Branded Calling Solutions Across Wireless Platforms & Providers

	T··Mobile·		AT&T		Verizon✓	Google
	Limited Branding	**Full Branding**	**Limited Branding**	**Full Branding**	**Limited Branding**	**Full Branding**
Elements Displayed	Caller ID Name	Caller ID Name Brand Logo Call Reason	Caller ID Name	Caller ID Name Brand Logo Call Reason	Caller ID Name	Caller ID Name Brand Logo Call Reason
Solutions Provider	First Orion	First Orion	Hiya	Hiya	Transaction Network Services (TNS)	Google
Solution Name	INFORM® [1]	ENGAGE® [2]	Connect [3]	Connect [3]	Enterprise Branded Calling [4]	Verified Calls by Google [5]
Compatible Devices	All	Android-Only	All	Android-Only	All	Google Pixel; Androids with Google Voice App
Reach to Mobile Users	25%	10%	25%	10%	25%	5%

About This Matrix

This branded call presentation matrix was created by cataloging publicly available information identifying branded calling solutions and the reach they have at the wireless carrier level and at the device level and the various elements of rich call data (RCD) that they support.

This information is meant to be a summary and does not include a complete listing of all feature sets provided. For complete information on the full solution set of both free and add-on features as provided by each carrier, please contact the branded call presentation provider directly.

This matrix reflects branded calling capabilities made possible through RCD technologies, displayed on wireless devices. This matrix does not reflect caller name presentation to wired/landline devices.

Implementing Branded Calling Solutions

Help your customers instantly recognize your incoming calls by adding rich call data (RCD) fields to campaigns through branded assets via Numeracle's Entity Identity Management Platform. Create instant recognition that reinforces trust in your brand while increasing your sales effeciency and conversion rates for a higher ROI.

Via Numeracle's Branding Partner Network, we can extend your caller ID name, branded logo, and custom call reason to multiple wireless networks, apps, and devices. Our platform allows you to manage your branded assets all in one place where we can extend our partners' leading-edge technologies directly to you. Visit www.numeracle.com/solutions-branded-calling.com to learn more.

Footnotes

[1] First Orion INFORM® Solution (2021). Retrieved from https://firstorion.com/inform/
[2] First Orion ENGAGE® Solution (2021). Retrieved from https://firstorion.com/engage/
[3] Hiya Connect Solution (2021). Retrieved from https://www.hiya.com/products/connect
[4] Transaction Network Services (TNS) Enterprise Branded Calling Solution (2021). Retrieved from https://tnsi.com/product/enterprise-branded-calling/
[5] Verified Calls by Google Solution (2021). Retrieved from https://developers.google.com/business-communications/verified-calls