ToolGPA

NOVEMBER 2026

# Phonexa

## The Insider's Guide

Lead and call tracking, routing and distribution platform




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

Made by Phonexa · checked Nov 12, 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 Phonexa's own pages, its app-store listings and our grades. Every fact in it is on Phonexa'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

**1.8**

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

Phonexa is a platform for lead generators and pay-per-call businesses. Its LMS Sync handles lead posting and ping-post distribution, and Call Logic handles call tracking, routing and bidding. Packages include managed services, and prices are given through a custom quote.

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

> "
>
> **There are no prices and packages come as a custom quote with managed services.**
>
> From our report card of Phonexa

**1** **Best for lead posting and call routing for lead sellers**

Phonexa is a platform for lead generators and pay-per-call businesses, with lead posting, call routing and bidding.

**2** **It runs on Web**

Web.

**3** **Lead posting and ping-post**

LMS Sync validates, routes and prices leads in real time through direct post and ping-post APIs.

**4** **Call routing and bidding**

Call Logic supports pay-per-call with real-time bidding, ping-post calls and a drag-and-drop IVR builder.

**5** **AI call agents**

Listed among the Call Logic features, with call recording and real-time tracking and reporting.

**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 Phonexa 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.

### Phonexa at a glance

| | |
|---|---|
| PRICING<br>Paid | FREE PLAN<br>No |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>Phonexa | CATEGORY<br>Marketing Reports & Call Tracking |
| OUR GRADE<br>1.8 GPA, weak | |

## The report card

### Best for lead posting and call routing for lead sellers

Phonexa is a platform for lead generators and pay-per-call businesses, with lead posting, call routing and bidding. There are no prices and packages come as a custom quote with managed services. Extra builds by its team cost $149 a product.

| TOOLGPA REPORT CARD | Phonexa | Graded Nov 12, 2026 |
|---|---|---|

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | No plan prices are published; packages are quoted. |
| **Free plan and trial** | F | No free plan or trial on the pricing page. |
| **Features** | C | Ping-post leads, call routing and bidding, an IVR builder, AI call agents and reports. Included pings, posts and call minutes vary by package. |
| **Ease of use** | C | No store rating on record. Routing and ping trees take configuration, though each package includes a dedicated contact. |
| **Platforms and integrations** | B | Web only, with posting and call APIs and integrations. |

**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 Phonexa is for

- ✓ Fits if you sell leads and run ping-post
- ✓ Works for pay-per-call networks needing routing and bidding

## Who it is not for

- ✗ Not for you if you want prices: the pricing page directs you to a quote
- ✗ Skip it if you want a trial or free plan, as none is listed
- ✗ Watch out: included pings, posts and call minutes vary by package
- ✗ Watch out: extra product or API builds by Phonexa cost $149 each

# Good to know

## Good for

- ✓ Lead generators and lead buyers running ping-post
- ✓ Pay-per-call networks needing routing and bidding

## Worth knowing

- ⓘ The pricing page publishes no plan prices and directs visitors to a custom quote.
- ⓘ Included pings, posts and call minutes vary by package.
- ⓘ Extra product or API builds by the Phonexa team are $149 per product.

# What it costs

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

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

> **No plan prices are published; packages are quoted.**
>
> From our grade for value for money

We could not confirm Phonexa's current prices from its own site, so this guide lists no plans. phonexa.com has them.

# What it does

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

1

Place it runs: Web

Lead and call tracking, routing and distribution platform. Here is what it does, as its own site describes it, and what it covers: public API, reports, call tracking.

> **Ping-post leads, call routing and bidding, an IVR builder, AI call agents and reports.**
>
> From our grade for features

### Lead posting and ping-post

LMS Sync validates, routes and prices leads in real time through direct post and ping-post APIs.

### Call routing and bidding

Call Logic supports pay-per-call with real-time bidding, ping-post calls and a drag-and-drop IVR builder.

### AI call agents

Listed among the Call Logic features, with call recording and real-time tracking and reporting.

### Reports and analytics

Buyer and publisher comparison reports, ping tree A/B testing, lead rejection reports and analytics by hour or region.

## Managed services

Each package includes a dedicated contact, configuration support and up to 4 training sessions a month.

### Where it runs

Web

### What it works with

Salesforce
HubSpot
Google Ads
Google Analytics
Five9
Dialpad
Stripe
Meta

Phonexa is made by Phonexa.

# Where it stands

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

**10/56**

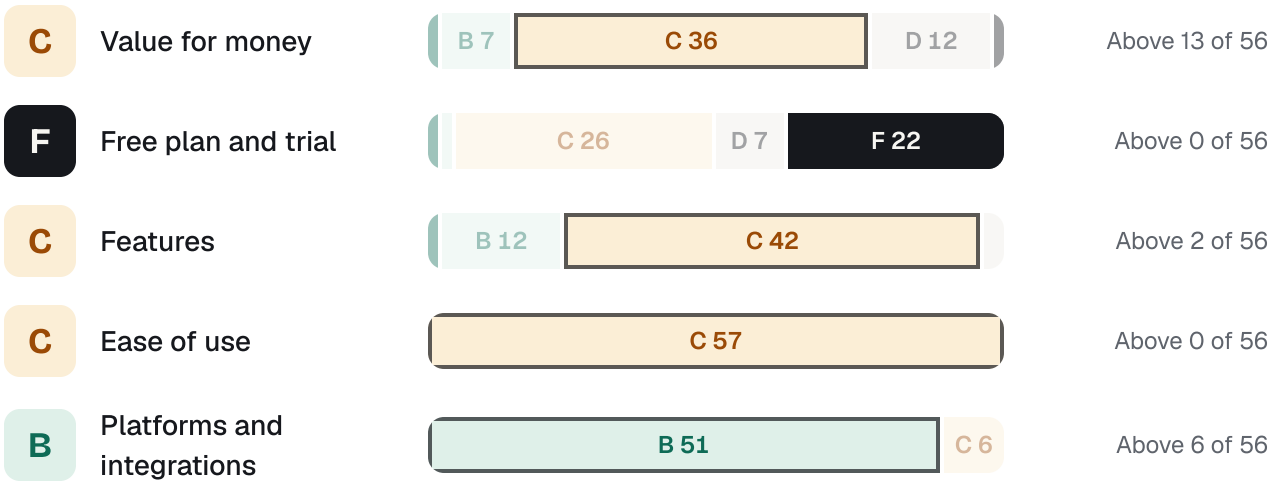
Other marketing reporting and call tracking tools it is graded above

Phonexa'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. Phonexa'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 Phonexa 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.
- It plugs into other products, Salesforce, HubSpot and Google Ads among them, and has an API.

**What this rests on.** Phonexa'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



Ringba, CallScaler, Invoca, CallRail and CTM

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

**1.6** GPA

## Ringba

From $127/mo

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

Phonexa and Ringba compared in full

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**2.2** GPA

## CallScaler

Free trial · from $65/mo

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

Phonexa and CallScaler compared in full

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**1.8** GPA

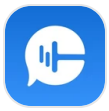
## Invoca

Paid

Call tracking and AI conversation analytics for marketers.

- Invoca also covers dashboards.

Phonexa and Invoca compared in full



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 transcription and forms.

Phonexa 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.
- Phonexa also covers reports.
- CTM also covers transcription, workflow automation and business phone line.

Phonexa and CTM 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 Phonexa free?

No. Phonexa is a paid product.

### What platforms does Phonexa work on?

Phonexa is available on Web.

### Does Phonexa have an Android app?

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

### Does Phonexa have an iPhone app?

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

### Is Phonexa open source?

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

### Does Phonexa have an API?

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

### What does Phonexa integrate with?

Phonexa's listing names Salesforce, HubSpot, Google Ads, Google Analytics, Five9, Dialpad, Stripe and Meta.

### Who makes Phonexa?

Phonexa is made by a company of the same name.

### What are the alternatives to Phonexa?

The closest alternatives to Phonexa in our directory are Ringba, CallScaler, Invoca, CallRail and CTM.

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

Phonexa'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 Phonexa?

To replace Phonexa 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 Phonexa'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 Phonexa'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 Phonexa. Prices change, so check phonexa.com before you buy.

phonexa.com/pricing/ phonexa.com

# 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](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

### Phonexa, kept up to date

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

toolgpa.com/tools/phonexa

### 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:

```
ToolGPA, "Phonexa: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/phonexa
```

### Know someone choosing between marketing reporting and call tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

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