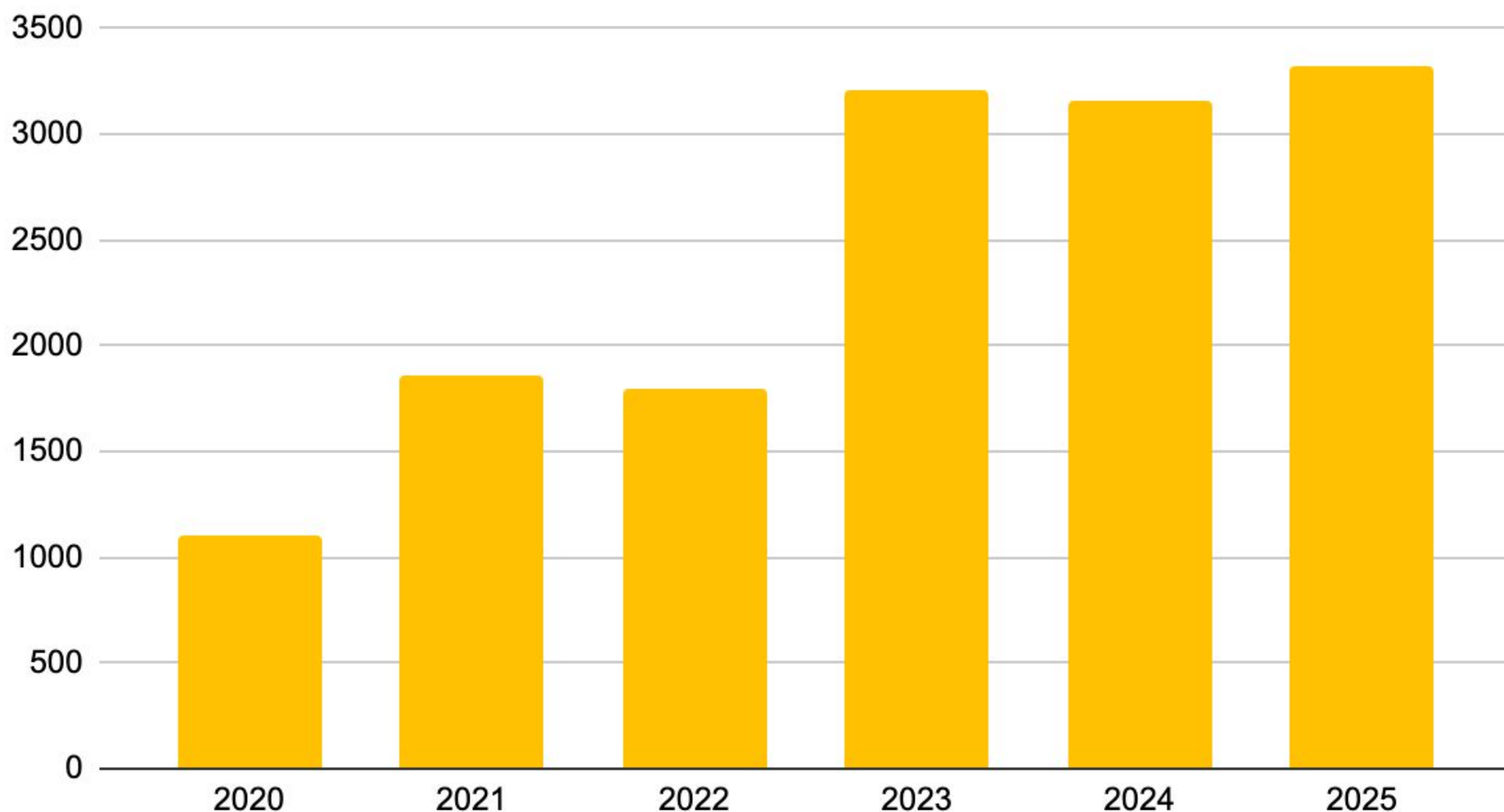
## Data Breaches and ID theft as a tool for fraudsters

The FTC reports that overall, robocall complaints are down since their peak in 2017. While we may be seeing fewer calls on the whole, where fraudsters once focused on quantity (lots of calls to lots of people), they are now focusing on quality: that is, using AI and other technology tools to selectively target specific profiles that they know have the highest probability of success.

According to the Identity Theft Resource Center, there were 3,322 data breaches in the US in 2025, up 79% compared to 2020. Breach reports revealed that two thirds of breaches listed Social Security numbers as exposed information. One third of breach notifications listed bank accounts, driver's license numbers or both as being exposed.

Figure 1: Robocalls that Target Older Consumers - 2025

### Total US Data Breaches 2020 - 2025



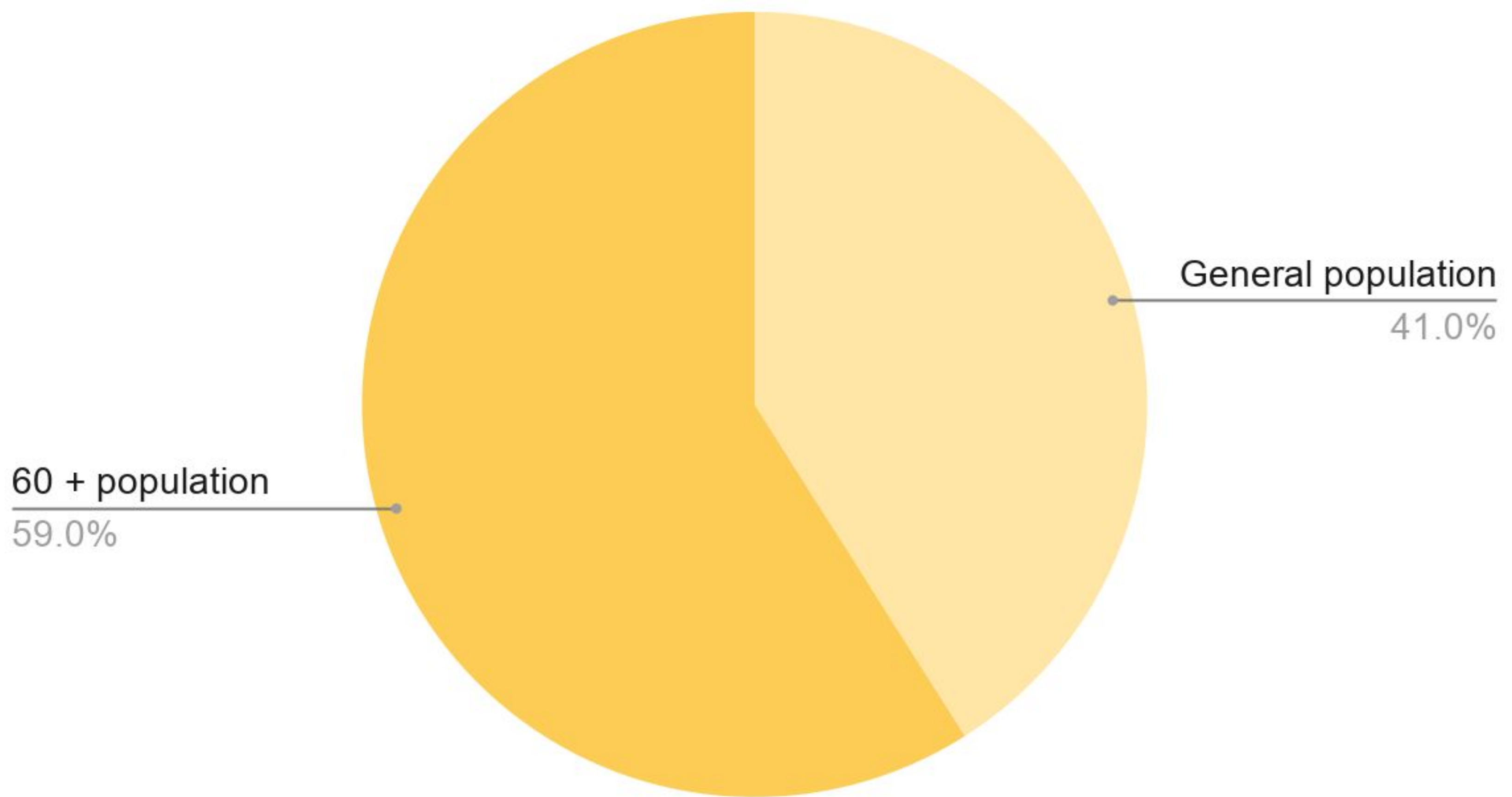
With so much data about each and every one of us now exposed, it has become very easy for bad actors to create a list of target attributes they would like and then create AI “agents” to go scour both the regular and “dark” webs and bring back a list of people with all of their information.

This allows scammers to create a much more compelling pitch when they call you personally and try to get you to give up critical personal information. No longer are scammers calling you with ten poor attempts to get you to give them your social security number. Rather, they are calling you with one highly crafted attempt where they will read your information back to you and then get you to verify it so that they can then login to you bank or retirement accounts, or send you a one-time password or a two factor authentication code via text message that they will ask you to read back, giving them access to everything.

These sophisticated tactics are even more worrisome when you consider that close to 60% of the robocalls blocked by Nomorobo in 2025 were targeted specifically at consumers over age 60, many of whom are not aware of the new tools that technology offers scammers these days.

Figure 2: Robocalls that Target Older Consumers - 2025

### Percentage of robocalls that target older consumers - 2025.



## The Seasonal Nature of Robocalls

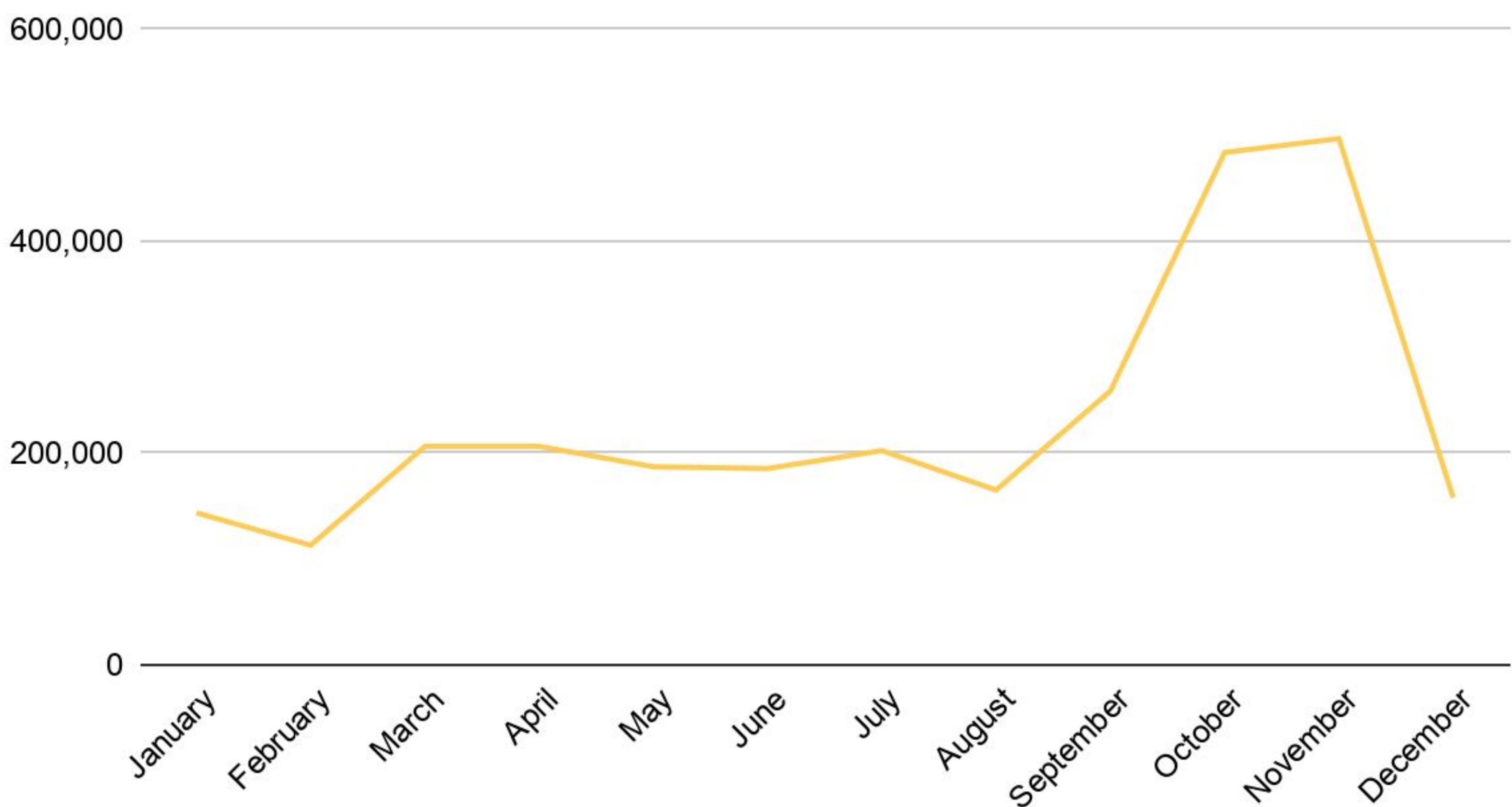
Analysis of 2025 call volume found surges in certain types of robocalls at certain times during the year. For example, tax scam calls peak around April and May when most of us are doing our taxes; roofing contractor calls peak in September and October when the rainy season begins in many areas, and Medicare supplement sales calls peak in October and November during Medicare open enrollment.

### Medicare Calls

Anyone over the age of 60 is aware that in October and November each year, Medicare holds its "Open Enrollment" period when Medicare beneficiaries can review their Medigap or managed care policies and make changes. Predictably, we see a huge increase in Medicare related calls during this time as depicted in Figure 3.

Figure 3: Tax Debt Robocalls month by month in 2025

### Medicare robocalls - 2025

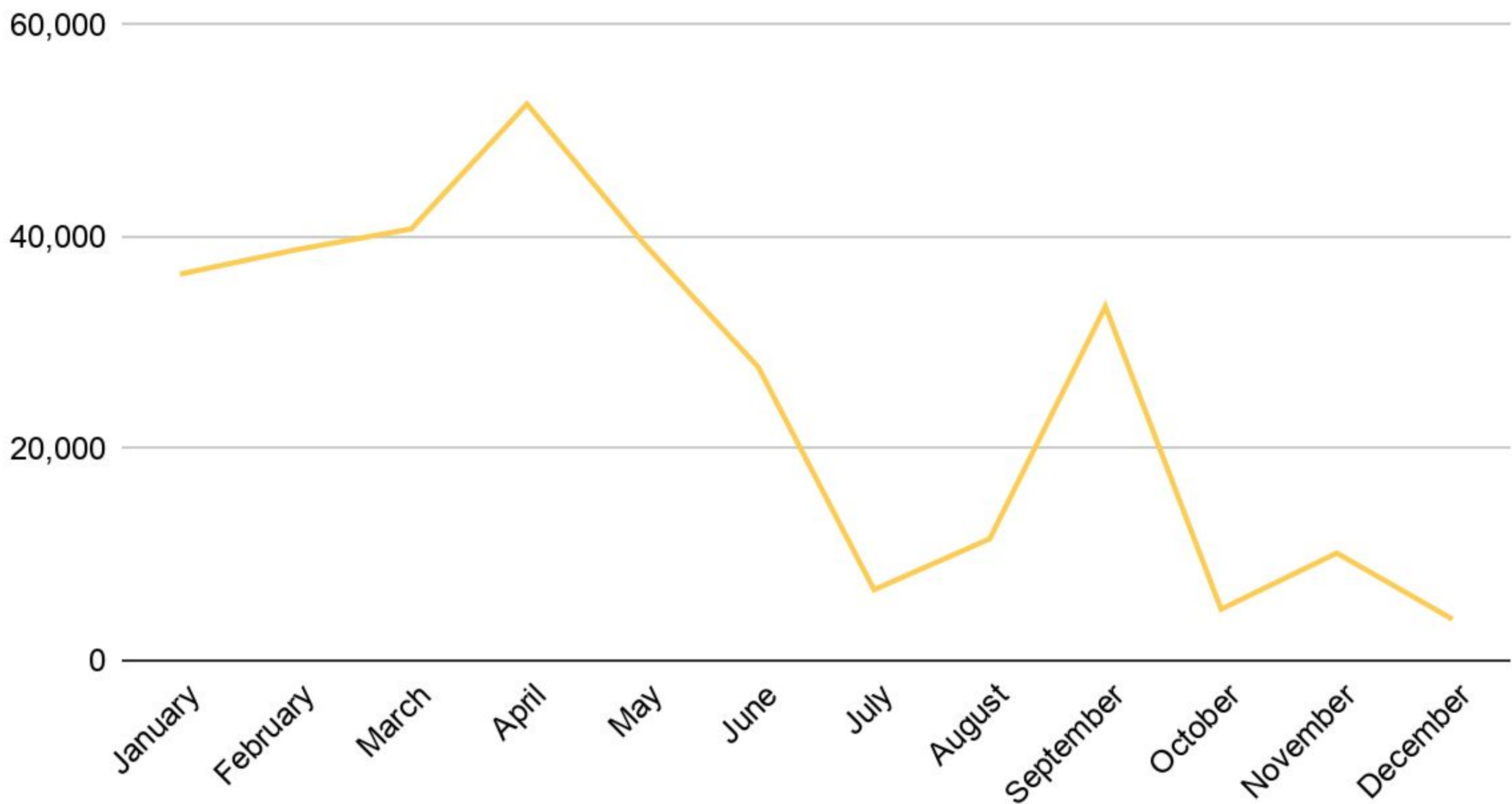


## Tax Debt Robocalls

Another predictable surge in robocall volume occurs around March, April and May when all working Americans do their taxes. See Figure 4 below. It should be pointed out that the vast majority of these calls are scams.

Figure 4: Tax Debt Robocalls month by month in 2025

### Tax Debt Robocalls - 2025

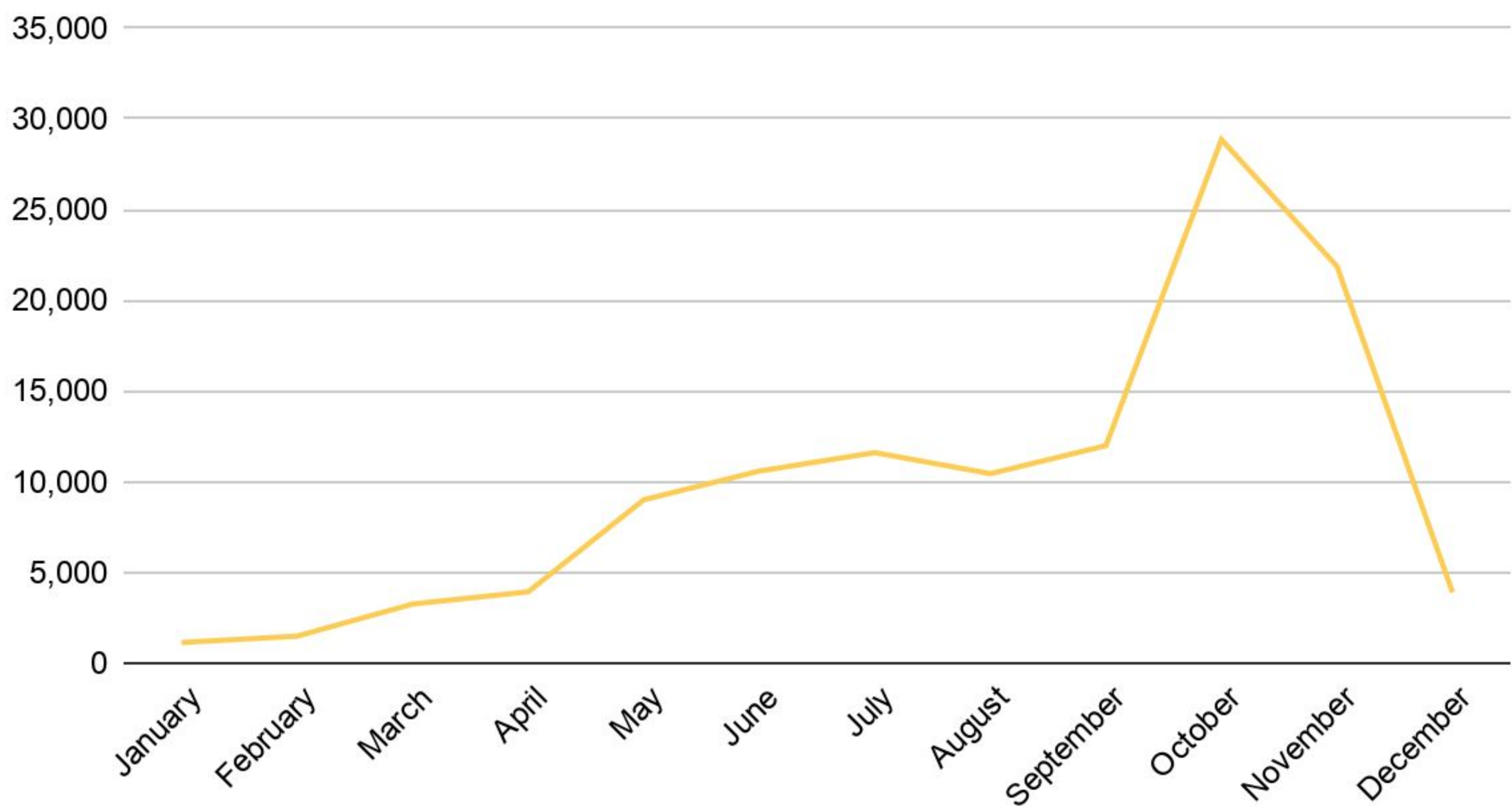


## Roofing Contractor Robocalls

Another pattern researchers observed in the 2025 data was a surge of robocalls in the fall months as many areas experience the beginning of the snow and rain season: roof contractor calls.

Figure 5: Roofing Contractor Calls - 2025

## Roof Contractor Robocalls - 2025

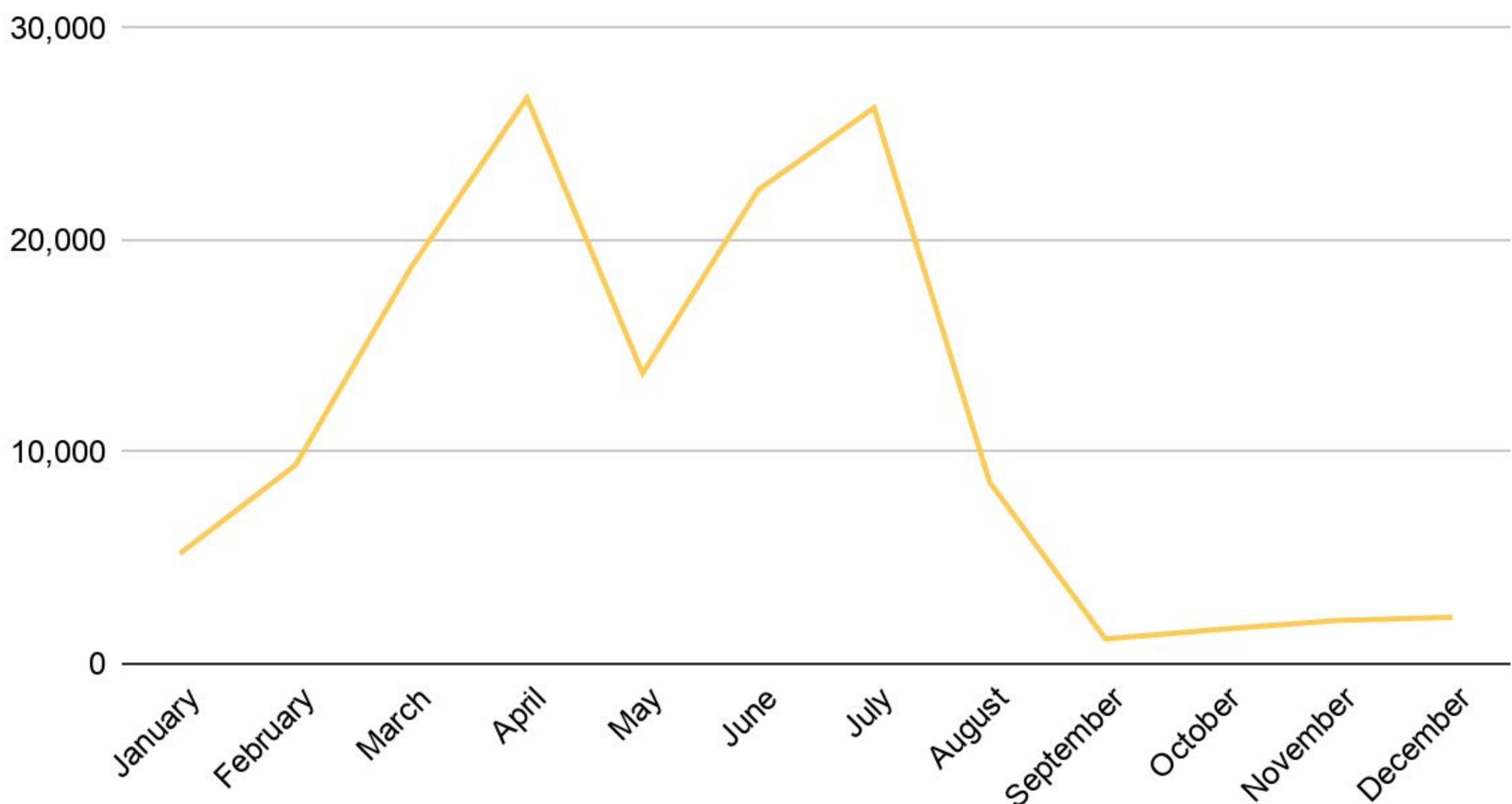


## Solar Panel Robocalls

Another pattern researchers identified was the surge in calls relating to the sale of solar panels. Figure 4 shows a surge of calls in the early spring, followed by a dip in May and another surge in late June and July in the summer months. Conversely, solar panel robocalls took a nosedive beginning in September through January for obvious reasons.

Figure 6: Solar Panel Robocalls - 2025

## Solar Panel Robocalls - 2025



## Area Code Spoofing

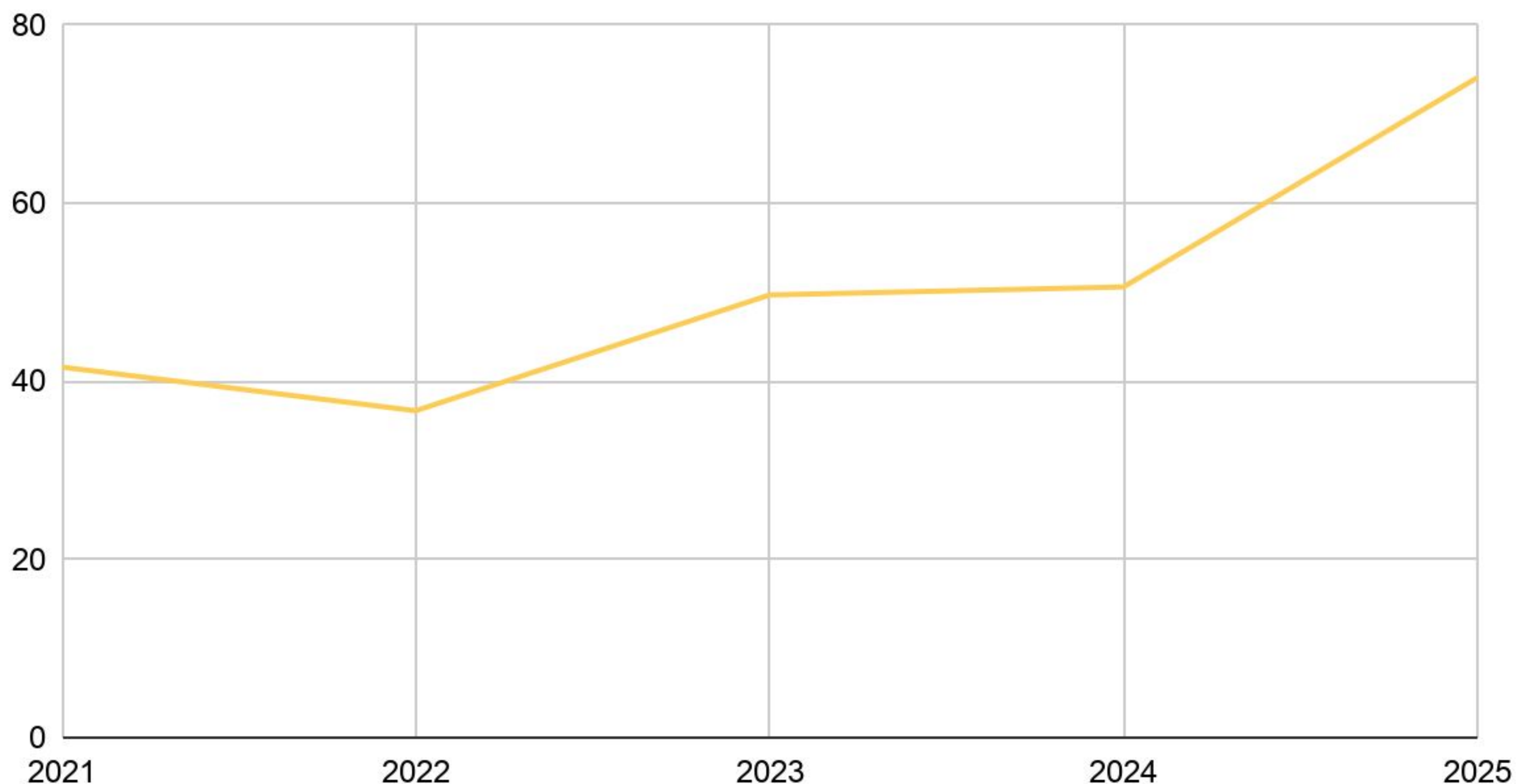
Nomorobo researchers work throughout the year to analyze trends coming in through the honeypot and how such trends compare to previous years. One such study looked at so-called "Area Code Spoofing". The modern day robocaller rarely reveals the true numbers they are calling from. Rather, they purchase so-called "direct inward dial" (DID) numbers by the millions. These are mothballed numbers that are available to use to spoof or disguise who and where the caller is from.

Another common practice by robocallers is to try to match the area code of the spoofed numbers to the numbers they are calling so there is a greater likelihood the recipient will pick up. Because the Nomorobo honeypot captures the "from" and "to" numbers ringing into the honeypot, researchers were able to look back five years and determine how common such area code or "neighbor" spoofing has been over time.

In 2021, approximately 41% of robocall "from" area code numbers matched the "to" number. By 2025, 74% of robocall "from" numbers matched. The chart below shows five years of robocalls and how the area code spoofing practice has grown each year.

Figure 7: Growth in Area Code Spoofing 2021-2025

### Percentage of Robocalls using "Area Code" Spoofing



This observation is significant for several reasons. First, virtually all robocallers use spoofed numbers, so we can no longer rely solely on caller ID to know who is calling at any moment in time. Secondly, understanding that 74% of all robocalls manipulate the number that appears on caller ID to look like it is local should make all consumers suspicious anytime they receive a call from a number they do not recognize. Such calls are unlikely to be local at best and at worst, may be the beginning of an attempt to steal your money.

# Nomorobo Fraud Prevention Efforts in 2025

## "Behind the Scams" PSA Campaign

A visit to [nomorobo.com/fraudfighters](https://nomorobo.com/fraudfighters) will reveal close to two dozen anti-fraud PSA videos produced by Nomorobo's fraud prevention experts. They are part of a national fraud prevention program called "Behind the Scams." Thousands of Nomorobo customers as well as members of the public have visited the site to watch these entertaining 60 second spots. Here is list of the anti-fraud videos currently available.

### "Behind the Scams" PSA video series:



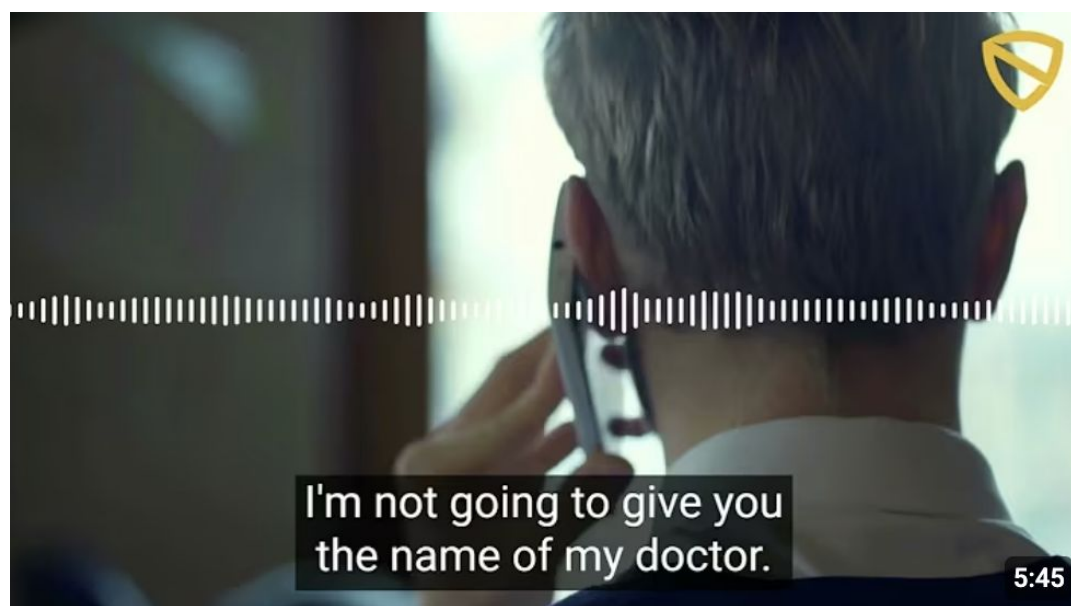
[The Amazon Defective Product Text Scam](#)



[Jury Duty Text Scam](#)



[Bitcoin ATM Hacker Scams](#)



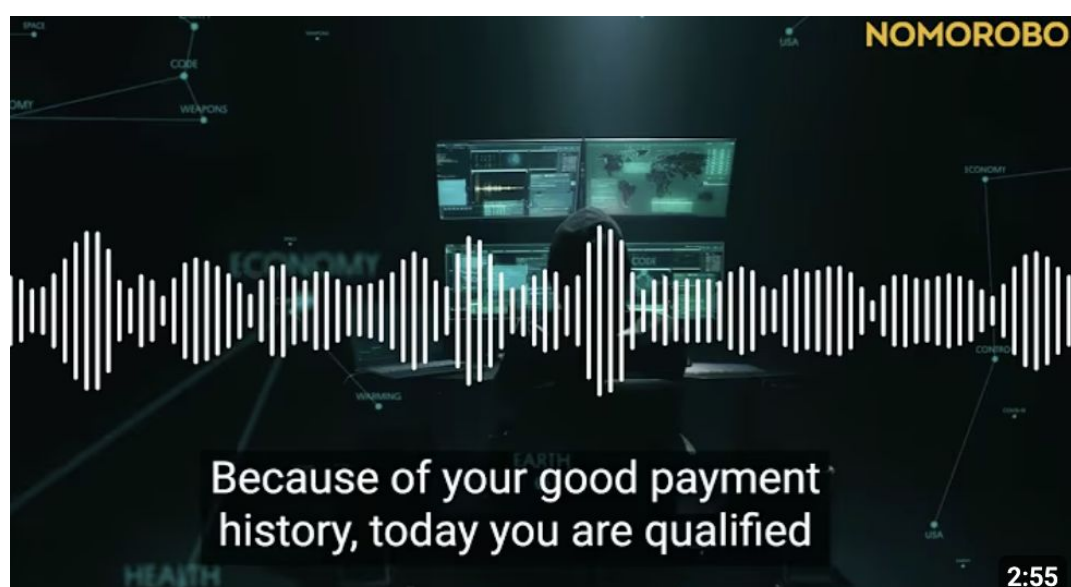
[Medicare Replacement Card Scam](#)



[Crypto Account Alert Scam](#)



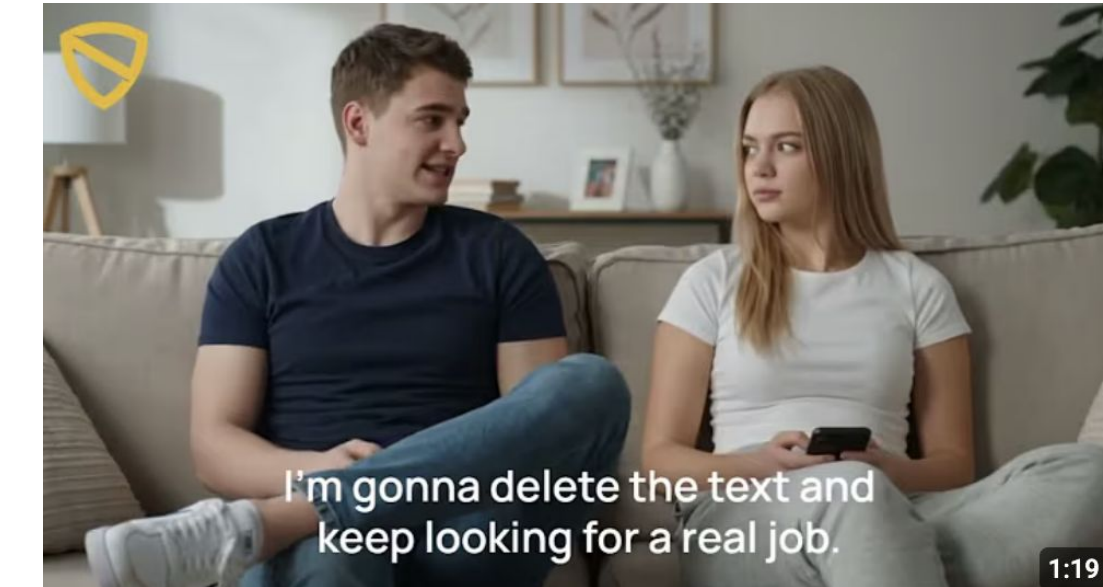
[PayPal Scam Text](#)



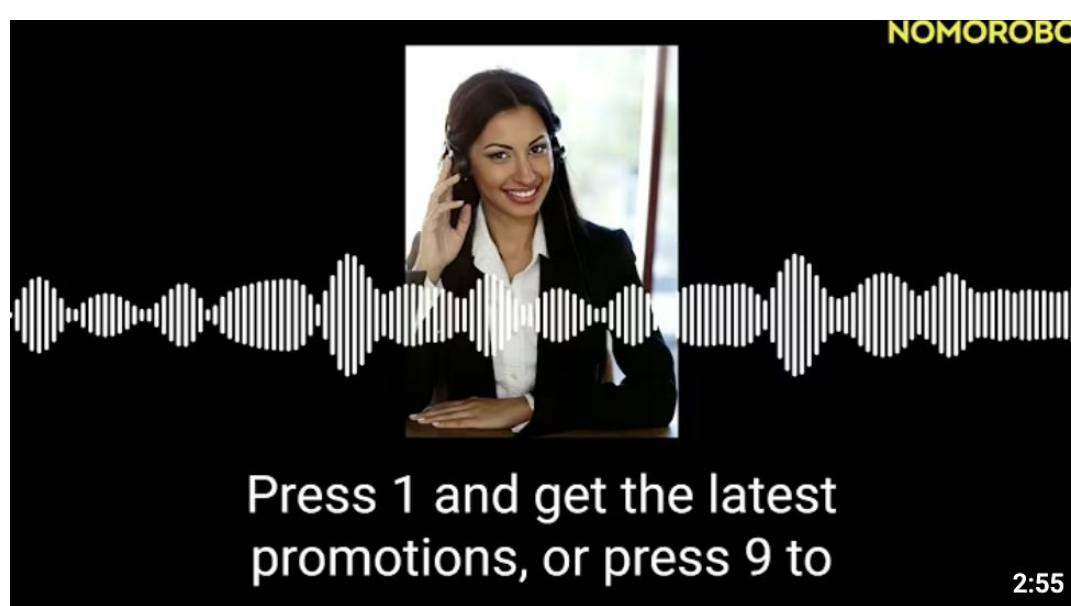
[Debt Elimination Scam](#)



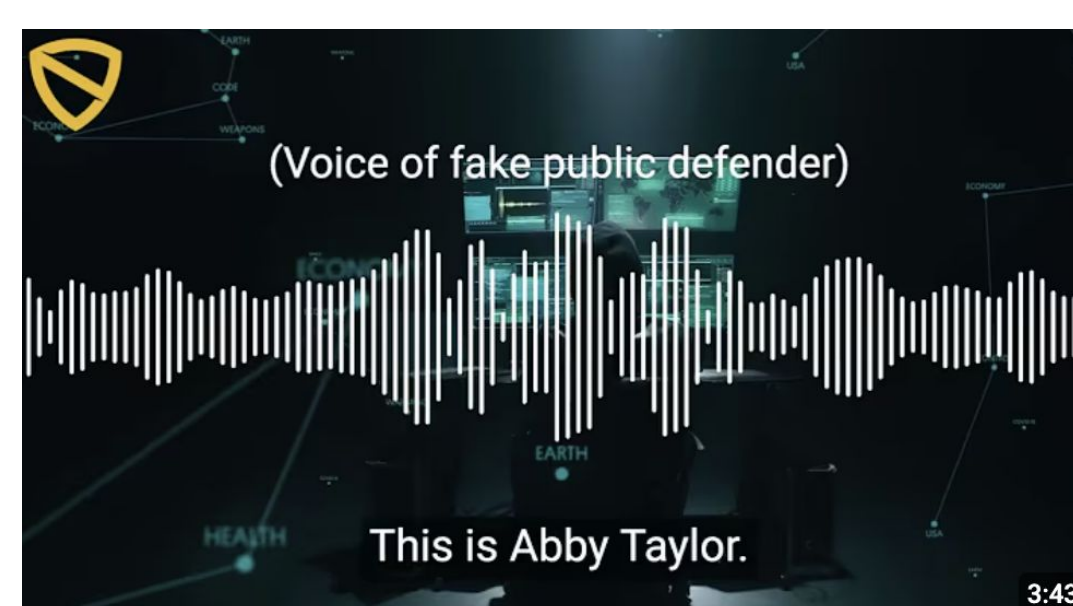
[Romance Scam](#)



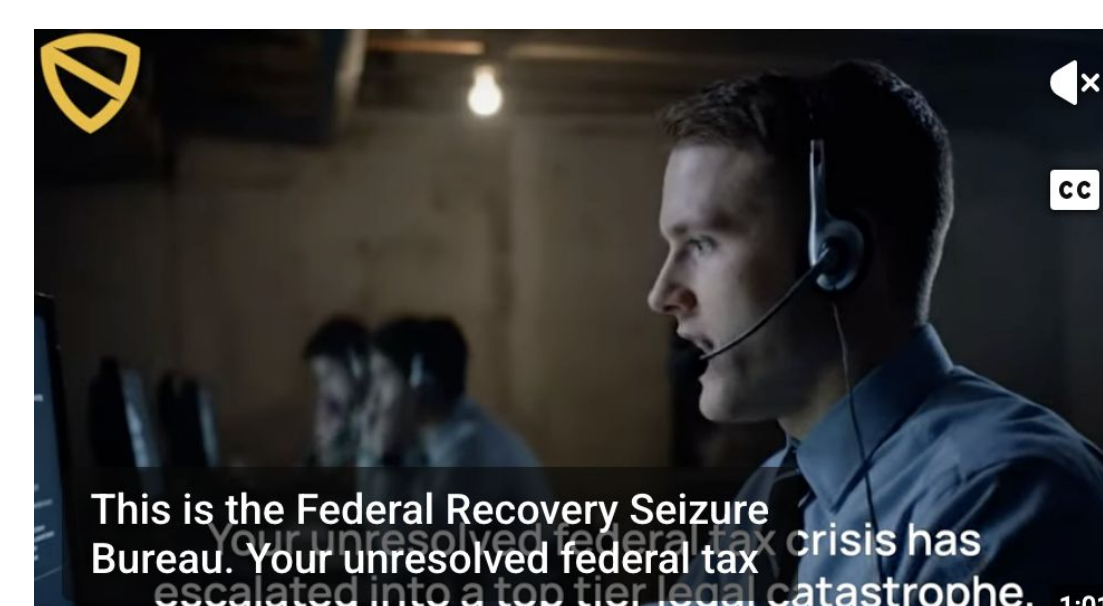
[Employment Text Scam](#)



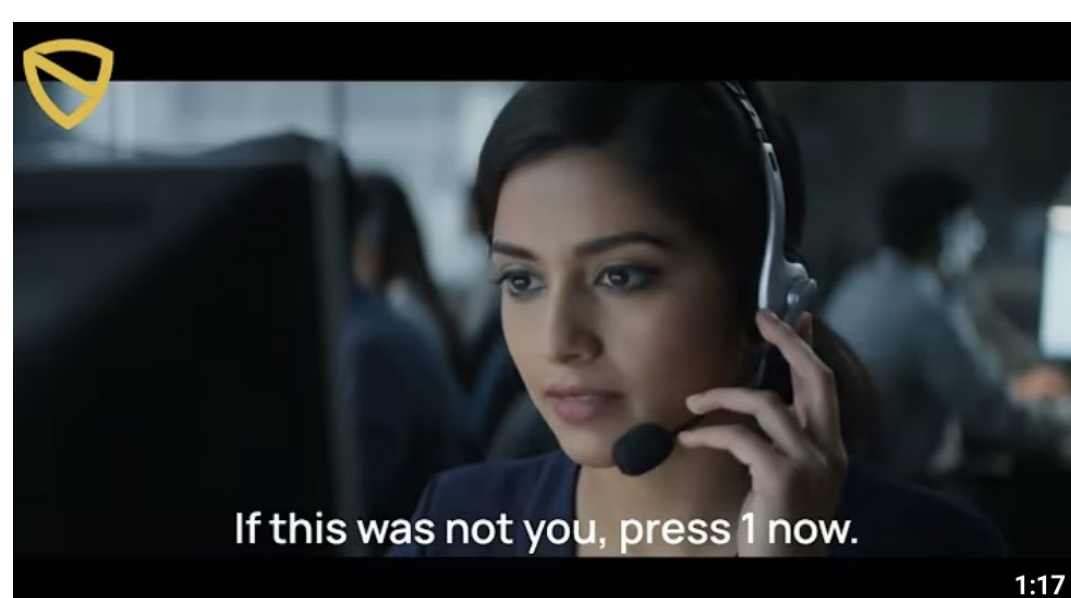
[Spectrum Impostor Scam](#)



[Grandparent Scam](#)



[Tax Relief Scam](#)



[Fake Bank Online Purchase Scam](#)



[US Customs Package Scam](#)



[Fake Package Brushing Scam](#)

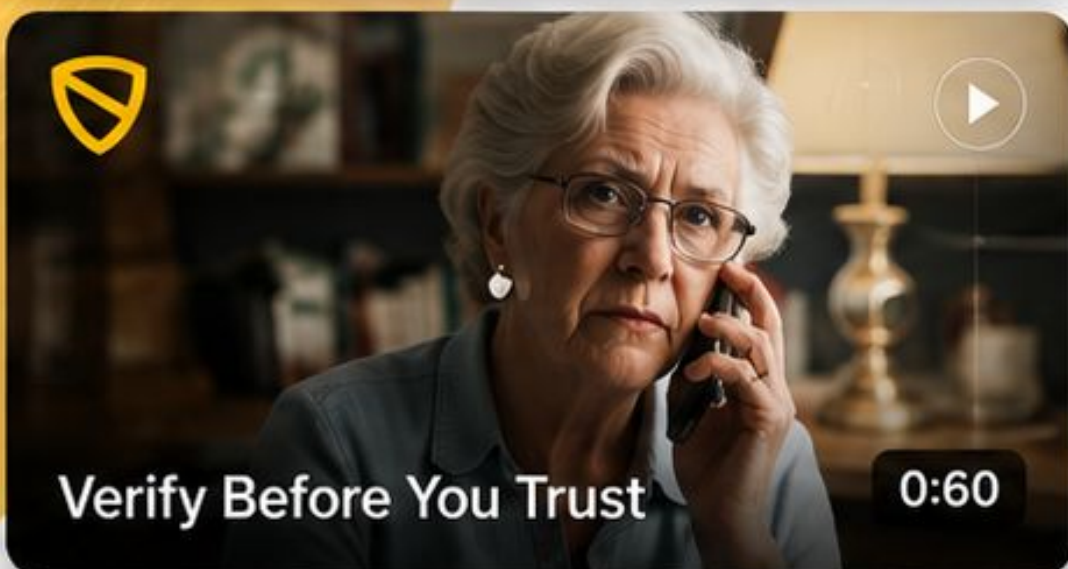
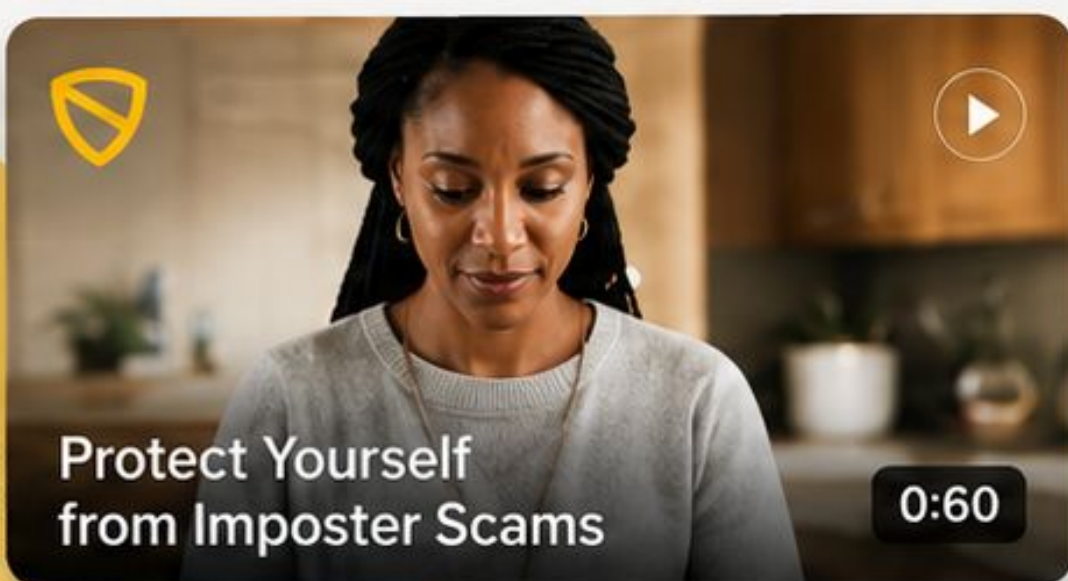
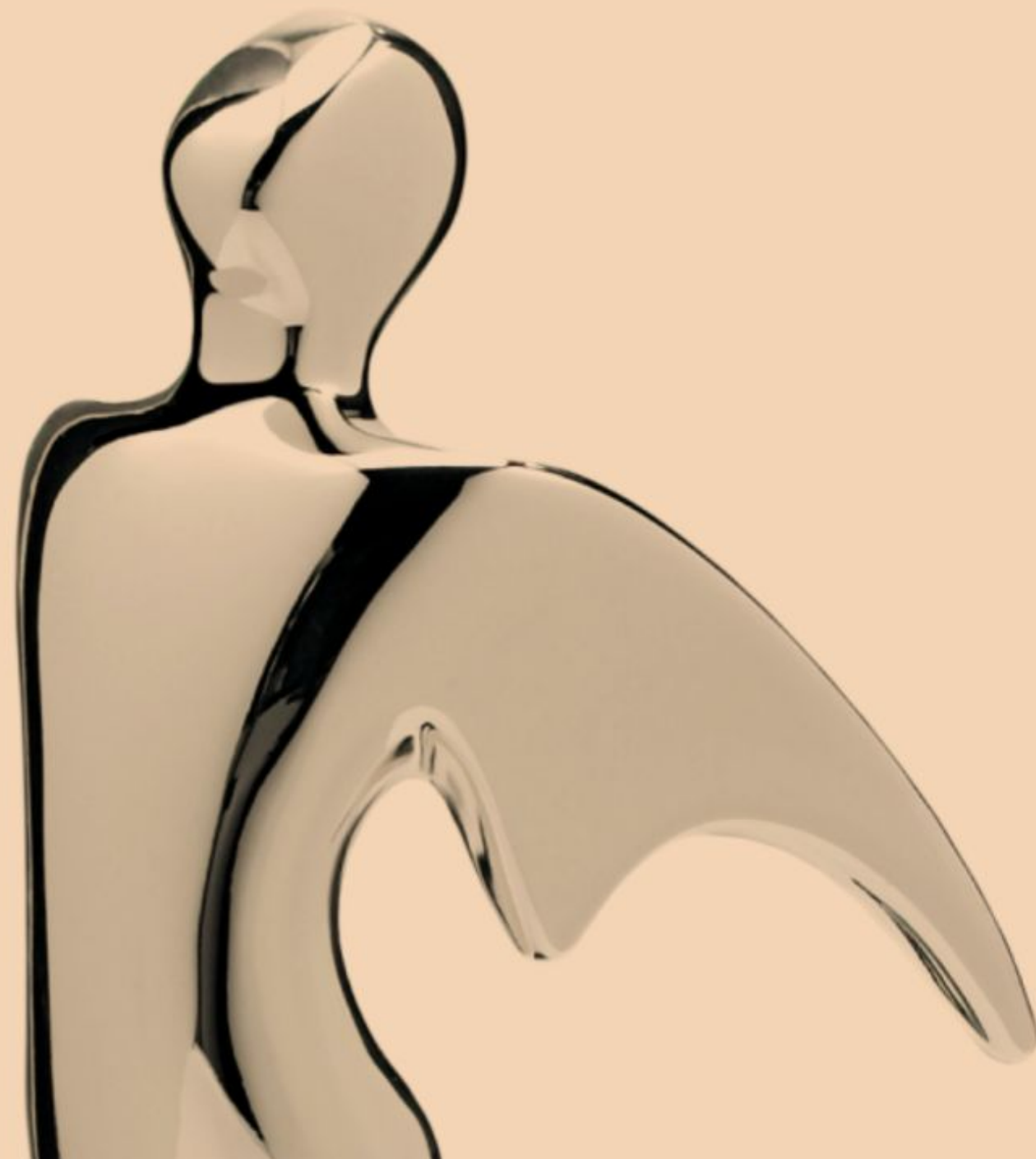
# Nomorobo's "Behind the Scams" Campaign Wins a 2026 Telly Award

Scam calls are not just annoying. They are carefully scripted, emotionally manipulative, and designed to make people act before they think.

That is exactly why Nomorobo created "Behind the Scams," a public service campaign that pulls back the curtain on how phone fraud really works.

Now, that work has been recognized on a national stage. **Nomorobo's "Behind the Scams" campaign has won a 2026 Bronze Telly Award in the Campaign - Social Impact category.** The Telly Awards listing recognizes Behind the Scams as a 2026 Bronze Winner, with nomorobo.com named as the entrant.

Learn more about the award [here](#).



## "Behind the Scams"

2026 Bronze Telly Award Winner

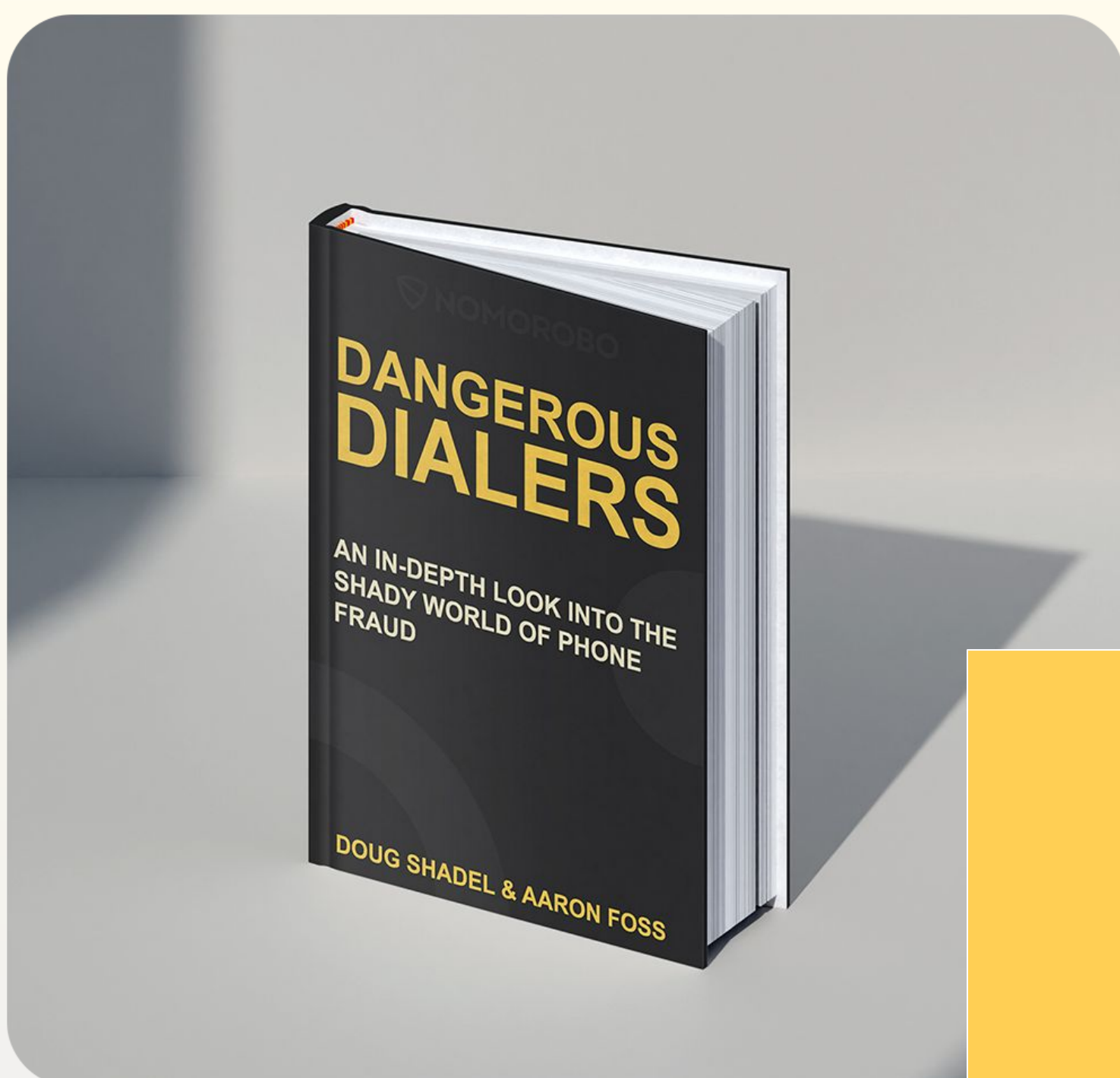
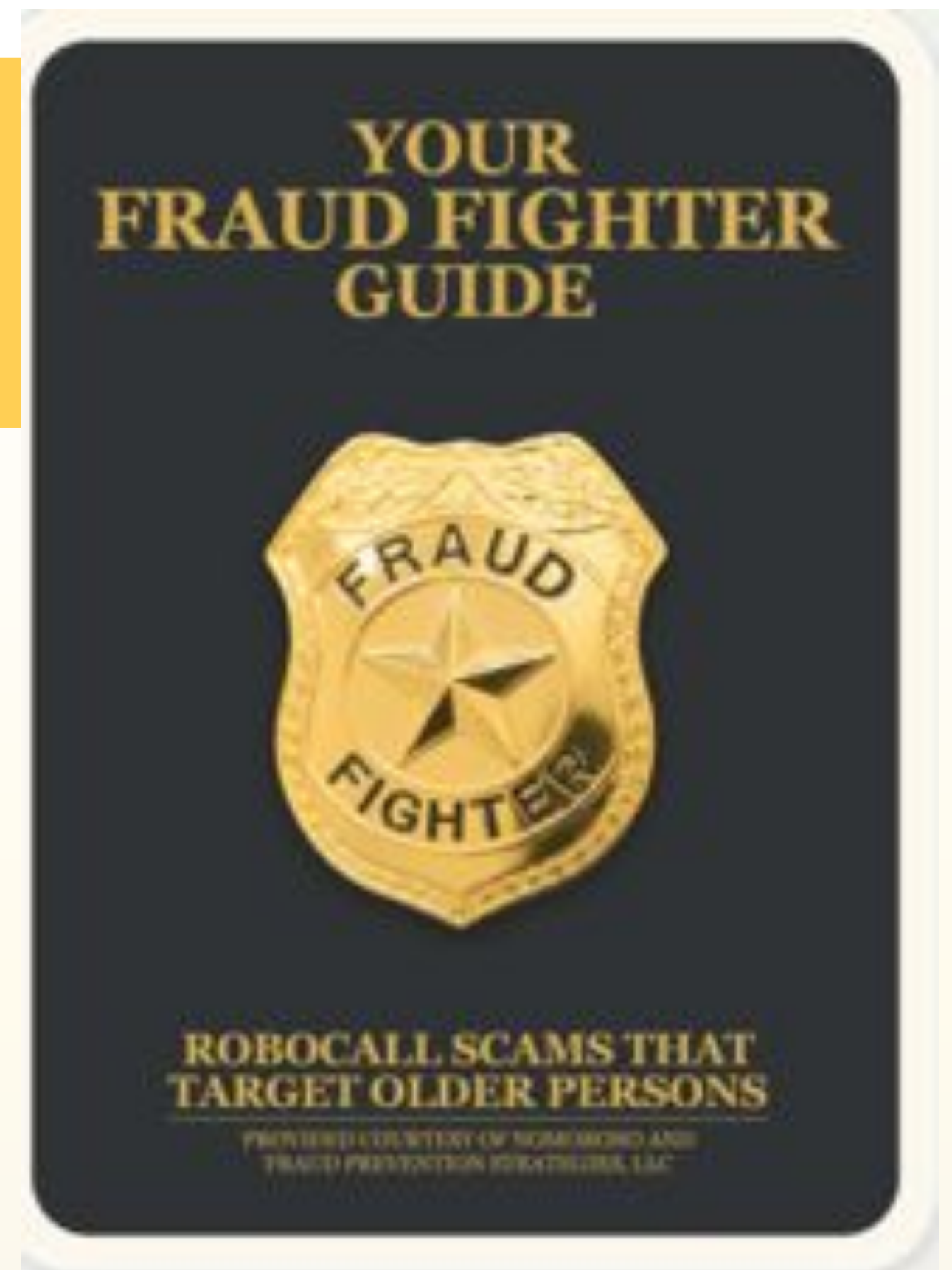
Campaign – Social Impact

 Nomorobo Fraud Fighters



## Printed Prevention Publications

In addition to generating video public service announcements, Nomorobo has produced a publication "Your Fraud Fighter Guide: Robocalls Scams That Target Older Persons". This publication can be downloaded [here](#).



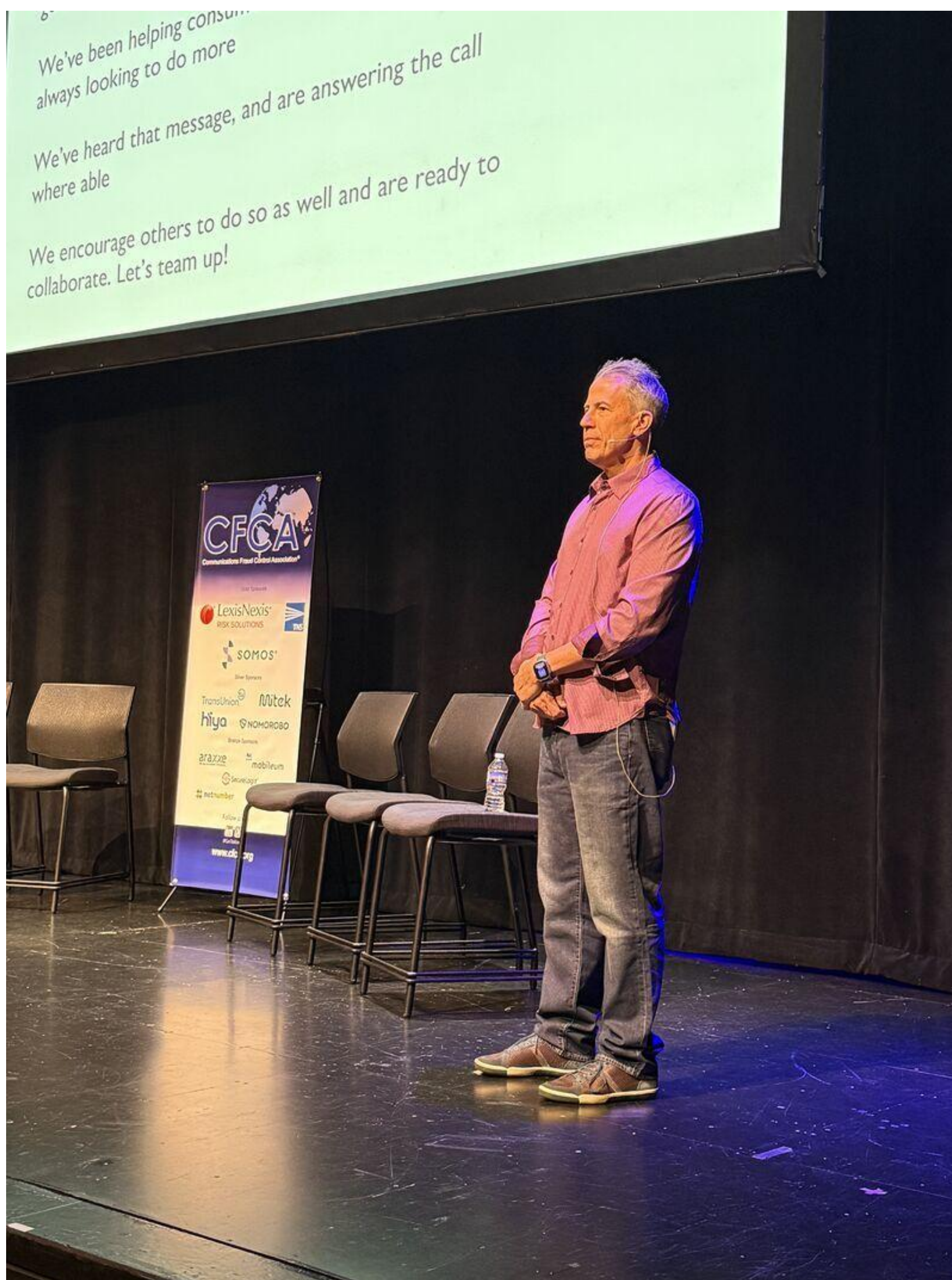
Another publication that can be downloaded [here](#) is the book: "Dangerous Dialers: An In-Depth Guide to the Shady World of Phone Fraud", co-authored by former fraud investigator and AARP State Director Doug Shadel and Nomorobo Founder and former CEO Aaron Foss.

## Public Speaking

Nomorobo staff and consultants spoke to close to 20,000 consumers in 2025, including in-person appearances at numerous AARP meetings, professional conferences such as the National Association of Attorneys General, SIPNOC, CFCFA and tele-town halls and various podcasts.

Nomorobo has been featured on:





Our Managing Director, Matt Mizenko, is speaking at the CFCA Spring Educational event in Charlotte, NC. He shared our long history in fraud protection with delegates and encouraged everyone to work more together to protect consumers from fraud.

## Public Relations: Expanding Awareness, Building Trust

Nomorobo's PR program delivered powerful national visibility and reinforced the brand's authority in the fight against robocalls, generating more than 30 million impressions and \$2.4 million dollars in publicity value across broadcast, online, print, radio, and podcast platforms.

Managing Director of Nomorobo, Matt Mizenko, served as a trusted expert voice helping audiences understand emerging scam tactics and how to protect themselves against robocalls and emerging AI-scams. Coverage spanned major U.S. media markets, including Los Angeles, San Francisco, New York, Dallas, Philadelphia, Boston, Chicago, Baltimore, and Washington, D.C.

Highlights included features on Good Morning America, CBS News California, CBS News Philadelphia, NBC Baltimore, Consumer Checkbook, along with additional national appearances through NBC and ABC feeder affiliates.

Our PR efforts elevated our brand awareness, strengthened consumer trust, and firmly positioned Nomorobo at the center of the national conversation on robocalls and fraud prevention.

# Nomorobo Uses the Courts to Fight Illegal Collection Agency Robocall Practices

In 2025, Nomorobo filed four major lawsuits against four collection agencies alleging they violated the Telephone Consumer Protection Act (TCPA). They are:

- Harris & Harris
- Linebarger Goggan Blair & Sampson
- RSI Enterprises
- Synchrony Financial

The suits alleges that each of these companies made thousands of unsolicited robocalls to the Nomorobo honeypot between 2021 and 2025 using recorded messages and automated dialer technology in violation of the Telephone Consumer Protection Act. All four cases are pending.

## Why Millions **Trust** Nomorobo

- ✓ **Block Scams Automatically**  
Fraudulent calls are stopped before your phone even rings.
- ✓ **Works On All Your Devices**  
iPhone. Android. Landline. One app protects them all.
- ✓ **Set It and Forget It**  
Simple setup. No complicated settings. Just nonstop protection.
- ✓ **#1 Rated Call-Blocking App**  
Millions of users. Thousands of 5-star reviews. One trusted solution. No complicated settings. Just nonstop protection.

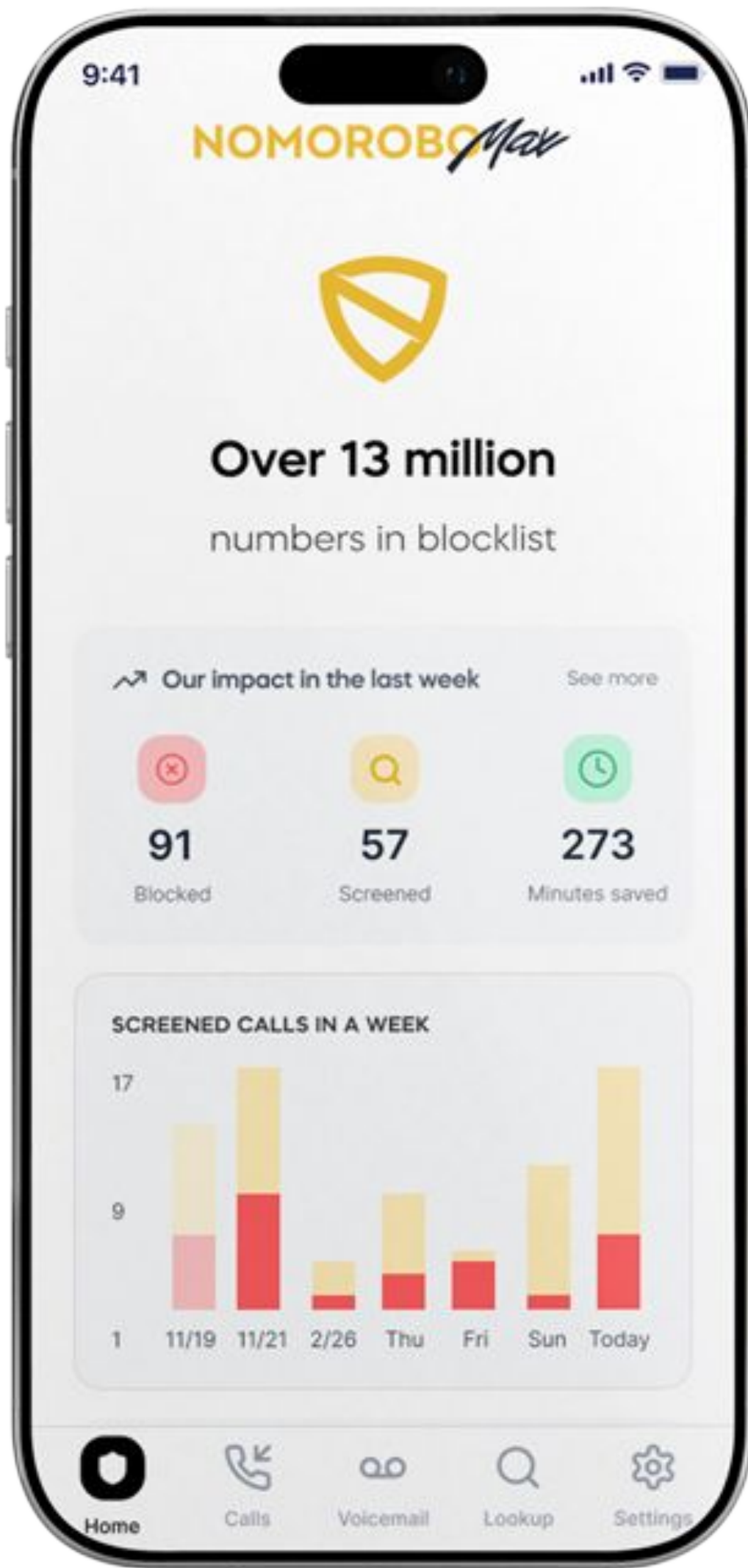
## Stop Phone Scams **Before** They Start

Tired of spam, scams, and robocalls?

You're not alone - Americans lose billions every year to phone fraud.

Nomorobo puts a stop to it before it even begins.





Why Warn Users About  
Fraud When You Can  
**Prevent It?**

 **NOMOROBO**



**Protect Yourself  
From Spam Texts  
With Nomorobo**

[Contact us](#)