

BENCHMARK REPORT · 2026 EDITION · V3

1 in
3

calls on a
marketplace
never reaches
a live person.

407,573 inbound calls analysed across four marketplace platforms. 31 rolling days of CDR data. Real estate as the anchor vertical, home improvement as cross-reference. The voicemail gap is not an edge case — it is the default state.

407,573

Inbound calls analysed

MAR-APR 2026

68.5%

True answer rate

CONVERSATIONS ≥15S

31.5%

True missed rate

INCL. VOICEMAIL

147s

Avg. conversation

REAL ESTATE, ≥15S

Same discipline. Cleaner buckets.

V3 preserves the 15-second voicemail threshold and splits the previously-merged **canceled** bucket into **canceled** (caller hung up before answer) and **technical failure** (busy, unallocated, network reject). Different root causes. Different fixes.

PANEL & PARAMETERS

Calls analysed	407,573 inbound + 17,202 outbound
Platforms	4 marketplaces (3 real estate, 1 home improvement)
Observation period	13 March – 13 April 2026 (31 rolling days)
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

A note on totals: the panel comprises 407,573 inbound calls. Outbound (17,202) is analysed separately in Chapter 04 and is never folded into the headline inbound figures.

01

CHAPTER 01

The voicemail layer you can't see.

Standard dashboards report answer rates near 90%. Apply a 15-second filter — the point at which most carriers route a call to voicemail — and the picture changes. Nearly 20% of inbound calls are answered in name only. The caller hangs up on a machine. The seller never knows.

lin3

Of every 100 inbound calls across our panel, **32 never become a real conversation**. Of those, nearly two-thirds are voicemails the platform's own dashboard marks as "answered." This is the reporting gap.



RESULTS BY PLATFORM • MARCH / APRIL 2026

PLATFORM	CALLS	ANSWER ≥15S	VM <15S	CANCEL	FAILED	TRUE MISSED
Large real estate platform	201,128	65.3%	17.5%	7.4%	9.9%	34.7%
Mid-size real estate platform	37,133	62.0%	15.0%	10.2%	12.8%	38.0%
Small real estate platform	16,009	85.2%	14.3%	0.5%	0.0%	14.8%
Real estate subtotal	254,270	66.0%	16.9%	7.4%	9.7%	34.0%
Home improvement platform	153,303	72.7%	24.8%	2.1%	0.4%	27.3%
Aggregate inbound	407,573	68.5%	19.9%	5.4%	6.2%	31.5%

In real estate alone, the gap between best and worst performer is 23 points on true missed rate — and it is not volume-driven. The top performer runs near-zero technical failure and almost no caller abandonment. The difference is infrastructure and routing, not traffic.

02

CHAPTER 02

Real estate is the anchor. Here's why.

Across our panel, real estate and home improvement look superficially similar on the aggregate missed-call metric. Underneath, the mechanics diverge sharply – and real estate is where the economics hurt most.

REAL ESTATE · ANCHOR VERTICAL

34.0%

TRUE MISSED · 254,270 CALLS

The 147-second average conversation reflects high-intent buyers discussing specific listings. Every missed call is a qualified lead. The voicemail-to-abandonment ratio (2.3×) shows platforms are losing leads silently rather than to visible hangups.

Avg. call length	147s
Voicemail rate	16.9%
Canceled	7.4%
Technical failure	9.7%

HOME IMPROVEMENT · CROSS-REFERENCE

27.3%

TRUE MISSED · 153,303 CALLS

Shorter conversations (63s) – home improvement leads qualify faster. Lower canceled and tech-failure rates suggest mature infrastructure, but voicemail rate (24.8%) is actually higher than real estate. Pros simply don't answer as often.

Avg. call length	63s
Voicemail rate	24.8%
Canceled	2.1%
Technical failure	0.4%

Both verticals lose roughly 1 in 3 calls, but for different reasons. Real estate bleeds through infrastructure gaps – tech failure at 9.7% is nearly 25× higher than home improvement. Home improvement bleeds through human behaviour: pros ignore ringing phones while on-site. The fixes differ. The reporting blind spot is identical.

03

CHAPTER 03

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.

Ad clicks and impressions

✓ Visible

Ad spend ROI on source → lead

✓ Visible

“Answered” status in dashboards

~ Partial · includes voicemail

Whether the call became a real conversation

✗ Invisible

Which listings send callers to voicemail

✗ Invisible

Which sellers have the worst pickup rates

✗ Invisible

What your true missed rate costs in revenue

✗ 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 2–3× their caller-abandonment rate.

04

CHAPTER 04 · NEW IN V2

The callback is not a second chance.

We also 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 our real estate 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%

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 timing, channel mix (voice + SMS), and intent signals to decide when to try, when to defer, and when to hand off.

05

CHAPTER 05

What the top performer does differently.

The best platform in our real estate panel runs at **14.8%** true missed rate. The largest is at **34.7%**. That's a 2.3× 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. Even active callback programs miss 28.5% of attempts (Ch. 04); intent-timing plus voice + SMS closes that gap.

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.

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.

06

CHAPTER 06

What 34% actually costs.

Using the real estate true-missed rate (34.0%). The formula is transparent. Substitute your own figures.

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Missed calls / month = Monthly volume × 34.0%
Lost advertiser value / mo = Missed calls × Advertiser value / qualified lead
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Monthly call volume	50,000	Panel median (real estate)
True missed rate (real estate aggregate)	34.0%	This benchmark
– of which voicemail (<15s)	16.9%	Invisible to most platforms
– of which caller canceled	7.4%	Visible in standard reporting
– of which technical failure	9.7%	Infra-dependent
Missed calls / month	17,000	Each counted as one lost lead
Advertiser value per qualified lead	€50	CALLR reference
Lost advertiser value / month	€850,000	Calculated

Annual projection: **€10,200,000**. Each missed high-intent call is counted as one lost qualified lead; the value-per-lead figure is the lever – replace it with your platform's own.

07

CHAPTER 07

Five steps to zero blind spots.

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

01

Free 30-day audit

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

24H • LOW

02

Full attribution

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

1 WEEK • MED

03

AI Recovery

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

2 WEEKS • MED

04

Number Masking

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

1 WEEK • LOW

05

Conversation Intelligence

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

1 MONTH • HIGH

THE SEQUENCE

Attribution first, always. Every layer after it compounds on visibility you didn't have before — which is why platforms that skip step 01 never trust the numbers the later layers produce.

Home improvement — for reference.

A single home improvement platform joined this panel. The findings are included as cross-vertical reference. The full home improvement benchmark is a separate forthcoming report.

DIFFERENT WORK. SAME BLIND SPOT.

153,303 inbound calls analysed over the same period. 27.3% true missed rate — lower than the real estate aggregate, but with a higher voicemail share. The story shifts from infrastructure gaps to human behaviour: home improvement pros are on-site and don't answer ringing phones. AI Recovery is even more critical here than in real estate, because there is no front desk to catch the overflow.

153k	27.3%	24.8%	63s
Calls analysed	True missed	Voicemail rate	Avg. call length
MAR-APR 2026	INCL. VOICEMAIL	<15S	≥15S

GET STARTED

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

[Book your audit →](#)