Advanced Cellular Frame – ACF

Advanced Cellular Frame pulls from enriched data sources used in identity authentication and validation of digital transactions. These data sources are continuously updated and corroborated daily using over 200 authoritative sources. As a result, Advanced Cellular Frame now has information for over *90 percent of all assigned cellular telephone numbers* in the US. The data used in the construction of the enhanced cellular frame is both CCPA and GDPR compliant.

ACF is built on top of the Cellular RDD probabilistic telephone frame where:

- **40% of the frame is Listed** (each number has name, address, geography and demographics)
- **60% of the frame is Not Listed** (unknown or unassigned)
- ACF pulls on newer technologies to better link name, address, and cell phone together
- **ACF listed frame contains 50% more known data** than MSG's original consumer cellular product
- **ACF incorporates inward and outward migration** (people who move and keep their cell phone)
- **ACF is refreshed quarterly**

Advantages for Using Advanced Cellular Frame

- ACF can be used for Disproportionate Stratified Sample (DSS) designs consisting of two or more strata. DSS allows for a probability of selection for all numbers in the sample frame. For example, a sample frame can be divided into Listed and Not Listed with each stratum sampled at different rates.
- ACF provides the ability to sample small area geographies – from Census Block on up to National.
- ACF offers a true epsem RDD design where every number in the frame has an equal probability of selection. The advantage with ACF is that ACF RDD incorporates inward and outward migration which improves in-area incidence and reduces out of area contacts (saves on data collection costs).
- ACF frame has pre-paid cell phones pre-identified which can be stratified separately. Pre-paid phones aid in increasing incidence of contacting people of lower social-economic status as well certain minority groups such as Hispanics.
- MSG Rate Center geography is integrated into the ACF Frame.
- Targeted cellular frames can be designed to target a wide array of individual and household level demographics.