



# Caller ID Reputation Releases 2025 Phone Reputation Report, Revealing Shifts in Flagging and Dial Health for Businesses

IRVINE, CA, UNITED STATES, February 19, 2026 /EINPresswire.com/ -- [Caller ID Reputation \(CIDR\)](#), the original caller ID reputation monitoring and remediation platform trusted by enterprises, released its [2025 Phone Reputation Statistics Report](#), offering a rare, data-backed look into how outbound calling reputation has evolved across carriers, consumer apps, and the broader call treatment ecosystem in 2025.

The report analyzes over 14.5 million caller ID flag events identified in 2025 and more than 45 million total flags observed since 2021, drawing on continuous scanning data collected at regular intervals across CIDR's monitoring network. The findings highlight both progress and volatility in phone reputation health, underscoring that caller ID reputation remains dynamic, behavior-driven, and deeply influenced by regulatory and consumer feedback signals.

Despite decline in flag volume per client, volatility persists. One of the most notable findings in the 2025 report is that CIDR customers experienced the lowest average number of flags per client since tracking began, signaling an improved dialing ecosystem at the industry level and better dialing discipline and compliance-aligned calling practices on the business side.

At the same time, the data shows that caller ID reputation is far from stable. Flag activity spiked multiple times as a result of events outside of a business's control. Rising sharply beginning in April 2025, aligning with industry anticipation of the FCC's proposed Consent Revocation rule, which, despite postponement, triggered changes in dialing behavior across the ecosystem. A second surge appeared in November and December, coinciding with a documented increase in robocall scam activity during the government shutdown.

"These patterns reinforce that caller ID reputation doesn't change gradually—it reacts to external pressure," said Levi Chang, Chief Financial Officer at Caller ID Reputation. "Regulatory uncertainty, social changes, and major events all show up quickly in the data."

Consumer reporting drives half of all flags. The report confirms the outsized role consumer feedback continues to play in call treatment outcomes. Approximately 50% of all flags identified in 2025 originated from crowd-sourced call-blocking and labeling applications, including widely used consumer tools.

This aligns with broader industry estimates showing tens of billions of robocalls targeting

consumers annually, reinforcing how even legitimate businesses can be affected by consumer perception, calling cadence, and list quality. Consumers are bombarded with spam calls daily, and have been for nearly a decade. This fatigue and intolerance are proven by the data, with most flags originating from a call-blocking app and spreading onto other services, such as carriers.

Importantly, CIDR's data shows that flags are not evenly distributed. While some phone numbers experience repeated labeling events, averaging more than a dozen flag signals per month, many monitored numbers remain unflagged throughout their lifecycles, highlighting the impact of dialing practices over time.

Managed remediation shows compounding benefits. CIDR's 2025 Phone Reputation Statistics Report also examined the performance of customers using Remediation Managed Services (RMS) compared to those using only the Monitoring Platform. While RMS customers accounted for only 26% of total flags identified in 2025, they demonstrated larger and more sustained reductions in flag rates over one- and two-year periods, reinforcing the value of early detection and faster response. Both groups showed improvement over time, but customers combining monitoring with structured remediation saw steeper declines.

The report notes that when remediation is required across regulator databases, call-blocking apps, and data aggregators, average correction timelines were approximately 24 hours from submission, enabling faster recovery from negative labeling events.

Caller ID Reputation is a system, not a switch. A central theme of the 2025 report is that caller ID reputation cannot be "fixed once" or permanently controlled. Instead, it behaves as a living system shaped by dialing behavior, ecosystem feedback, compliance posture, and time. "Flags are a fact of life," Chang added. "The goal isn't perfection, it's visibility, faster response, and better decisions. Organizations that understand this are raising the odds of successful connections, not chasing the illusion of total control."

As carriers, regulators, and device-level protections continue to evolve, the 2025 CIDR Phone Reputation Stats Report provides calling organizations with a grounded, empirical baseline for interpreting their own performance and preparing for what's next.

The full report includes year-over-year trend analysis, breakdowns by flag source, and forward-looking insights to help enterprises adapt dialing strategies in an increasingly complex call treatment environment.

What the 2025 data ultimately shows is that taken together, the findings point to a more mature understanding of phone reputation:

- Flag volume alone is not a reliable indicator of systemic decline.
- Consumer feedback mechanisms now rival carriers in influence, highlighting the need for contact quality control and deliberate dialing.
- Early visibility and remediation reduce downstream damage.
- Proactive businesses maintain the best flag rates and shortest flag durations.
- Long-term outcomes are shaped by behavior, not tools alone.

- Caller ID reputation behaves less like a compliance checkbox and more like an ongoing health metric, one that reflects dialing decisions over time and across environments.

## About Caller ID Reputation

With over 45 million flags identified to date, Caller ID Reputation (CIDR) is the industry's original and only fully integrated call optimization tool offering a reputation monitoring and remediation platform. CIDR is partnered with more data providers than any other service and provides a comprehensive platform that offers organizations visibility into how their outbound calls are labeled, powered by data from major carriers, analytics engines, and call-blocking apps across both Android and iOS.

By continuously scanning at regular intervals, CIDR helps businesses optimize outbound success and customer experience (CX) by identifying, understanding, and addressing caller ID reputation issues from dial to answer.

Backed by data, built for compliance, and trusted by carriers, CIDR offers lead list screening, automated flag monitoring and remediation, customizable analytics dashboards, and daily alerts for holistic and proactive reputation management.

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