

# Ringba-style Call Routing Platform – Project Specification

## 1. Introduction

This document provides a comprehensive blueprint for building a call routing platform similar to Ringba. It includes feature specifications, UI breakdowns (based on real screenshots), architecture guidance, and a suggested roadmap.

## 2. Feature List

### Core Features

- 📺 Inbound Call Tracking with Twilio/Plivo integration
- 📺 Campaign Creation with unique tracking numbers
- 📺 Buyer Management with caps, endpoints, and concurrency
- 📺 Routing Engine (Geo, Time, Volume, IVR logic)
- 📺 Ping/Post Buyer Matching System
- 📺 Live Call Monitoring Interface
- 📺 Call Recording and Whisper Messages
- 📺 Analytics Dashboard with filters and exports
- 📺 Webhook Integrations (CRM, APIs)
- 📺 Basic Role Management (Admin, Manager, Buyer)

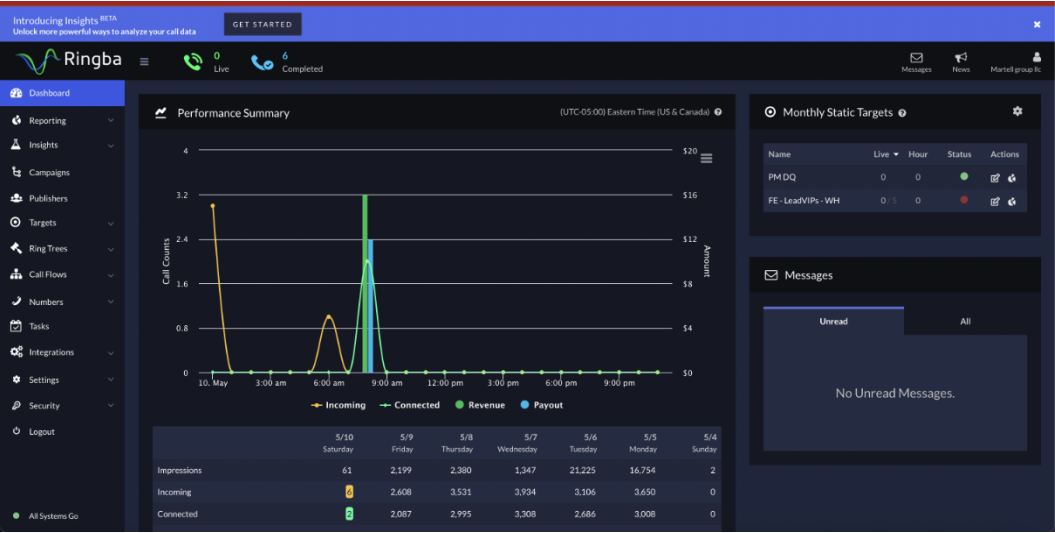
### Advanced Features

- 📺 Bot Detection & Call Quality Scoring
- 📺 Call Tagging & Agent Feedback
- 📺 Dynamic IVR Builder
- 📺 Revenue Tracking per Buyer
- 📺 Email & SMS Notifications
- 📺 Multi-Level User Access (Sub-accounts)
- 📺 Blacklisting & Number Reputation Checks
- 📺 Scheduled Reporting & SLA Alerts

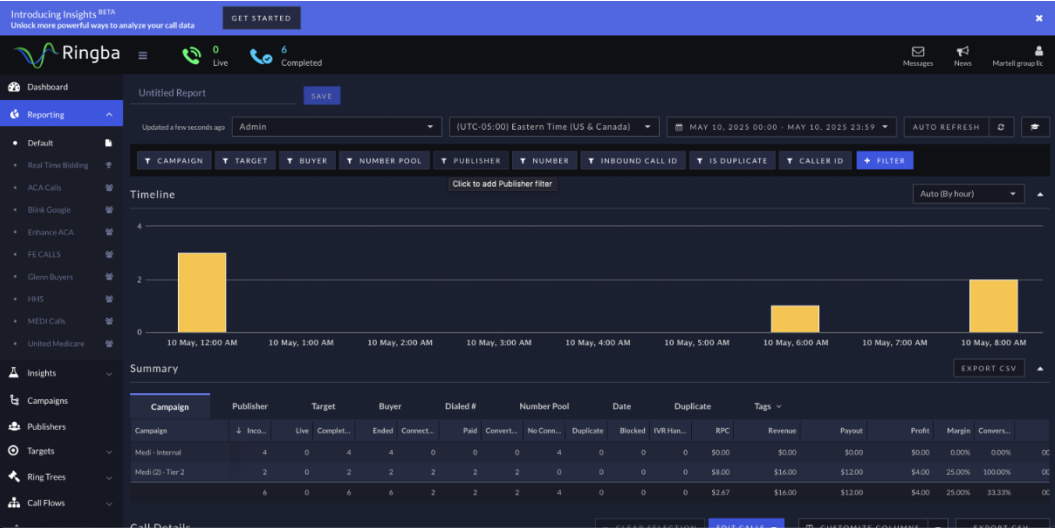
## 3. UI Screenshots

Below are references of the Ringba UI arranged by module:

Screenshot 2025-05-11 at 8.15.33 AM.png



Screenshot 2025-05-11 at 8.15.51 AM.png



Screenshot 2025-05-11 at 8.16.05 AM.png

Ringba

0 Live6 Completed

MessagesNewsMartell group LLC

Dashboard

Reporting

Default

Real Time Bidding

ACA Calls

Blink Google

Enhance ACA

FE CALLS

Glass Buyers

HHS

MEDI Calls

United Medicare

Insights

Campaigns

Publishers

Targets

Ring Trees

Call Flows

Real Time Bidding

Export Bids

UTC-05:00 Eastern Time (US & Canada)MAY 10, 2025EXPORT CSV

Search Bids

UTC-05:00 Eastern Time (US & Canada)Enter Bid ID

RTB Breakdown by Publisher

TodayEXPORT CSV

Publisher	Bids	Winning Bids	Rejected Bids	Rate Limited	Avg. Bid	Avg. Winning Bid	Win Rate
Acquire IQ	1	1	137	0	\$6.00	\$6.00	100.00%
Sunday Digital	1	1	666	0	\$6.00	\$6.00	100.00%
HQ	0	0	1,897	0	\$0.00	\$0.00	0.00%
Henry ADs Factory	0	0	180	0	\$0.00	\$0.00	0.00%
Tele Life Inc.	0	0	296	0	\$0.00	\$0.00	0.00%
LVP	0	0	355	0	\$0.00	\$0.00	0.00%
United	0	0	596	0	\$0.00	\$0.00	0.00%

Screenshot 2025-05-11 at 8.16.12 AM.png

ACA CallsBlink GoogleEnhance ACAFE CALLSGlass BuyersHHSMEDICallUnited MedicareInsightsCampaignsPublishersTargetsRing TreesCall Flows

RTB Rejection Breakdown

TodayEXPORT CSV

Publisher	Final Capacity Check	No Capacity	3rd Party Data Enrichment	Caller ID	Caller ID Verification	Disabled	Initial Tag Filter	Final Tag Filter
HQ	1,756	139	0	2	0	0	0	0
Henry ADs Factory	180	0	0	0	0	0	0	0
Tele Life Inc.	296	0	0	0	0	0	0	0
LVP	287	68	0	0	0	0	0	0
United	596	0	0	0	0	0	0	0
Sunday Digital	653	0	0	13	0	0	0	0
PM	80	0	0	0	0	0	0	0
Pixel Pro ADs	52	0	0	0	0	0	0	0
Acquire IQ	137	0	0	0	0	0	0	0
Pear Media	24	0	0	0	0	0	0	0
Policy Chat	10	0	0	0	0	0	0	0

Screenshot 2025-05-11 at 8.16.30 AM.png

Ringba

0 Live6 Completed

MessagesNewsMartell group LLC

Dashboard

Reporting

Default

Real Time Bidding

ACA Calls

Blink Google

Enhance ACA

FE CALLS

Glass Buyers

HHS

MEDI Calls

United Medicare

Insights

Campaigns

Publishers

Targets

Untitled Insight

SAVEUpdated a few seconds ago

UTC-05:00 Eastern Time (US & Canada)

MAY 10, 2025 00:00 - MAY 10, 2025 23:59

AUTO REFRESH

CAMPAIGNTARGETBUYERNUMBER POOLPUBLISHERNUMBERIS DUPLICATECALLER IDFILTER

Breakdown: CampaignLEVEL

Quick InsightsListExport CSV

Breakdown	Inc...	Live	Co...	End...	Con...	Paid	Con...	No...	Dup...	Bl...	IVR...	RPC	Revenue	Payout	Profit	M...
Medi - Internal	4	0	4	4	0	0	0	4	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	0.0
Medi (2) - Tier 2	2	0	2	2	2	2	2	0	0	0	0	\$8.00	\$16.00	\$12.00	\$4.00	25.0
Totals	6	0	6	6	2	2	2	4	0	0	0	\$2.67	\$16.00	\$12.00	\$4.00	25.0

Screenshot 2025-05-11 at 8.16.38 AM.png

Ringba

0 Live6 Completed

MessagesNewsMarket group 10

Dashboard

Reporting

- Default
- Real Time Bidding
- ACA Calls
- Blink Google
- Enhance ACA
- FE CALLS
- Green Buyers
- HHS
- MEDI Calls
- United Medicare
- Insights
  - Default
  - Target Dial Insights
- Campaigns
- Publishers
- Targets

Target Dial Insights

[UTC-05:00] Eastern Time (US & Canada)MAY 10, 2025 00:00 - MAY 10, 2025 23:59EXPORT CSV

Target	Target Dialed	No Answer	Busy Call	Error	Connected
Medi - PM - RTB	2	0	0	0	2
Medi - HQ - RTB	0	0	0	0	0
Medi - LMK - RTB	0	0	0	0	0
Medi - Nated - RTB	0	0	0	0	0
Medi - WoGenerate - T2 RTB	0	0	0	0	0
Medi - Jet - RTB	0	0	0	0	0
Totals	2	0	0	0	2

<https://offers.ringba.com/roleads/W/dashboard/event-insights>

Screenshot 2025-05-11 at 8.16.49 AM.png

Ringba

0 Live6 Completed

MessagesNewsMarket group 10

Green Buyers

HHS

MEDI Calls

United Medicare

Insights

- Default
- Target Dial Insights

Campaigns

Publishers

Targets

Ring Trees

Call Flows

Numbers

Tasks

Integrations

Settings

Security

Manage Campaigns

SearchAll

+ CREATE CAMPAIGN

Status	Name	Offer Name	Country	Recording	Live	Hour	Day	Month	Total	Actions
Live	ACA (2) - Enhance		🇺🇸	Yes	0	0	0	0	558	🔍🔄🗑️🔒🔓
Live	ACA (2) - Jet Only		🇺🇸	Yes	0	0	0	0	3067	🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1		🇺🇸	Yes	0	0	0	0	1839	50287🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1 - GA		🇺🇸	Yes	0	0	0	0	0	🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1D		🇺🇸	Yes	0	0	0	0	1232	🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1H		🇺🇸	Yes	0	0	0	0	2766	17689🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1JB		🇺🇸	Yes	0	0	0	0	0	🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1N		🇺🇸	Yes	0	0	0	0	25	🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1P		🇺🇸	Yes	0	0	0	0	3444	🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 1SD		🇺🇸	Yes	0	0	0	0	1284	8694🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 2		🇺🇸	Yes	0	0	0	0	2982	11172🔍🔄🗑️🔒🔓
Live	ACA (2) - Tier 3		🇺🇸	Yes	0	0	0	0	4	226🔍🔄🗑️🔒🔓
Live	ACA - CB Internal		🇺🇸	Yes	0	0	0	0	80	🔍🔄🗑️🔒🔓
Live	ACA - Dino Internal		🇺🇸	Yes	0	0	0	0	8621	🔍🔄🗑️🔒🔓

Screenshot 2025-05-11 at 8.17.10 AM.png

+ CREATE CAMPAIGN

Status	Name	Offer Name	Country	Recording	Live	Hour	Day	Month	Total	Actions
--------	------	------------	---------	-----------	------	------	-----	-------	-------	---------

Campaign Name

test

Required

Country

India

Required

CREATE

CANCEL

Screenshot 2025-05-11 at 8.17.25 AM.png

Campaign Settings | Real Time Bidding | Offer | Performance Summary

### General Info

Campaign ID: CA620417e6ab3b49ebab8798b7969f438a

Campaign Name: test

Tracking ID: my\_tracking\_id - Optional

Number Format: (nnn) nnn-nnnn

Report Duplicate Calls On: Connect

Route Previously Connected Calls: Normally | To Original | To Different

Handle Anonymous Calls as Duplicate: ☒

Payout Once Per Caller: ☐

Record Calls: ☒

Screenshot 2025-05-11 at 8.17.32 AM.png

Target Dial Attempts: 3

Require Stir/Shaken Attestation: Account Setting (Disabled) | Enabled | Disabled

Predictive Routing Configuration: Choose a configuration | + NEW

#### 4. Recommended Tech Stack

- Frontend: Next.js (React) + Tailwind CSS
- Backend: Node.js (Express/FastAPI optional for routing logic)
- Telephony: Twilio / Plivo / Telnyx for inbound call control
- Database: PostgreSQL (via Supabase or RDS)
- Hosting: Vercel (Frontend) + Serverless or container backend (AWS Lambda / EC2)
- Auth: Firebase Auth / Supabase Auth / Clerk
- Webhooks: Custom endpoints with signed requests

#### 5. Core API Endpoints (Sample)

- POST /api/call/inbound - Receives call info and routes
- POST /api/buyer/ping - Buyer responds with bid for call
- POST /api/buyer/post - Final call routing confirmation
- GET /api/campaigns - List all campaigns
- POST /api/campaigns - Create campaign
- POST /api/buyers - Add/edit buyer endpoints

- 🎬 GET /api/logs - Get call logs by filters

## 6. MVP vs Full Product Rollout

### **\*\*MVP Features:\*\***

- 🎬 Call tracking + routing engine
- 🎬 Campaign & buyer setup
- 🎬 Live call dashboard
- 🎬 Ping/post system
- 🎬 Basic reporting

### **\*\*Full Rollout Additions:\*\***

- 🎬 Advanced analytics with charts
- 🎬 Multi-level role permissions
- 🎬 Bot detection / quality scoring
- 🎬 Scheduled reports / alerts
- 🎬 Self-serve buyer dashboards