SACRA

MARKET REPORT

$10M/yr Plaid for meeting bots

TEAM

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TL;DR: With every sales, recruiting, customer success, and user research tool integrating with Zoom, Meet, Teams, Webex, and Slack Huddles bots, Recall.ai built a universal meeting-bot API that abstracts away the engineering and pipes raw audio, video, and metadata into any SaaS app. Sacra estimates <u>Recall.ai</u> reached <u>$8M ARR in 2024, up 300% YoY</u>. For more, check out our full <u>Recall report</u> and <u>dataset</u>.

Recall.ai
ARR & ARR Growth Rate

$10.0M
↑ 25.0% YoY
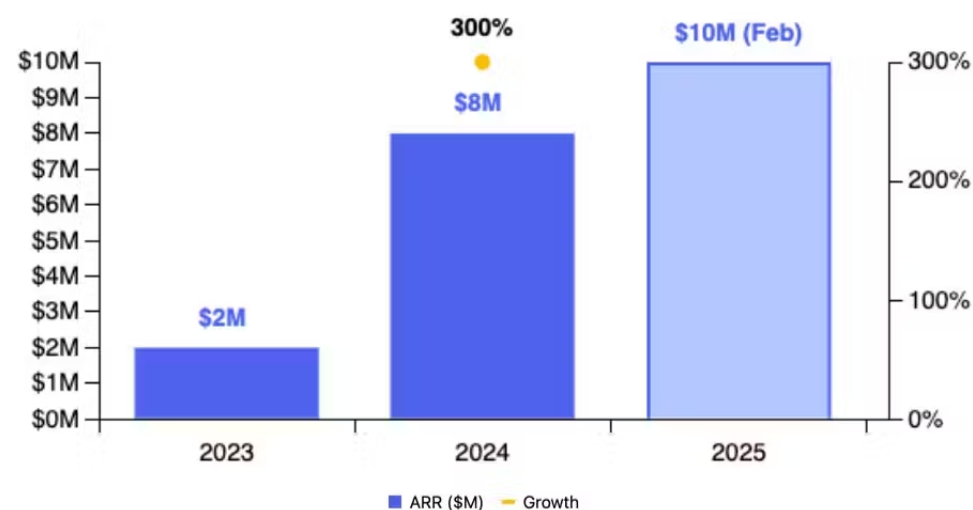
Source: Sacra   Updated: Feb 27, 2025

Key points via Sacra AI:

- **As COVID moved every meeting into Zoom and the success of <u>Gong ($285M ARR)</u> <u>sparked video calls to be built into every B2B SaaS app</u>, <u>Recall.ai</u> (founded 2022) launched with a universal meeting-bot API that uses cloud VMs to join video calls, captures the complete meeting data, and delivers it via a single API that works across**

Zoom, Teams, Google Meet, and even platforms with no official APIs like Slack Huddles. As a universal API, Recall.ai positions as a way for developers to build faster and save on expensive developer salaries & time, renting out its integrations infrastructure on a usage basis, charging per minute of meeting processed (estimated at $0.80-1.00 per hour) with enterprise volume discounts and additional fees for value-added services like transcription.

- **With AI making unstructured qualitative data much more valuable and usable, app developers have been hungry to eat up meeting call data with Sacra estimating that Recall.ai grew 300% YoY from $2M annual recurring revenue (ARR) in 2023 to $8M ARR in 2024, reaching $10M ARR in January**. Compare to call recording SaaS leader Gong at $298M ARR at the end of 2024, up 28% YoY from $232M in 2023, the customer service AI BPO Decagon at $6M ARR in 2024, up 900% YoY, and Plaid at an estimated $390M ARR in 2024, up 27% from $308M in 2023.

- **As AI voice agents generate a high volume of conversation data powered by voice AI APIs like Vapi, Retell & Bland AI, Recall.ai has the potential to benefit from a virtuous cycle where more calls generate more call recording & transcription usage, with the data & analytics from those meetings driving insights & automations that incentivize more calls**. As AI-native companies bypass meeting bots to capture system audio directly at the operating system layer—most notably AI meeting scribe Granola ($20M raised, Spark)—Recall.ai has started repositioning beyond meeting bots into AI infrastructure for audio with the launch of its desktop SDK for Mac.

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