

AvidTrak Introduces Leena: AI Virtual Receptionist Built for Marketing Attribution and Lead Capture



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Los Angeles, California Mar 1, 2026 ([IssueWire.com](https://www.issuewire.com)) - AvidTrak announced the launch of Leena, an [AI-powered virtual receptionist](#) designed to answer inbound calls, capture caller information, answer questions, provide quotes, and convert missed opportunities into structured lead data within the AvidTrak call tracking platform.

Leena is built for businesses that generate phone call leads through paid search, SEO, social media campaigns, email marketing, and offline advertising, but risk missing leads when calls are not answered. Instead of relying solely on human availability, Leena can be activated by custom user-defined triggers, such as after-hours calls, holiday schedules, or situations where a call remains unanswered for 20 seconds.

Leena interacts naturally with callers, collects relevant information, such as caller name, callback number, preferred contact time, and purpose of inquiry, and converts that information into actionable lead data. Upon completion of the call, stakeholders receive an email containing the captured details along with the full conversation transcript.

Unlike standalone call-answering tools, Leena is natively integrated into AvidTrak's call tracking platform. Every AI-handled conversation can be connected to the marketing tactic that generated the call, including campaign source, keyword, or landing page. When combined with [AI-powered transcription](#) and conversation outcome extraction, businesses can automatically identify booking requests, pricing inquiries, and lead qualification signals without manually reviewing recordings.

Leena supports multiple deployment configurations. Businesses can create separate Leena profiles for departments such as sales, support, accounting, or administration, each customized to answer specific types of inquiries. Calls may be routed directly to departments or handled through warm transfers, where Leena briefs the receiving representative before transferring the caller.

The system also includes [spam and robocall filtering](#) to prevent nuisance calls. In addition to phone-based conversations, Leena's AI framework can be deployed on a website as a conversational widget, allowing visitors to ask questions via text or voice using the same trained knowledge base.

AvidTrak's AI Virtual Receptionist is designed to be easy to configure and retrain as business needs evolve. Users can update training inputs directly through the Leena profile interface, ensuring that messaging remains aligned with current services and operational priorities.

Leena is available to existing AvidTrak call tracking subscribers under three pricing tiers: Starter at \$9.95 per month, Professional at \$19.95 per month, and Agency at \$39.95 per month, each with defined monthly call allowances and transparent overage pricing.

Leena is designed for businesses and agencies that rely on inbound phone leads and require consistent call handling as well as data that clearly demonstrates the effectiveness of their marketing tactics.

For more information, visit:

<https://avidtrak.com/ai-receptionist-leena>

About AvidTrak

AvidTrak is a call tracking and marketing attribution platform that helps businesses and agencies measure, route, and analyze inbound phone calls across digital and offline marketing channels. The platform supports keyword-level call attribution, dynamic number insertion, advanced call routing, including zip code-based routing, AI-powered transcription, and AI-powered conversation outcome extraction.

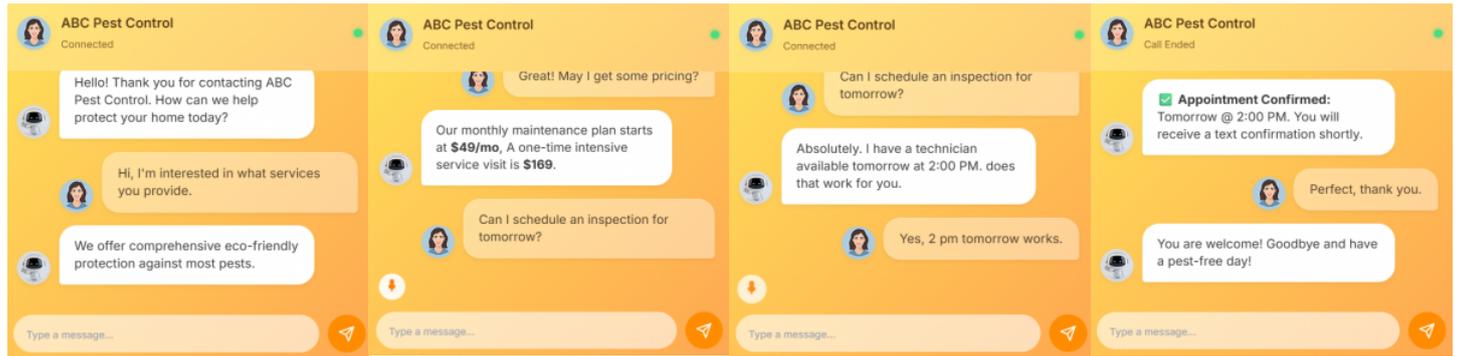
AvidTrak integrates with major advertising platforms, analytics tools, and CRMs to provide clear visibility into phone-driven conversions. The company is known for transparent pricing, responsive

product support, and more than a decade of experience solving complex call tracking and routing challenges.

Other Details:

Built-in Contact Center: <https://avidtrak.com/lead-maximizer>

AI Solution pricing details: <https://avidtrak.com/ai-solutions-pricing>



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