

Call Tracking & Analytics Software Category

SUMMER 2026
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.

2026 Customer Success Awards

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



CallRail  ctm INVOCAR 

Marchex Revenue 



 CallDrip  CallFire CallSource®

 conVIRza  Infinity  iovoX

mediahawk  Ringostat



800response Addsource Barbuck 
Instant communication

callgear  CallN Clixtell

RULER  WHATCONVERTS


WILDJAR

* Companies listed in alphabetical order



2026

**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.

352

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“CallRail turned out a lot easier than I thought it would be. The online tutorial instructions are pretty clear, and I was able to get good customer support immediately after I installed it on my website, verifying I was using it correctly.”

SHAWN HAMP
MANAGING ATTORNEY, HAMP LAW OFFICES

“By integrating our CallRail system with Hubspot even through something as basic as the Conversations inbox, I can take this conversation and put them through into the follow-up system.”

ASHLEY STRYKER
MEDIA DIRECTOR, JC LAW

“CallRail understood our situation right away. Clearly, supporting an in-the-field workforce wasn't new to them.”

VLAD KANDYBOVICH
CHIEF EXECUTIVE OFFICER, QSHARK MOVING COMPANY

“CallRail gives us visibility to spend budgets more efficiently without having to guess.”

CHRIS PHAM
ASSISTANT TEAM LEAD, PAID MEDIA, LOGICAL POSITION

TRUSTED BY





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

“CTM has made it easier to keep our client’s contact info, conversation history, and point of origin all in one place. It gives us a convenient way to consolidate a lot of information that could otherwise fall through the cracks.”

JAKE GORMAN
DIRECTOR OF MARKETING, SOUTHEASTERN RECOVERY CENTER

“I didn’t come from a technical background, but I found the whole process of purchasing and assigning tracking numbers to be comprehensive and straightforward. These tracking numbers can be set up and activated in a matter of minutes.”

DELPHIN THEBAUD
MANAGER, GUTTER HELMET

“CTM offers the tools and flexibility needed to support the unique demands of the behavioral health industry, making it easier to streamline operations, improve team performance, and enhance the patient experience.”

THERESA LITHGOW
ADMISSIONS MANAGER, BANYAN TREATMENT CENTER

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

CONSCIOUS HEALTH CONNECTIONS

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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,...

308

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The results have been amazing: This year with Invoca, Sylvan has increased leads by over 33% from search marketing—all while keeping cost per lead flat. We are extremely pleased with how much we’ve been able to scale.”

SETH LUECK
SENIOR ONLINE MARKETING & SEM MANAGER, SYLVAN LEARNING

“What’s attractive about Invoca’s call tracking is the AI — it shows us not just how many calls our marketing campaigns drove, but how many of those calls led to booked appointments.”

DAVID CHASE
DIRECTOR OF DIGITAL MARKETING & CONSUMER ENGAGEMENT, NEMOURS CHILDREN’S HEALTH

“Invoca is the backbone of our inbound call program. We use it to automatically route people to the right office, improving their experience with our brand.”

REGAN SWEENEY
SR. DIRECTOR OF GLOBAL MARCOMM ANALYTICS, ROBERT HALF

“Invoca helps us drive amazing results for our clients. It allows us to route their phone leads more efficiently, resulting in more conversions.”

JORDAN YOSPE
MARKETING CHANNELS LEAD, THOMASARTS

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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

“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

“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

“Marchex was willing to put in the work and technical resources to solve our challenges, and do so in the timeline we needed.”

DEL GRANDE DEALER GROUP

“Marchex's Account Management team has really helped to grow our program – for volume and for profitability.”

TJ KOLANKO
STRATEGIC PARTNERSHIPS, CLEARLINK

TRUSTED BY





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.

117

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“[Revenue.io] enables us to easily implement a 5-minute or less SLA with our reps. In addition to that, the tool is flexible enough to allow us to automatically re-assign leads that sit untouched for more than 5 minutes, so that any available rep can jump on it. That way, we're prioritizing swift engagement with the customer over everything else.”

BONNIE WORTHINGTON
SALESFORCE TEAM MANAGER, WORKWAVE

“Revenue.io was our saving grace last year. Using Revenue.io, we could help ensure that students safely found their way home.”

GINA MAHFOOD
DIRECTOR OF ENROLLMENT SERVICES, CULTURAL
EXPERIENCES ABROAD

“Revenue.io has helped us learn faster, grow faster, and produce faster. And we know this is just the tip of the iceberg.”

ANNE REAGAN
DIRECTOR OF PRODUCT, AUGUSTE ESCOFFIER SCHOOL
OF CULINARY ARTS

“With [Revenue.io] I can call, drop a voicemail, and send a text message. That's three actions in the time it would otherwise take to do one.”

DANIEL CROSS
SR. ACCOUNT EXECUTIVE, VERSE

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2026

**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.

12

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 has taken our Business Development Center to the next level. It has truly been a game changer for us. We are now able to connect with over 80% of the leads that come through are system! The support team is great. I really like the account reviews they provide because I can see exactly where to improve.”

YOSELIN RAZO
EXECUTIVE ASSISTANT, FLETCHER AUTO

“Calldrip was fantastic from development and training to ongoing support! Calldrip has also allowed us at Hatfield Kia to open all our leads to the entire sales force, creating a competitive and dynamic sales environment!”

DON MARKS
SALES MANAGER, HATFIELD KIA

“I love the fact that (Calldrip) keeps me mobile. It allows me to have a literal thumb on the pulse of our internet traffic. It guarantees that my teams is held accountable so that not a single customer goes unanswered.”

RICH LILYA
BDC MANAGER, BOB BAKER MAZDA

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Hatfield Kia





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,...

138

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“CallFire's product more than doubled our effectiveness from our previous system. We had ad-hoc phone banks and a patch-through 1-800 number system.”

MIKE TIPPING
MAINE PEOPLE'S ALLIANCE

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

TINA BRENDLE
BAY AREA COUNCIL OF BOY SCOUTS OF AMERICA

“We like the fact that CallFire is always updating and improving to help us. We've never had any complaints.”

CHAD SCHEIDECKER
INFORMATION SYSTEMS MANAGER,
HALLSDALE-POWELL UTILITY DISTRICT

“CallFire Voice Messages got me elected! It was phone calls that stuck in the voters' minds.”

THOMAS KENNEDY
CITRUS COUNTY SCHOOL BOARD

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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

“Using Five9 and CallSource together has freed up my time so we don't have to score calls ourselves, provided customizable scoring criteria and objective insight we need to coach our team, and saved thousands on developing an internal scoring platform! We have seen productivity and performance improvements with conversion rates and overall customer service.”

MELISSA SANTA MARIA
DREAM CENTER MANAGER, FRASIER ENTERPRISES

“CallSource offered a product I could not procure from numerous other vendors, including major phone corporations. We needed a vanity number that could be easily remembered to be used on billboards and other advertising media. Our first choice was available for a reasonable price with analytics to measure the effectiveness of the phone number.”

ELIZABETH BRAUN
PRESIDENT/CEO, SEGUIN CHEVROLET

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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.

44

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Convirza has been one of the best platform vendors we’ve worked with, by far. They go above and beyond our requirements and do not stop until they’ve reached the highest precision. Convirza has been such a great partner, we have embedded their product into our core platform.”

JASON BECKET
GENERAL MANAGER, PROACTIVE DEALER SOLUTIONS

“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

“Convirza Personnel could not be more helpful. They listen to your ideas and work to personalize our platform to fit our needs.”

SHEILA LINDSAY
BILLING & SPECIAL PROJECTS MANAGER, CENTRAL PUBLISHING COMPANY

“Convirza is very easy to work with. They listen to what your objectives are and come up with a solution to match your objective.”

MARIE HAMILLA
MARKETING ASSOCIATE, AHED

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...

143

TOTAL CUSTOMER REFERENCES

[VIEW ALL
REFERENCES](#)

FEATURED TESTIMONIALS

“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 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

“Seeing the results that Infinity helped our marketing team deliver, and the trust they had in them, meant that we had enormous confidence in using them to optimise our contact centre operations. Infinity have helped us drive real commercial results while also improving the service we can offer customers, and we look forward to doing more together in future.”

GARETH MORRIS
OPERATIONS MANAGER, ACCESS SELF STORAGE

“Infinity has helped us better understand our customers' actual first-click attribution and multi-channel partnerships. We've been able to reduce our cost per acquisition and increase campaign outcomes.”

DAXON EDWARDS
DIGITAL STRATEGY MANAGER, FOUNDATIONS
RECOVERY NETWORK

TRUSTED BY

Carter Jonas



dun&bradstreet





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...

45

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

“Iovox has been the perfect partner, because of their support, professionalism, and of course the iovox solutions that enable us to provide a superior experience to our homeowners and pros while proving the value of our platform.”

JOB AGUILÓ GARCÍA
SOFTWARE DEVELOPMENT TEAM LEAD, HABITISSIMO

“One of the things we really love about iovox is how innovative they are. They're constantly coming up with new ideas for our business and I think that reflects their expertise in the marketplace market.”

JAN BILTON
HEAD OF CUSTOMER SUPPORT, ZOOPLA

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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.

68

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

“The Mediahawk reporting interface is extremely comprehensive but very simple to use. Any requests for amendments and support have been dealt with quickly and effectively and we’re extremely happy with the service.”

NICK ARCHER
ASSISTANT MARKETING MANAGER, BENCHMARK KITCHENS AND JOINERY

“Call tracking has made our clients’ life easier, just by knowing that what they spend is returning for them. So they know a campaign is generating [a certain number] of phone calls, and clients come onboard from a particular channel.”

STEPHEN MAGUIRE
OWNER, DIGITAL FLOURISH

TRUSTED BY

Brindley
Group

Caffyns

creditfix
helping you deal with debt

digital flourish

bamboo nine



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...

125

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We use Ringostat for more than a year. We have eight accounts connected to Ringostat Smart Phone. The application is good, features and interface are user-friendly. Tech support is always ready to solve our issues. The company itself is very cool, treats its customers well, customer success manager is always ready to help.”

ANDREW KONONENKO
HEAD OF THE SALES DEPARTMENT, NOVOMOSKOVSKI
RCC FACTORY

“Callback form worked for us as people are actively using it. Over the past month, we received three more requests from the callback form than direct calls on the Grade website, and on Cambridge.ua, almost half of the calls were made via callback. That's why we made sure once again that we need to provide users with various channels of communication with us.”

VERA NOVIKOVA
MARKETER, GRADE EDUCATION CENTER

“Conveniently, the extension allows you to call a client by clicking on the phone number in CRM or email signature. Ringostat Insider is a very cool thing that shows the information on a customer at the moment of the call. If there is an integration with the CRM, then you can go directly to the deal and contact in CRM.”

TARAS GORBATYUK
DIGITAL MARKETING SPECIALIST, MEBELVDOM

“I check our dashboards every day. I mostly look at the call data, as this is our main lead generation channel. Thanks to transferring Ringostat data to our statistics, we will clearly understand whether we achieve our goals for specific channels or campaigns.”

ANDRIY DRIGA
CMO, CITY PLAZA

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2026

**CALL TRACKING
& ANALYTICS
SOFTWARE**

RISING STAR





ABOUT 800RESPONSE

800response

800response provides toll free and vanity numbers for businesses, as well as call tracking and monitoring solutions to help lead generation. CallFinder is a division of 800response, and a leader in SaaS speech analytics technology, automated call scoring, and call transcription. Their full solution of call tracking, call routing, and customer analytics software helps businesses easily track calls, monitor campaign performance, and improve CX through unique customer data, AI-fueled speech analytics, highly customized reporting, and our first-class customer service team dedicated to client...

106

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Working with 800response to track calls gave the business insight into its call handling procedures, and has helped to streamline and improve the customer experience. The new strategy allows us to identify the location and instructor that are best suited for the caller's swim lesson needs - a true example of an optimal customer experience.”

FOUNDER
MULTI-LOCATION SWIM SCHOOL

“The vanity 800 number with call tracking is the single most valuable service we use to increase calls and capture the results of our ad campaigns. Since using the vanity numbers in our ads, we are experiencing the best revenue months in history.”

PRACTICE'S ADMINISTRATOR
LARGE DERMATOLOGY CENTER

“People automatically associate 1-800-ROOF-PRO with our services, and the "PRO" perfectly conveys that we are a professional and credible roofing company.”

PRESIDENT
LEADING ROOFING COMPANY

“The vanity 800 number allows us to brand both campuses under one identity, monitor the calls, and direct them to the appropriate location.”

EXECUTIVE DIRECTOR
BUSINESS COLLEGE

TRUSTED BY





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.

16

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Addsource has helped us tremendously with ad tracking and managing all of our tracking numbers. We are able to see how many phone calls we are receiving per phone number. It also has recordings of the calls so that we can use them for training purposes. It has been very beneficial to us since we have used it.”

AFFORDABLE PEST CONTROL

“Accurate lead tracking is crucial for anyone that generate traffic for someone else – in all aspects. on top of that I honestly cannot put a metric on how many hours this solution saved us. this was our bottle-neck in the entire operation.”

ORI L.
CHIEF EXECUTIVE OFFICER, ADZZ

“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



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.

12

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

"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

"As more and more of our spend goes into digital channels we need to know which areas are worth putting more budget behind, and which areas are worth cutting. Calltracks was instrumental in helping us achieve this objective."

AMY PATERSON
SENIOR MARKETING EXECUTIVE, T W WHITE & SONS

"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

TRUSTED BY





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.

65

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“At my last job, I had a choice between CallGear and another provider. The second provider did not suit us – the telephony randomly hung up, and calls often did not go through. With CallGear, however, telephony worked extremely smoothly without any issues. We connected to the platform very quickly. Immediately after signing the contract, three managers were set up in our personal account. No delays, no confusing settings – everything works.”

TECHNOBT

“CallGear telephony is incredible because it can adapt to a non-standard business model. Our client fit that criteria. During our implementation of CallGear, most scenarios were being used for the sales department. We decided to change the call routing scheme to specific departments and specific employees – the capabilities of the amoCRM and CallGear bundle allowed us to quickly reconfigure everything.”

BUSINESS OWNER
LARGE ONLINE STORE

“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

“Moving leads and calls to Callgear gave management a peace of mind against any unethical practices.”

TIMI PROPERTY

TRUSTED BY



FITNESS  HOLDING

Bitrix24 





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.

15

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

“It’s obvious that if we’d had CallN sooner we would have saved money in settling disputes, and at the same time made more money using the intelligence that CallN provides.”

GARY LEES
DIRECTOR OF FUNDING, YOUR CORNER GROUP

TRUSTED BY





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.

14

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Great user friendly experience, one of the most beneficial tools available for screen recording, Clixtell does a little bit of everything: recorded user sessions, form records, conversion Intelligence it's really valuable in determining how people are behaving on site and identify issues so I can help my customers to fix. Highly recommended.”

MARK SPENCER
TOP SEM

“A couple of months ago we looked for a click fraud protection software and after a short demo we chose Clixtell. Today we have the system implemented for 50 different customers, and it well returned the investment long ago. Eexcellent service & support. Highly recommended.”

DAN BROWN
CHIEF EXECUTIVE OFFICER, LOREIMSUM

“Clixtell's dashboard and mobile app allows my clients keep track of all their clicks and calls in one simple app. We can choose what info each customer has access to – making sure we can focus on maximizing ROI for our clients. Highly recommended.”

ANNA S.
SHARP DIGITAL

“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

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.

61

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

“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 has allowed us to streamline our entire digital dashboard by allowing us to track goals more relevant to our business.”

STEPHEN TAYLOR
HEAD OF DIGITAL, TOTALMOBILE

“Without Ruler, we would have significantly less data to show a true return on investment, so it’s hugely beneficial.”

ASH WINDER
LEAD DIGITAL MARKETING EXECUTIVE, SQ DIGITAL

TRUSTED BY

EMBRYO

distract

clicky.™

Clickoo

Barcan+Kirby



ABOUT WHATCONVERTS



WhatConverts makes it easy to attribute sales to traffic sources based on phone calls, web forms and transactions. WhatConverts offers a full circle lead tracking system where you'll no longer be left wondering where leads originated or what leads converted. Using their simple feedback loop they are able to provide deep data analytics into source tracking, lead quality, and revenue generation. WhatConverts is simple to setup and seamlessly integrates with Google Analytics and Google AdWords.

98

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“WhatConverts just gave us so much more clarity. When revenue came in, we could go into the lead and see, oh, it came from a CPC, then they went organic, then they went direct. It just really gave evidence to a theory we already had running of how customers interacted with our brand.”

COASTAL REIGN

“Everybody talks about KPIs as if they're a godsend. But KPIs don't mean anything if you can't put anything real to it like appointments made. If you provide that kind of a report, clients know they're getting actual value, and that's what WhatConverts provides.”

MAKEMEVISIBLE

“[WhatConverts] is really helpful for making better business decisions, better marketing strategy and advertising strategy decisions.”

APTDIGITAL

“We just checked the calls today and they were converting at 60%. Before we started with WhatConverts, it was at 30%.”

CORE & MORE TECHNOLOGIES

TRUSTED BY





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.

12

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Before we implemented call tracking our reporting was focused on Clicks, Impressions and form completions. We soon realised that our campaign performance was undervalued by our clients as we are now able to attribute offline phone conversions that take place online to our digital campaigns. The phone call was the key path to purchase for the majority of our clients.”

GAVIN COX
DIRECTOR, EDGE ONLINE CONSULTING

“WildJar provide Digital360 and our clients with a great call tracking service. The team work closely with us on delivering great technology and solutions for our customers.”

DIGITAL360

“WildJar is an awesome platform. Andy and the team are extremely helpful. I definitely will continue to use their phone tracking in my business.”

BRISBANE PLUMBING AND DRAINAGE

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

STEVE CURRAN
MANAGING DIRECTOR, TOTAL SELLING & STAFF SOLUTIONS

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BFJMEDIA

Döppler

localsearch