Measuring your marketing: channel breakdown
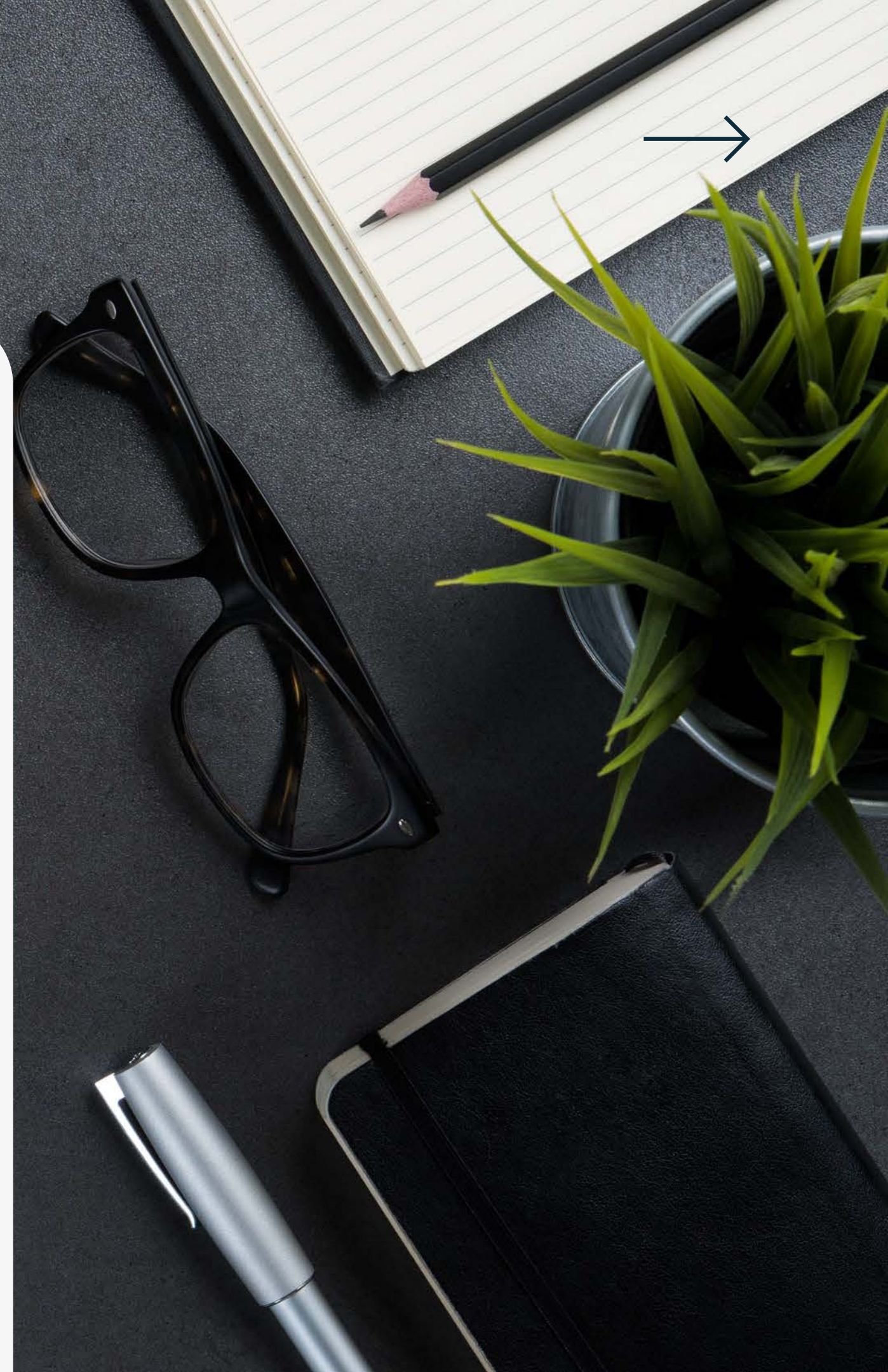
Looking to better track your marketing channels? We run you through each marketing channel and how you can track key channels.
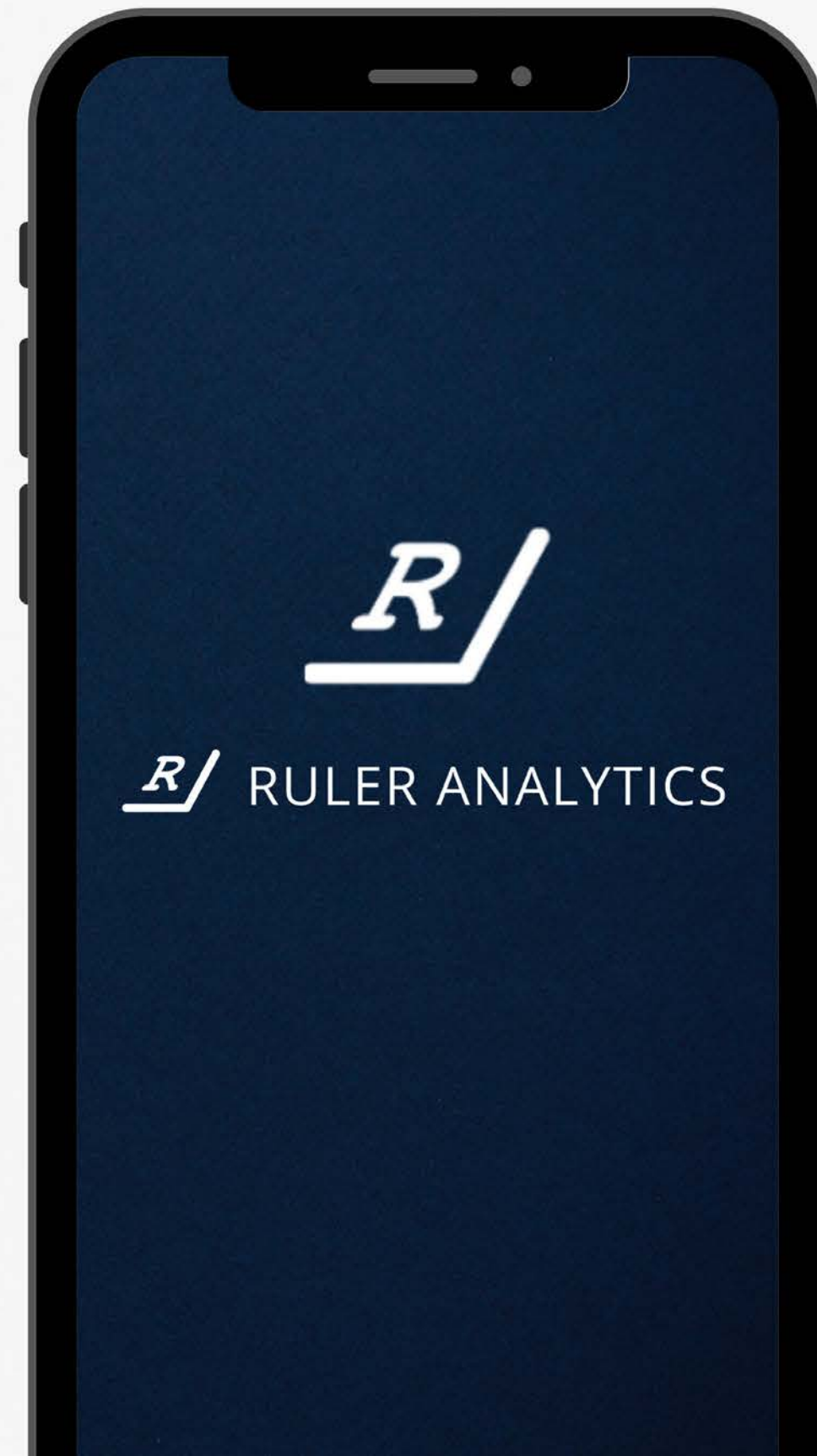
Contents

Who are we?

Ruler Analytics is a visitor level multi-touch marketing attribution product for forms, phone calls and live chat, evidencing every step a visitor makes in their journey and matching revenue back to the source.

By automatically integrating with your CRM, analytics and other products, Ruler 'closes the loop' between leads and revenue. Ruler Analytics call tracking and multi-touch marketing attribution technology enables organisations to attribute revenue to their marketing activity and understand the steps customers make in the decision making process.

By closing the loop between sales revenue and marketing activity, Ruler's platform provides a single point of truth to identify which campaigns are driving revenue, allowing organisations to make meaningful decisions to optimise marketing spend. With 1,000+ integrations with the world's leading applications, Ruler Analytics can sync data back to Google Analytics, your CRM or paid media solutions to give insight where you need it most.

Before you get started...

Why is marketing so important? We're glad you asked.

Marketing is an essential part of the business. But, as marketing evolves, our ability to prove it's working gets consistently more difficult.

Whether you're using email marketing, influencers or paid advertising, when you get to that monthly marketing meeting with senior management, you want to be able to definitively prove your worth.

Keep reading to learn how you can cut through the noise and prove your ROI once and for all.

"

Only 60% of marketers surveyed were confident they prove marketing ROI

Source: Ruler Analytics

"

What you need to be measuring

Hopefully, you know what a marketing strategy is. But just in case you don't, we generally define it as:

"A business game plan for reaching prospective customers and moving them through the marketing funnel, or buyer's journey."

Your marketing strategy is your approach to getting the competitive edge, while your marketing plan needs to detail what that approach, channel by channel, is. Reporting properly can massively impact your planning. But this isn't a bad thing.

Evolving your strategy based on real data means you can move to targeting the most relevant people on the channels they use, with messages that resonate. Remember, your end goal is to drive as many quality leads into the buyer's journey as possible to ensure the right type of revenue.

The buyer's journey

Here's a quick overview of the buyer's journey. This is a good starting point to provide context to your marketing measurement.
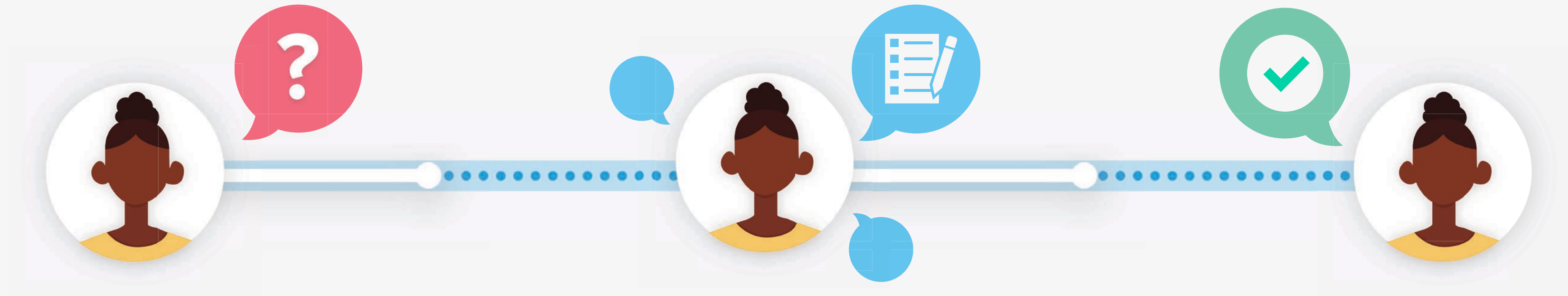
01

Awareness stage

Here, a user is looking for a solution to a problem. They might not know what product they are ultimately looking for and so this is purely an information-gathering stage.

02

Consideration stage

The user now knows what product they need to solve their problem. But, they're considering many different brands all offering the same product or service.

03

Decision stage

Lastly, the user makes a decision on a particular product or brand and so purchases.

Checklist for better marketing measurement

Tracking is absolutely essential if you want to definitively prove your return on investment.

Here's what you need to have in place before you get started:

01

URL tracking

Adding UTM parameters to your links helps your analytics software better track the performance of your website. By setting parameters, you can better understand where traffic is coming from and how it behaves when on site.

02

Paid advertising tracking

Paid ads are pointless if you're not tracking them properly. While it can be tricky to set up properly, taking the time to do it will help you get more out of your ad spend.
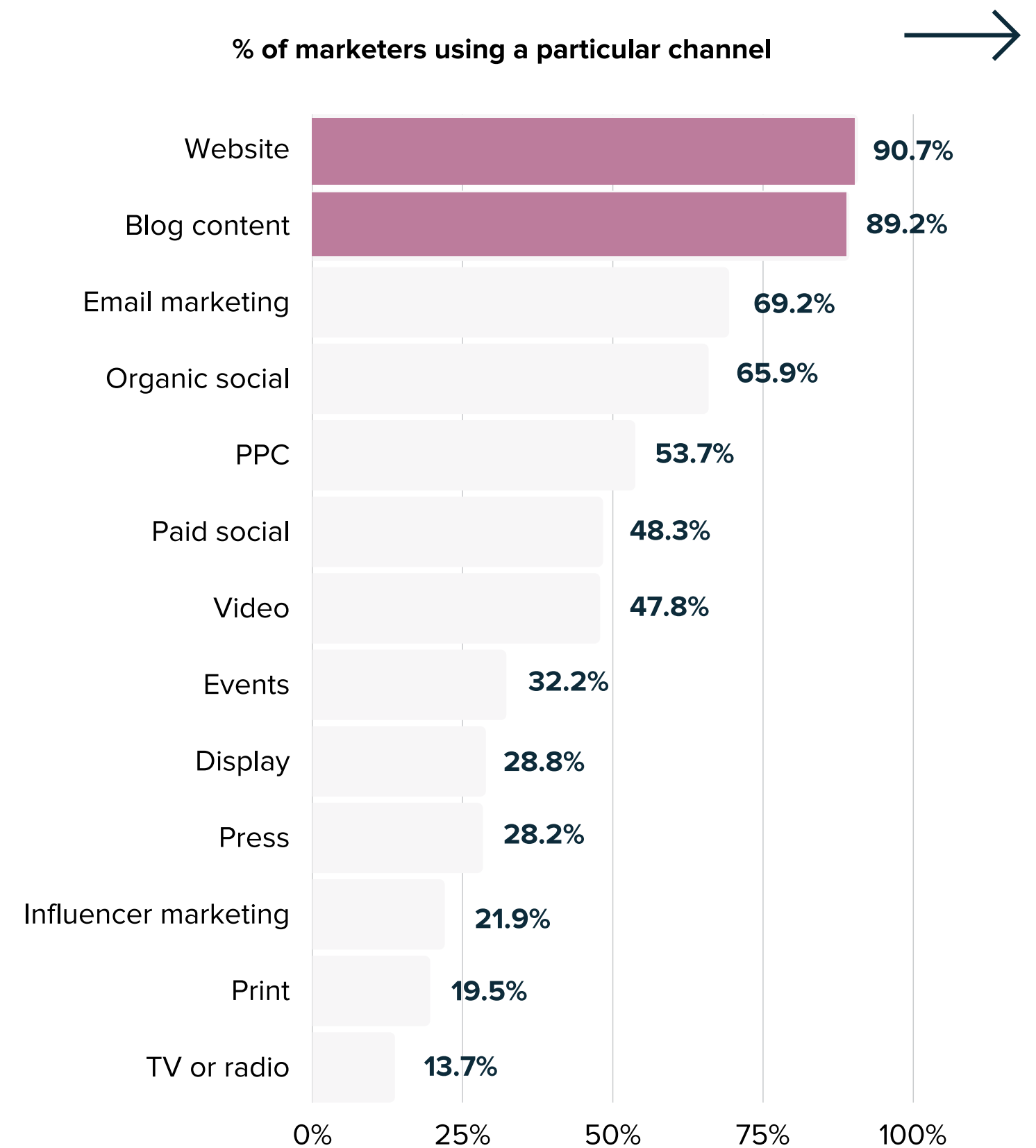
03

Analytics software

Analytics tools exist for a reason. With them, you can better track your marketing channels and campaigns. Tools like Ruler Analytics, Google Analytics and more are key to ensuring you can better track your marketing performance.

Measuring your content marketing

Your content marketing is a key inbound source of traffic.

Ensuring you're tracking your content is essential to driving more valuable sessions on your website.

While traffic is a key metric to track, what does it actually tell you about your content?

% of marketers using a particular channel

Channel	%
Website	90.7%
Blog content	89.2%
Email marketing	69.2%
Organic social	65.9%
PPC	53.7%
Paid social	48.3%
Video	47.8%
Events	32.2%
Display	28.8%
Press	28.2%
Influencer marketing	21.9%
Print	19.5%
TV or radio	13.7%

How to measure your website

Analysing your website is no mean feat considering the huge amounts of data you can get access to. We recommend measuring your website stats at least every month. Look at changes on a monthly and yearly basis - taking seasonality into account - for a full picture of how your website, and its content, is performing.

01 **Pages per session**

In Google Analytics, you can see, as an average, the number of pages a user lands on. If it's too low, this number could mean users are finding the first page they land on irrelevant.

If it's too high, it could mean a user isn't finding the information they need. This could highlight your website structure is messy, or that the content is poorly worded.

02 **Number of sessions**

On a weekly, or fortnightly basis, you should be tracking the total number of visitors to your website.

This will allow you to monitor any ebbs and flows, and ideally, find opportunities to improve.

03 **Channel acqusition**

In Google Analytics, you can break down your overall sessions by channel.

Understanding where the majority of your traffic comes from allows you to find areas to improve on. However, this only gives part of the story. While marketing acquisition shows you where your marketing is working to drive website traffic, what it doesn't show is if those sessions resulted in sales or leads.

04 **Conversions and revenue**

You can set up as many goals, or conversions, in Google Analytics, as you like. These track when particular actions are completed such as filling in a form, or clicking a phone number.

While conversions are great to track, they only highlight potential revenue opportunities. A form submission, or click-to-call doesn't guarantee a sale. However, marketing attribution allows you to assign real revenue to your marketing channels.

How to measure your website

While some of the metrics listed in this section are vanity metrics, like bounce rate and time on page, they can be made actionable. Add context to your metrics and use them to build goals and strategy.

05 Top pages

Head to the Behaviour tab in Google Analytics, and you'll see an option to view your top pages.

Here, you can see what pages are working the best at driving traffic.

And remember, if you use a marketing attribution tool like Ruler Analytics, we can feed revenue data directly back into Google Analytics.

06 Time on page

Time on page in Google Analytics allows you to get a view of the average session on your website.

As an average benchmark, you want this to be around 2-3 minutes.

If it's low it could indicate low-quality traffic to your page.

07 Bounce rate

Bounce rate, also found in GA, highlights the number of users who click your site, but then leave without engaging with your content or navigating to other pages.

As a general rule, if your bounce rate is above 55% then you need to really dig into what's going wrong.

08 Page and blog metrics

For all of your pages and blogs, you'll want to concentrate on the following metrics.

• Time on page
• Bounce rate
• Conversions
• Revenue

How to measure your SEO

SEO isn't easy and measuring it isn't easy either. There are a few key ways you can quickly assess how your content is working to drive SEO. And remember, trafic is key. But traffic that results in low engagement and no follow through is pointless. It's better to drive few high-quality sessions than lots of low-quality sessions.

01 Domain authority

Domain authority is a score given to a website that helps predict how well it will rank on SERPs (search engine results pages).

Domain authority scores range from 1-100, with higher scores corresponding to a greater ability to rank. A domain authority between 40 to 50 is considered average.

But don't worry, if it's lower than 40 then it should be considerably easier to improve than if it's 70!

02 Keyword rankings

Firstly, you compile a list of keywords you want to rank for. Every month, you should conduct research to see how you are performing for each of those keywords.

Tallying performance for your chosen keywords will help you get targeted with your SEO content, and also identify any keywords you're slipping on that might need extra work.

03 Organic traffic

Organic traffic is a great indicator of your SEO performance as it highlights the number of people who are finding you for keyword searches directly in Google, Bing etc.

If you then filter this search by landing page, you can see which landing pages in particular are ranking well organically.

04 Revenue

Marketing attribution enables you to track both online and offline revenue by which channel brought that sale in from a first or last-click view.

If you're tracking URLs (which you should be!), then you'll also be able to filter your revenue by campaign, landing page and even keyword.

How to use your findings to build on your content

Tracking your content isn't just for understanding your SEO rankings and general web performance.

Your website is a platform to convert users into potential customers.

Measuring revenue, not clicks, is essential to increasing your revenue generation. Optimising each page and blog based on real results, can only help increase your performance down the line.

Here's how.

01

Grow the awareness stage

Using marketing attribution, you'll be able to see what blogs and pages, from a first-click perspective, result in revenue. This could signal that these pages are performing well in the awareness stage of the buyer's journey. Once identified, you could push more people to this content through other marketing channels such as paid, email or social. By growing individual segments of your buyer's journey, you're simply feeding more (high-quality) leads through the process of user to customer.
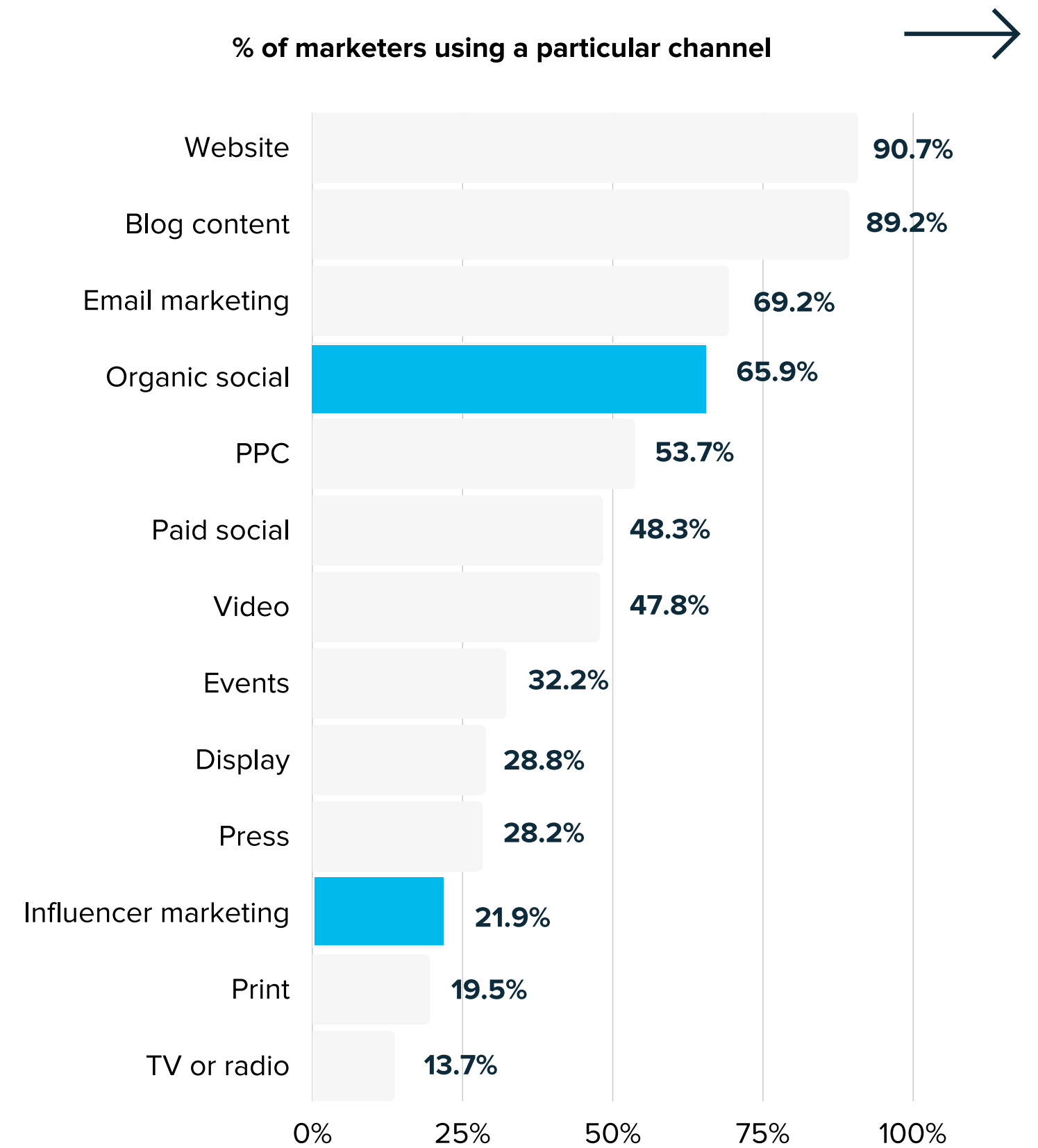
02

Increase conversions and sales

Using conversions and marketing attribution, you'll be able to see what web content results in high quality leads, but doesn't get a lot of sales. By tracking conversions like form submissions and phone calls, you can paint a real picture of your customer journey. If you find pages that are working, drive more traffic to them. If you find pages that aren't, review your content. Add more CTAs to develop its conversion potential, or look at where traffic is coming from to see if you're wasting budget on advertising. It could be your ad is sending a lot of traffic but isn't then converting.

Measuring your social media marketing

Social media has quickly become a fantastic resource for marketers looking to get eyes on their business.

But while channels and social trends crop up and die away, marketers struggle to analyse their social media data and truly understand how its supporting their bottom line.

% of marketers using a particular channel

Channel	%
Website	90.7%
Blog content	89.2%
Email marketing	69.2%
Organic social	65.9%
PPC	53.7%
Paid social	48.3%
Video	47.8%
Events	32.2%
Display	28.8%
Press	28.2%
Influencer marketing	21.9%
Print	19.5%
TV or radio	13.7%

How to measure your organic social

Measuring your social media impact goes much further than just follower count. Keep reading to find out how you should be tracking your social media accounts, and using this data to refine your marketing. Social is a great tool for handling customer queries, growing awareness and pushing users to your website. Here are the key metrics to track:

01 Follower count

Follower count is a vanity metric, but it's still important. If you're looking to scale up your product or service, then growing your social accounts is a great way to kickstart that journey.

Look at changes year on year. And remember, not every channel you have is going to grow as quickly as the others. Once you have around 3-6 months worth of follower growth data, start benchmarking. Set yourself targets to see how quickly you can grow.

02 Impressions and engagements

This is another vanity metric. But, if you're growing brand awareness, it's vital to understand how many people you're reaching.

Engagements and impressions on an individual post-by-post basis is a great way to learn what content is working too. Track your impressions and engagements across individual channels and then across social as a whole. This highlights great potential for remarketing and lead nurturing.

03 Social referrals

What's the point of social, if you're not driving people to your website? Whether that's with a swipe up link in Instagram, or via a blog post on Twitter.

By using Google Analytics, you can see exactly how much traffic you're getting from social channels each month. Look at how your organic social traffic is performing on your site too (more on that later!).

04 Revenue

If you're eCommerce, then you can track any revenue or sales made on site directly within Google Analytics. However, if you're a B2B business that relies on form submissions or calls to create leads, then attributing revenue to social media can be difficult.

With marketing attribution tools, you can close the loop between your social media marketing and your sales.

How to measure your influencer marketing

Love them or hate them, they're not going anywhere just yet. Affiliate marketing has been around a long time, but influencers have certainly muddied the waters. Clearly, it works or the influencer marketing industry wouldn't be on track to be worth over $15b by 2022. But how do you track it?

01 **Discount codes**

This is the simplest way to track how many people your influencer has driven to buy your product or service.

Unique discount codes can be easily created and tracked, making this the most feasible method.

02 **Post performance stats**

Always ask for post performance stats from your influencer!

Make sure this is a part of your contract so you can get a good idea of how well the post resonated compared to the rest of their posts

03 **Tracked links**

Where you can, try and get your influencer to share a link. If they're talking about a particular product of yours, give them a tracked link to share.

This means you can track exactly how many people click, and engage with your webpage, directly as a result of the influencer

How to use your findings to build your social up

Measuring your social for metrics mentioned earlier will give you a great idea of the potential of your channels.

Using marketing attribution offers a chance to use your insights to grow that potential.

01

Find your channel

Vanity metrics like followers, impressions and engagements can highlight key channels to focus on. If a certain channel is growing quickly, then concentrate on growing that as a priority.

02

Understand your audience

Checking your demographics helps you understand if you're finding your target audience online. It can also help you identify other characteristics of your audience. If you find your social following all fit a particular profile, you can use this to test on other channels in the future.

03

Find new opportunities

By using marketing attribution, you can see how your social channels impact both leads and revenue. There's a wealth of data that could open new marketing opportunities on social, such as channels you're underusing, or influencer attribution potential.
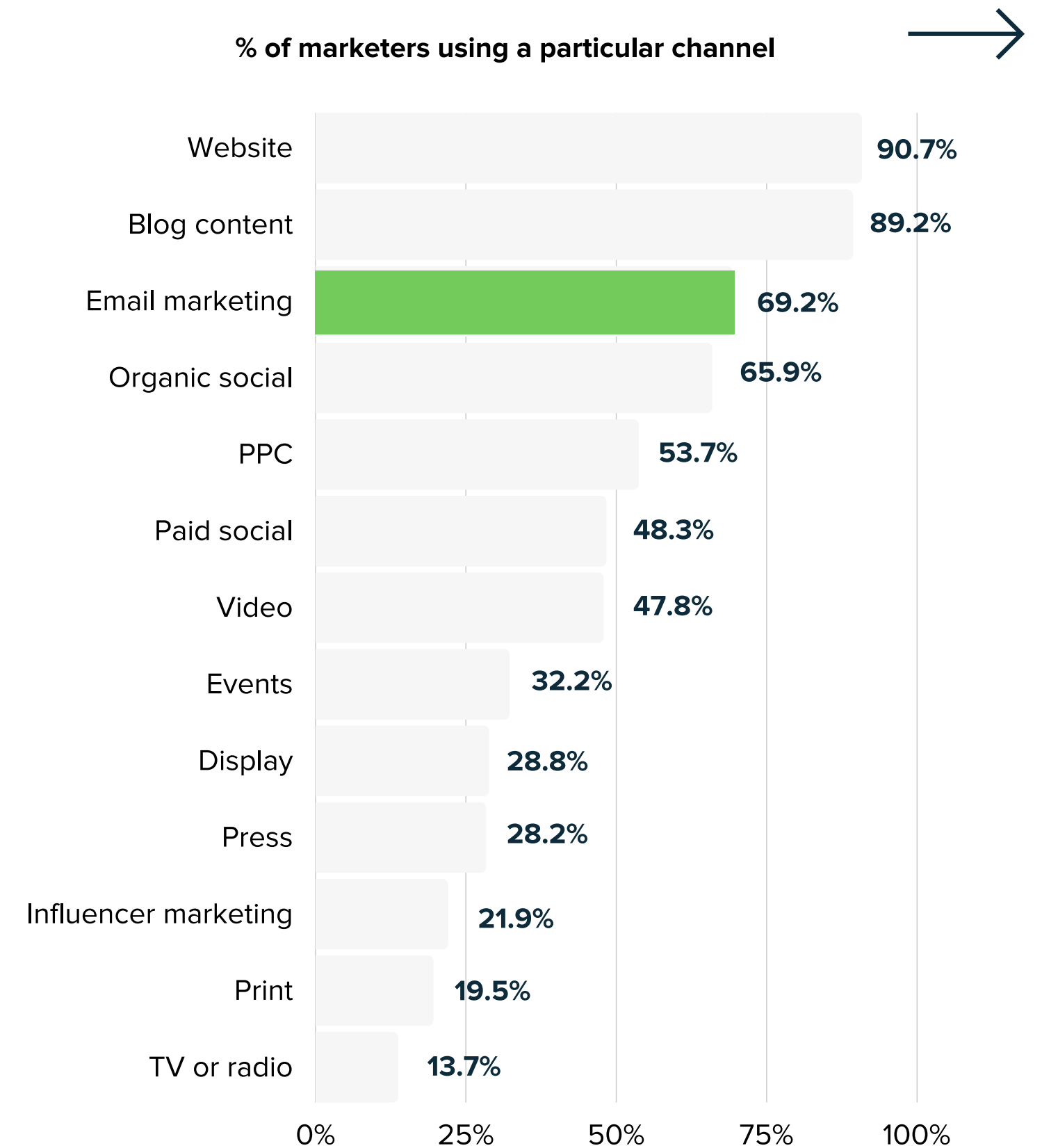
Measuring your email marketing

Starting or growing an email newsletter is a great way to get your content out to an engaged and interested audience.

By establishing automations based on content interests, you can send tailored and targeted emails to prospective customers to get them through your marketing funnel. And email isn't just for potential buyers! You can also use email marketing to remarket to previous customers too.

Email campaigns are a great way to:
• Increase sales
• Increase customer loyalty
• Generate leads
• Encourage repeat business

Once an email is sent, you're left with a wealth of data from your campaigns. But what do you do with that data?

% of marketers using a particular channel

Channel	%
Website	90.7%
Blog content	89.2%
Email marketing	69.2%
Organic social	65.9%
PPC	53.7%
Paid social	48.3%
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How to measure your email marketing

Measuring your social media impact goes much further than just follower count. Keep reading to find out how you should be tracking your social media accounts, and using this data to refine your marketing. Social is a great tool for handling customer queries, growing awareness and pushing users to your website. Here are the key metrics to track:

01 **Open and click-through rates**

Check the delivery rate and open rate of your emails to understand the quality of your contacts list and how good your email subjects are.

Monitor click-through rates to see if users take any action when being sent your email content.

02 **Bounce rate**

If you're recording a 10% click-through rate on a particular email, but 50% of those clicks result in a bounce, then is it still successful?

Use a trackable URL to ensure you can refine your analytics so you can see just how people are engaging with your content once on your website. It's vital to understand the true impact of your email marketing.

03 **MQLs and SQLs**

Email marketing is an important channel for lead nurturing. Reporting on MQLs and SQLs, which should be done channel-wise, is essential for email.

By doing this, you can see how many leads you have within your pipeline by stage, and how email is helping push people through their buyer's journey.

04 **Revenue**

Revenue attribution is essential for email marketing too.

Tracked URLs and marketing attribution mean, even if you're not an eCommerce business, you can see the impact your email marketing is having on revenue. And remember, that includes both online and offline sales.

How to use your findings to build on your emails

Measuring your email marketing by the metrics outlined is key to understanding which emails are driving customer journeys.

Once you know what's working, you can optimise your marketing even further.

01

Testing and personalisation

Seeing a low open-rate? You need to work on your email subject lines for one. But you also need to analyse your audiences. Try testing different subject lines within your email send. Or, use known data to split out marketing campaigns to give subscribers a much more personalised subject line.

02

Try segmentation

Is your click-rate leaving a lot to be desired? You need to look at segmentation. Are you sending mass emails, or are you targeting your email campaigns using known data in your CRM? By segmenting, you can both increase open-rate and click-through rate.

03

Trial dynamic content

Use dynamic content blocks to drive more personalised email content based on known data. If you can tailor your emails as much as possible to an individual subscriber, while creating as few campaigns as possible, then you're on to a winner.
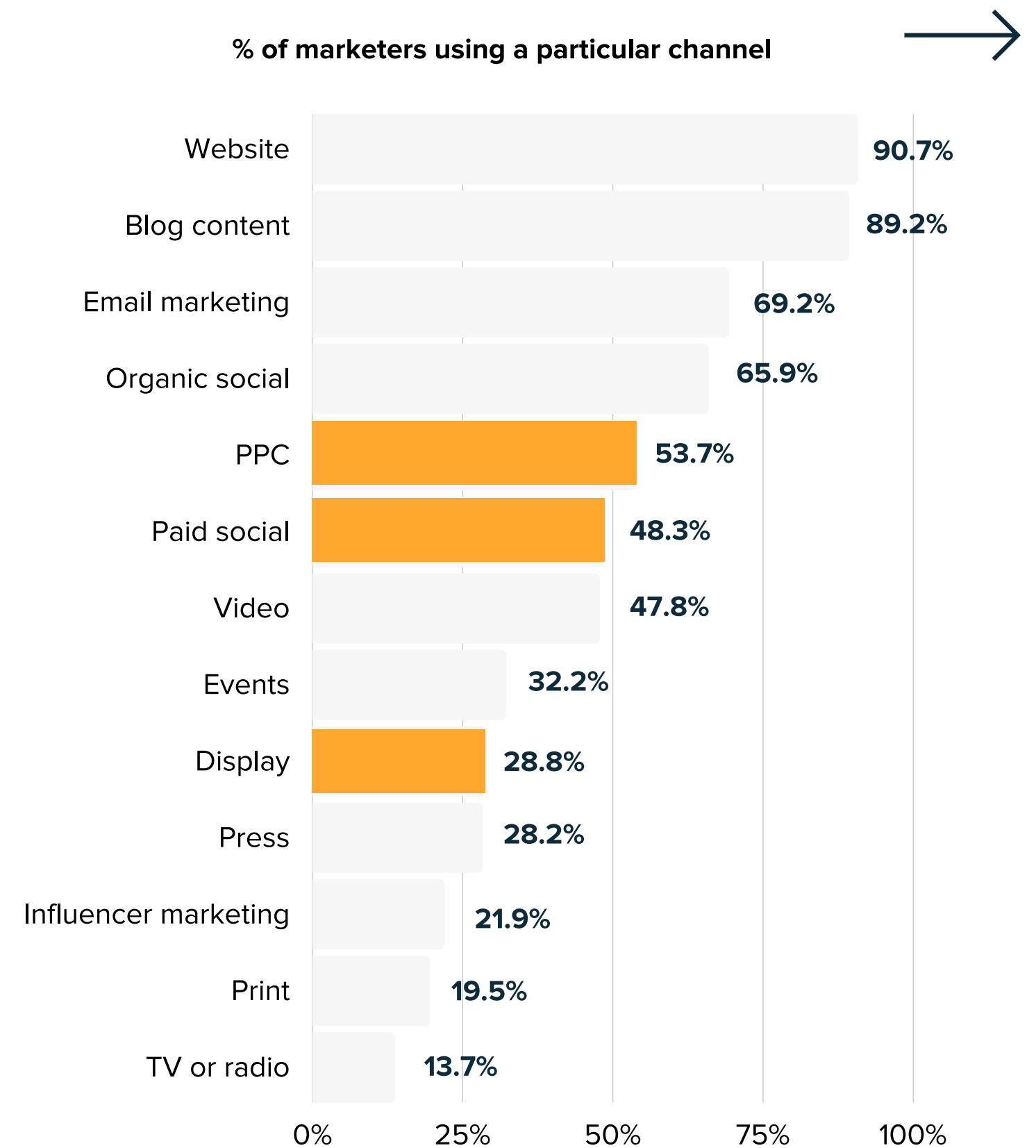
Measuring your paid advertising

Paid-for advertising can be hugely beneficial to both reaching new customers, and remarketing to existing ones. Despite having different outputs, both display and PPC have similar metrics to track.

While you want to keep an eye on how many people view, click and engage with your ad, this channel needs context.

A PPC ad could work at the start of a user journey. Or it could work better at the end.

Understanding the role these channels play is key to getting more from your budget.

% of marketers using a particular channel

Channel	%
Website	90.7%
Blog content	89.2%
Email marketing	69.2%
Organic social	65.9%
PPC	53.7%
Paid social	48.3%
Video	47.8%
Events	32.2%
Display	28.8%
Press	28.2%
Influencer marketing	21.9%
Print	19.5%
TV or radio	13.7%

How to measure PPC and display

Paid channels like Google Ads and Microsoft Ads can quickly get expensive. But we know that these channels can also drive great results. Measuring these is so important when you're managing budgets and performance.

01 Impressions

Put simply, impressions is the total number of times your ad appeared in someone's search results.

While this is a great indicator of the visibility of your advert, it doesn't mean that the user clicked never mind converted!

02 Clicks, leads and CPL

racking clicks and conversions is a great way to monitor the success of your paid-for ads.

If you're tracking clicks, or even conversions like form submissions, content downloads or click-to-calls, you're not getting real insight to the impact on your revenue. While CPL, or cost per lead, is a useful metric for understanding how many leads your adverts are generating, how many then go on to close?

03 Keyword performance

Directly within your ad accounts, you can track and monitor your individual keyword performance. This is a great way to see which keywords are getting you the most visibility and the most clicks.

However, if you're not eCommerce, then understanding the true value of a keyword is tricky...

04 Return on ad spend

Return on ad spend is an essential metric to track when looking at paid adverts. If you spend more than you bring in, then your ads aren't working.

If you're relying on a sales team to convert leads, then how do you track real ROAS? With a marketing attribution tool, you can track how much revenue your paid ads are bringing in and even how much revenue individual campaigns, ads and keywords bring in too.

How to measure paid social

Paid social is a good way to get cut-through on saturated social channels and serve your brand to new, interested parties. Reporting on it isn't impossible but we shared some key metrics to track for ease.

01 Impressions and engagements

Paid social is a powerful tool to generate engagement and impressions online.

When setting up your ads, you'll get an indication of how many impressions you can expect to receive on your set budget and set timescale. Make a note of this and use it as a benchmark.

02 On-page performance

Other key metrics for paid social advertising are your website performance stats.

By using Google Analytics acquisition reports, or tracked URLs, you can see how long users stay on page and their bounce rate. If you get 1,000 clicks on an advert, but that results in an 80% bounce rate, then can you still count 800 of those clicks as success?

03 Clicks, leads and CPL

Just like with pay-per-click advertising, clicks, conversions and cost per lead are extremely important to track for paid social advertising.

But, just like with pay-per-click, while you can see how many leads you're generating using Google Analytics, you can't see how much revenue you've generated if you rely on offline conversions.

04 Return on ad spend

Just like with pay-per-click, if you rely on offline conversions, or even use click-to-call ads, then tracking your return on investment is tricky.

But, with marketing attribution, you can track exactly which leads result in revenue and monitor your return on ad spend.

How to use your findings to improve paid campaigns

Measuring your paid advertising using the metrics mentioned will help you understand which campaigns, and which keywords are driving the most revenue, not clicks.

Marketing attribution offers the ability to turn off ads that aren't impacting your bottom line.

01

Testing

Testing is always important, but if you're using marketing attribution, then you can get very granular with your tests. On pay-per-click, for example, you can monitor individual keyword performance and test out new ideas on small budgets to see how they perform.

02

Budget optimisation

Of course, understanding your ROAS means that you can optimise your budget to channels, ads and even keywords. Once you get a true view of what your marketing is creating in terms of revenue, not clicks, then your strategy will be completely revolutionised.

The problem with marketing measurement

Generally marketing measurements looks at vanity metrics like the ones we've mentioned.

Vanity metrics include likes, followers, open rate.

While these are useful, and can be actionable with context, they leave lots to the imagination.

What does your follower growth tell you about your bottom line? Very little.

Connecting your sales and marketing and viewing vanity metrics, lead metrics and revenue under the same lens allows you to get critical with your marketing performance.

The solution

Marketers who want to drive results need to know how their work impacts revenue growth. Overcoming key challenges like offline conversions, long sales cycles and linking leads to anonymous website visitors is all possible with a marketing attribution tool. You'll be able to:

Track

Track all the interactions throughout an individual customer journey.

Capture

Capture conversion and lead activity to properly identify which of your marketing initiatives are making your sales team happy.

Integrate

Integrate with your CRM and marketing tools (i.e Google Analytics, Google Ads) so that you can gain complete visibility of each conversion path's profitability.

Attribute

Attribute revenue back to your marketing channels and can support long and complex sales journeys.

What is marketing attribution?

Marketing attribution is the analytical process of understanding which marketing channels and campaigns are working to drive new leads and sales.

That's the short snappy definition anyway.

Marketing attribution is the science behind analysing marketing touchpoints a user interacts with that influences their path to purchase. The goal of marketing attribution is to simply understand which channels, campaigns and keywords are driving the most leads and sales so that you can better optimise your marketing.

By using an attribution model, you can better understand how and when website visitors are engaging with your content. You can use this insight to tailor your marketing campaigns to the specific needs of your customers, which in turn helps you to increase your ROI.
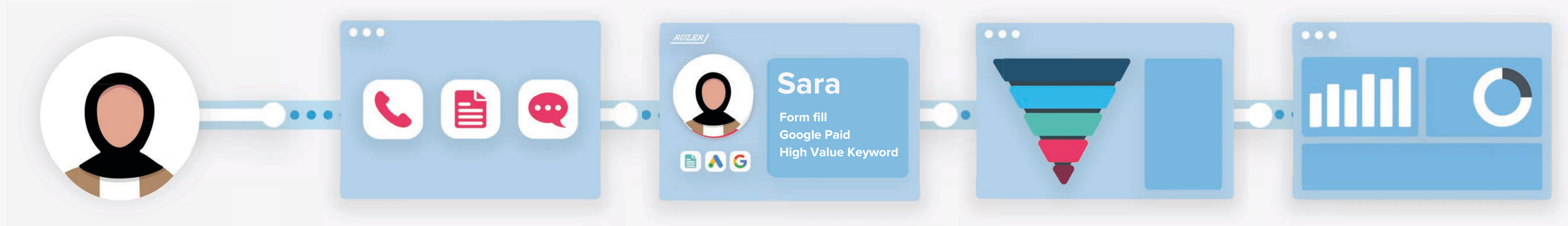
"

We found that 42% of marketers do not use a marketing attribution tool

"

Source: Ruler Analytics

How Ruler's closed loop works

Sara

Form fill
Google Paid
High Value Keyword

01

Traffic

Ruler tracks each anonymous visitor to the website over multiple sessions, traffic sources and keywords.

02

Website

When a visitor converts via form, call tracking or live chat on your website, their data is captured.

03

Matching

Ruler matches the real user's details with their marketing touchpoints.

04

Integration

The marketing and conversion data is sent to your CRM. Marketing data includes channel, source, campaign, keyword and/or landing page.

05

Close the Loop

Upon conversion, revenue is attributed to the channels, campaigns and keywords that influenced it and can be fired into the marketing apps you choose.

Benefits of Ruler Analytics

By pivoting your marketing measurement to chase revenue, you can achieve a lot that you couldn't before.
With marketing attribution in place with a tool like Ruler Analytics, you can achieve the following:

01

Better sales and marketing alignment

With Ruler, sales benefit from the data marketing feeds into the CRM and can see which topics, products and features leads are most interested in. Meanwhile, marketing teams can see which of their activities generated the most sales and can use that insight to drive more qualified leads.

02

Increased channel effectiveness

With closed-loop marketing, you can determine which channels drive the most valuable outcomes. Identifying your most effective marketing activities will allow you to build and create more targeted campaigns, allowing you to increase conversion rates and boost lead quality.

03

Better customer experiences

Ruler will allow you to assemble better marketing strategies so that you can serve leads and customers in a more personalised way. The data you capture can also help you shorten the sales cycle by pointing out potential obstacles and opportunities.

04

Reduced marketing costs

Ruler shows you which campaigns and channels drive the most—and least— revenue. The revenue data you get from closed-loop reporting shows you which of your efforts are generating a return on your investment and which are simply wasting your budget.

How Optionis use data from Ruler to prove ROI

Optionis Group provides accountancy, tax and umbrella employment solutions to contractors and small businesses across multiple brands.

We spoke to Chris Shepherd, Ecommerce Manager, who manages a wide range of digital channels to deliver campaigns, with leads pulling into his CRM.

Chris said, "A high proportion of our leads like to engage with us through telephone numbers. They prefer to speak to a human rather than communicate and transact digitally."

This posed a challenge as the team couldn't prove which campaigns were driving offline leads for the business. And even more so, they couldn't prove which of those leads went on to convert into to a sale.

With Ruler's marketing attribution solution in place, Chris was able to evidence how the team had exceeded targets including the number of leads generated, call volume, paid and direct traffic volume and brand awareness mentions via referral sites and social channels.

Chris continued, "Ruler's tracking allows us to monitor if campaigns are driving sufficient call volumes and help better understand which sources have the strongest conversion metrics for both conversion to lead and conversion to sale."

"We've also identified areas where we can focus our efforts. For example, Ruler's data highlighted inefficient spend in a campaign, resulting in our cost per lead coming in over budget. With access to this data we were quickly able to realign messaging and improve conversion rates across all channels."

Start focusing on revenue contribution and not just conversions

Knowing where your conversions are coming from is key. To maximise ROI, however, you need to take a collaborative approach to understand what constitutes a high-quality lead so that you can use that insight to reduce churn, improve retention and increase revenue incomes.

Using a tool like Ruler Analytics, you can unlock powerful data across the entire sales cycle, and more importantly, evidence the effectiveness of your marketing campaigns based on actual revenue.

Get in touch with us to learn how you can take your marketing to the next level with proper tracking and reporting.

Want to find out more?

Book a demo with Ruler's attribution experts today at www.ruleranalytics.com