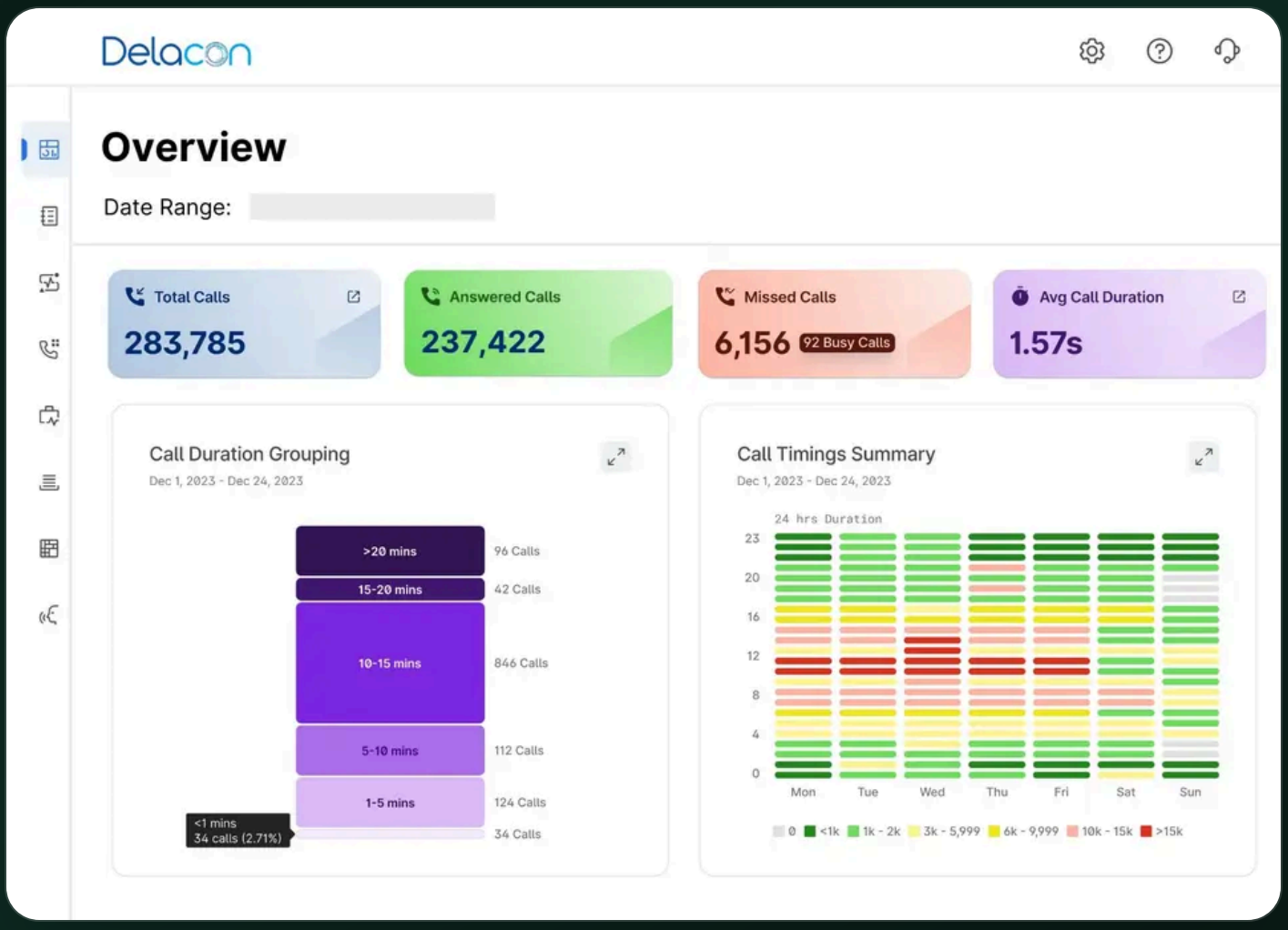
ToolGPA

NOVEMBER 2026

Delacon

The Insider's Guide

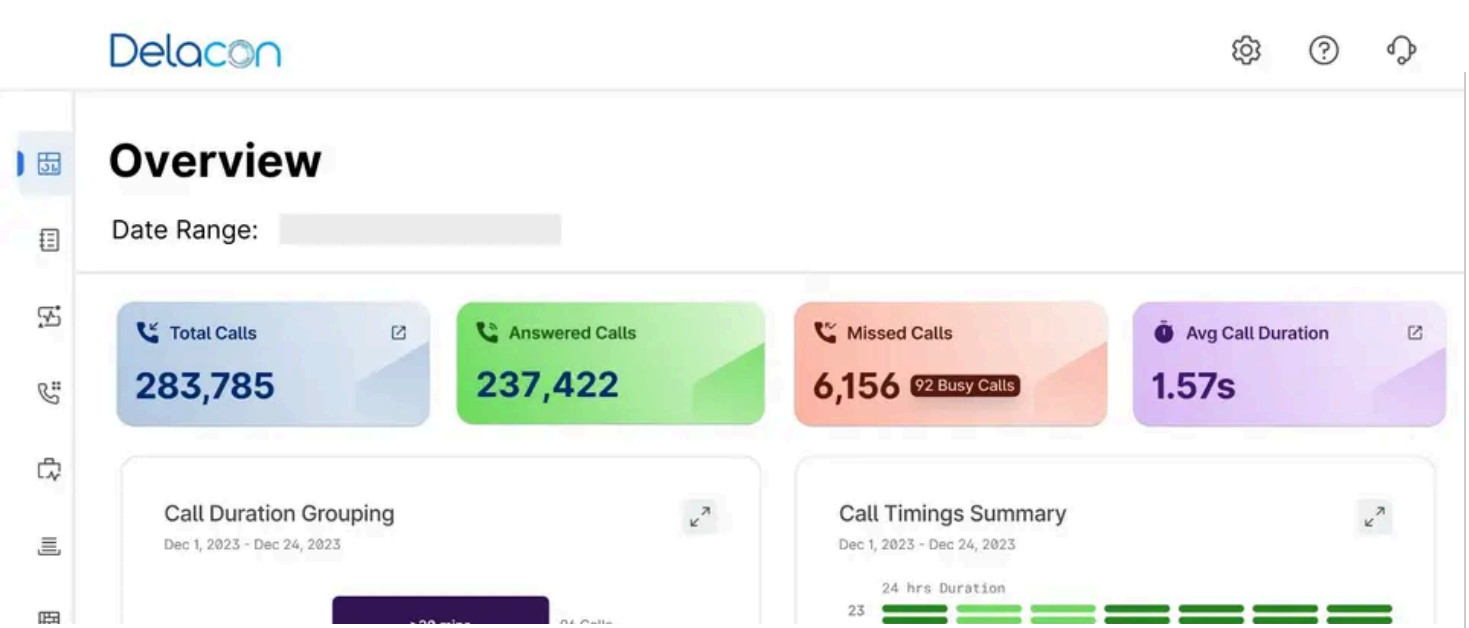
Call tracking, call management and speech analytics



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

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

1.8
GPA



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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 Delacon's own pages, its app-store listings and our grades. Every fact in it is on Delacon'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

1.8

GPA, above 10 of the 56 other marketing reporting and call tracking tools we grade

Delacon is a call tracking provider that links each inbound call to the campaign, keyword and channel behind it. It also sells call routing and IVR, call recording with transcription, and speech analytics with sentiment analysis. Call data can be pushed to Google tools, CRMs and BI platforms, and the pages say it serves several countries from an Australian base.

To get you started, here are **7 things to know about Delacon**, taken from its own pages and our grades.

> **But no prices are published, buyers are sent to book a demo, and its integrations should be confirmed for your software version.**
>
> From our report card of Delacon

1 **Best for call tracking for marketing teams**

Delacon links each inbound call to the campaign, keyword and channel behind it, with recording and speech analytics.

2 **It runs on Web**

Web.

3 **Call tracking by source**

Tracks calls by channel, campaign, website source, search word and web page.

4 **Call management**

IVR, geo-routing and automatic failover for sending calls to the right team or location.

5 **Call recording and speech analytics**

Records calls with auto-generated transcription, sentiment analysis and compliance monitoring.

6 **A 1.8 GPA, above 10 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.

7 **Keep it**

To replace Delacon 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.

Delacon at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Delacon	CATEGORY Marketing Reports & Call Tracking
OUR GRADE 1.8 GPA, weak	

The report card

Best for call tracking for marketing teams

Delacon links each inbound call to the campaign, keyword and channel behind it, with recording and speech analytics. But no prices are published, buyers are sent to book a demo, and its integrations should be confirmed for your software version.

TOOLGPA REPORT CARD **Delacon** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices are published, so there is nothing to set against the category's $30 to $127 range.
Free plan and trial	F	No free plan and no trial on record; buyers book a demo.
Features	C	Call tracking by source, routing, recording, speech analytics and BigQuery. The listing shows a gap: integration availability must be confirmed for your software version.
Ease of use	C	No store rating on record. Numbers and integrations need setting up with the vendor.
Platforms and integrations	B	Web product with Google Ads, Analytics, Salesforce, Adobe Analytics, Zapier and an API.

Grade point average Weak, out of 4.0 **1.8**

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 Delacon is for

- ✓ Fits if phone calls are how your leads arrive and you want them tied to ads
- ✓ Works for marketers who want call recordings with sentiment scores

Who it is not for

- ✕ Skip it if you want a price before talking to sales, as none is published
- ✕ Not for you if you only track web forms, since this centres on calls
- ✕ Watch out: delacon.com is an animal-nutrition company; this is delacon.io
- ✕ Tight if your CRM is on an older version: the integrations page says to confirm availability

Good to know

Good for

- ✓ Australian and Asia-Pacific businesses that want calls in their marketing reports
- ✓ Enterprises with complex call routing and CRM integration needs

Worth knowing

- ⓘ No prices are published; the site directs buyers to book a demo.
- ⓘ The company at delacon.com is an animal-nutrition business; the call tracking company's site is delacon.io.
- ⓘ Integration availability should be confirmed with Delacon for your software version, as the integrations page itself advises.

What it costs

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

Delacon's current pricing could not be confirmed from its own site.

"

No free plan and no trial on record; buyers book a demo.

From our grade for free plan and trial

We could not confirm Delacon's current prices from its own site, so this guide lists no plans. delacon.io has them.

What it does

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

1

Place it runs: Web

Call tracking, call management and speech analytics. Here is what it does, as its own site describes it, and what it covers: public API, transcription, reports, call tracking.

"

Call tracking by source, routing, recording, speech analytics and BigQuery.

From our grade for features

Call tracking by source

Tracks calls by channel, campaign, website source, search word and web page.

Call management

IVR, geo-routing and automatic failover for sending calls to the right team or location.

Call recording and speech analytics

Records calls with auto-generated transcription, sentiment analysis and compliance monitoring.

Integrations and APIs

Connects to Google Ads, Google Analytics, Salesforce and Adobe Analytics, and offers APIs for pushing or pulling call data.

BigQuery and dashboards

Call data can be pushed to Google BigQuery for Looker Studio dashboards or other BI platforms.

SMS360 and Insights IQ

Additional products listed on the site for text messaging and call insights.

Where it runs

Web

What it works with

Google Ads
Google Analytics
Google Tag Manager
Salesforce
Adobe Analytics
Genesys
Zapier
TapClicks

Delacon is made by Delacon.

Where it stands

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

10/56

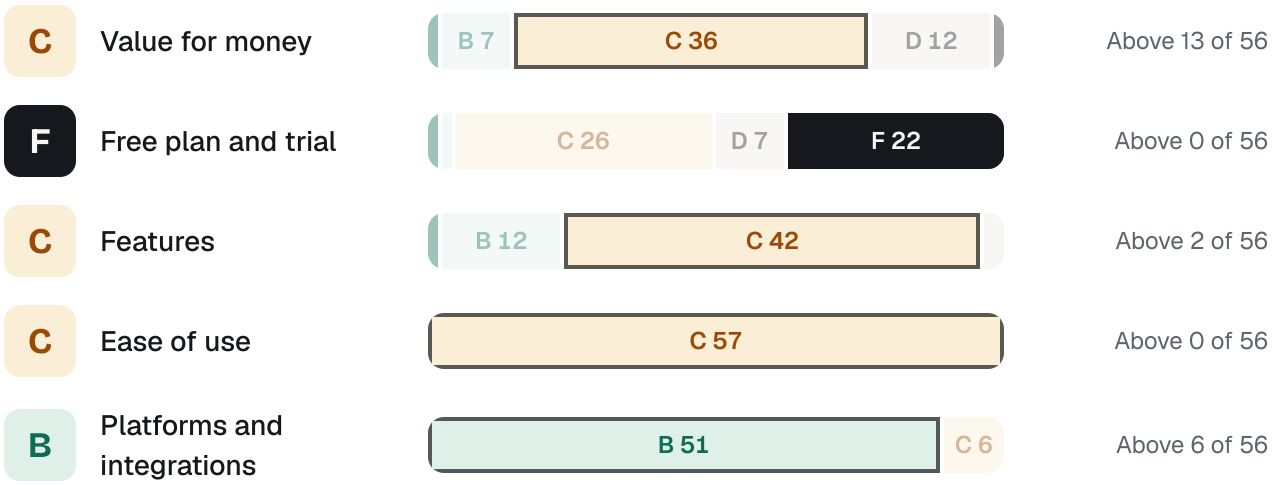
Other marketing reporting and call tracking tools it is graded above

Delacon's GPA of 1.8 is higher than 10 of the 56 other marketing reporting and call tracking tools we grade, and level with 15.

It stands best on platforms and integrations (B, above 6 of 56) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Delacon 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: 31 of the 56 other marketing reporting and call tracking tools grade higher.

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.
- Speech turned into text you can trust.
- It plugs into other products, Google Ads, Google Analytics and Google Tag Manager among them, and has an API.

What this rests on. Delacon'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, Avanser, Mediahawk and Infinity

The 5 tools Delacon 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.
- CallRail also covers forms.

Delacon 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.
- Delacon also covers reports.
- CTM also covers workflow automation and business phone line.

Delacon and CTM compared in full



1.6
GPA

Avanser

Paid

Call tracking and AI lead management.

- Delacon also covers transcription.

Delacon and Avanser compared in full

mh

1.6
GPA

Mediahawk

From £179/mo

Call tracking and marketing attribution, priced in pounds.

- Delacon also covers transcription.
- Mediahawk also covers dashboards and web analytics.

Delacon and Mediahawk compared in full



1.6
GPA

Infinity

From £349/mo

UK call tracking and conversation analytics packages.

- Delacon also covers transcription.

Delacon and Infinity compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Delacon free?

No. Delacon is a paid product.

What platforms does Delacon work on?

Delacon is available on Web.

Does Delacon have an Android app?

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

Does Delacon have an iPhone app?

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

Is Delacon open source?

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

Does Delacon have an API?

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

What does Delacon integrate with?

Delacon's listing names Google Ads, Google Analytics, Google Tag Manager, Salesforce, Adobe Analytics, Genesys, Zapier and TapClicks.

Who makes Delacon?

Delacon is made by a company of the same name.

What are the alternatives to Delacon?

The closest alternatives to Delacon in our directory are CallRail, CTM, Avanser, Mediahawk and Infinity.

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

Delacon's GPA of 1.8 is higher than 10 of the 56 other marketing reporting and call tracking tools we grade, and level with 15.

Could I make my own version of Delacon?

To replace Delacon 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 Delacon'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 Delacon'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 Delacon. Prices change, so check delacon.io before you buy.

delacon.io/

delacon.io/products/call-tracking/

delacon.io/products/integrations/

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

Delacon, kept up to date

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

toolgpa.com/tools/delacon

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, "Delacon: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/delacon
```

Know someone choosing between marketing reporting and call tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Delacon, 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 Delacon'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. Delacon is a trademark of its owner, and this guide is not made, paid for or approved by Delacon. Prices and plans change: check delacon.io before you buy.