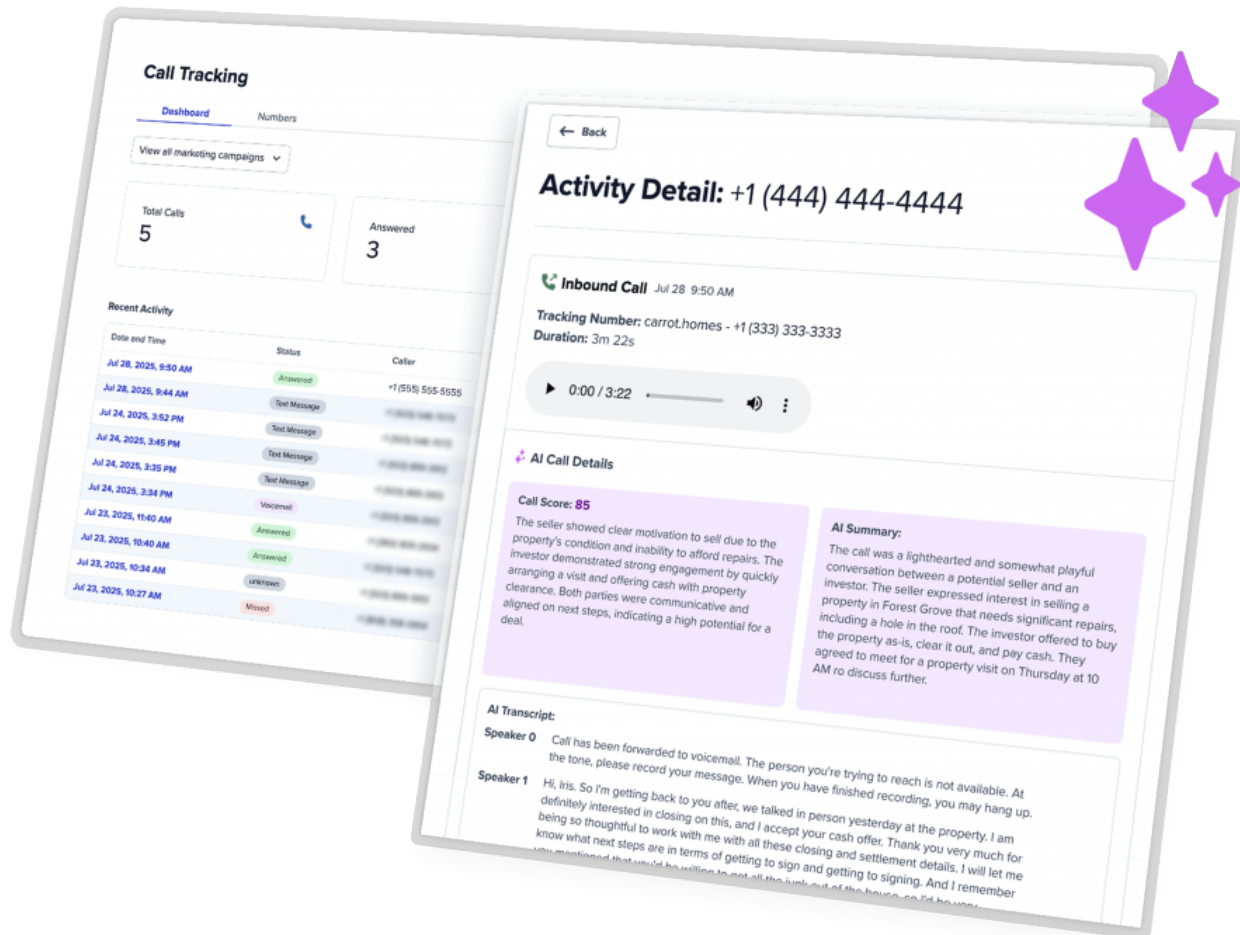


Carrot Real Estate Websites Add Built-In Call Tracking for Complete Success Measuring

Carrot's built-in call tracking feature allows real estate investors to monitor marketing campaigns and get a complete understanding of which campaigns generate the best leads and deals, inclusive of phone leads.



Roseburg, Oregon Sep 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - Carrot, the leading provider of real estate lead generation websites and CRM, added call tracking capabilities to all website accounts. Providing both phone call analytics and web lead analytics gives real estate investors a complete understanding of their lead generation, allowing them to accurately measure the ROI of individual marketing campaigns.

"Carrot's mission is not just helping real estate investors generate leads, but generating the highest quality, most motivated, inbound leads. We've long had robust web analytics built into the platform, but knowing exactly where phone leads came from was a black hole for many of our members. Without this knowledge, they're missing crucial information needed to measure the ROI of their marketing efforts. We're proud to be able to fill that gap and give Carrot website users a complete picture of their lead generation health," said Trevor Mauch, CEO of [Carrot.com](https://www.carrot.com).

One call tracking number is included with each membership, allowing every member to track phone

leads generated on their website. Carrot users can add additional local phone numbers for use across different marketing channels for just \$3 per number per month.

Carrot also released AI Call Insights, an optional add-on that gives users instant, critical details about each call.

- **Automatic Transcripts:** Recorded calls are transcribed within two minutes post-call. Transcripts feature speaker labels and remove the “um’s,” “so’s,” and pauses, giving users a clean view of who said what.
- **Call Summaries:** Each call is distilled into a clear 2-4 sentence summary that captures the tone, urgency, and what was discussed for quick review.
- **Call Rating:** AI analyzes calls based on critical factors such as pricing alignment, urgency, and engagement, giving the call a 0-100 rating. This allows users to identify and prioritize the most promising calls first.
- **AI Action Items:** AI analyzes the call and provides bulleted action items, guiding users to the best follow-up steps.

Learn more about Carrot Call Tracking at <https://carrot.ly/oGcl>

About Carrot

Carrot is the leading provider of high-performing lead generation websites and online marketing tools for real estate investors and agents. Founded in 2014, Carrot website templates are designed out-of-the-box to have high page speed, rank well in search engines, and convert motivated leads. Carrot CRM is a real estate specific CRM for investors of all sizes, providing lead outreach automation, centralized property data insights, critical pipeline reporting, individual employee insights, and customizable AI features that improve focus and velocity. More at www.carrot.com and www.carrot.com/crm.

www.carrot.com



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