

Call Tracking & Analytics Software Category



Call Tracking & Analytics Software 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.

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. In addition, the software offers features that attribute, route, record, and track inbound calls.



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.



2021 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

INVOKA

Marchex

ringDNA



TOP PERFORMERS

CALLCAP
A Marchex® company

CallFire

CallSource

CallTrackingMetrics

CONVIRZA

io
iovox

response
tap



RISING STARS

ActiveDEMAND

Infinity

mediahawk

Ringostat

RULER

* Companies listed in alphabetical order





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. Trusted by more than 180,000 businesses, CallRail easily fits into existing workflows, integrates with major marketing and sales software, and scales with each customer's needs as they grow.

179

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Thanks to CallRail, we're able to track all of the phone calls generated by our SEO and Internet Marketing efforts, for our clients as well as our own company. I can't imagine going back to tracking a campaign's conversions without the use of call tracking.”



KRISTINE WILSON
WEBMECHANIX

“CallRail was our first choice for call tracking due to its powerful features, ease of use, and integration with other systems like HubSpot. We also liked how it could be white labeled for our clients so that we could present ourselves as a highly capable firm.”



SEAN TIBOR
FOUNDER AND PRINCIPAL CONSULTANT, RED REEF DIGITAL

“We've tried using just about every call tracking software out there, and for us there's no competition, CallRail has been the most reliable. There's nothing else out there that has the simplicity and reliability of CallRail.”



ADAM WALTERS
DIGITAL MARKETING MANAGER, DIGIBLE

“We recently compared data from the period where we were using our previous call tracking provider against the period when we were using CallRail call tracking. We were able to increase leads for this client by 67% while maintaining a stable cost per lead, and CallRail was a large contributor to this success.”



MORGAN JARVIS
PAID DIGITAL MARKETING TEAM LEAD, WORKSHOP DIGITAL

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ABOUT INVOCA



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.

152

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We direct calls from our website to local retailers all over the country, and that makes it challenging to track sales that happen over the phone. With Invoca, we now have full visibility of conversion data from all our retailers, allowing us to optimize both our marketing spend and advertising campaigns.”



RYAN FREEMAN
DIGITAL STRATEGIST, RENEWAL BY ANDERSEN

“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

“The future of call performance marketing is now, and Invoca is leading the way with innovative tools and services that deliver real benefits to us and our partners. We have been able to scale our business, monetize more of our call traffic and see bottom line impacts that exceeded our expectations. What it comes down to at the end of the day is our partnership with Invoca is delivering increased revenue and measureable improvements in our ROI.”



DAVE CADOFF
CHIEF REVENUE OFFICER, DIGITALMOJO

“Invoca are the clear leaders in call analytics. Invoca for Salesforce gives us detailed visibility into our inbound call performance so we can make better decisions about which marketing campaigns to invest in. The Invoca platform gives us the tools we need to achieve higher ROI faster, and their product roadmap makes us confident we can continue to grow our program long into the future.”



ASHLEY HALVERSON
DIRECTOR OF MARKETING, GOJI

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ABOUT MARCHEX

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.

76

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

“Marchex has allowed us to easily track and record calls for our paid search customers. Call recording is extremely valuable! I've been very pleased with your services and customer support!”



MADDY SCHUMAN
DIGITAL ACCOUNT MANAGER, DELUXE CORPORATION

“Meridian Senior Living improved call handling, increased tour conversion rate, and drove higher ROI by using Marchex.”



TABITHA BUTLER
MARKETING PROFESSIONAL, MERIDIAN SENIOR LIVING

“Marchex has been our partner for over 12 years. We first partnered in white labeling the inbound call tracking system and when we were looking for an outbound call tracking provider, we went straight to them. At the time Marchex did not offer such a service, but we worked with their team to develop a new product that would benefit both companies. This type of collaboration and mutual mindset of making a better, more streamlined service is exactly why we chose Marchex. We knew they were up to the task and as excited about the opportunity as we were.”



MELISSA SINCLAIR
SENIOR VICE PRESIDENT, PROMAX

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facebook



T-Mobile





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.

75

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The call quality is strong and reliable. And click-to-dial is so fast and easy. We are making calls like never before. The ease of use has led our team to reach out to more people, in less time.”



BRADY PARK
ENTERPRISE BUSINESS DEVELOPMENT, LOOKER

“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

“By annotating and organizing calls into libraries around key themes, ringDNA helps me identify the areas where our sales teams need the most coaching. With insights from ringDNA, our reps onboard more quickly and connect with customers sooner.”



PATRICK BUCKLEY
DIRECTOR, SALES DEVELOPMENT, TWILIO

“We gain insight into which marketing efforts are working to get the most inbound calls, helping us ensure no leads fall through the cracks. RingDNA helps us generate more sales and revenue.”



NEEL DHINGRA
MORTGAGE BANKER, ALL WESTERN MORTGAGE

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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)

“CallFire Voice Broadcast has been exceptional. Recruitment efforts are cleaner and membership has skyrocketed.”



TINA BRENDLE
BAY AREA COUNCIL OF BOY SCOUTS OF AMERICA

“For more than two years, Strategic Reflections has been enjoying the freedom, efficiency and affordability that CallFire’s Voice Broadcast solution provides.”



JEREMIE ROBERTS
STRATEGIC REFLECTIONS INC.

“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

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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

“CallSource has helped us track specific marketing efforts, giving us a better negotiating position with various media outlets when it comes to setting prices for time and space.”



PHIL CLEMENT
PRESIDENT, DANIELS ENERGY

“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

“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.

“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

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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. Discover which marketing campaigns are generating leads and conversions, and use that data to automate call flows and power your contact center. More than 100,000 users around the globe trust CallTrackingMetrics to manage communications for their marketing, sales, and service teams. CallTrackingMetrics has also been recognized in Inc. Magazine's 5000™ list of fastest-growing private companies, and as a leader on G2 and Gartner for call tracking, contact center, and unified communications software.

32

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“CTM has quickly become the backbone of my marketing and reporting efforts.”



CONSCIOUS HEALTH CONNECTIONS

“I was fascinated to see the actual results of our various campaigns. Programs that I had previously thought were not successful, were driving bookings in a way I wouldn't have expected. CallTrackingMetrics tells us a different story about the sources that drive people who prefer to make reservations over the phone. It's also dramatically changed the way we advertise and how we spend our money.”



GISELE ANDERSON
VICE PRESIDENT, CAPTAIN DAVE'S DOLPHIN SAFARI

“The biggest thing with our clients is that they care about the quality of their leads a lot. With our normal marketing efforts, within certain parameters we're deciding what qualifies as a lead, but with CTM, we're giving our clients the power to say what is really a lead, and what's not a lead. They get to choose.”



JESS MAJESKI
SENIOR PLATFORM MANAGER, COALMARCH

“CTM has a strong vision for the future and what the full platform can do for your business, especially when it comes to integrating with other platforms you're using. The best part is it comes at a fraction of the cost of our previous vendor.”



CRYSTAL CRUISES

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ABOUT CALLCAP



A Marchex® company

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

“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

“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

“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

“Since 2013, Callcap has provided invaluable insight into how my company is performing and what our customers are really experiencing. Callcap has enhanced our internal training, marketing control and reputation management, all with their straightforward data analysis and round-the-clock support team. Through their services we can make better business decisions faster.”



MR. ROOTER OF TAMPA BAY

TRUSTED BY





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.

34

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“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

“Convirza is extremely slick and easy-to-implement. To be frank, it is significantly better than any other call analytics solution on the market.”



JUSTIN TOWNSEND
OWNER AND CHIEF EXECUTIVE OFFICER, NAVOLUTIONS

“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

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48

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“Due to the sometimes complex nature of our holidays, many customers prefer to call to make the final booking after visiting the website. As soon as that happened we were losing valuable insight about that customer's journey. The ResponseTap solution has solved this problem and many more. Not only can we see which sources of traffic are generating relevant visitors, it has helped us enhance the websites and services we offer to give our customers a better all-round experience.”



JO BRADBURY
DIGITAL ACQUISITION MANAGER, TUI GROUP

“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

“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

“When our customers call we need to know what prompted that call, what facilities or services they are interested in and the path they took to get to us. This level of analysis enables us to make informed decisions about our online marketing campaigns and messaging as well as our internal call handling processes. The ResponseTap system provides such a detailed level of analysis from call traffic and it has helped us to make more informed decisions about our marketing strategy.”



STEPHEN HURLEY
COMMERCIAL MARKETING MANAGER, NUFFIELD HEALTH

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Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT IOVOX



iovox Makes Communication Easier & Communication Data Valuable. For 12+ years, iovox has provided call tracking solutions around the world to leading brands who seek to improve operational performance or determine marketing ROI through the use of call data and understanding caller behaviors. For enterprises looking for custom integrations, iovox offers a highly flexible API and full developer support. Iovox's call tracking solutions can be used with or without global trackable numbers, and all solutions include analytics and a wide range of advanced features. The iovox enterprise solutions like WebConnect are popular with marketplaces, classifieds, and marketing departments. The company also has solutions available for individuals and SMBs looking for communication features and analytics that they can get up and running immediately.

Featured Testimonials

“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

“The iovox WebCallBack solution is now an integral part of our development model, both in the optimization of our websites and the launch of new activities. This partnership is a win-win between OVHcloud and iovox.”



FRÉDÉRIC SOBRIE
STRATEGICAL MARKETING PROJECT MANAGER, OVHcloud

“We started by sending out a global RFP to replace our historical supplier. For a new supplier to win our business, the solution had to be simple, but flexible enough to meet our criteria and of course our security standards and iovox did that. We found the Dynamic Number call tracking and WebCallBack solutions from iovox were the best fit to meet our needs and help us achieve our goals.”



WILLIAM TRAN
SENIOR TRANSFORMATION & PROGRAM MANAGER, AVIVA.FR

“Automobile brands have a crucial need to stand out for the speed and quality of their contact with the distributor. The transition from digital to point-of-sale is a difficult step that we have overcome thanks to iovox's tools: the visitor can call the right sales representative directly from the website, while being integrated into a broader lead management process. Not only do we have call statistics, but we can also include it in a lead nurturing scheme thanks to the perfect match between iovox and our existing tools.”



BRICE RENVOIZÉ
DIGITAL & EXPERIENCE MANAGER, SEAT

TRUSTED BY

zoopla

CARBOAT
MEDIA

OVHcloud

Mitchells
& Butlers

AutoTrader





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.

54

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

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



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

“Simple to implement and execute marketing automation campaigns. New functionality added all the time. Excellent customer service.”



CARL H.
CHIEF COMMERCIAL OFFICER, RELINKLABS

“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

“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

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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.



105

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“By using Infinity, we have identified the hundreds of calls that Oak Tree Mobility's website is responsible for every week. By analysing the customer journeys for those calls in Infinity, we have nearly doubled the number of people calling Oak Tree Mobility after visiting our website, while boosting the number of quality calls that are coming in from paid search.”



RICKY TOWLER
FOUNDER, OAK TREE MOBILITY

“Infinity Tracking provides us with valuable data about the phone calls that our website generates. This gives us a clearer picture of what marketing channels and landing pages are generating sales, allowing us to focus our marketing efforts. The setup process was far smoother than anticipated and the on-going support provided has been superb. Infinity Tracking really goes that extra mile with their service and the support we have had from all the team at Infinity is excellent.”



LEE NEWELL
SEO AND PPC MANAGER, ESE DIRECT

“Call tracking immediately improved our lead management and gave us specific data on the actual volume of inbound calls being driven from our website to our call centre. Call tracking has given us a much better understanding of our PPC performance and means we can fully optimise our campaigns for peak performance. We can see exactly which campaigns are generating telephone calls, and which are ultimately driving sales.”



RYAN GORDON
DIGITAL MARKETING MANAGER, EVEREST

“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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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.



31

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Mediahawk enabled us to identify the need to optimise our landing pages and improve our website. We are also looking to add more key data to our account by implementing call filtering and running it through our campaigns.”



TOM ROBINSON
MARKETING, DIRECT COLLECTION BAILIFFS LTD

“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

“Since using Mediahawk, we have had a 98% retention rate due to the ability to prove that we as an agency generate incoming calls (leads) for our clients. We're able to tell clients that we use a call tracking provider with software that can tell you which keywords are definitely driving calls.”



CHRIS RIVERA
CAMPAIGN DIRECTOR, BAMBOO NINE

“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

TRUSTED BY





ABOUT RINGOSTAT



Ringostat helps optimize marketing, considering ROI, build effective communication with customers, and boost sales. It is the only service of its kind in Eastern Europe to be an official Google Analytics technology partner. The website G2 has ranked Ringostat among the top 10 best services for inbound call tracking software. The platform includes seven products: call tracking, end-to-end analytics, virtual PBX, a callback widget, Ringostat Smart Phone, Insider, and Messenger. These products each represent one of three branches that together make up a single ecosystem: analytics, communication, and sales. You can use each product separately, but combining them will bring about the best results. Working with Ringostat products is easy, given the user-friendly interface and custom settings for more than 90% of parameters.

39

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 ZALIOVSKA
SALES LEAD, INWEB

“Ringostat helped us accomplish the main task — to understand where the calls were coming from. After just 2 months of use we were able to identify the share of each advertising channel in the total number of calls we were receiving from our running campaigns. We're still using Ringostat today to track customer satisfaction and service quality and to evaluate new advertising channels.”



SHTEPSEL

“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 RULER ANALYTICS



Ruler Analytics phone tracking works by overriding the phone number on your website and replacing it with a unique phone number for each individual visitor. When the number is called the call is sent to your original number. Each time a new visitor lands on the website the phone number is changed by Ruler accordingly.

45

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Internally, we’ve seen a 400% increase in leads and 100% increase in conversions across all clients since we implemented Ruler.”



SURAJ SINGH
HEAD OF PARTNERSHIPS, ADD PEOPLE

“Customers have been really receptive to the data Ruler provides and the platform allows us easy access to data that we can use in our custom reporting. Being able to breakdown leads and reference specific conversations via our call monitoring provides so much value to the client and the performance of their marketing campaigns.”



CAMILLA TODD
HEAD OF DIGITAL MARKETING, WNW DIGITAL

“Using Ruler allows us to track the online journey and map that along the full journey, including offline touchpoints; emails, phone calls, face to face meetings and web meetings, store/showroom visits, home visits etc.”



CHRIS PRICE
FOUNDER AND MANAGER, ARK ADVANCE

“The ability to track not only digital but inbound phone calls meant that the true ROI of the campaign has been easily established and we were able to adapt the campaign for improved conversion rates based on this insight. We’re now rolling out Ruler Analytics in other parts of the business and fully integrating it with our CRM system; salesforce.com.”



JAMES LAWTON-HILL
MARKETING DIRECTOR, OPTIONIS

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