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EXECUTIVE SUMMARY

DESCRIPTION

The National Johns Suppression Initiative (NJSI) is a nationwide counter human trafficking campaign focused on reducing demand.

This analysis explores NJSI's 19th campaign running from 1 January 2019 to 2 February 2020. The Initiative was started in 2011 by Cook County Sheriff Tom Dart. Over its nine year history, NJSI collaborated with 151 law enforcement agencies participated in NJSI. The Initiative surpassed a buyer arrest milestone with this latest campaign, totaling **10,072** arrests across 29 states.

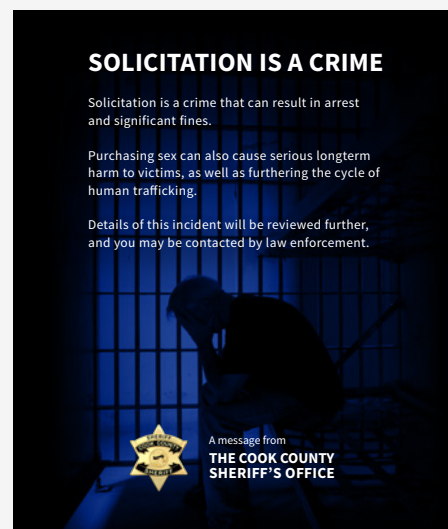
The campaigns, which are conducted on and offline, target the buyers that supply wealth to the United States human trafficking economy. Arrests are primarily made by law enforcement agencies through undercover hotel stings.

childsafe.ai - the artificial intelligence company protecting kids online - started collaborating on the Initiative in 2018. Participating agencies use the childsafe.ai Counter Demand Platform to scale their operations targeting sex buyers through decoy advertising. Using the platform to automate conversations, monitor activity and intervene in conversations, childsafe.ai enables participating agencies to reach more buyers than with conventional technology. A deterrence messaging campaign targeting buyers is also available, extending the enforcement reach of the NJSI campaign beyond arrests.

Buyers responding to those advertisements via SMS engage with either a human undercover asset or childsafe.ai's conversational intelligence, an automated chatbot posing as a provider of commercial sex. Some time after that conversation completes, a deterrence message (**Figure 1**) from the participating agency is delivered via MMS from a different phone number.

This report is an analysis of the results of buyer deterrence for the 19th NJSI campaign.

Figure 1 - Example Deterrence Image



KEY RESULTS

The 19th campaign of the National Johns Suppression Initiative (NJSI 19) increased law enforcement's reach throughout the United States by 260%. A total of 1,627 buyers were reached across 45 states nationwide (**Figure 2**), which amounts to an average of 325 buyers reached per week.

Figure 2 -Cumulative Weekly Contacts from NJSI 19

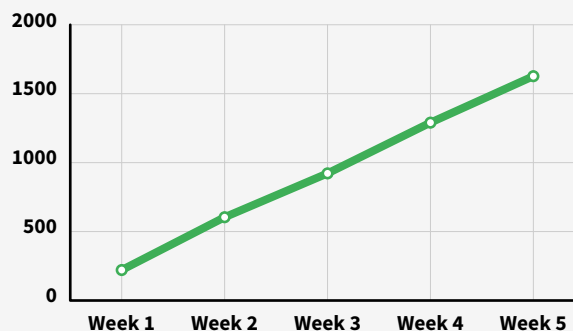
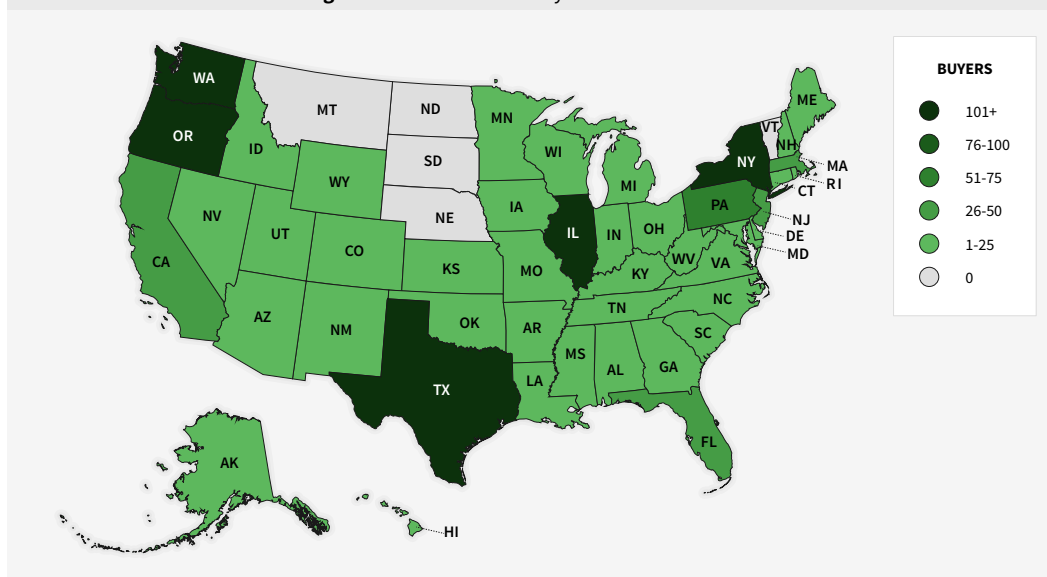


Figure 4 indicates the distribution of buyers observed across the United States. Though the majority of buyers reached in the campaign hailed from states where the 9 participating jurisdictions were located (WA, OR, IL, NY, TX, PA), only 5 states (MT, ND, SD, NE, VT) within the continental US were not represented. The campaign also reached 3 buyers from Alaska and 4 buyers from Hawaii.

Figure 4 - Distribution of Buyers Reached in NJSI 19



The buyers generated **10,013** individual communications, both call and SMS, to the childsafe.ai Deterrence Platform. The majority of those contacts came via SMS at **87%**, consistent with previous campaigns.

Finally, agencies participating in deterrence for NJSI 19 arrested **451** buyers, which brings the total number throughout all NJSI campaigns to **10,072** arrests.

ANALYSIS

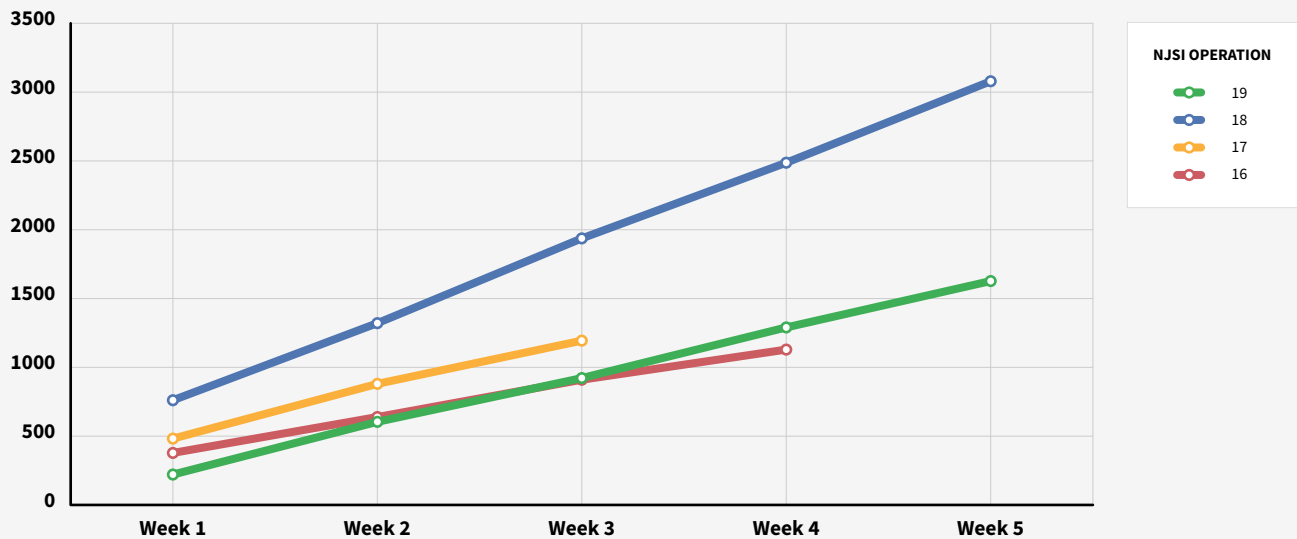
CONTEXT

The 19th campaign of the National Johns Suppression Initiative totaled 33 days, running from 1 January 2019 through 2 February 2020. 9 law enforcement agencies participated in buyer deterrence for NJSI 19.

BUYERS

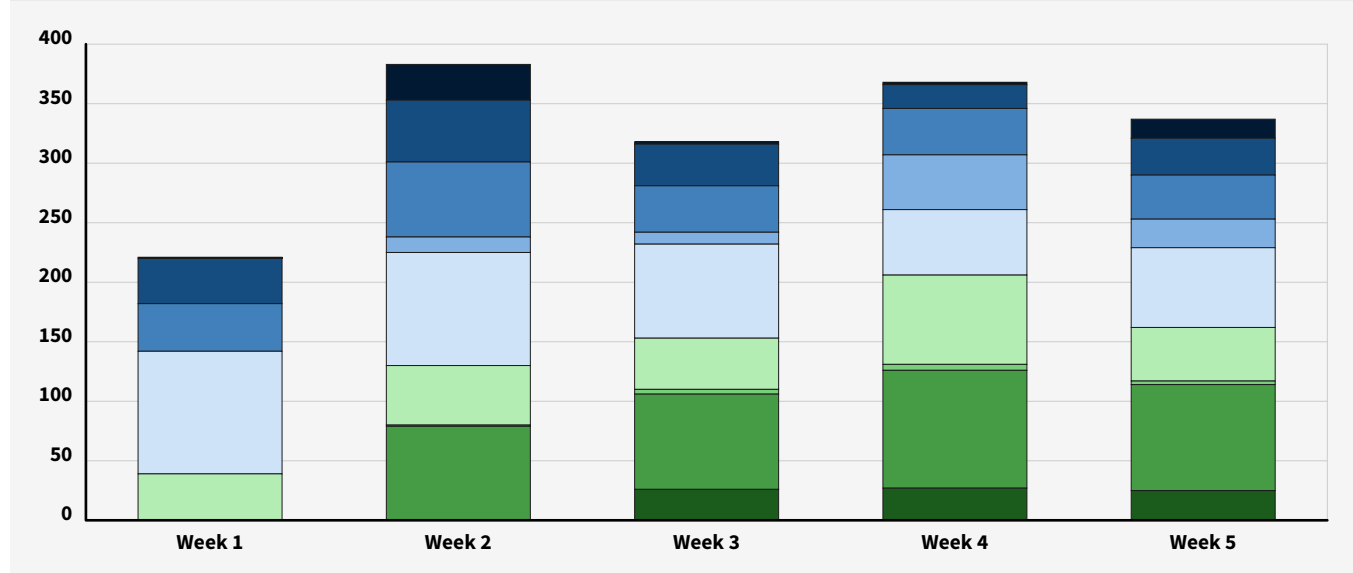
The cumulative number of buyers reached through each of the 4 most recent campaigns is shown in **Figure 5**. NJSI 19 reached an average of 325 buyers per week. This reflected a 36% increase from the NJSI 17 campaign which took place at the same time, one year earlier but ran for two weeks less. Overall, the NJSI 19 campaign was the second largest, reaching 1,627 buyers.

Figure 5 - Cumulative Weekly Contacts by NJSI Operation



The distribution of contacts made weekly in each jurisdiction is depicted in **Figure 6**. Week 2 and Week 4 of NJSI 19 were the highest performing weeks of the campaign. With Week 1 beginning on a Tuesday, it was two days shorter than the following weeks.

Figure 6 - Weekly Distribution of Contacts by Region



Over the course of the campaign there were **10,013** individual communications. The majority of those communications came via SMS at **87%**. The distribution of communication by type is shown in **Figure 7**. The portion of communications coming from SMS has remained consistent (within 1%) since NJSI 17. The proportion of contacts to the platform made over SMS vs. Call is generally consistent across all jurisdictions (**Figure 8**).

Figure 7 - Distribution of Communication Type

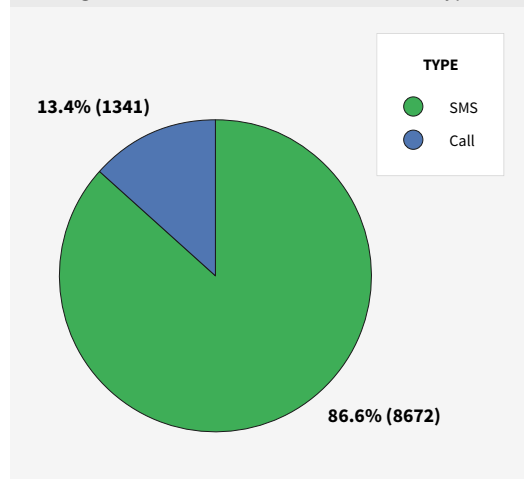
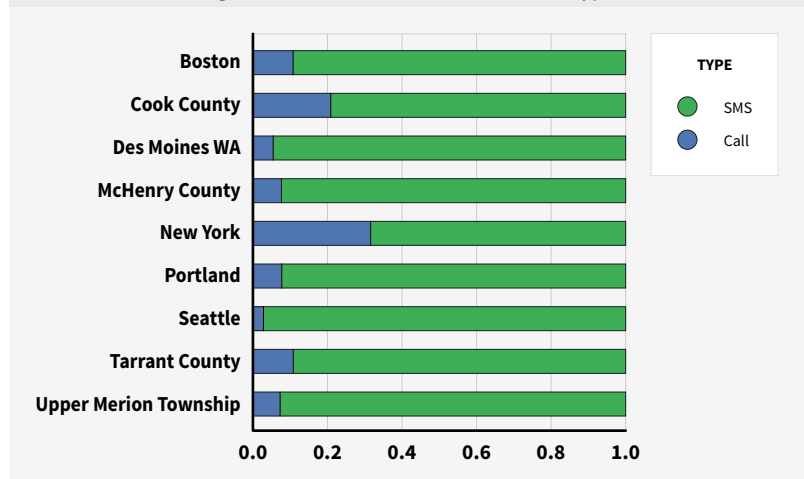


Figure 8 - Distribution of Communication Type



The efficacy of the decoys posted is indicated by **Figure 9**. This is the average number of buyers responding to a unique decoy phone number. There are many factors which affect the efficacy of these campaigns including quality of the ad, size of the market, along with the supply and demand in each market. Most ads reached between 1 and 19 unique buyers. A few had significant reach, with seven reaching over 100 buyers each.

In addition to managing communication and deterrence with the buyers, childsafe.ai aggregates information from public consumer and telecommunications data sources on the contacts made with the platform. Aggregating the data from campaign to campaign provides new insight into how buyers are adapting following the market fragmentation from April 2018.

Figure 10 shows the distribution of phone type communicating with the childsafe.ai platform. Mobile phone remains the most popular with 64% of the share while Non-Fixed VoIP (Voice over Internet Protocol) is the second most popular with one-third of the contacts. A Non-Fixed VoIP is an internet-based phone service that is not affiliated with a physical address and is more difficult to trace. This represents a 6% growth in the use of Non-Fixed VoIP and a 6% decline in mobile from NJSI 18. This would suggest a slight increase in the use of free texting apps.

The distribution of mobile carriers for buyers observed in NJSI 19 is shown in **Figure 11**. Verizon has slightly surpassed T-Mobile as the most popular carrier, with AT&T also represented by a large share of the market. Carrier popularity among buyers appears to index against regional popularity of carriers for participating jurisdictions.

Figure 9 - Number of Unique Buyers Reached Per Decoy Number

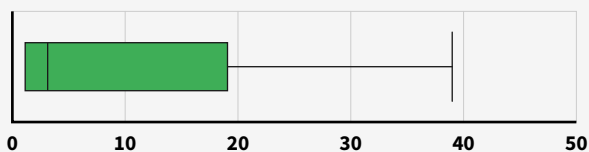


Figure 10 - Distribution of Phone Type

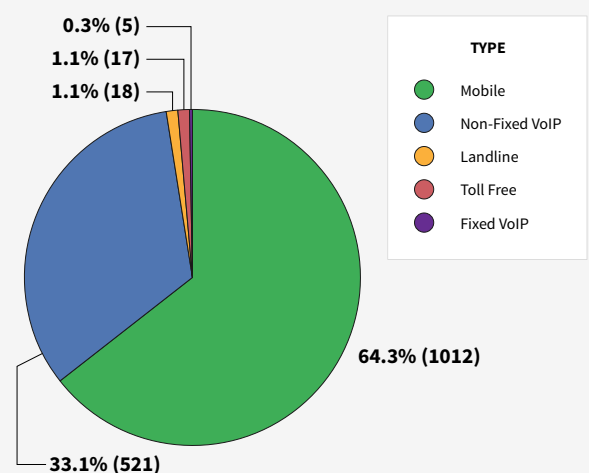
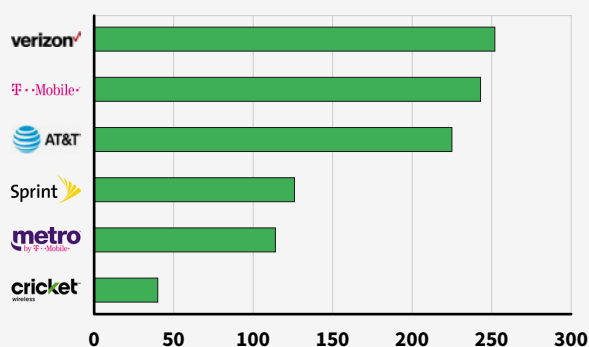
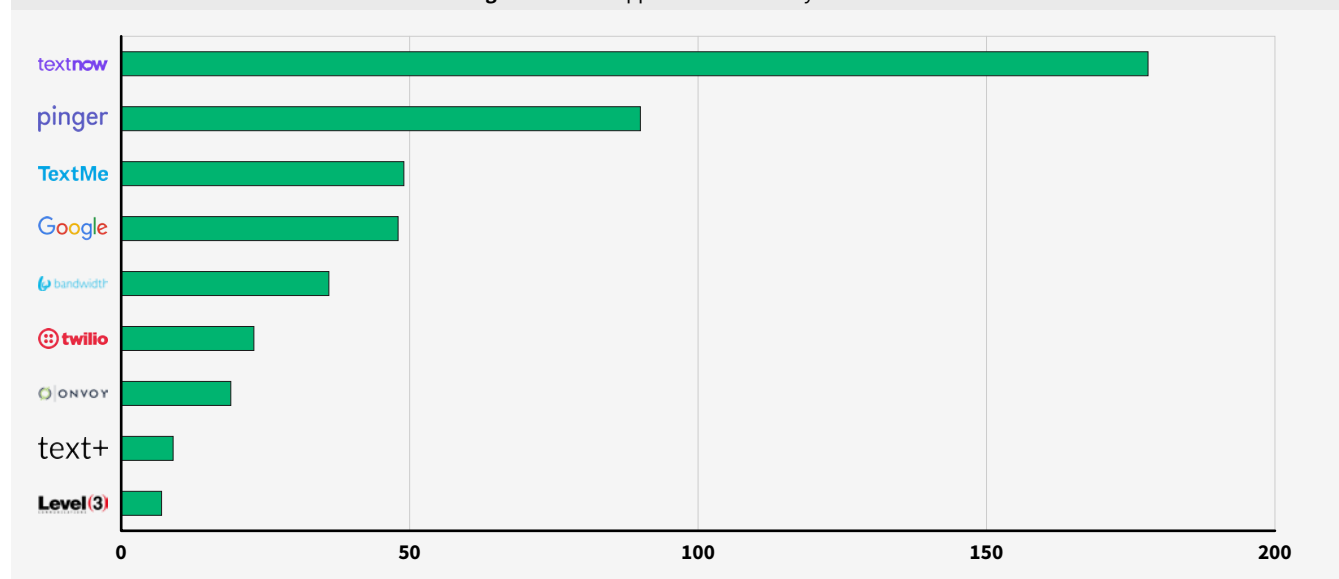


Figure 11 - Most Popular Phone Carriers for Buyers



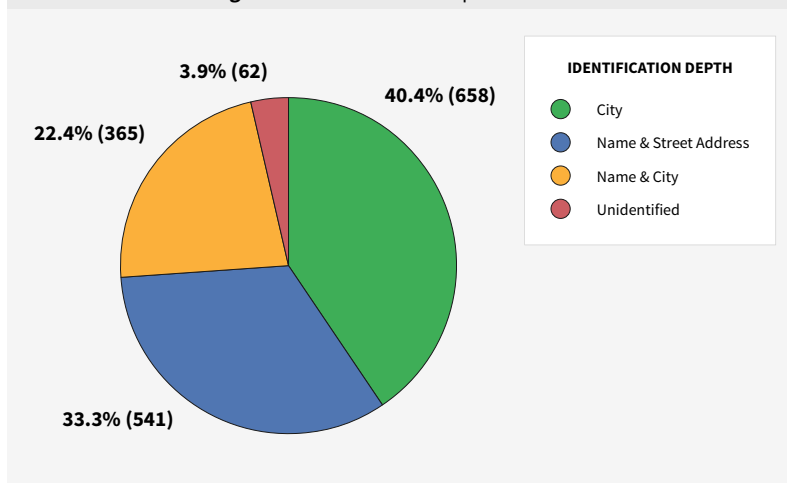
A significant share of the communication occurs over third-party VOIP apps (**Figure 12**). TextNow remained the most popular mobile app used by buyers in NJSI, with proportion and popularity of each app similar to previous NJSI operations.

Figure 12 - VoIP App Providers Used by Contacts



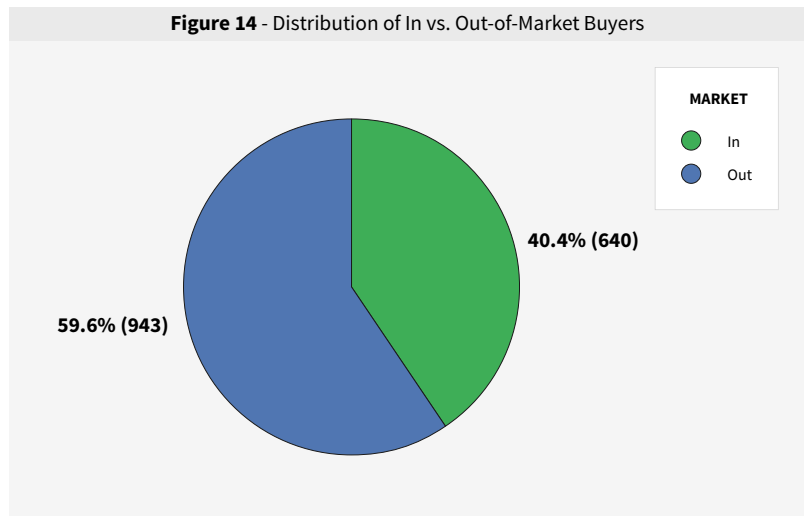
childsafe.ai uses public consumer data sources in an attempt to enrich contact information for its law enforcement partners. The identification depth for the campaign is shown in **Figure 13**. For NJSI 19, childsafe.ai identified **one-third** of the buyers with a name and street address, and **55%** of the buyers with at least a name and a city. Fewer than **4%** of buyers could not be identified with any location data.

Figure 13 - Identification Depth of Contacts



40% of the buyers observed during NJSI 19 appear to reside in the metropolitan area in which they are attempting to purchase (**Figure 14**). This proportion has decreased in comparison with the NJSI 18 campaign which saw 60% of In-Market buyers.

Figure 14 - Distribution of In vs. Out-of-Market Buyers



BEHAVIOR

From the content and frequency of communications sent in response to decoy advertising, childsafe.ai observes the general behaviors exhibited by buyers when they are attempting to purchase. **Figure 15** shows the distribution of contacts to the platform made by attempted buyers aggregated by day of the week. The most popular day for attempted buyers to contact the platform was Thursday. Both Wednesday and Friday shared in popularity as the next most common weekdays for communication.

Figure 15 - Weekday Distribution of Contacts to Deterrence Platform

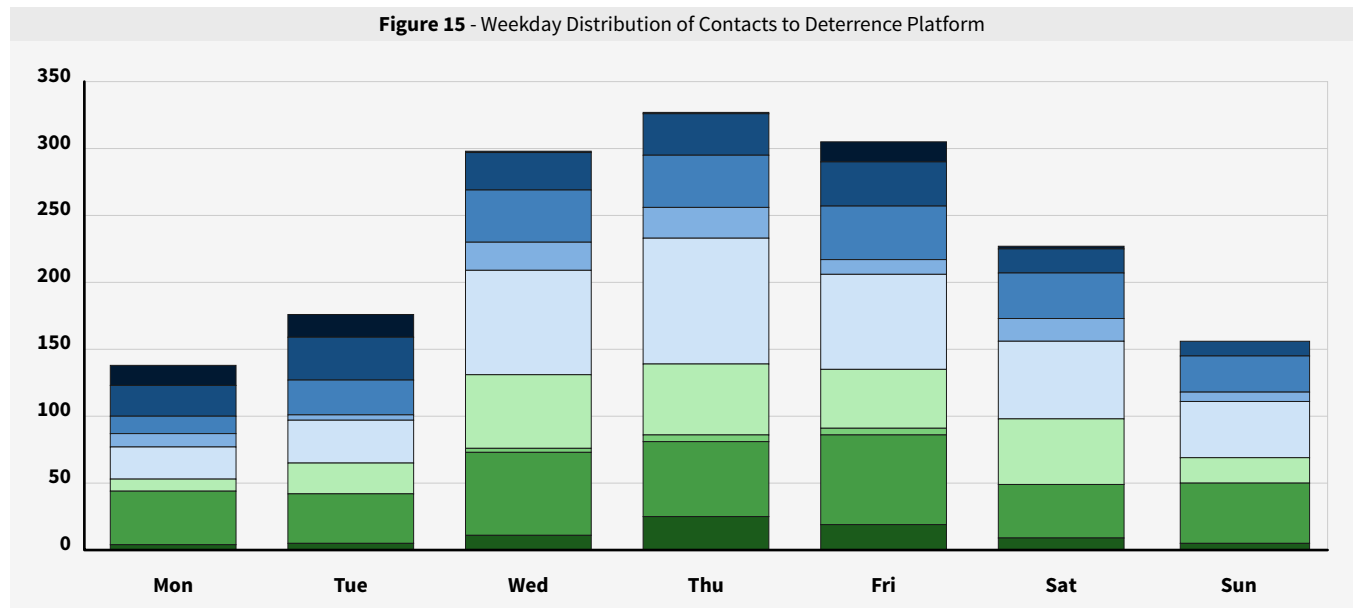


Figure 16 - Word Cloud from Buyer Messages



MARKET RESPONSE

Through the numerical and textual analysis of buyer response (or lack of response) to the deterrences, childsafe.ai provides an opportunity for law enforcement agencies to better understand buyer psychographics.

Deliverability (**Figure 17**) is reported differently for the major wireless carriers in the United States. Some report that a message is delivered to confirm it was received by the subscriber's handset. Others report that a message is sent to confirm it was sent to the handset, but do not confirm it was received. An undelivered message was not received by the handset or the phone number does not support text, such as land or business voice-only line.

1,299 buyers received 2,930 deterrence messages following their communication with a decoy advertisement. 93% of those messages were either delivered or sent.

After receiving a deterrence message, 12% of buyers responded to the deterrence (**Figure 18**). Of the buyers who responded to deterrence messages, 46% only responded via SMS, 41% only responded via call, and 13% responded via both SMS and call.

Figure 17 - Deliverability of Deterrence Message

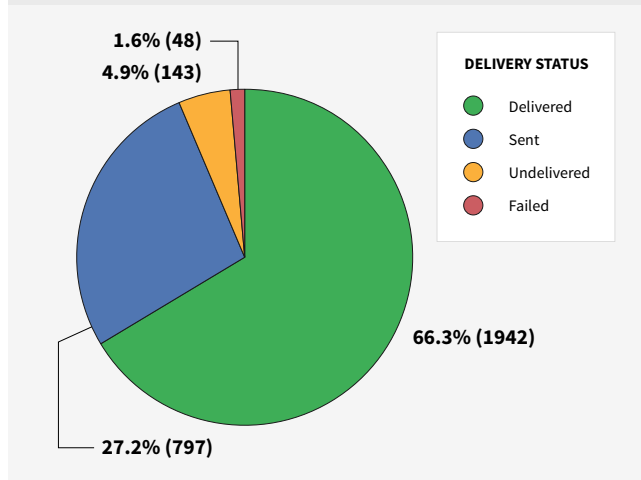


Figure 18 - Contacts Responding to Deterrence Message

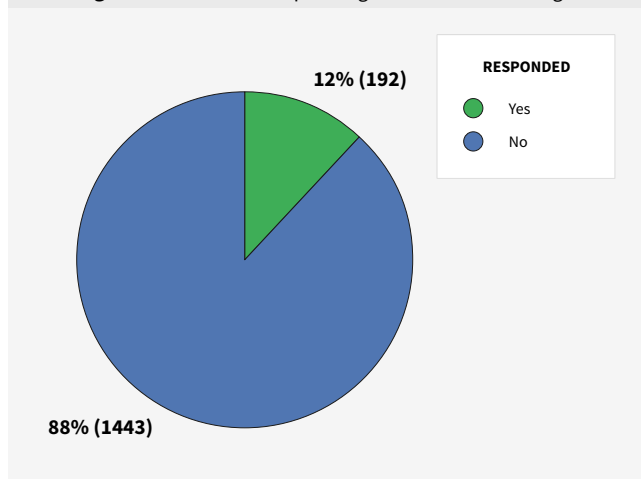


Figure 19 - Word Cloud from Deterrence Message Responses



Thank you for a wake up call

I let my friend use my phone last night

I'm turn you in to the damn police

CONCLUSION

The National Johns Suppression Initiative (NJSI) is one of the largest operations in the United States to thwart sex trafficking with a focus on counter demand. Law enforcement agencies across the nation have shown dedication in their efforts against human trafficking in the most vulnerable communities through their partnerships with childsafe.ai. Supplementing their work with the childsafe.ai artificial intelligence platform, the NJSI campaigns have led to law enforcement agencies making over ten thousand arrests across the country.

Law enforcement agencies posted decoy advertisements which drew in **10,013** communications, mainly by mobile phone and SMS, to the childsafe.ai platforms. The 19th NJSI campaign reached **1,627** unique buyers across **9** jurisdictions in the United States. Over **55%** of those buyers were identified by name and with a city and/or street address, information crucial for this and further trafficking investigations.

Posting a higher volume of decoy advertisements, the jurisdictions with the greatest populations were still unable to meet the demand in those marketplaces. The reach per advertisement was greatest in jurisdictions with lower populations.

The aim of the deterrence platform is to increase the buyer's perception of risk and it has continually shown to be an effective and relatively safe approach to countering demand. Of the buyers sent deterrence messages in the 19th campaign, **94%** were successfully delivered a deterrence.

For all buyers making contact with the childsafe.ai platform, a wealth of intelligence on their demographics and psychographics continues to be collected. This is providing the law enforcement partners with an understanding of the effective methods for deterring buyers with varying attitudes and a closer look into the communication patterns of various buyers.