# Branded Calling Will Verify **90 Billion Calls** by 2030.

## Here's How to Get Ahead of It.




FIRST ORION

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## What Did Juniper Research Find About Branded Calling?

Juniper Research projects that branded calling frameworks will verify over 90 billion calls globally by 2030, up from less than 10 billion in 2025. **That's 870% growth in five years**, and it's happening even as overall call volume declines industry-wide. Read the full release from Juniper Research.



## Why Are Enterprises Still Relying on Unbranded Numbers?

Plenty of enterprises still call customers from numbers with no identifying information attached. That was a viable approach when caller ID was optional context. Data suggests it won't stay viable much longer. As verified calling scales toward becoming the norm, unbranded numbers start looking indistinguishable from the spoofed and fraudulent calls customers have learned to screen out.




## How Does INFORM Branded Calling Help Enterprises Get Ahead of This Shift?

INFORM Branded Calling gives enterprises exactly what the market is moving toward: a way to show verified company name, logo, and reason for calling before a customer decides whether to answer. Instead of waiting for branded calling to become mandatory, enterprises using INFORM already meet the expectation, with higher pick-up rates and less time spent chasing missed calls that customers ignored on sight.

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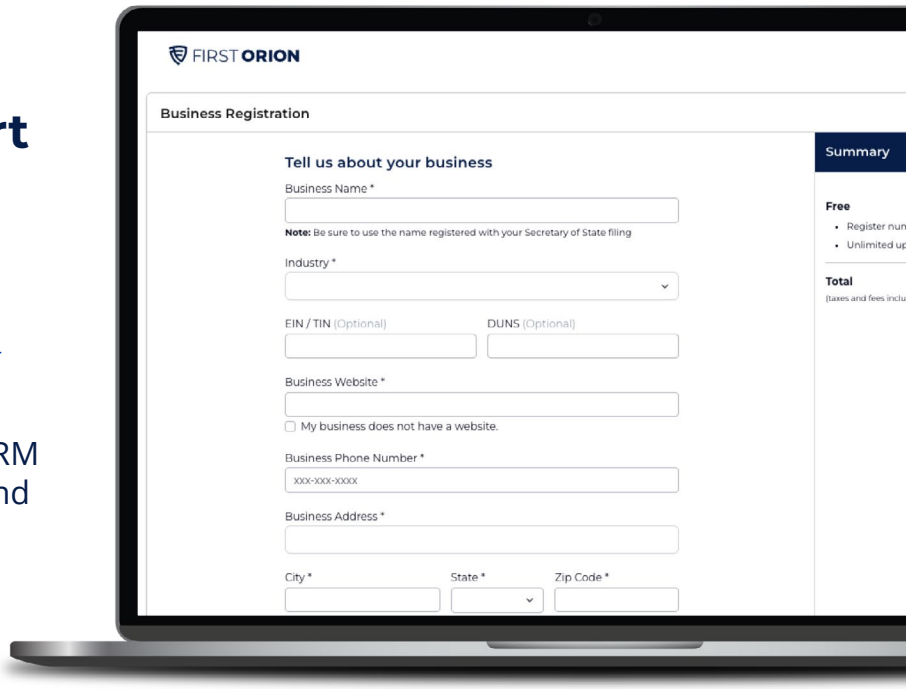



## What About Verification Beyond Voice?

RCS (Rich Communication Services) is a strategic opportunity for vendors to unify verification across channels, not just voice. First Orion's ENRICH Branded Messaging extends the same verified identity into RCS, so enterprises aren't rebuilding trust channel by channel as customer communication expands beyond phone calls.

## How Can Enterprises Start Verifying Calls Today?

Enterprises don't need to overhaul their entire calling infrastructure to start. First Orion's free Business Number Registration gives businesses a no-cost way to register their numbers and start building verified identity now, with a clear path to full INFORM Branded Calling adoption as call volume and customer expectations demand it.




## The Bottom Line

Juniper Research's 870% growth projection is a signal, not a surprise: verified caller identity is on track to become the standard for legitimate outbound communication by 2030. Enterprises that adopt INFORM Branded Calling now are positioning themselves ahead of that curve, rather than scrambling to catch up to it.

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## The Solutions Behind Every Trusted Connection

From small businesses to global enterprises, First Orion helps you increase answer rates, verify identity, and build customer trust and transparency.

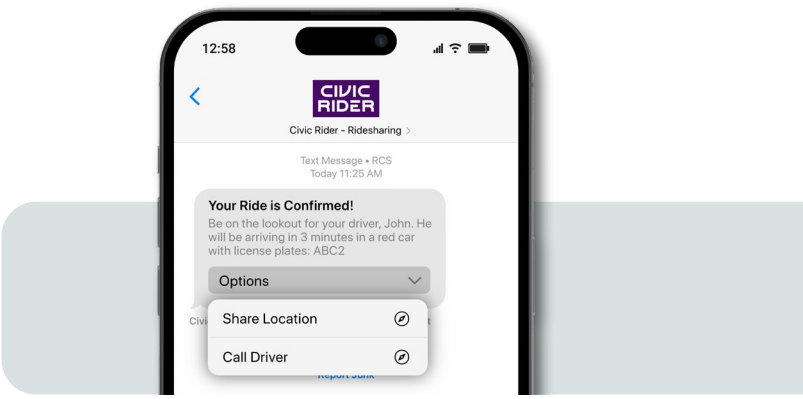
### INFORM® Branded Calling

Show your business name, logo, and reason for call so more customers answer with confidence.

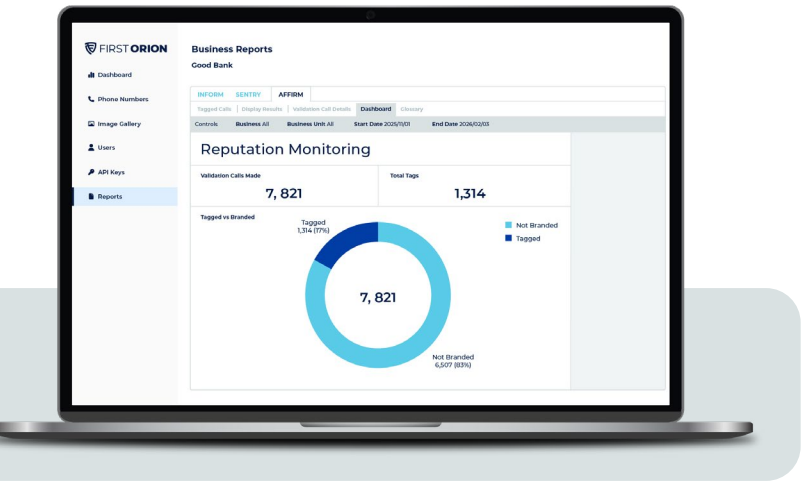
### ENRICH® Branded Messaging

Deliver personalized, secure RCS messaging with verified sender identity and rich media.

ENRICH®




AFFIRM®




### AFFIRM® Reputation Monitoring

Monitor how your outbound calls appear and catch labeling discrepancies fast.

### SENTRY® Call Blocking

Block bad actors from spoofing your numbers, protecting trust with your customers.

### PROTECT+ Risk Detection

Detect suspicious inbound call activity in real time with intelligent risk analysis.

## Related Resources




How a Recruiting Service Cut Repeat Dialing and Grew Talk Time by 63.5% with Branded Calling




Branded Calling vs. Unknown Caller IDs: What Sales Teams Need to Know in 2026