

COMPLIANCE TRENDS TO WATCH OUT FOR IN 2015

TOP 5 ISSUES CAUSING POTENTIAL VIOLATIONS

ON THE WEB



USE OF BANNED TERMS

Advance Your Career
Cheap
Military Benefits

MISSING INFORMATION

Credit Card Terms
Required Disclosures

IN CONTACT CENTERS



USE OF BANNED TERMS

Financial Aid
Guarantee
Loans

MISSING DISCLOSURES

"Your call may be monitored"
"No purchase required"

COMPLIANCE BY INDUSTRY

PERCENTAGE OF URLS WITH POTENTIAL VIOLATIONS FOUND

91%



FINANCE

76%



EDUCATION

72%



CREDIT CARD

66%



CREDIT MONITORING

24 BILLION
COMPLIANCE
RULE CHECKS



43%

OF WEBPAGES STILL
FAIL TO MEET NEW
TCPA RULES

performline
discover. monitor. act.

Our mission is to help marketers mitigate risk through verifiable compliance monitoring and discovery technologies. Let us help you.

performline.com | @PerformLine | sales@performline.com