

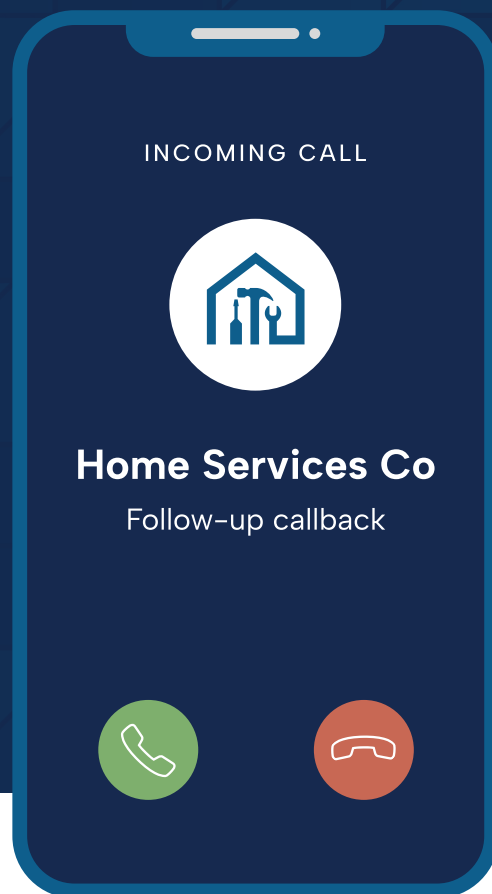


Trusted & Recognized Before You Say Hello

Make outbound calls more recognizable with
Branded Caller ID in CTM.

Most people screen calls from numbers they don't recognize. That's the smart move for them and tough on your business when the call is a lead callback, an appointment reminder, or a service follow-up they actually want.

Branded Caller ID helps eligible businesses display a verified identity on supported outbound mobile calls, so the people you're calling know it's you before they decide to pick up. Today, branded communications for businesses are the standard as bad actors grow more advanced.



Why Trust & Recognition Matters

- ✓ **Give people a reason to pick up.** Display your verified business name so recipients know who's calling, not just which number.
- ✓ **Build trust before the first word.** A verified identity helps leads and customers see that your call is legitimate.
- ✓ **Put your brand on the call.** The **Plus** tier adds your logo and the reason you're calling, so your calls work as brand builders at each outreach.
- ✓ **Pay only when it works.** Charges are based on calls where branding is successfully delivered, so you aren't spending money on every outbound call.
- ✓ **Keep it all in CTM.** Register, track status, and manage number assignments in the Trust Center, right next to your call tracking and outbound workflows.

Choose Your Tier

Pick how much recipients see. Either way, you pay per call where branding is delivered.

**With Plus, your call reason is registered to your number group, so it stays the same for every call from those numbers.*

At a glance	Basic	Plus
What recipients see	Your verified business name	Your verified business name, logo, and reason for calling
Best for	Teams that want a clean, recognizable identity on outbound calls	Teams that want brand visuals and call context, like appointment reminders or service follow-ups
Price	\$0.07 per branded call	\$0.10 per branded call

**READY TO MEET
THE BRAND
STANDARD?**

Already a CTM customer?

Explore **Branded Caller ID** in the Trust Center to start your registration, or reach out to your account manager for help with setup.

New to CTM?

Talk with our team about adding verified identity to your outbound calls: (800) 577-1872, or **book a demo.**