

## MARKETPLACE CALL INTELLIGENCE

# 1 in 3 calls on a marketplace never reaches a live person.

53,143 inbound calls across two leading French real estate marketplaces. 31 rolling days of CDR data. A new outbound chapter. The findings hold – and they're sharper than v1.

**53k**

Inbound calls analysed  
MAR-APR 2026

**69.0%**

True answer rate  
CONVERSATIONS ≥15S

**31.0%**

True missed rate  
VOICEMAIL + CANCELED + FAILED

**146s**

Avg. conversation length  
REAL ESTATE, ≥15S

# Same discipline. Cleaner buckets.

v2 preserves the 15-second voicemail threshold introduced in v1 and splits the previously-merged “canceled” bucket into **canceled** (caller hung up before answer) and **technical failure** (busy, unallocated, network reject). It matters: these have different root causes and different fixes.

## PANEL & PARAMETERS

Calls analysed

**53,143 inbound + 17,202 outbound**

Platforms

**2 real estate marketplaces (FR)**

Observation period

**13 Mar – 13 Apr 2026**

Voicemail threshold

**Answered < 15s counted as missed**

Technical failure

**status = failed, busy, unallocated**

ACD basis

**True-answered calls only (≥15s)**

Anonymisation

**Caller numbers and client identifiers removed**

Analysis stack

**Python / pandas on raw CDR exports**



marketplace							
<b>AGGREGATE INBOUND</b>	<b>53,143</b>	<b>69.0%</b>	<b>14.7%</b>	<b>7.3%</b>	<b>8.9%</b>	<b>31.0%</b>	<b>146s</b>

**Insight:** The gap between platforms is 23 percentage points – not volume-driven. The best-performing platform runs with virtually zero technical failure and near-zero caller abandonment. The difference is infrastructure and routing, not traffic.

CHAPTER 02

# The attribution blind spot.

Marketplace teams measure everything between the ad impression and the click. Once the call starts, visibility collapses. The dashboard says “answered.” The caller says otherwise.

**You track clicks**

Impression → tap

**Visible**

**You measure ad spend ROI**

Source → lead

**Visible**

**You see “answered” in dashboards**

Standard telephony reporting

**Partial**

**You know if it was a real conversation**

Requires 15s filter

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## Invisible

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### You know which listings go to voicemail

Requires dedicated DIDs

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## Invisible

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### You know which sellers have the worst pickup

Requires per-DID analytics

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## Invisible

In our onboarding data, the majority of marketplace platforms have no structured inbound call telemetry before connecting a call intelligence platform – and did not know their voicemail rate ran roughly 2x their caller-abandonment rate.

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NEW IN V2

CHAPTER 03

## The callback is not a second chance.

For the first time in this benchmark, we analysed outbound call performance on a marketplace actively calling back missed inbound leads. The result: even when platforms *do* try to recover a missed call, nearly 3 in 10 attempts never connect either.

INBOUND • THE BUYER CALLS

**85.2%**

true answer rate

On this same platform, 16,009 inbound calls reached a live person 85.2% of the time. Strong performance – best-in-panel.

Total calls 16,009

True answered 13,638

Voicemail 14.3%

Canceled

**0.5%**

## OUTBOUND · THE PLATFORM CALLS BACK

# 71.5%

true connect rate

Same platform, same period, 17,202 outbound attempts. Only 71.5% produced a real conversation. **28.5% of recovery attempts never connected.**

Total calls 17,202

True connected 12,308

Voicemail 14.0%

Failed / busy

**9.8%**

## WHY THIS MATTERS

Most call recovery playbooks assume the callback is the fix. The data suggests it's only half the fix. Every outbound callback inherits the same voicemail and technical-failure rates as a cold call – sometimes worse, because the callee has moved on.

**Recovery requires more than a second dial. It requires timing, channel mix (voice + SMS), and intent signals to decide when to try, when to defer, and when to hand off.**

## What the top performer does differently.

The best platform in our panel runs at 14.8% true missed rate. The other is at 38%. That's a 2.5x gap on a metric that directly correlates with advertiser retention. Four layers explain it.

01

### Attribution

Dedicated tracking numbers per listing, source, campaign. Every call mapped. Without it, the voicemail rate stays invisible.

02

### AI Recovery

Automated callback within 5 minutes of every missed call — abandoned, voicemail, or failed. Up to 35% of missed calls recovered with the right cadence.

03

### Number Masking

Seller's real number never exposed. Platform keeps the relationship. Full conversation tracking. GDPR-compliant by design.

04

### Conversation Intelligence

Transcription, sentiment, AI summary. Every call — answered or not — becomes a structured data point in CRM.

**Pattern observed:** platforms below 20% true-missed consistently run at least three of the four layers. Attribution is always layer one — you cannot fix what you cannot see.

## What 31% actually costs.

The formula is transparent. Substitute your own figures.

## THE FORMULA

Missed calls/month = Monthly volume × **31.0%**

Lost leads/month = Missed calls × Call-to-lead conversion

Lost revenue/month = Lost leads × Average transaction value

Monthly call volume	<b>10,000</b>
True missed rate (v2, aggregate inbound)	<b>31.0%</b>
– of which voicemail (<15s)	<b>14.7%</b>
– of which caller canceled	<b>7.3%</b>
– of which technical failure	<b>8.9%</b>
Missed calls / month	<b>3,100</b>
Call-to-lead conversion	<b>3%</b>
Lost leads / month	<b>93</b>
Average transaction value (FR real estate)	<b>€4,500</b>
<b>Lost revenue / month</b>	<b>€418,500</b>

Annual projection: **€5,022,000**. Conversion and transaction value are conservative estimates. Replace with your own.

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CHAPTER 06

## Five steps to zero blind spots.

From no visibility to full conversation intelligence – the path followed by the top performers in our panel.

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Step 01

### Free 30-day audit

10 listings instrumented. Live dashboard. No integration. You see your true answer rate for the first time.

**24h · Low effort**

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Step 02

### Full attribution

Dedicated numbers across listings. Source tracking. You know which listings and campaigns drive real conversations.

**1 week · Medium**

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Step 03

### AI Recovery

Automatic callback on missed calls. Smart routing based on intent. Voice + SMS follow-up.

**2 weeks · Medium**

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Step 04

### Number Masking

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Seller/buyer anonymisation. Contact stays on platform. GDPR by design.

**1 week · Low**

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Step 05

### **Conversation Intelligence**

Transcription, sentiment, AI summary. CRM push. Lead scoring on every call.

**1 month · High**

## **See your real answer rate in 30 days.**

You don't yet know your true voicemail rate. That's the starting point – and it takes zero integration to find out.

- 10 listings tracked for 30 days
- Live dashboard within 24 hours
- No technical integration required
- No credit card
- Results reviewed by a CALLR expert
- Outbound + inbound in the same panel

**Book your audit →**

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## **callr**

Carrier-grade voice intelligence for marketplace and classifieds platforms. Paris · New York.

### **CAPABILITIES**

Call Tracking  
AI Voice Agents  
Number Masking  
Voice API · SMS API  
SIP Trunking

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