

# Smart Branding™

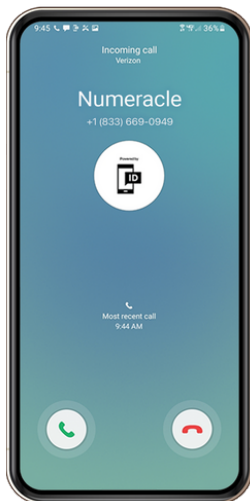
Customize campaigns across major wireless networks with the right balance of branded and non-branded numbers.



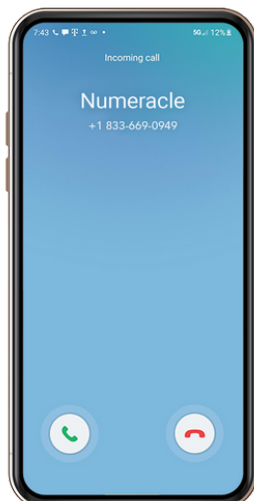
Branded Calling has the power to deliver an instantly recognizable identity when turned on, but it's not always right for every number, every time. Managing branded campaigns with Numeracle's Smart Branding gives you the full flexibility to easily turn branding on and off across major wireless networks.

Combine Smart Branding with labeling protection and remediation via Reputation Management for full control and flexibility to create campaigns mixing branded and non-branded clean numbers. Consolidate approval of branded materials, configure multi-network campaigns in our self-service portal, complete revisions, additions, or extensions, and compare metrics side-by-side in one place instead of multiple.

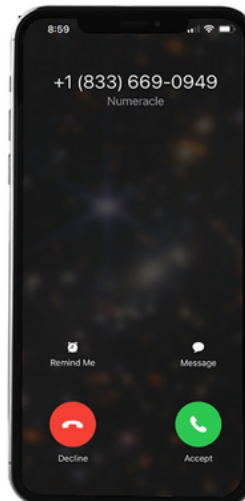
Develop the right balance of branded vs. non-branded calls to maximize ROI and keep premium branding costs down.



Verizon  
Caller Name Display



T-Mobile  
Caller Name Display



iOS 16  
Caller Name Display Below



iOS 17  
Caller Name Display Above