

“NUMBERS TO NAMES: “WE’VE INCREASED OUR MATCH RATE BY 50%.”



WITH NEUSTAR CALLER NAME SERVICES, PRIVACYSTAR HAS INCREASED:

- Name-and-number match rates by 50% a year
- Consumer confidence in its caller name service
- Downloads (and sales) of its caller name application

“One of our challenges is around data — the ability to assign an owner and other information to a phone number,” says Jeff Stalnaker, Co-Founder, [PrivacyStar](#). Through a simple application, the company provides reverse-phone number lookup, or caller name services. Consumers can see who’s calling, plus whether the number has a history of scams, harassment, or other abuses.

“About 24 months ago, we were seeing a relatively low match rate between phone numbers and owners’ names. Through Neustar, we’ve increased that match rate by 50%, and just in the last 12 months.”

GREATER ACCURACY = GREATER SALES

As the largest independent provider of [caller name \(CNAM\) services](#), Neustar delivers the most accurate and comprehensive CNAM database available. In fact, Neustar answers over 178 million caller name queries each day — more than 48 billion annually.

Notes Jeff, “We have hundreds of thousands of people visiting our sites. We want to drive them to download our application,” which, besides identifying callers, allows consumers to block numbers and file complaints with the FTC. Typically, people try the service and, if satisfied, purchase the app.

“NEUSTAR PROVIDES THE MOST ACCURATE DATA IN REAL TIME.”

“If you look up a number and we don’t get it right, you’ll always give us a second chance,” says Jeff. “If we get it wrong the second time, you’re done with Privacy Star. But if we get them right both times, you’re 95% likely to download our application. The quality of that data is absolutely imperative for the success of our business.”

Adds Jeff, “It’s imperative that we have the best and most accurate data — in real time, all the time. And Neustar provides that.”