

Call Tracking & Analytics Software Category

SUMMER 2025
Customer Success Report





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.

2025 Customer Success Awards

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



CallRail  CallTrackingMetrics **INVOCA** 
Marchex  Revenue 



 **CallDrip**  **CallFire** **CallSource**®
 conVIRza  **Infinity**  **io** **iovoX**
mediahawk  Ringostat



Addsource **Barbuck**  **call||gear**
Instant communication
 **CallN**  **Clixtell** **RULER** /

WILDJAR

* Companies listed in alphabetical order



2025

**CALL TRACKING
& ANALYTICS
SOFTWARE**

MARKET LEADER





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.

267

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“CallRail helps us in 2 ways: We can help create more recurring revenue through their website, increasing the client's budget and therefore increasing our management and optimization fee. And because CallRail's data is always clean and properly documented, we're actually helping businesses operate more efficiently with all of their processes.”

JOHN GOSSELIN
CO-FOUNDER AND CEO, EARN MORE DO LESS

“[CallRail's analytics] also led us to make tweaks to the kind of ad copy and creative content we produce for our clients. So helping our customers learn the benefits of a digital approach has actually changed the content and copy we produce and made us more effective at that.”

WILL FOX
DIRECTOR OF DIGITAL MARKETING, WHITEHARDT

“We use CallRail for sales, specifically lead generation. The biggest benefit for our company has been the ability to accurately identify call volume from our SEM programs.”

VIC BAILLARGEON
DIRECTOR OF CORPORATE MARKETING, ATLAS VAN LINES

“[CallRail] was the most user-friendly platform, had all the functionalities we needed, and was priced just right so we can include it in all our monthly pricing.”

JONATHAN NACCACHE
CO-FOUNDER, WEBISTRY

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ABOUT CALLTRACKINGMETRICS



CallTrackingMetrics is an award-winning, global conversation analytics company founded and led by a husband-wife team that enables marketers to make effective data-driven decisions and increase ROI. Over 100,000 users, including The Washington Post, Verizon Connect, and ServiceMaster, rely on CTM to track and attribute all online and offline leads across multiple platforms through native integrations with core tools like Google Ads and Analytics, HubSpot, Salesforce, Zoom, and Facebook. CallTrackingMetrics is named an industry leader, year after year, by top software publications like G2 and Capterra and regularly recognized for its growth...

58

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“With CTM, I get all the data from a call I need to know – where did the call come from, how was it handled, who handled it, exactly what happened, And since it's plugged into my CRM, I can pull any analytics and data I need from there to support my marketing efforts, decide how to staff there's so much inherent value from the data [CTM] captures.”

AMBER VAUGHAN
DIRECTOR OF ADMISSIONS, ASANA RECOVERY

“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

“CallTrackingMetrics is an integral part of any marketing stack where phone calls need to be tracked. We rely on CTM to get the most accurate reporting so we can optimize campaigns for our clients most efficiently. We've tested various solutions and there are none better than CallTrackingMetrics!”

MATT PRU
MANAGING PARTNER, STACKMATIX

“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 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,...

286

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“With Invoca's call marketing solution, we have increased marketing distribution and inbound call volume, while maintaining complete visibility into the performance of our marketing channels and partners.”

PARTHA PRAMANIK
DIRECTOR OF MARKETING, ANSWER FINANCIAL

“Using Invoca to manage and track inbound call campaigns, we deliver exactly what our school clients want a completely compliant, transparent and scalable system for driving highly interested prospects.”

TOM FERARRA
CHIEF EXECUTIVE OFFICER, EDUFFICIENT

“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



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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...

91

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 was able to extract valuable insights from our ServiceTitan calls. We would struggle to allocate advertising spend without the critical data from Marchex.”

RYAN FIELD
VICEPRESIDENT OF MARKETING, SIERRA AIR
CONDITIONING & PLUMBING

“NEXTms is so easy to use. We use it every day to communicate with customers who prefer a text over a call and being able to quickly reply to customers from our computer or the mobile app is a huge plus for us.”

DAVID W.
MISTER SPARKY

“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





ABOUT REVENUE.IO



Revenue.io powers high-performing teams with real-time guidance. By surfacing and recommending what works best, Revenue.io enables hundreds of customers like HPE, Nutanix, and AWS to deliver predictable results and optimize their entire revenue operation. Founded in 2013, Revenue.io is headquartered in Los Angeles and backed by venture funding from Goldman Sachs, Bryant Stibel, and Palisades Capital. Learn more at www.revenue.io.

114

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“[Revenue.io] offers rich call data, flexible telephony options, and best in class inbound and outbound sales enablement features that enable sales teams to have more meaningful conversations with more prospects. I highly recommend their CTI solution for Salesforce.”

PAUL FISCHER
SALESFORCE CONSULTANT, SALESFORCE

“[Revenue.io] 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

“[Revenue.io] was amazingly simple to configure and we were up in running in minutes. I would highly recommend [Revenue.io] to any sales team wishing improve their outbound calling performance metrics.”

BRUCE GASKILL
STRATEGIC ACCOUNT EXECUTIVE, PAYNEARME

“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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2025

**CALL TRACKING
& ANALYTICS
SOFTWARE**

TOP PERFORMER





ABOUT CALLDRIP



Calldrip uses a revolutionary cloud-based approach to help you increase conversion. Once a lead is generated, from any source, Calldrip immediately calls you and then connects you to the potential customer. Their team is made up of innovative thinkers who have entrepreneurial blood running through their veins. They take full ownership of all they put their hands to and they live to deliver massive value every day. They are problem-solving savants, enabling them to thrive in a rapidly-changing market.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Calldrip has made a huge impact on my sales goals as an internet sales person. I am able to make almost immediate contact with customers, which is HUGE! The Calldrip team members have all been pleasant and very informative, allowing me to use their services to the fullest potential. Thanks for the increased sales Calldrip!”

DESIREE THERIOT
CUSTOMER RELATIONS, STERLING AUTOMOTIVE

“Calldrip gave us excellent support. I would recommend Calldrip to anyone with a desire to sell more and understand what is happening in their sales organizations. Would I recommend it to my competition? Absolutely not – I don’t want them to have it.”

IAN GODBOLD
MARKETING DIRECTOR, CAMBRIA AUTOMOBILES PLC

“With the Calldrip System, we’re getting back to our customers within about 10 seconds. This has made a huge difference in terms of number of sales!”

JEFF G
INTERNET DIRECTOR, FINDLAY HONDA

“With Calldrip, we’ve decreased our response time and increased our closing ratios dramatically.”

ZACH M
INTERNET MANAGER, KEN GARFF

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camBRIA
Automobiles plc



FLETCHER



Hatfield Kia

Ken Garff
(WE HEAR YOU)



ABOUT CALLFIRE



The CallFire family of brands are leading providers of easy-to-use, self-service text and voice marketing solutions for thousands of businesses across the US & Canada. We specialize in helping local businesses grow and retain their revenue through proactive outreach and engagement. Our solutions also support customer service, collections and logistics communications. In addition to serving local businesses, we empower non-profits, religious groups and other organizations to improve their outreach efforts. CallFire is headquartered in Santa Monica, California, with affiliated offices in Austin, Texas and Kiev,...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

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)

"We were using another vendor and we were not exactly happy with the ease of use of their service, the cost was also a factor, We found CallFire much more affordable."

AVERY KROUSE
TELERECRUITMENT TEAM LEADER, BLOOD ASSURANCE

"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.

"California Republic Bank and its auto loan customers are just a dial away with CallFire's innovative telephony solutions."

DAVID HELLMAN
COLLECTIONS MANAGER, CALIFORNIA REPUBLIC BANK

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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.

40

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Having CallSource provide coaching eliminated feedback being taken personally. Since it's a third-party critique with focus on skill improvement, our CCS's embrace and apply the feedback to continuously develop their skillset as professionals. Everything in call coaching is very black and white, and the delivery from the coach is consistent. It's been a contribution to the growth of our call center.”

JAMISON WOOD
BUSINESS DEVELOPMENT MANAGER, MAGIC VALLEY
ELECTRIC

“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

“I would recommend CallSource to people who need to accurately measure marketing campaigns and employee performance. If your business depends on new customers calling your business and you spend \$100 or more to get a new customer, I think you would be foolish not to use CallSource.”

ADRIENNE COOPER
MARKETING MANAGER, INDIANA HEARING AID
COMPANY

“I love that the online use is easy to navigate as I have multiple offices to manage. In addition to what the online platform gives me, they have customized weekly e-mails that I have requested.”

CHRISTINA HUBBARD
REGIONAL MANAGER, VILLAGE DENTAL AT SAXONY



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ABOUT CONVIRZA



Go beyond who is calling and capture missed opportunities coming into your business. Convirza's proprietary Conversation Analytics software tells you exactly what's happening during phone and SMS conversations and automates your next steps.

43

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

“Convirza helps us get business, but more importantly, we keep existing business. Sometimes clients want to move their money elsewhere, but we show them the call analytics and they stay.”

RARL DUENAS
OWNER, NEWSPAN MEDIA

“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

“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

TRUSTED BY





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...

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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...”

LEE NEWELL
SEO AND PPC MANAGER, ESE DIRECT

“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...”

BRANDON FLEMING
MARKETING MANAGER, PROTECTION 1

“Infinity has totally changed our strategy. By identifying what PPC clicks have led to calls, our attribution model makes it clear what's working and driving customers. As a result, our conversion rate has notably improved, pushing down our cost-per-conversion. We didn't know how badly we needed Infinity until we saw how much we were missing, and the results are a...”

STEPHEN STONE
TECHNICAL SOLUTIONS ARCHITECT, INTERNET GARDENER

“We are now able to track over 99% of calls through our external fixed line, compared with around 60% with the previous call provider. Infinity has given us better data resulting in the increased value/focus on mobile as a channel, which was devalued previously.”

GARY EMSLEY
IT MANAGER, ICELOLLY

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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...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Using iovox helps our business not just make 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 of 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

“We knew iovox had expertise in the marketplace category and thanks to iovox's call tracking services, our professional clients have complete, real-time visibility on all the telephone leads that arrive that are a direct result of ads published on the Subito platform.”

ANDREA VOLONTÈ
DIRECTOR OF SALES, SUBITO.IT

“We tried many call tracking solutions, but iovox's industry expertise, the capabilities of their platform, and the quality of human relationship made it an easy choice. After more than 3 years, I can happily say that we chose the right solution!”

CHARLES PASSERAU
CEO, WELINK

“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

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HONDA

immobiliare.it

**Mitchells
& Butlers**

**CARBOAT
MEDIA**

AVIVA



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.

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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

“Before using call tracking, one of the challenges was understanding the return on investment of the marketing spend, so I found [Mediahawk] really helpful to really understand where the leads were coming from, how much those leads were costing, and therefore what it was costing us to acquire every new customer.”

MIKE KENNEDY
BUSINESS COACH, MIKE KENNEDY BUSINESS COACHING

“Mediahawk's dynamic call tracking gives us the strategic insight we need to make smarter marketing decisions. It connects the dots between our campaigns and real business outcomes, helping us continuously refine our approach and invest in what truly drives performance.”

KEITH TULLY
PARTNER, REAL BUSINESS RESCUE

“Call tracking has been transformational for our business. It's been amazing to compare the different channels that we have to see how each one's performing.”

CHRIS HOOKER
WEB AND PERFORMANCE SPECIALIST, STEVEN EAGELL GROUP

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ABOUT RINGOSTAT



Ringostat is an AI-Powered Business Phone & Marketing Performance Platform. Ringostat helps to build effective communication with the client, optimize marketing in terms of payback, and increase sales. Ringostat is an official Google partner. The Ringostat platform includes a virtual PBX with a convenient application for calls and CRM, AI-based assistant tools for effective communication — Ringostat Supervisor and Ringostat Conversation Intelligence — call tracking, a callback widget. They cover three main areas — communications, analytics, and sales, forming a single ecosystem. Each product can be...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“When we were choosing call tracking, we compared several platforms. Ringostat's sales rep was very nice, showed and explained all the features and encouraged us to test them. So we decided to give it a try. We have absolutely no regrets, and recently extended our cooperation for a year. We need Ringostat to understand how the customer acquisition process works. Furthermore, we use call data to optimize our advertising. They...”

JAKUB GRZYBOWSKI
MARKETING DIRECTOR, TELETROPICIEL

“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

“Ringostat is the strongest on the market, so I chose it. At the same time, we faced a big staff shortage. We didn't have enough quality control employees, so we didn't have time to analyze the team's calls. So, I started thinking about creating my own AI-based call monitoring solution. When I discovered that Ringostat already had one, it was a lifesaver.”

VLADIMIR GRIGORIEV
CO-OWNER, KERAMIS

“Without call tracking, we couldn't evaluate the impact of advertising on lead acquisition. For example, in some regions, people preferred to call instead of leaving their contacts on the website. If we wouldn't know about phone conversions, we could disable some regions and reduce the client's sales.”

ARTEM LAZAREV
PPC EXPERT, PROMO

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Sales office
ANDRII KRUPKIN





2025

**CALL TRACKING
& ANALYTICS
SOFTWARE**

RISING STAR





ABOUT ADDSOURCE

Addsource

Addsource get simplified analytic call tracking data about all your advertising efforts. In less than 5 minutes you can start to see which ads are bringing calls to your business. You'll understand which campaigns are performing well or under-performing and know exactly why your leads are not generating sales. Addsource offers both Call Tracking solutions for small businesses and Pay Per Call services for marketing agencies.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The best thing about using Addsource has been the ability to track the source of every incoming lead we get it it's from an online ad campaign, an email campaign, print & billboards, magazine advertising, or whatever. Being able to accurately track the source of our leads has been valuable, and helps guide our decision-making regarding which efforts are paying off, and which ones are not.”

DUMBO MOVERS

“Addsource's platform has empowered my company to operate in a more effective way. The call tracking platform has helped to increase my overall productivity.”

Y. LAMPERT
CHIEF EXECUTIVE OFFICER, GOTEQ SOLUTIONS LTD

“Finally, an easy call tracking solution; very easy to setup and use. We love the ability to listen to past phone calls and being able to email recorded calls to reps!”

SOLARA

“Unlike other call tracking companies, this one comes equipped with so many options for multiple campaigns, office locations, and numbers.”

YAZJI ORTHODONTICS

TRUSTED BY





ABOUT BARBUCK



Barbuck is committed to helping their customers to win more business by focusing their effort on finding their best leads and making sure your team speak to them fast. Turbocharging your sales process and helping you guard your leads. They are keen to share their knowledge and experience with you.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Responding to customers quickly has a massive impact on conversion rates. TalkingForms takes this to the next level, meaning prospects get a call in under 30 seconds of their enquiry being made. This closes the conversion loop and ensures the fleeting moment of intent from a customer is not missed. It's the perfect companion to the lead gen campaigns our clients run, and we recommend TalkingForms is part of their always-on strategy.”

MATT WHEELER
CHIEF EXECUTIVE OFFICER, DRIFTRUCK

“I have been very happy with Calltracks. We are a business that receives calls from a number of markets and Calltracks was one of the few companies that could help us track them. I have found the company to be very professional and responsive to our needs. They definitely went the extra mile to help us get set up.”

JOHN PARKER
OWNER, FRESH TRACKS CANADA

“Calltracks has been integral in helping us understand the cost of generating sales calls in different locations and to assign budgets accordingly. The support that we have received has been excellent.”

ANGUS MATTHEW
MARKETING AND DEVELOPMENT MANAGER, AVERY HEALTHCARE

“We have found Calltracks to be responsive, flexible and totally reliable – a true extension to our team.”

ANNETTE READ
HEAD OF MARKETING, L&C MORTGAGES

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ABOUT CALLGEAR



CallGear is a simple online tool that shows where phone calls come from. It helps digital marketing agencies prove their worth to their clients. They serve more than 17 000 clients and their technology is ranked TOP5 among call tracking services worldwide.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Every sales department should have telephony. We needed a solution that would allow us to build on the hard work of the department, retain our clients, and ensure constant corporate communication. Initially, we were choosing between two providers – we opted for CallGear because of their high-quality and responsive technical support.”

ASSISTANT COMMERCIAL DIRECTOR
NEO CARS

“CallGear provides excellent service. We appreciate how quickly the support team helps with any questions or special requests we have. CallGear is now a trusted partner in our business.”

BUSINESS OWNER
REAL ESTATE COMPANY

“CallGear allows us to actually SEE what's working. Now, we can eliminate campaigns that have good stats but no calls.”

PPC MANAGER
LOCAL DIGITAL AGENCY

“We improved capturing client requests and complaints by 14% and reduced the number of lost calls by 23% within 90 days.”

MANSIONS COMMUNITY MANAGERS

TRUSTED BY





ABOUT CALLN



CallN provides powerful call reporting, business intelligence and call recording features on virtually any VoIP based telephony. As their software is cloud based, your data is available on any device at any time. CallN is simple to use with an intuitive interface that can be used by anyone with minimal training, yet powerful enough for enterprise customers to get insight into their customers and employees.

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“CallN is a fantastic call recording application. I highly recommend it. It stores all of your recordings in the cloud and has really tight integration with Salesforce.com that automatically links our recordings right on every sales order in Salesforce.com. Setup was really simple and straight forward and when I had a question during install their support was extremely helpful and easy to work with.”

MARC CUTLER
FORCE BY DESIGN

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MARC CUTLER
GOLD INTEGRATION PARTNER, SALESFORCE

“We’ve used the CallN call recording solution for a number of years now, it’s a brilliant product, well priced, first class support and a great asset to our portfolio of products we can offer our clients.”

TONY WARDING
IT MANAGER, YSES

“We’re not having to worry about backing up our calls. We’re not having to worry about disaster recovery.”

NICK NICOLAOU
IT OPERATIONS MANAGER, ECHOICE

TRUSTED BY



Mike Carney Toyota





ABOUT CLIXTELL



Clixtell is a world leader in providing cutting edge solutions for call tracking and preventing click fraud. The company's professional track record is based on expertise acquired by years of experience in developing state of the art software providing well established solutions suited for all business. The company provides custom made solutions for large agencies as well as to small businesses worldwide. Its bulletproof and flexible plans are designed to suite all clients according to their specific demands and needs and their field of expertise.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Clixtell quickly increased our ROI on PPC campaigns. While easy to use and efficient, it provided useful insights to boost our digital marketing. We easily optimize our PPC campaigns while protecting our ever growing budget from click fraud. Great solution.”

ERIC SULLIVAN
CHIEF EXECUTIVE OFFICER, MERCURY DIGITAL

“We didn't even know how much we were paying for click fraud. After installing Clixtell we were able to block the unwanted clicks automatically. The system is easy to use and powerful. A must for every Google Ads advertiser – Highly recommended.”

ROY GONZALES
SHARP MARKETING

“I highly recommend Clixtell for any marketer or business owner looking to get more data about business phone calls. The software provides us valuable insights and helps us make better business decisions about our Google Ads campaigns.”

MELINDA CRUISE
S&G LEGAL GROUP

“Clixtell is a simple, user friendly and powerful call tracking software, it saves me time and money by allowing me to track which advertising channels, campaigns and keywords are the most successful and driving the calls. Highly Recommended!”

ROBERT CRUISE
DMARKETERS

TRUSTED BY





ABOUT RULER ANALYTICS

RULER

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.

55

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“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 reporting and integrations that Ruler Analytics provides us are critical when it comes to matching telephone calls and form fills to the actual leads that close in CRM.”

DAVID GILROY
CONSCIOUS

“Ruler is our go-to for reporting on return on investment; this is vital for a law firm with a smaller marketing budget and various stakeholders.”

SIOBHAN FAGAN
SENIOR DIGITAL MARKETING EXECUTIVE,
BARCAN+KIRBY

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EMBRYO

conscious
design, websites and marketing for law firms

ark.advance

Barcan+Kirby

brighttail



ABOUT WILDJAR



WildJar is the most sophisticated call attribution and call intelligence solution to help grow your business by optimising and driving revenue from your inbound phone leads. WildJar has helped more than 4,000 companies worldwide connect with their customers through cutting edge call tracking and analytics solutions.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Having WildJar driving the technology, allows us to focus on what we're good at.”

STEVE CURRAN
MANAGING DIRECTOR, TOTAL SELLING & STAFF SOLUTIONS

“The team at WildJar have been great in helping us onboard onto their software. Their response time is the best I've seen in the industry.”

AUSSIE SERVICES

“We've been using WildJar for years now. Such a great local product with support to back it up! Kudos guys.”

BFJ MEDIA

“We just couldn't do what we do without WildJar.”

ADAM BOOTE
DIRECTOR OF SEARCH, LOCALSEARCH

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