ToolGPA

NOVEMBER 2026

Convirza

The Insider's Guide

Call tracking with AI call scoring, by app or API



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

Made by Convirza, Inc. · checked Nov 12, 2026 · toolgpa.com

2.4
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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 Convirza's own pages, its app-store listings and our grades. Every fact in it is on Convirza's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.4

GPA, above 27 of the 40 other marketing reporting and call tracking tools we grade

Convirza is a call tracking and conversation analytics product sold as an app for teams and agencies, as an API for builders, and as an enterprise plan. Calls are tracked by campaign and recorded, and AI scoring is charged per minute on top of the plan.

To get you started, here are **9 things to know about Convirza**, taken from its own pages and our grades.

> **Usage fees apply on top, and the page doesn't say how App plans are billed.**
>
> From our report card of Convirza

1 **Best for call tracking with a free tier for developers**

Convirza sells call tracking as an app, an API and an enterprise plan, with AI call scoring billed per minute.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month (App Starter).

3 **There is a free plan**

API Free plan: $20 in one-time credits and 100 free scored calls every month, with no card needed.

4 **It runs on Web**

Web.

5 **Call tracking by campaign**

Tracks and records calls by campaign, with reporting and integrations on the App plans.

6 **AI call scoring**

Standard scoring is $0.02 a minute and advanced QA scoring $0.03 a minute on the App Starter rates, with sentiment and topic add-ons.

7 **API and MCP**

API plans build tracking and scoring into your own product, and an MCP connection links Convirza to Claude or ChatGPT.

8 **A 2.4 GPA, above 27 of 40**

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

9 **Keep it**

To replace Convirza 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.

Convirza at a glance

PRICING Free plan, from $29 per month (App Starter)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Convirza, Inc.	CATEGORY Marketing Reports & Call Tracking
OUR GRADE 2.4 GPA, fair	

The report card

Best for call tracking with a free tier for developers

Convirza sells call tracking as an app, an API and an enterprise plan, with AI call scoring billed per minute. The App starts at $29 a month and the API has a free plan with 100 scored calls a month. Usage fees apply on top, and the page doesn't say how App plans are billed.

TOOLGPA REPORT CARD **Convirza** Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	App Starter is $29 a month, just under this category's cheaper quarter at $30, and Agency is $149. Recording is $0.08 a minute and numbers $3 a month on top.
Free plan and trial	C	The API Free plan gives $20 in one-time credits and 100 scored calls a month with no card. The App plans have no free tier.
Features	C	Tracking by campaign, recording, AI scoring, white label on Agency and API, MCP. App and API plans have different rates, and texting is per message.
Ease of use	C	No store rating on record. You set up numbers, campaigns and integrations first.
Platforms and integrations	B	Web only, with integrations, an API, webhooks and an MCP connection to Claude or ChatGPT.
Grade point average		Fair, out of 4.0 **2.4**

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 Convirza is for

- ✓ Fits if you run call tracking for a single business and want a low entry price
- ✓ Works for developers adding call scoring to their own product

Who it is not for

- ✕ Watch out: usage is metered: recording $0.08 a minute, numbers $3 a month, AI scoring from $0.02 a minute
- ✕ Watch out: App plan billing periods aren't stated on the page
- ✕ Tight if you stay on the free API plan: the $20 is one-time and 100 scored calls a month is the cap
- ✕ Pricey if you need white label on the App, which means Agency at $149
- ✕ Watch out: texts carry carrier fees and API plans draw usage from monthly credits

Good to know

Good for

- ✓ Agencies and multi-location businesses on the App Agency plan
- ✓ Developers adding call tracking to their own product

Worth knowing

- ⓘ The page has App, API and Enterprise tabs with different plans and usage rates; both App and API plans are listed here.
- ⓘ Usage is metered: App Starter records at $0.08 a minute and numbers cost $3 a month.
- ⓘ API plans draw usage from monthly credits, and texts carry carrier fees.
- ⓘ App plan billing periods are not stated on the page.

PART 02 · PRICING

What it costs

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

$29

A month to start. There is a free plan too

Convirza has a free plan. Paid plans start at $29 per month (App Starter).

API FREE

$0

$20 in credits once, 100 free scored calls a month, AI voice agent, API and MCP.

API PRO

$18

per month, billed yearly

$20 a month in credits, advanced AI call scoring, texting and white label.

API SCALE

$92

per month, billed yearly ($100 plan)

$105 in monthly credits, higher API limits. Other steps: $250, $500 and $1,000 plans.

APP STARTER

$29

per month, billing basis not shown

For a single business: call tracking by campaign, recording, reporting and integrations.

APP AGENCY

$149

per month, billing basis not shown

Lower number and recording rates, white label, API and webhooks, priority support.

ENTERPRISE

Custom

Priced to volume; includes a BAA for HIPAA workflows.

The free plan

API Free plan: $20 in one-time credits and 100 free scored calls every month, with no card needed.

Read from convirza.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Call tracking with AI call scoring, by app or API. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, call tracking.

> "
>
> **Tracking by campaign, recording, AI scoring, white label on Agency and API, MCP.**

From our grade for features

Call tracking by campaign

Tracks and records calls by campaign, with reporting and integrations on the App plans.

AI call scoring

Standard scoring is $0.02 a minute and advanced QA scoring $0.03 a minute on the App Starter rates, with sentiment and topic add-ons.

API and MCP

API plans build tracking and scoring into your own product, and an MCP connection links Convirza to Claude or ChatGPT.

White label

Agency (App) and Pro (API) plans let agencies offer the service under their own brand.

Texting

SMS and MMS are billed per message on the App plans.

Where it runs

Web

What it works with

Claude

ChatGPT

Convirza is made by Convirza, Inc.

PART 04 · STANDING

Where it stands

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

27/40

Other marketing reporting and call tracking tools it is graded above

Convirza's GPA of 2.4 is higher than 27 of the 40 other marketing reporting and call tracking tools we grade, and level with 11.

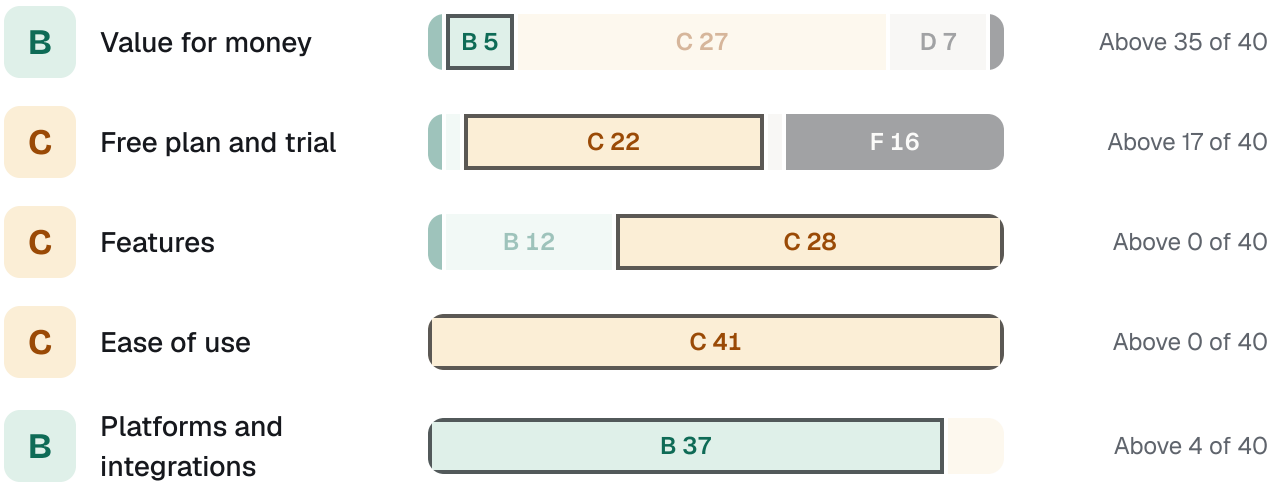
It stands best on value for money (B, above 35 of 40) and worst on features (C, above 0).

Its paid plans start at $29 a month, against a middle price of $63.50 for the category: 8 of the 31 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

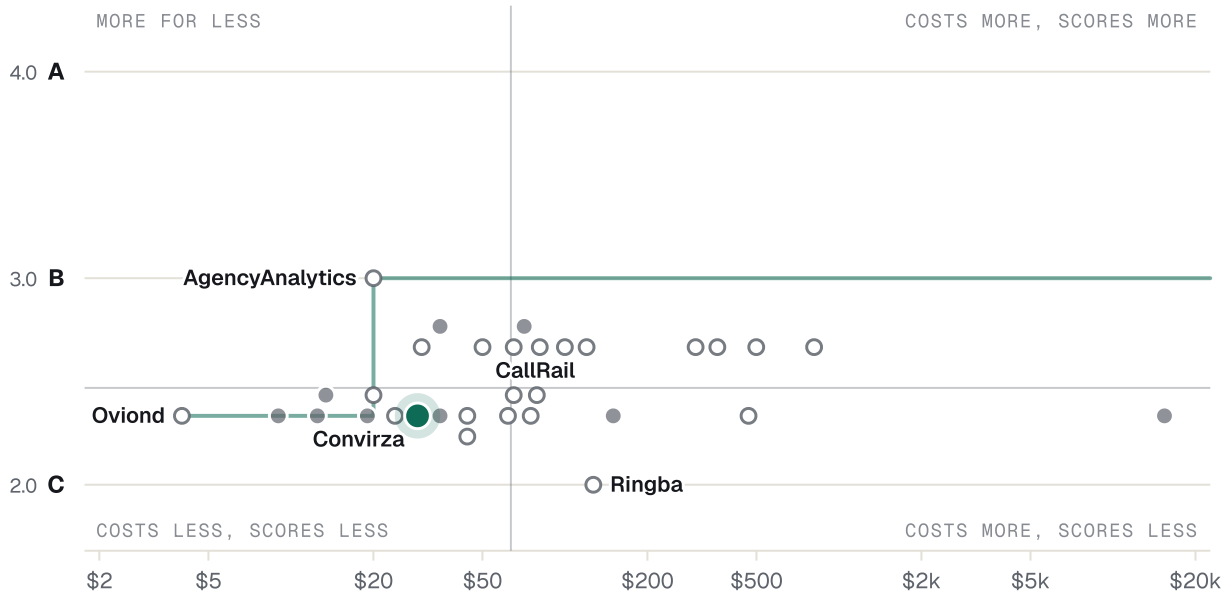
Each grade against the category

Every bar is all 41 marketing reporting and call tracking tools we grade, cut by the letter each got. Convirza's own letter is outlined.



Price against what you get

Each dot is one of 32 marketing reporting and call tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Convirza 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 Convirza 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.

It is one of the better ones too: its GPA of 2.4 is higher than 27 of the 40 other marketing reporting and call tracking tools we grade. It costs $348 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.
- It plugs into other products, Claude and ChatGPT among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Convirza'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, WhatConverts, Invoca and CallScaler

The 5 tools Convirza 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.

- Convirza has a free plan. CallRail does not, though it has a free trial.
- Only CallRail lists iOS and Android apps.
- CallRail also covers transcription and forms.

Convirza and CallRail compared in full

2.2 GPA

CTM

From $65/mo

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

- Convirza has a free plan. CTM does not.
- Only CTM lists iOS and Android apps.
- Convirza also covers reports.

Convirza and CTM compared in full



2.4
GPA

WhatConverts

Free trial · from $30/mo

Call, form and chat tracking with lead attribution for agencies.

- Convirza has a free plan. WhatConverts does not, though it has a free trial.
- WhatConverts also covers transcription.

Convirza and WhatConverts compared in full



1.8
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Invoca

Paid

Call tracking and AI conversation analytics for marketers.

- Convirza has a free plan. Invoca does not.
- Invoca also covers dashboards.

Convirza and Invoca compared in full



2.2
GPA

CallScaler

Free trial · from $65/mo

Call tracking for lead generation and pay-per-call.

- Convirza has a free plan. CallScaler does not, though it has a free trial.

Convirza and CallScaler compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Convirza free?

Convirza has a free plan. API Free plan: $20 in one-time credits and 100 free scored calls every month, with no card needed.

How much does Convirza cost?

Convirza lists 6 plans. API Free: $0.

What platforms does Convirza work on?

Convirza is available on Web.

Does Convirza have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Convirza is listed for Web.

Does Convirza have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Convirza is listed for Web.

Is Convirza open source?

Convirza is not described as open source on its own site, as read on Nov 12, 2026.

Does Convirza have an API?

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

What does Convirza integrate with?

Convirza's listing names Claude and ChatGPT. A listing names up to eight integrations, so it may connect to more.

Who makes Convirza?

Convirza is made by Convirza, Inc.

What are the alternatives to Convirza?

The closest alternatives to Convirza in our directory are CallRail, CTM, WhatConverts, Invoca and CallScaler.

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

Convirza's GPA of 2.4 is higher than 27 of the 40 other marketing reporting and call tracking tools we grade, and level with 11.

Is Convirza good value for money?

ToolGPA grades Convirza B for value for money. Its paid plans start at $29 a month, against a middle price of $63.50 for the category: 8 of the 31 others that charge start lower.

Could I make my own version of Convirza?

To replace Convirza 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 Convirza's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Convirza's own pages on 12 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 Convirza, Inc. Prices change, so check convirza.com before you buy.

convirza.com/pricing

convirza.com

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Convirza, kept up to date

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

toolgpa.com/tools/convirza

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, "Convirza: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/convirza
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Know someone choosing between marketing reporting and call tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Marketing Reports & Call Tracking Insider's Guide

Every one of the 41 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 Convirza'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. Convirza is a trademark of its owner, and this guide is not made, paid for or approved by Convirza, Inc. Prices and plans change: check convirza.com before you buy.