

Call Tracking & Analytics Category



Call Tracking & Analytics Category

Call tracking & analytics software traces inbound telephone calls to their sources. Organizations can produce different 1-800 and local numbers for their pay-per-click keywords and campaigns, website locations, and ads, to track the sources that are providing the most calls. In addition, these software solutions present advanced interactive voice response and call routing features to qualify prospects and deliver granular reporting.

Marketing teams can leverage call tracking & analytics applications to measure the effectiveness of their marketing campaigns. These tools integrate with digital advertising and analytics programs to add offline conversion to sales funnels. They also smoothly integrate with CRM solutions to track and log leads. With call analytics software, you can manage and measure the inbound telephone channel, which includes landline and mobile phones. The system delegates call tracking numbers to help you measure, analyze, monitor, and report the caller's data.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Call Tracking & Analytics software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS

CallRail

dialogtech.

INVOKA

Marchex

ringDNA



TOP PERFORMERS

CallFire

CallTrackingMetrics

convirza

Infinity

response tap

Ringostat



RISING STARS

ActiveDEMAND

CALLCAP

CallSource

io

mediahawk

* Companies listed in alphabetical order





147

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT CALLRAIL

CallRail

CallRail provides call tracking and analytics to more than 100,000 companies and marketing agencies globally. CallRail's intuitive software helps data-driven marketers optimize the performance of their advertising campaigns, increase sales effectiveness, and improve customer retention.

Featured Testimonials

“We have been using CallRail with an API integration for roughly one year now. We have yet to have any issues with it, and our developers find the API to be easy to use. CallRail allows us to track calls across multiple advertising mediums for consistent lead attribution to marketing initiatives. This provides us with more insight into the effectiveness of our different forms of Digital Marketing, whether it be paid advertising, organic search, social or email marketing.”



COREY DUBEAU
VICE PRESIDENT OF MARKETING, NORTHERN COMMERCE

“We also have clients who absolutely love this stuff. Every week, they'll jump into their CallRail account, review their reporting, listen to their calls, tag the most important calls, and provide feedback on their analytics. Some of our clients love being very hands-on, so it's great how CallRail is so easy for them.”



HOLLY ROBOWSKI
ASSOCIATE DIRECTOR OF PAID MEDIA, CARDINAL

“Our clients want results. They want to see the ROI of their ad spend and CallRail helps us to do that. Internally, we use the analytics of CallRail to determine which campaigns are hot and which aren't.”



BRITTANY FORD
SALES ACCOUNT EXECUTIVE, PAXTON AUTOMOTIVE MARKETING

“CallRail enables us to provide that much more value. Not only can we quantify leads and show clients how much their calls are costing, features like call recording allows us to listen to calls for lead qualification and coach our clients on how to convert those leads into customers.”



DAVID FORSTER
PRESIDENT, ADSTER CREATIVE

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DIGIBLE

brolik





ABOUT DIALOGTECH



Powered by AI, DialogTech attributes and analyzes consumer calls, showing agencies and enterprise marketers exactly how these conversations impact the customer journey. DialogTech provides the actionable data needed to generate more calls at a lower cost, understand what is being said on calls with your customer, personalize call experiences, and drive revenue.



148

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We realized our agents were missing calls because of poor cell reception – you really never know if you’ll have coverage out in the field. DialogTech call reports gave our agents the opportunity to see what calls they missed and call those leads back.”



NELSON
SIGNATURE SOTHEBY’S INTERNATIONAL REALTY

“Call tracking allows us to understand what internet marketing initiatives are working best for our clients and how to better optimize them. DialogTech offers a cost-effective way to implement call tracking, and we’ve been very pleased with the results.”



JOSH LEWIS
VP OF MARKETING, BLUETENT

“DialogTech’s call attribution platform shows us which marketing source drove every call, so we can allocate budget to the keywords, ads, and channels driving the most calls and customers.”



MACK JOHNSTON
VP OF DATA & ANALYTICS, SNAPCAP

“Once we started using DialogTech, we were able to deliver all-inclusive tracking and give our clients the capability to more comprehensively understand marketing campaign ROI. Call tracking has really opened our eyes and helped us close a big loop in providing marketing optimization tactics in a multi-channel manner.”



PAUL STACKPOLE
SENIOR ACCOUNT EXECUTIVE, PEL HUGHES

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ABOUT INVOKA



Invoca is an AI-powered call tracking and conversational analytics company that brings the depth of marketing analytics traditionally limited to digital consumer interactions to the world of human-to-human selling. With Invoca, marketers can use real-time call and conversational analytics to maximize the return of their paid media campaigns in Google and Facebook, and improve the buying experience by enriching customer profiles in Salesforce and Adobe Experience Cloud. With Fortune 500 customers and deep partnerships with the technologies marketers use every day, Invoca has raised \$116M from leading venture capitalists including Accel, Upfront Ventures, H.I.G. Growth Partners, Morgan Stanley, and Salesforce Ventures.

132

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Invoca equipped us with the ability to track and manage phone calls for our customers, small business owners. The effort was minimal, the benefit high. Invoca offers a superior platform we would choose all over again.”



KARL KLEINSCHMIDT
HEAD OF SEO, AUTOVITALS

“By using Invoca's call tracking, OpenTable lets diners connect with restaurant private dining managers exactly how they choose, whether that's online or by phone.”



MIKE XENAKIS
SVP, PRODUCT MANAGEMENT, OPENTABLE

“For an agency, success hinges on lead quality. With Invoca's platform to track publisher performance, filter and route calls, and manage budgets, we have total control of the quality of inbound calls so we can minimize CPA and scale growth.”



JOSHUA HYMAN
PRESIDENT, STAR MEDIA NETWORK

“Invoca's integration of Signal AI with AdWords Offline Conversions gives us unprecedented visibility into the types of calls and callers certain keywords are driving. For one of our insurance clients, we can see which keywords are driving calls resulting in quote inquiries, and immediately use that data to optimize their campaigns directly in AdWords, in real time. This level of customization opens up a new world of possibilities for search marketers driving call conversions.”



COLIN HART
SENIOR MEDIA MANAGER, PERFORMICS

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ABOUT MARCHEX



Marchex knows that your best customers are calling. From simple call tracking to omnichannel call attribution across search, social, and display, Marchex lets marketing teams stop the guess work, connecting online-to-offline data to better understand what drives a customer to convert. With keyword-level call tracking, marketers can improve the ROI from click-to-call advertising, and Marchex integrates with leading analytics and advertising platforms. Marchex is also the provider of award-winning speech analytics technology, using conversational A.I. to understand the nuances of customer calls and create the most outstanding customer experience possible.

63

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Marchex Speech Analytics, we can leverage the agent script tracking report to measure every call to understand what calls were getting handled correctly. We get actionable data that helps us train stores and agents to optimize sales performance and this is improving our bottom line. Only Marchex can economically measure every incoming call at the scale that we operate at.”



MO KHALID
VP OF OPERATIONS, MEINEKE CAR CARE CENTERS

“Sales Rescue provides our company with incredibly powerful tools that enable actionable ROI. It enables monitoring and analysis of our phone calls, along with real-time notifications, so we not only can see the outcome of every call, but also have the ability to save customers on an immediate basis.”



BETHANY DELAURENCIO
MARKETING DIRECTOR, JERRY KELLY HEATING AND AIR

“Partnering with Marchex to couple rich call analytics with Facebook’s own data is a significant step forward for marketers to understand their audience and make sound, real-time decisions to increase revenue.”



DOUG WEISS
PRODUCT PARTNERSHIP MANAGER, FACEBOOK

“Marchex Search Analytics addresses a major blind spot for us and allows us to optimize our campaign based on phone calls that drive sales by keyword.”



BRAD ROBERTS
VICE PRESIDENT DIGITAL MARKETING, ALLCONNECT

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ABOUT RINGDNA



RingDNA maximizes sales performance for inside sales teams by transforming one of the most important and yet most neglected technologies - the phone. Outbound sales teams make more calls to the best leads. Inbound sales teams optimize incoming call conversions. Marketers discover which campaigns drive the most valuable calls. RingDNA is the only inside sales & marketing platform made 100% for Salesforce customers by Salesforce experts, providing the industry's best and easiest CRM integration.

39

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“RingDNA call data is something we could not live without. And thanks to the improved call connection rates from Local Presence, our reps are now able to spend twice as much time actually engaged with prospects by phone.”



ERIK KOSTELNIK
GLOBAL SALES DIRECTOR, WRIKE

“One of the biggest things that drove us to RingDNA was the ability to listen to reps' conversations in real-time. We can now spend more time coaching and less time waiting for a rep to identify a meaningful call to join.”



JEN SCHLEUTER
SENIOR MANAGER, STRATEGIC PROJECTS & PMO, CVENT

“Simply the best inside sales solution for Salesforce. With RingDNA, our team is reaching customers much more often and winning more deals. The streamlined visibility into all our call conversion metrics is an incredibly powerful benefit.”



SEAN WHITELEY
FOUNDER, CAMPAIGN MONITOR

“RingDNA has given us the ability to measure call data for the first time in our history. It helps us understand how we can be more successful and what activities we need to drive. And with Local Presence, our team's call connection rates have at least doubled.”



TOM KINGSFORD
WW INSIDE SALES MANAGER, NETAPP

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107

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT CALLFIRE



CallFire provides a reliable, enterprise-grade VoIP platform that powers voice broadcasts, call centers, call tracking, and text messaging campaigns. With a staff of 15 employees, CallFire has over 30,000 customers including political groups, non-profits, insurance agents, small business owners, and marketers. Headquartered in Santa Monica, CA, CallFire is dedicated to providing high-availability systems, intuitive user interfaces, furious developer support, and unparalleled customer care in order to transform how companies do business.

Featured Testimonials

“We target contractors to invite them to work with our company. CallFire makes calling and contacting ‘live’ people swift and easy. I can usually get other tasks done between contacts which could never happen if I had to dial manually. It’s like having a secretary doing the redundant work for me.”



SCOTT WILCOXON
DIRECTOR OF AFFILIATE DEVELOPMENT, CLEAN ENERGY GROUP ALLIANCE (CEGA)

“There is no way I could achieve my current sales volume without using CallFire. The system is very user-friendly, it is very inexpensive, and I can always reach a live person if I need help very promptly.”



CHRIS BURT
OWNER, BROTHERLIFE

“The broadcast feature allows one or two volunteers to contact thousands of our supporters to remind them of conventions and other events without the dull manual labor of making hand-dialed phone calls.”



JIM DIEHL
GET OUT THE VOTE

“It has been a big challenge for us to figure out how to track the efforts of our members around the country when we have 10,000 volunteers who need to report in on the same day. CallFire's IVR system is a breakthrough solution for us. CallFire helped us get the system up and running in a week, and it has been very reliable. It just works, and we can concentrate on other things.”



ADAM RUBEN
MOVEON'S POLITICAL DIRECTOR, MOVEON.ORG

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ABOUT CALLTRACKINGMETRICS



CallTrackingMetrics

CallTrackingMetrics is the only digital platform that uses call tracking intelligence to inform contact center automation resulting in a more personalized customer experience across the lifecycle. Discover which marketing campaigns are generating leads and conversions, and use that data to automate call flows and power your contact center. More than 30,000 customers around the globe trust CallTrackingMetrics to manage communications for their marketing, sales, and service teams.

*** 43

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our clients have been amazed that we’re able to report on source information for all of their calls, or share stats around how many CSRs did a call ring to, where did the call get dropped, how many calls went to voicemail during their business hours, for example. We’ve now come up with our own product set-up that we recommend for customers and we use that to help improve performance for a team by tracking all of this data.”



CHRISTIN NEIN
DIRECTOR OF PRODUCT MANAGEMENT, COALMARCH

“Using CallTrackingMetrics has allowed our team to better optimize our campaigns to improve Return on Ad Spend and appeal better to our client's needs. The setup is seamless and the integration with Google Analytics makes CTM an easy choice as our preferred Call and Phone Conversion Tracking Solution.”



KENNY EISINGER
NET CONVERSION

“Since CTM has so much to offer, my main advice would be to implement their features one-at-a-time. We entered the platform by porting in phone numbers only. Today, we are tracking our phone calls, sourcing phone calls, sending and receiving texts, and much more, all with CTM.”



SAMI BADRA
MARKETING AND CALL CENTER MANAGER, LONG FENCE AND HOME

“The first thing I loved about CallTrackingMetrics was the reporting. When I saw all the ways I was able to slice the data, I thought to myself: This is amazing!”



JESSICA EDDOWES
VICE PRESIDENT DIGITAL & ECOMMERCE, LICE CLINICS OF AMERICA

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ABOUT CONVRIZA



Convirza finds ingenious ways to use customer conversations to deliver remarkable business results. To address the growing demand for intelligence from phone interactions, Convirza's call analytics and automation platforms help sales, marketing and customer service analyze and act on calls to generate more revenue and improve customer experience.

30

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Convirza has streamlined and simplified our whole process. Our old call tracking company required quite a bit of time. We had to go to 5 or 6 different reports to get the data we needed, but now I've got them all right on one screen and I can track trends one way or another.”



JONATHAN CAMPBELL
DOCTOR OF DENTAL SURGERY, LEGACY DENTAL

“The people coming in through Google mobile ads click-to-call are very, very high converting leads. CTC allows us to immediately begin consultative selling over the phone, and that increases our close rate substantially, customers have a great user experience, and we get a positive ROI. We'll definitely be using per-per-call as a cornerstone of our future campaigns.”



TOLITHIA KORNWEIBEL
DIRECTOR OF ONLINE MARKETING, ESURANCE

“Acquisio imports Convirza call metrics at the keyword or creative level. You are able to automate campaign optimization as Acquisio works with Convirza and their Conversation Analytics data.”



GERRY ROUTLEDGE
SENIOR SALES ENGINEER, ACQUISIO

“Call tracking and Conversation Analytics from Convirza helps us provide the 'wow factor.' We integrate the data into all of our other lead tracking.”



DARREN HENRY
CHIEF EXECUTIVE OFFICER, NATIONAL EFFICIENCY SYSTEMS, INC

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ABOUT INFINITY TRACKING



Infinity is the leading call intelligence platform. Providing transformational business tools to gain intelligence from every conversation with prospects and customers. To drive more sales, optimise marketing and streamline operations. Incorporating the most advanced Universal Analytics integration available, Infinity will send phone call data into Google Analytics as well as custom dimensions about the call, such as call length, call rating or your own custom dimensions passed through from your website. If you want to know what a caller is interested in when you answer the phone, the 'Infinity Caller Insight App' makes this possible by providing real time information about incoming callers.

90

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Infinity has made a big difference to our attribution capabilities. Integrating our Infinity data with Salesforce has made it possible to identify the sources responsible for thousands of our patients that we couldn't before. The ease of tracking PPC and SEO performance, as well as creating fixed numbers for offline marketing is also a tremendous advantage to us. The Customer Success team is always super responsive too.”



SARAH SACK
CRM AND BUSINESS ANALYTICS MANAGER, PROMISES BEHAVIORAL HEALTH

“Infinity is our go-to solution for call tracking. We've found them to have the best quality of service and data on the market, while offering a competitive price. Their platform was very easy to set up and integrate into our tech stack, swiftly delivering measurable results for our clients.”



JOSH HATFIELD
SENIOR PAID MEDIA GROWTH HACKER, SEMETRICAL

“Infinity have provided us with a crucial level of insight into what's driving quality phone calls, which represents about 65% of our inbound leads. I am also continuously impressed with the speed of turnaround they provide when we need to add a new location, as a rapidly growing business this level of service is vital. We are looking forward to expanding how we're using Infinity, and have a great customer success team in place to help us execute these opportunities.”



ROBERT PRESTON
DIGITAL MARKETING MANAGER, CARTER JONAS

“Infinity offers the best solution for integrated call tracking and reporting. It easily integrates with Google Analytics and AdWords, making it even more valuable, and the dashboard is amazingly flexible when it comes to management and report generation. I love how easy it is to dynamically generate phone numbers, or manually generate a static toll-free or local number on demand. Infinity brings channel teams together and allows you to share cross-channel attribution easily.”



BRANDON FLEMING
MARKETING MANAGER, PROTECTION 1

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The Telegraph

dun & bradstreet



BW | Best Western
Hotels & Resorts



ABOUT RESPONSETAP



ResponseTap came about over a few beers in a university bar, and a conversation between Ross and Richard about the disconnect between online and offline customer journeys. Within two years, they had launched their campaign level tracking project, the first in Europe to be integrated with Google Analytics. Two years later and visitor level tracking was live, the business had 100 customers and ResponseTap had joined the Telegraph's Tech Start-Up 100 most promising technology start-ups in Europe. Today, having raised £4m in funding, the business has 80 staff, 50 new customers every month, offices in London, Manchester and Atlanta, and billions of web visits, phone calls and associated transactions processed every day.

38

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“ResponseTap's call tracking software has been the most integral part of delivering a more efficient, and more intelligent PPC campaign, not only for We Fix Now, but for a number of our clients.”



EVALDAS BALCIUS
HEAD OF PAID SEARCH, ABSOLUTE DIGITAL MEDIA, WE FIX NOW

“Google Analytics provides us with some helpful insights into our initial customer conversations, but we always go into the ResponseTap platform now to get the depth of data we need in a consumable format. The detail is incredible. We've been able to understand when website content is or isn't performing well, for example, and when one location website is cannibalizing another. Now, thanks to more geographically-inclined tracking, we've also streamlined our sites to promote multiple locations without this being to the detriment of customer relevance.”



SOPHIE HOWARD
DIGITAL MANAGER, GO APE

“ResponseTap's call tracking technology has already given us very valuable insight into both our offline and online advertising strategy, enabling us to make savings of up to 30% on our previous spend. Now we have launched our new website we are looking forward to utilising other aspects of the system to help focus our activity further.”



JAMES INNES-WILLIAMS
ONLINE MARKETING MANAGER, COX & KINGS

“Using ResponseTap's data, we've been able to make that vital link between paid-search keywords and phone calls which has really taken our digital marketing strategy to the next level. We are now able to make much smarter decisions about campaigns and where to focus our efforts to get the maximum ROI.”



MARCUS EVANGELOU
DIGITAL MARKETING DEVELOPMENT MANAGER, AVIVA

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ABOUT RINGOSTAT



Ringostat is call tracking, end-to-end analytics, calling, and messaging platform. It helps to optimize marketing considering the cost recovery, as well as build effective communication with customers and increase sales. The only official Google Analytics technological partner among similar services in Eastern Europe. Ringostat platform includes 7 products: call tracking, end-to-end analytics, virtual PBX, callback widget, Ringostat Smart Phone, Insider, and Messenger. They cover three main directions — analytics, communication, and sales by building a single ecosystem. Each product can be used separately but you can achieve the maximum result from their collaboration. Work with Ringostat products is easy and comfortable due to the well-planned interface and custom settings of more than 90% of parameters.

36

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Ringostat Smart Phone allows us to immediately see all the information about the client who calls the agency: we already know what service he is interested in. This opportunity is highly valuable for the sales department. I also want to mention the work of technical support. They are always ready to answer our questions.”



JULIA ZALISOVSKA
SALES LEAD, INWEB

“All of the telephone system in company is based on Ringostat. Automation of telephone processes, statistics collection, complete accounting data, quick access to all necessary information - is the foundation of established business processes. Process for telephony we use Ringostat and we are very happy for that!”



ALEXANDER BEZNOSENKO
CCO, NETPEAK

“Ringostat is cool! It has dynamic number insertion, a callback widget, detailed call statistics. Even if you miss the call you won't lose the customer, because you can call him back, and even know which ad campaign or keyword brought the customer to your website. In general, you get a solid understanding of the performance of each ad channel. I recommend to try and test Ringostat to understand all the advantages for your business.”



ZARINA SHAYMAHANOVA
MARKETING SPECIALIST, DIGIS AV

“Certainly call tracking is a very helpful tool to analyze the quality of ad traffic on your website. As we receive additional data about the user, we are now able to understand the whole user journey on our client's website. We can track not only calls as a result of our advertising activities, but also the goal of all calls — was it an order, or an appointment or consultation etc. Ringostat helps to understand how to work with advertising sources and get more orders and profit.”



ROMAN CHERNYSH
BUSINESS ANALYST, PROMODO

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ABOUT ACTIVEDEMAND



ActiveDEMAND is an integrated marketing platform built for digital marketing agencies to help them easily create, execute, and track the performance of marketing campaigns for their clients. Digital agencies establish a competitive advantage by delivering and demonstrating real value to clients. As a scalable solution, small and large companies appreciate the flexibility of the ActiveDEMAND platform to accommodate each of their clients and easily scale as the business grows. ActiveDEMAND focuses on marketing automation specifically for digital marketing agencies and has seen client growth of 30-50% for each of the past 3 years.

48

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“It is a great tool for online marketing. Specifically, the call tracking capabilities are outstanding. We needed a solution that not only tracked and routed calls, we needed a solution that would help us drive our marketing initiatives. The Email marketing, landing pages, website visitor tracking, and social posting capabilities are added bonuses for us. ActiveDEMAND has all of the marketing tools in one package. Outstanding.”



SUSAN F.
EXECUTIVE DIRECTOR, WILLMORE WILDERNESS FOUNDATION

“We’ve been using ActiveDemand for over a year and have been very pleased with the results. It was easy to import our existing contacts into the database and build email campaigns targeted to our specific needs. The staff excels at customer service, guiding us through any questions we have and responding to our needs within a very short time period.”



GARY C.
MARKETING MANAGER, DTE

“ActiveDEMAND allows us to deliver very specific marketing messages to our customers and easily measure their response. This enables us to tailor our messaging based on real data. All of this without breaking stride in delivering serve to our customers.”



RYAN P.
ADMINISTRATOR, WHITE ROOM AUTOMATION

“The most complete analytics, lead tracking, landing/email/automation platform I’ve come across.”



ERIC DAWE
MARKETING PROFESSIONAL & ENTREPRENEUR, DAWE & GARDNER LEGAL MARKETING

TRUSTED BY

clearmotive

LeaderOne
Financial Corporation



SHENANDOAH
BUSINESS SOLUTIONS



ABOUT CALLSOURCE

CallSource®

CallSource, the originator of call tracking systems and services, ignited an industry with its founding in 1991. The company's wide variety of innovations and award-winning solutions continue to redefine the future of call tracking while paving new ways for businesses to recapture sales opportunities.

37

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Through a system I've developed using CallSource, I'm able to track response from our marketing, enabling us to reduce marketing expense and focus on proven TV programs that produce results. The EDM system is accurate and helps me break down our media response to a CPL (Cost Per Lead) which is a way to compare and evaluate our media partners.”



TOM STAHL
ADMINISTRATOR AND MARKETING DIRECTOR, DERAMUS HEARING CENTERS

“The CallSource solution is easy to administer, implement and use for our clients. We find that it provides the greatest value in the marketplace for the services they provide when compared to any competitors. Plus, their support team is first class always easy to contact and always available to help. We highly recommend CallSource for your call tracking needs.”



FRANK SOBYAK
PRINCIPAL, DEALERSHIP PARTNERS LLC

“The use of Dynamic Number Insertion and phone training has changed how we make and receive phone calls. It has also been amazing in helping track where the calls are coming from and how effective other vendors can be, both digitally and on print materials. It helps us get a more accurate ROI with other vendors because we can track click to call in analytics plus we can more accurately see how effective other vendors are outside of digital references.”



JASON MONAGHAN
DIGITAL MARKETING MANAGER, NEWTON NISSAN

“We have been using CallSource for years and are very happy with the product. It has helped us track our marketing more than we ever were able to and see what our return on investment is for each campaign. Our marketing budget has gone down while our call volume has gone up. It has also really helped us be able to get better pricing as we can show exactly how many calls we are getting for each campaign.”



JESSICA PIERCE
OPERATIONS & MARKETING MANAGER, DOUG TURNER PLUMBING CO.

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ABOUT CALLCAP



Callcap is a Call Tracking and Monitoring solution for companies looking to improve ROI, marketing effectiveness and staff performance. Their suite of products help their clients decrease their costs, train their employees, and measure new marketing ventures immediately with the use of call tracking phone numbers and recorded call evaluation services.



15

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I now have peace of mind knowing Callcap is providing visibility into our community! I can track all phone calls generated by marketing efforts and know how to improve our staff performance. This data immensely benefits our bottom line!”



AEGIS LIVING

“Our Call Manager Software integrated with Callcap's analytics, tracks marketing campaigns and effectively connects phone call information with accounting information! Being able to have a different phone number on each marketing piece and easily obtain a report for how much money the campaign cost and how much revenue it produced is A GAME CHANGER!”



APTORA

“Callcap comes in handy for me on an everyday basis. I love how I can record conversations to revert back to later on in time. That aspect can really help drive sales. From a management perspective, you can hear your employees conversations to ensure quality.”



MICRO QUALITY CALIBRATION, INC.

“The most compelling difference between Callcap and their competition has to be the real-time notifications, giving us the opportunity to save potentially lost revenue. This is particularly effective in our service department, where we have seen a dramatic increase in appointments scheduled. My employees are more conscious of the level of customer service they are providing, which is resulting in more satisfied and loyal customers.”



PLANET DODGE

TRUSTED BY





ABOUT MEDIAHAWK

mediahawk

Mediahawk call tracking provides the clarity and insight necessary to advertise in the right places, increasing your ROI as a direct result. Their solution supports multi-channel marketing activity with products that enable you to pinpoint your highest performing advertising campaigns.

*** 29

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We have been using Mediahawk’s call tracking for over five years to help us make better marketing decisions in our business. The introduction of call scoring and listening to our recorded calls has raised the game even higher. The increased insight has put in place a series of changes that we would not necessarily have had the confidence to make. These changes are vital to the future of the business to ensure FJ Chalke thrives for another 80 years.”



STEVE FOWLER
DEALER PRINCIPAL, FJ CHALKE

“The telephone is a key response mechanism which makes it important to use telephone tracking to understand the effectiveness of our campaigns. We have been using call tracking for over three years. The reporting and insight is vital to help us monitor and manage the success of our marketing, allowing us to focus our spend more effectively by understanding what media generates response.”



MICHAELA GLENDINNING
MARKETING MANAGER, F&C ASSET MANAGEMENT

“Having powerful, advanced analytics on our own and clients’ websites is hugely beneficial for sales and marketing to see exactly where their leads are coming from, providing our clients with a greater return on investment. Mediahawk has an excellent reputation and [is] not a ‘one size fits all’ provider. We chose Mediahawk as our call tracking partner as they are highly experienced, knowledgeable, and their reporting system is clear.”



KAT GIBBS
ONLINE MARKETING MANAGER, BESEEN MARKETING

“We can now monitor phone calls and keep tabs on what’s going on in the business. Before using Mediahawk I couldn’t understand how our incoming calls were being dealt with. Now we can train our staff more effectively where needed. We can also track to see what response our marketing efforts are getting so we can cut things that don’t work and do more of what does.”



OWNER
ADRIAN MULLISH

TRUSTED BY





ABOUT IOVOX



iovox provides smart phone numbers to enterprises and hundreds of thousands of small businesses, giving them better marketing analytics on telephone calls, SMS and customer interactions. They do this to help businesses create better experiences and make smarter, more profitable decisions. Their mission at iovox is to make data from all phone calls useful, valuable, and actionable. Trusted by leading brands and global customers in more than 30 countries, iovox delivers on its mission via call analytics, productivity and collaboration solutions.

22

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“As we started looking at iovox, we were impressed with its credentials in supporting customers across a spectrum of vertical markets and in far-flung places around the globe. As we met the team, they were able to help us design a solution that would give us something measurable and concrete for our client.”



EPICOSITY

“iovox is very flexible in taking their proposition and amending it to our needs. On top of its great data features, we advise all of our private sellers to use it because it helps to protect their numbers from scammers and nuisance customers. It's a solution we emphasize to prospective customers, and is something that has helped us to develop a trusted relationship.”



KELLY JESSOP
PRODUCT LEAD, AUTO TRADER

“With the new iovox solution in place, we will not only continue to deliver on our commitment to the ultimate customer service today, but we will gain significant intelligence-led customer insights that will enable us to further improve the customer experience of the future.”



SIOBHÁN FAGAN
IT DIRECTOR, PIZZA EXPRESS

“Using iovox helps our business not just making data driven decisions with the help of call tracking statistics, but these services help in the B2B communication with our dealers also. Through features like call whispers or email alerts, iovox gives us the ability to deliver daily reminders of the value we create for our dealers and the labeling all the deals delivered by JóAutók differentiate our deal delivering ability from the competitors: that is the value we gain from using iovox.”



BERTALAN HALÁSZ
CHIEF EXECUTIVE OFFICER, JÓAUTÓK

TRUSTED BY

