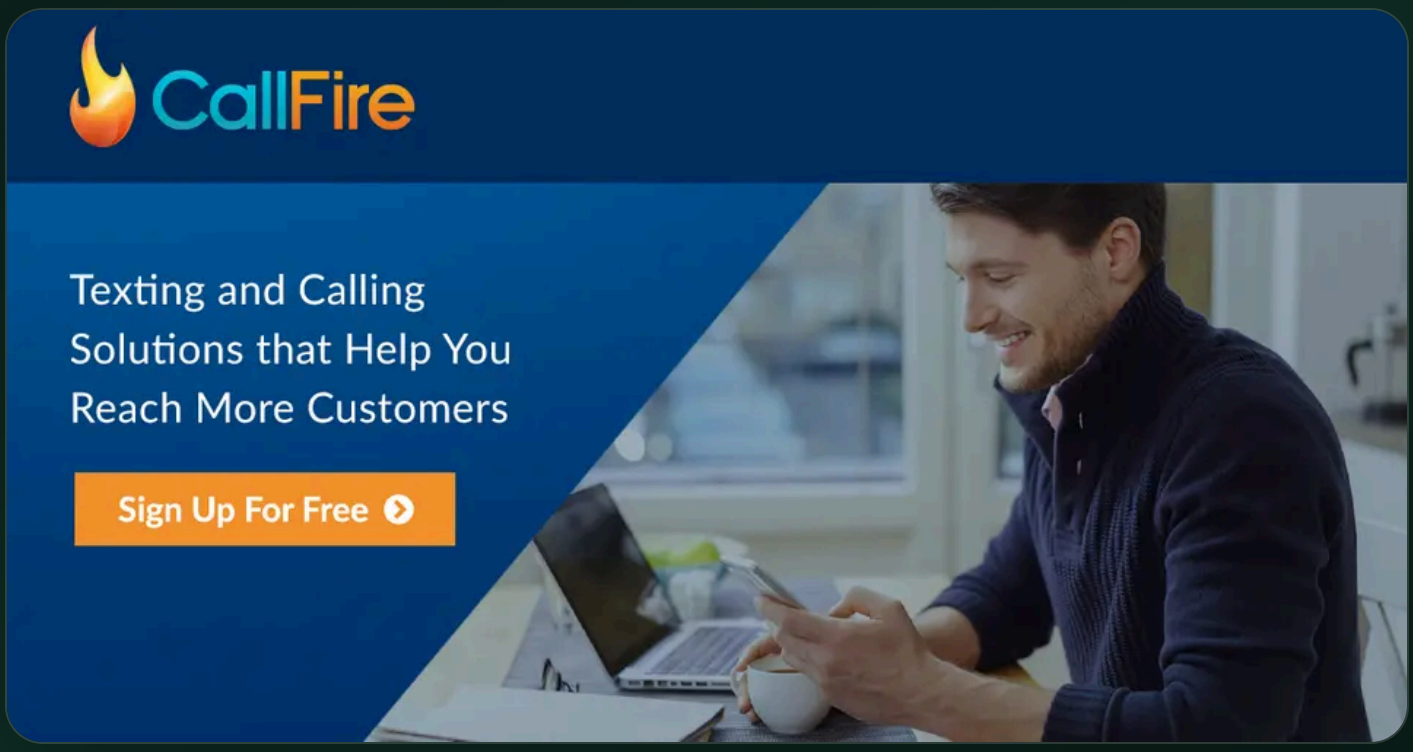
ToolGPA

NOVEMBER 2026

CallFire

The Insider's Guide

Call tracking, text messaging and voice broadcast



Every plan, grade, refund rule and rival among marketing reporting and call tracking tools, read from CallFire's own pages.

Made by CallFire · checked Nov 13, 2026 · toolgpa.com

1.6
GPA

CallFire

Texting and Calling Solutions that Help You Reach More Customers

Sign Up For Free



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from CallFire's own pages, its app-store listings and our grades. Every fact in it is on CallFire's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 0 of the 56 other marketing reporting and call tracking tools we grade

CallFire sells cloud calling and texting services for businesses: text messaging, call tracking, voice broadcast and IVR. The call tracking product buys local and toll-free numbers for ads and reports on calls, with a Google Analytics link. Plans are monthly bundles of minutes and texts.

To get you started, here are **8 things to know about CallFire**, taken from its own pages and our grades.

> **You buy numbers and set up routing before reports show anything.**
>
> From our grade for ease of use

1 **Best for call tracking bundled with texting**

CallFire sells call tracking numbers, texting and voice broadcast as monthly bundles of minutes and texts.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for 2,500 minutes/texts.

3 **It runs on Web**

Web.

4 **Call tracking numbers**

Local, toll-free and international numbers for ads, with call detail reports that can be shared without giving out account access.

5 **SMS-enabled tracking numbers**

A tracking number can send texts from a long code, with results trackable in Google Analytics.

6 **Call recording and alerts**

Inbound calls can be recorded, with custom alerts sent to email or a mobile device.

7 **A 1.6 GPA, above 0 of 56**

That is against the other marketing reporting and call tracking tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace CallFire you would be making phone numbers that change for each visitor so every call is traced to its source. That is not a weekend's work, with an AI app builder or without one.

CallFire at a glance

PRICING Paid, from $99 per month for 2,500 minutes/texts	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY CallFire	CATEGORY Marketing Reports & Call Tracking
OUR GRADE 1.6 GPA, weak	

The report card

Best for call tracking bundled with texting

CallFire sells call tracking numbers, texting and voice broadcast as monthly bundles of minutes and texts. But the allowance expires every cycle and calls stop at zero, plans cover the US and Canada only, and it's a calling service with call tracking as one product.

TOOLGPA REPORT CARD

CallFire

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$99 a month for 2,500 minutes and texts, up to $599 for 20,000, against a category middle of $62.
Free plan and trial	F	No free plan and no trial; pay as you go is 6 cents a minute or text.
Features	C	Tracking numbers, SMS, recording, alerts, voice broadcast and an API. The listing shows gaps: one analytics link and no international texts.
Ease of use	C	No store rating on record. You buy numbers and set up routing before reports show anything.
Platforms and integrations	C	Web only, with a developer API and a Google Analytics link; no desktop or phone app is named.

Grade point average — Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who CallFire is for

- ✓ Fits if you want call tracking and bulk texting from one vendor
- ✓ Works for US and Canadian businesses sending text campaigns

Who it is not for

- ✗ Skip it if you want international texting, since plans cover the US and Canada
- ✗ Tight if you run out of minutes: calls and texts stop at zero
- ✗ Pricey if you want to keep numbers, as each rents at $1.75 to $2.50 a month
- ✗ Watch out: the page says annual plans save 20% but doesn't show the prices

Good to know

Good for

- ✓ Small businesses that want tracking numbers with texting in one account
- ✓ Teams that need an API to provision numbers
- ✓ Campaigns built around voice broadcast or text reminders

Worth knowing

- ⓘ There is also a pay-as-you-go option at 6¢ per minute or text with no monthly fee, and extra credits on a plan cost 6¢ each.
- ⓘ The monthly allowance expires at the end of each cycle, and calls and texts stop when it reaches zero.
- ⓘ Plans cover calls to the US and Canada; international text messages are not supported.
- ⓘ The pricing page says annual plans save 20%, but does not show the annual prices.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$99
A month to start

CallFire is a paid product, starting at $99 per month for 2,500 minutes/texts.

LITE

$99

per month for 2,500 minutes/texts

Phone numbers rent at $2.50 and keywords at $20 a month.

STARTUP

$199

per month for 5,500 minutes/texts

Phone numbers $2.25 and keywords $15 a month.

GROW

$299

per month for 10,000 minutes/texts

Marked best value; phone numbers $2.00 and keywords $13 a month.

PRO

$599

per month for 20,000 minutes/texts

Phone numbers $1.75 and keywords $10 a month.

Read from callfire.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with annual plans

The pricing page states a 20% saving on annual plans; the discounted prices are not shown.

Stated on callfire.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Call tracking, text messaging and voice broadcast. Here is what it does, as its own site describes it, and what it covers: public API, reports, sMS marketing, call tracking.

> **Tracking numbers, SMS, recording, alerts, voice broadcast and an API.**

From our grade for features

Call tracking numbers

Local, toll-free and international numbers for ads, with call detail reports that can be shared without giving out account access.

SMS-enabled tracking numbers

A tracking number can send texts from a long code, with results trackable in Google Analytics.

Call recording and alerts

Inbound calls can be recorded, with custom alerts sent to email or a mobile device.

Text messaging and voice broadcast

Bulk texts and recorded voice calls to unlimited contacts, plus IVR.

Developer API

APIs let teams provision numbers in volume and build their own call tracking.

Where it runs

Web

What it works with

Google Analytics

CallFire is made by CallFire.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

0/56

Other marketing reporting and call tracking tools it is graded above

CallFire's GPA of 1.6 is higher than 0 of the 56 other marketing reporting and call tracking tools we grade, and level with 9.

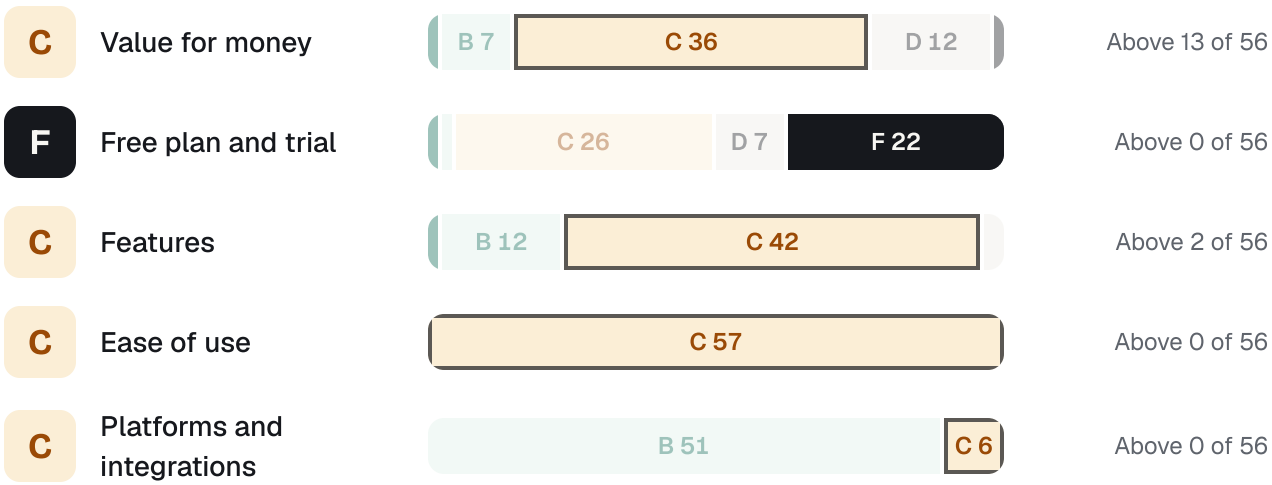
It stands best on value for money (C, above 13 of 56) and worst on free plan and trial (F, above 0).

Its paid plans start at $99 a month, against a middle price of $50 for the category: 31 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 29 tools score higher and cost less.

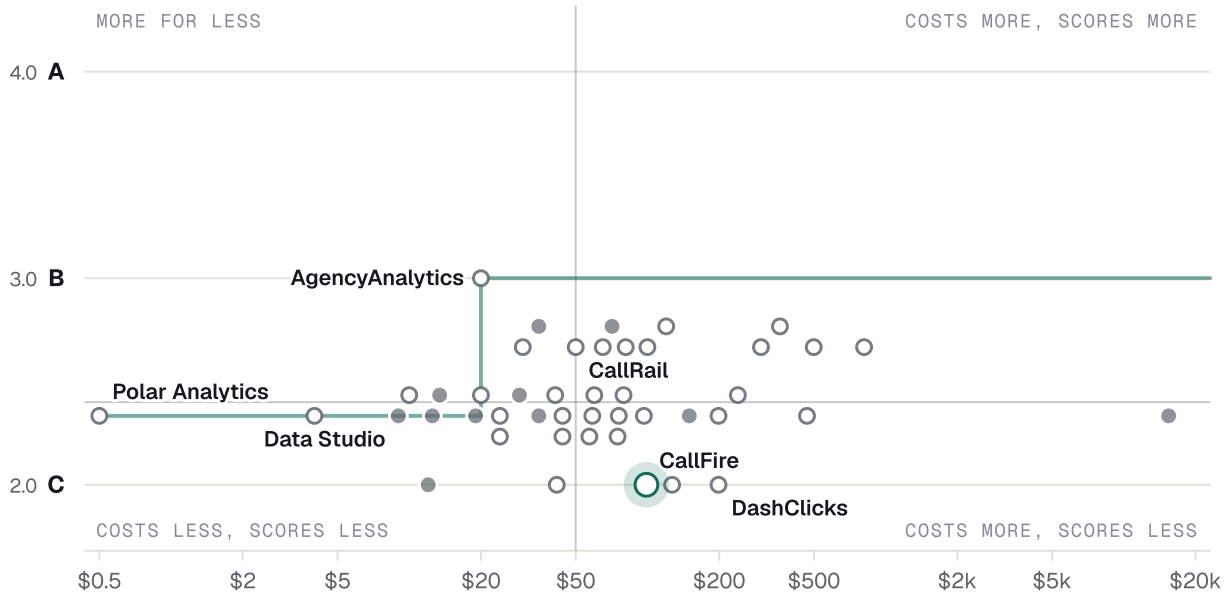
Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. CallFire's own letter is outlined.



Price against what you get

Each dot is one of 45 marketing reporting and call tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. CallFire is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace CallFire you would be making phone numbers that change for each visitor so every call is traced to its source. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 47 of the 56 other marketing reporting and call tracking tools grade higher. It costs $1,188 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Phone numbers that change for each visitor so every call is traced to its source.
- Texts to thousands of numbers, registered with the carriers.
- It plugs into other products, Google Analytics among them, and has an API.
- Sharing with other people, which means accounts and invitations.

What this rests on. CallFire's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



CallRail, CTM, Nimbata, Convirza and Ringba

The 5 tools CallFire is most often weighed against, with where each one differs from it.

2.4 GPA

CallRail

Free trial · from $50/mo

Call tracking and attribution that ties phone leads to campaigns.

- Only CallRail lists iOS and Android apps.
- CallFire also covers sMS marketing.
- CallRail also covers transcription and forms.

CallFire and CallRail compared in full

2.2 GPA

CTM

From $65/mo

Call tracking, attribution and a softphone, with agency sub-accounts.

- Only CTM lists iOS and Android apps.
- CallFire also covers reports and sMS marketing.
- CTM also covers transcription, workflow automation and business phone line.

CallFire and CTM compared in full



2.4
GPA

Nimbata

Free plan · from $35/mo

Call tracking billed per answered call, for agencies and teams.

- Nimbata has a free plan. CallFire does not.
- CallFire also covers sMS marketing.
- Nimbata also covers transcription.

CallFire and Nimbata compared in full



2.4
GPA

Convirza

Free plan · from $29/mo

Call tracking with AI call scoring, by app or API.

- Convirza has a free plan. CallFire does not.
- CallFire also covers sMS marketing.

CallFire and Convirza compared in full



1.6
GPA

Ringba

From $127/mo

Call tracking and routing for pay-per-call businesses.

- CallFire also covers sMS marketing.

CallFire and Ringba compared in full

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is CallFire free?

No. CallFire is a paid product, starting at $99 per month for 2,500 minutes/texts.

How much does CallFire cost?

CallFire lists 4 plans. Lite: $99 per month for 2,500 minutes/texts.

What platforms does CallFire work on?

CallFire is available on Web.

Does CallFire offer any discounts?

CallFire publicly lists the following: Save 20% with annual plans.

Does CallFire have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. CallFire is listed for Web.

Does CallFire have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. CallFire is listed for Web.

Is CallFire open source?

CallFire is not described as open source on its own site, as read on Nov 13, 2026.

Does CallFire have an API?

Yes. CallFire offers a public API, according to its own site.

What does CallFire integrate with?

CallFire's listing names Google Analytics. A listing names up to eight integrations, so it may connect to more.

Who makes CallFire?

CallFire is made by a company of the same name.

What are the alternatives to CallFire?

The closest alternatives to CallFire in our directory are CallRail, CTM, Nimbata, Convirza and Ringba.

How does CallFire compare with other marketing reporting and call tracking tools?

CallFire's GPA of 1.6 is higher than 0 of the 56 other marketing reporting and call tracking tools we grade, and level with 9.

Is CallFire good value for money?

ToolGPA grades CallFire C for value for money. Its paid plans start at $99 a month, against a middle price of $50 for the category: 31 of the 44 others that charge start lower.

Could I make my own version of CallFire?

To replace CallFire you would be making phone numbers that change for each visitor so every call is traced to its source.

Where this guide comes from

The prices, plans, platforms and features were read from CallFire's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from CallFire's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by CallFire. Prices change, so check callfire.com before you buy.

callfire.com/pricing
callfire.com
callfire.com/products/call-tracking

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

CallFire, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/callfire

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "CallFire: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/callfire
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Know someone choosing between marketing reporting and call tracking tools?

Send them this guide: toolgpa.com/tools/callfire/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after CallFire, each with an Insider's Guide of its own.

Marketing Reports & Call Tracking Insider's Guide

Every one of the 57 marketing reporting and call tracking tools we grade, compared

Data Studio Insider's Guide

Google's free report and dashboard builder, formerly Looker Studio

3.0 GPA

AgencyAnalytics Insider's Guide

White-labeled client reporting dashboards for marketing agencies

2.6 GPA

CallRail Insider's Guide

Call tracking and attribution that ties phone leads to campaigns

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what CallFire's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. CallFire is a trademark of its owner, and this guide is not made, paid for or approved by CallFire. Prices and plans change: check callfire.com before you buy.