ToolGPA

NOVEMBER 2026

Mediahawk

The Insider's Guide

Call tracking and marketing attribution, priced in pounds

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

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

1.6
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 Mediahawk's own pages, its app-store listings and our grades. Every fact in it is on Mediahawk'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

Mediahawk is a UK call tracking and marketing attribution platform. It ties phone calls, form fills and chats back to the campaigns that produced them, and sends that data to Google, Meta and CRM tools. Plans are priced per month in pounds and include a set of tracking numbers.

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

> "
>
> **You set up numbers and connect Google, Meta and CRM tools.**
>
> From our grade for ease of use

1 **Best for UK call tracking with sales matching**

Mediahawk ties calls, form fills and chats back to the campaign behind them.

2 **Paid plans start at about $239.84 a month**

As its pricing page puts it: £179 per month, billed annually (£199 billed monthly).

3 **It runs on Web**

Web.

4 **Call tracking**

Tracks which marketing source made the phone ring using dynamic number pools or static numbers, with call tracking and analytics reports on every plan.

5 **Conversion tracking**

Records calls, forms, chat and other conversions alongside the visit that led to them.

6 **User Journey and Sales Matching**

User Journey shows the touchpoints behind a conversion; Sales Matching, on Professional and above, connects outcomes to revenue.

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 Mediahawk 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.

Mediahawk at a glance

PRICING
Paid, from £179 per month, billed annually (£199 billed monthly)

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Mediahawk

CATEGORY
Marketing Reports & Call Tracking

OUR GRADE
1.6 GPA, weak

The report card

Best for UK call tracking with sales matching

Mediahawk ties calls, form fills and chats back to the campaign behind them. But it's priced in pounds from £179 a month, each plan covers only 1 number pool or 10 static numbers, and Sales Matching needs Professional at £269.

TOOLGPA REPORT CARD

Mediahawk

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	£179 a month on yearly billing for Starter, £269 for Professional, which is above the category's dearer quarter of $127 and rises with extra numbers.
Free plan and trial	F	No free plan and no trial are listed on the pages read, so nothing is free.
Features	C	Call tracking, conversion tracking, journeys and speech analytics. The listing shows gaps: Sales Matching is Professional only and speech analytics costs £0.04 a minute.
Ease of use	C	No store rating on record. You set up numbers and connect Google, Meta and CRM tools.
Platforms and integrations	B	Web product with Google Analytics, Google Ads, Meta, Microsoft Advertising, HubSpot, Salesforce and Zapier. API and webhooks are Enterprise only.

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 Mediahawk is for

- ✓ Fits if you are a UK business that gets many leads by phone
- ✓ Works for agencies that want calls matched to ad clicks

Who it is not for

- ✕ Pricey if you need Sales Matching or an account manager, as those start at £269 a month
- ✕ Tight if you need more numbers: an extra pool is £75 a month
- ✕ Skip it if you want API or webhooks, since those are Enterprise only
- ✕ Watch out: prices are in pounds, and speech analytics and call redaction cost £0.04 a minute

Good to know

Good for

- ✓ UK businesses that want calls attributed to campaigns
- ✓ Marketing agencies, which can brand the platform and reports
- ✓ Companies that sell mostly by phone and want revenue matched to source

Worth knowing

- ⓘ Priced in pounds sterling, not dollars.
- ⓘ Each plan includes either 1 dynamic pool or 10 static numbers; an extra pool is £75 a month and 5 more static numbers are £37.50 a month.
- ⓘ Speech analytics is £0.04 per minute on Professional, and call redaction is £0.04 per minute.
- ⓘ Enterprise has no published price, and some integrations (CRM, Adobe Analytics) are priced on request.

PART 02 · PRICING

What it costs

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

~$239.84

A month to start

Mediahawk is a paid product, starting at £179 per month, billed annually (£199 billed monthly).

> **No free plan and no trial are listed on the pages read, so nothing is free.**

From our grade for free plan and trial

STARTER

£179

per month, billed annually (£199 billed monthly)

Includes 1 dynamic number pool or 10 static numbers, unlimited users, call tracking, conversion tracking and Google and Meta integrations.

PROFESSIONAL

£269

per month, billed annually (£299 billed monthly)

Adds Sales Matching, a wider set of integrations, call handling tools, a dedicated account manager and hands-on technical onboarding.

ENTERPRISE

Custom

Reduced rates for high call volume, API and webhooks, a customised onboarding programme, and optional Insight and Managed services.

Read from mediahawk.co.uk on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save over 10% on annual plans

The pricing page says annual billing saves over 10%: Starter is £179 a month instead of £199 and Professional £269 instead of £299.

Stated on mediahawk.co.uk

What it does

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

1

Place it runs: Web

Call tracking and marketing attribution, priced in pounds. Here is what it does, as its own site describes it, and what it covers: reports, call tracking, dashboards, web analytics.

> "
>
> **Call tracking, conversion tracking, journeys and speech analytics.**
>
> From our grade for features

Call tracking

Tracks which marketing source made the phone ring using dynamic number pools or static numbers, with call tracking and analytics reports on every plan.

Conversion tracking

Records calls, forms, chat and other conversions alongside the visit that led to them.

User Journey and Sales Matching

User Journey shows the touchpoints behind a conversion; Sales Matching, on Professional and above, connects outcomes to revenue.

Speech analytics

Analyzes call conversations; the pricing page lists it at £0.04 per minute on Professional.

Integrations

Connects to Google Analytics, Google Ads, Meta, Microsoft Advertising, HubSpot, Salesforce and more, with some CRM links quoted on request.

Where it runs

Web

What it works with

Google Analytics
Google Ads
Facebook Ads
Instagram
Microsoft Advertising
HubSpot
Salesforce
Zapier

Mediahawk is made by Mediahawk.

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

Mediahawk'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.

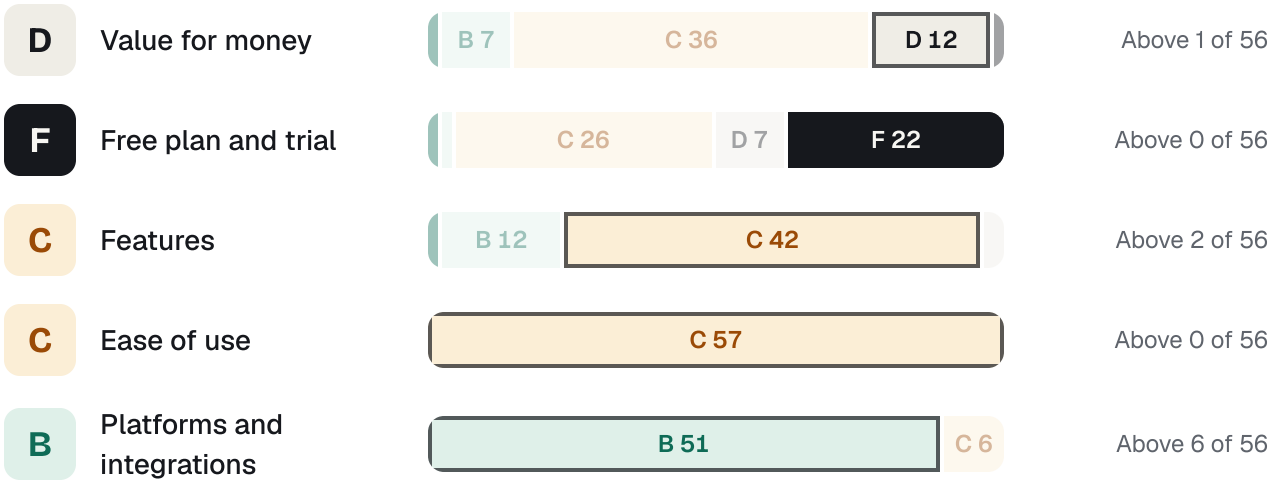
It stands best on platforms and integrations (B, above 6 of 56) and worst on free plan and trial (F, above 0).

Its paid plans start at about $239.84 a month, against a middle price of $50 for the category: 38 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 9 tools score higher and cost less.

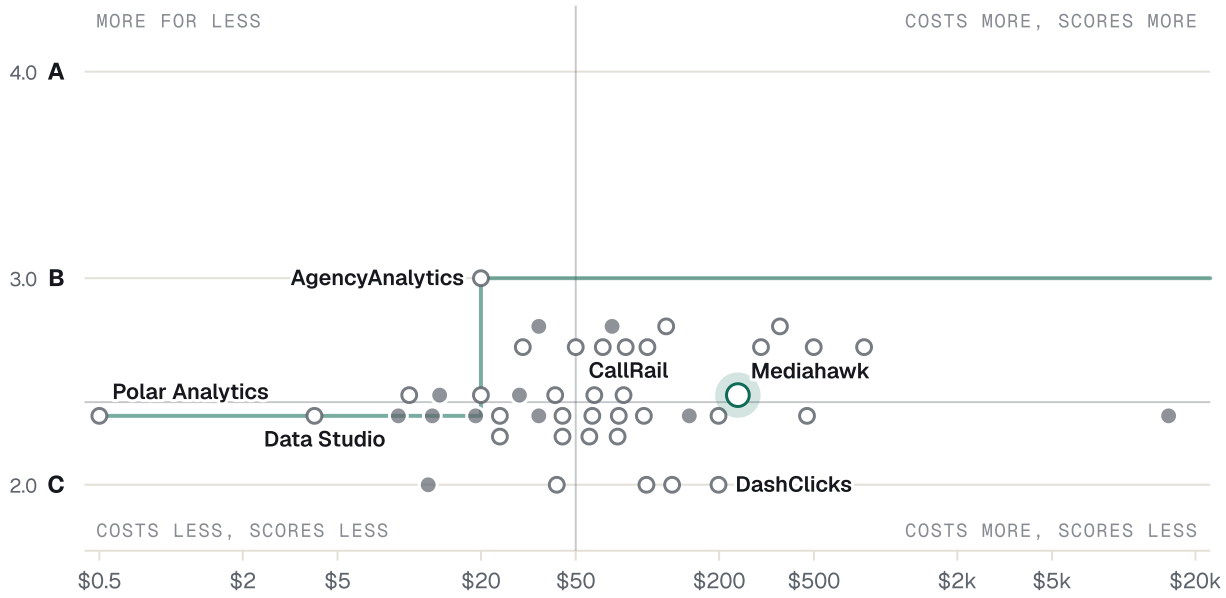
Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. Mediahawk'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. Mediahawk 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 Mediahawk 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 $2,878.08 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.
- Connections that pull numbers from dozens of other services.
- A tracking script and a database that counts every visit.
- It plugs into other products, Google Analytics, Google Ads and Facebook Ads among them.

What this rests on. Mediahawk'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, Delacon and Infinity

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

CallRail

2.4 GPA

Free trial · from $50/mo

Call tracking and attribution that ties phone leads to campaigns.

- Only CallRail lists iOS and Android apps.
- Mediahawk also covers dashboards and web analytics.
- CallRail also covers transcription and forms.

Mediahawk and CallRail compared in full

CTM

2.2 GPA

From $65/mo

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

- Only CTM lists iOS and Android apps.
- Mediahawk also covers reports, dashboards and web analytics.
- CTM also covers transcription, workflow automation and business phone line.

Mediahawk and CTM compared in full



2.4
GPA

WhatConverts

Free trial · from $30/mo

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

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

Mediahawk and WhatConverts compared in full



1.8
GPA

Delacon

Paid

Call tracking, call management and speech analytics.

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

Mediahawk and Delacon compared in full



1.6
GPA

Infinity

From £349/mo

UK call tracking and conversation analytics packages.

- Mediahawk also covers dashboards and web analytics.

Mediahawk and Infinity 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 Mediahawk free?

No. Mediahawk is a paid product, starting at £179 per month, billed annually (£199 billed monthly).

How much does Mediahawk cost?

Mediahawk lists 3 plans. Starter: £179 per month, billed annually (£199 billed monthly).

What platforms does Mediahawk work on?

Mediahawk is available on Web.

Does Mediahawk offer any discounts?

Mediahawk publicly lists the following: Save over 10% on annual plans.

Does Mediahawk have an Android app?

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

Does Mediahawk have an iPhone app?

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

Is Mediahawk open source?

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

What does Mediahawk integrate with?

Mediahawk's listing names Google Analytics, Google Ads, Facebook Ads, Instagram, Microsoft Advertising, HubSpot, Salesforce and Zapier.

Who makes Mediahawk?

Mediahawk is made by a company of the same name.

What are the alternatives to Mediahawk?

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

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

Mediahawk'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 Mediahawk good value for money?

ToolGPA grades Mediahawk D for value for money. Its paid plans start at about $239.84 a month, against a middle price of $50 for the category: 38 of the 44 others that charge start lower.

Could I make my own version of Mediahawk?

To replace Mediahawk 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 Mediahawk'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 Mediahawk'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 Mediahawk. Prices change, so check mediahawk.co.uk before you buy.

mediahawk.co.uk/pricing/

mediahawk.co.uk

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

Mediahawk, kept up to date

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

toolgpa.com/tools/mediahawk

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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