

Why You Need Ruler Analytics

Not sure if you need marketing attribution? We share exactly what Ruler can do for you and how you can use it to get more out of your data.



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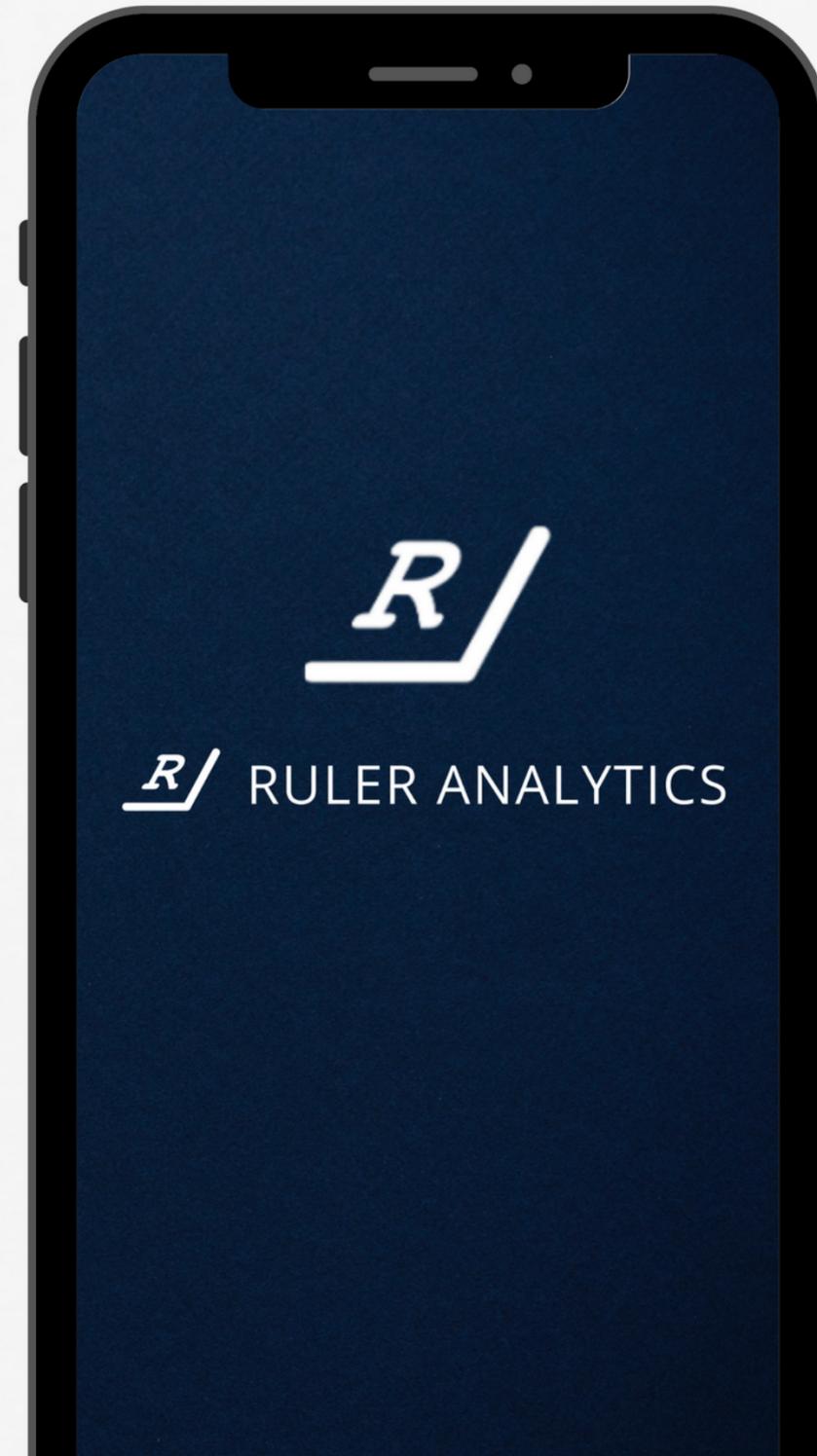


Who are we?

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.



[NEXT]



Introduction

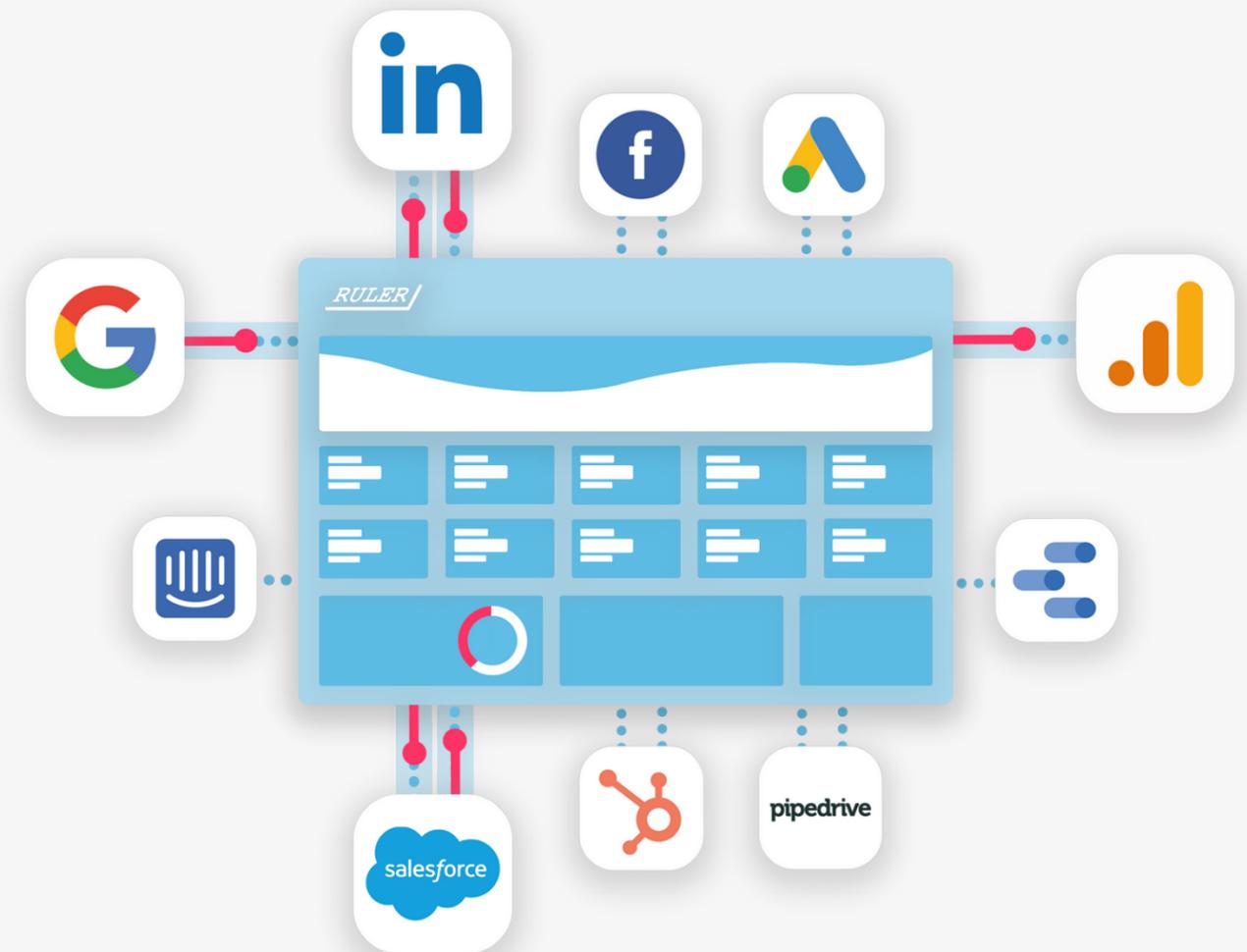
Ruler is a great tool for marketers who are looking to go beyond basic marketing reporting.

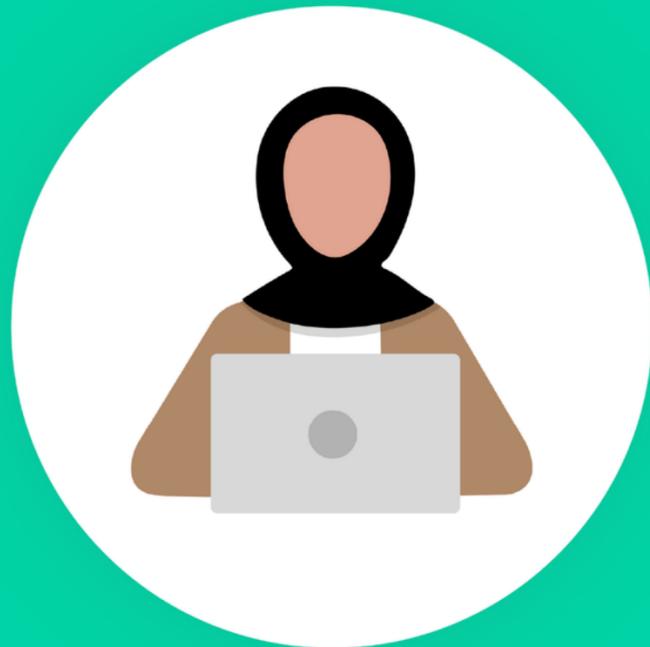
Instead of tracking vanity metrics like followers, likes, clicks and more, you can dig deep and track leads, conversions and revenue.

In this section we'll explain how Ruler can help you to track:

- Website visitors and their interactions
- Leads through their entire customer journey as well as conversions
- Revenue and key cost data
- And more!

Keep reading to find out how it all works.





Tracking Website Visitors

How Ruler can help you track your visitors, leads and conversions

We all know that website visitors don't convert on their first session. So, with so many channels, campaigns, ads and keyword variables for each of your website visitors, how do you go about tracking it all?

With Ruler, you'll be able to track every lead, every conversion and understand full customer journeys.

So, say hello to better data (with considerably less effort needed from you) and start optimising your marketing based on what you know works.



Tracking Traffic

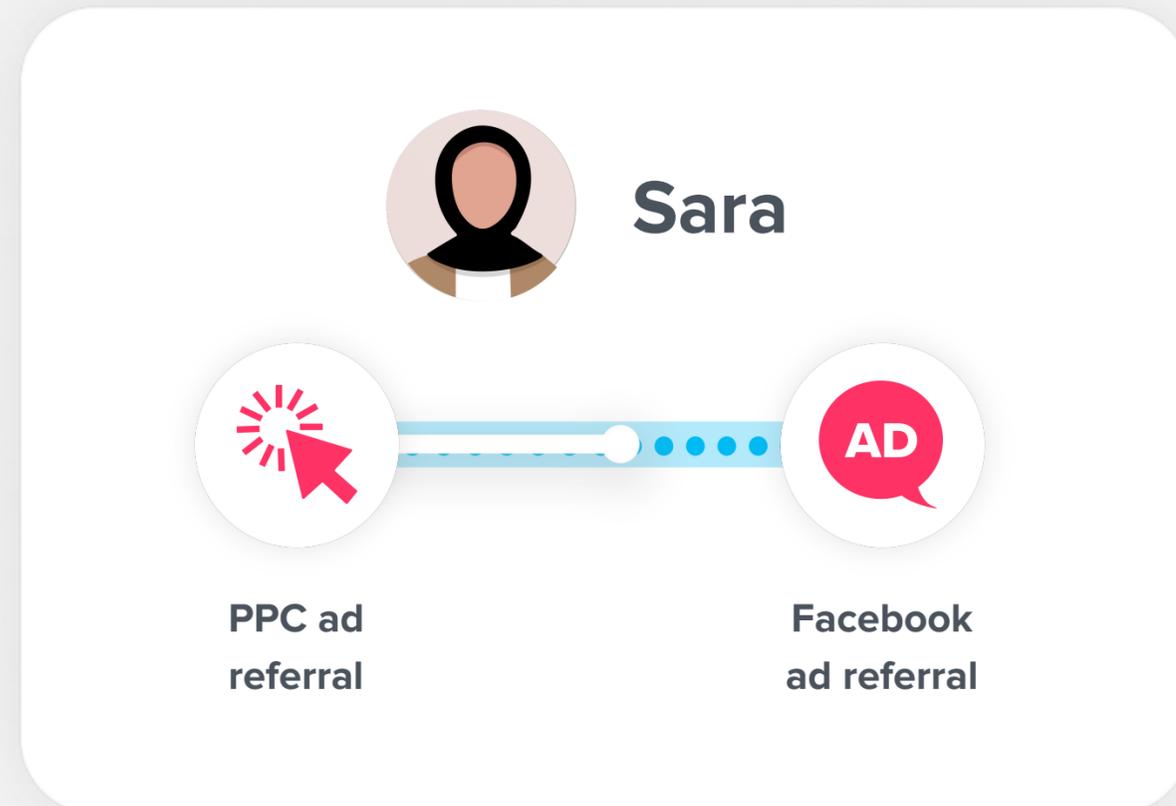
Let's use an example to explain how Ruler can track interactions on your site.

Sara clicks on a PPC ad you set live and engages with your website. As Sara is a new visitor to your website, Ruler scrapes her data including valuable marketing details like:

- First-click source
- Web pages interacted with
- UTM detail
- Date and time

Sara returns to your site a few days later via a Facebook remarketing advert. Again, she engages with your content but she doesn't convert.

Ruler, however, remembers Sara from her last session and collects her engagement data. It's added to the data from her first session.





Tracking Lead Data

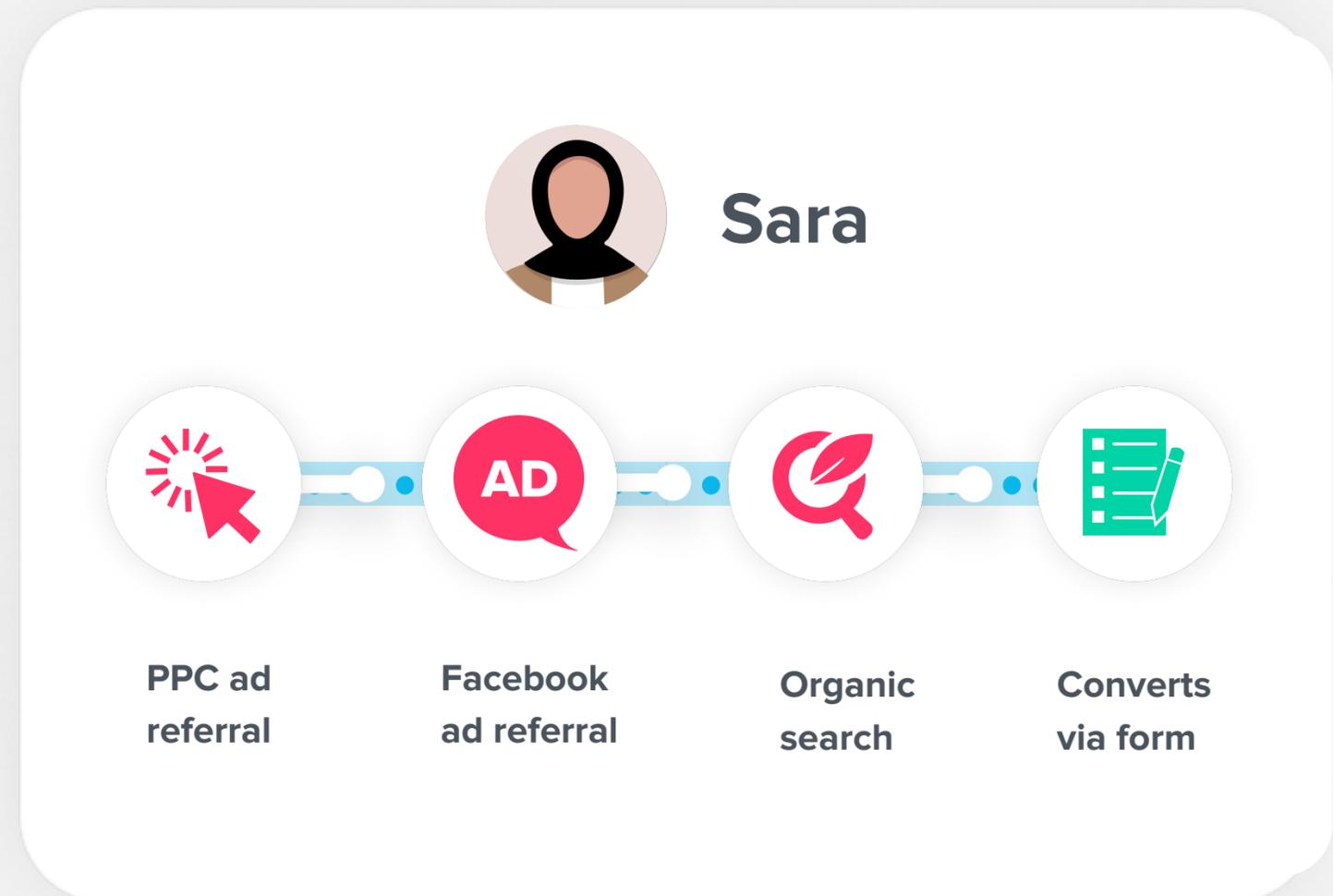
Ruler will continue to track session and marketing data for visitors until they convert.

In our example, Sara returns for the third time via an organic search. After viewing your product pages or blogs, she converts via a form fill.

She submits a form requesting a callback from one of your team members.

At this point, Ruler connects to your CRM.

Whether it's HubSpot, Salesforce, Pipedrive or another, Ruler will fire all of the data held on that brand new lead over.





Sara

Lead

sara@business.com

Lead source: Paid search

Campaign: B2B tech

Keyword: Best B2B tech

Conversion Form fill

Sharing Lead Data

So, for Sara, her data will be fired to your CRM.

Let's say you use Salesforce.

Now, when you look at Sara in your CRM, you'll be able to see her lead source data and that she submitted a form. Without Ruler, you might miss lead source. Or, it would be very inaccurate. With Ruler, you can see Sara came from paid search, but you can also see the campaign and keyword she engaged with.

Without Ruler, you'd just count a new form submission and the data Sara shared within the form itself.

Plus, remember, if you viewed Sara in Ruler, you would see her full customer journey.



Tracking Lead Journeys

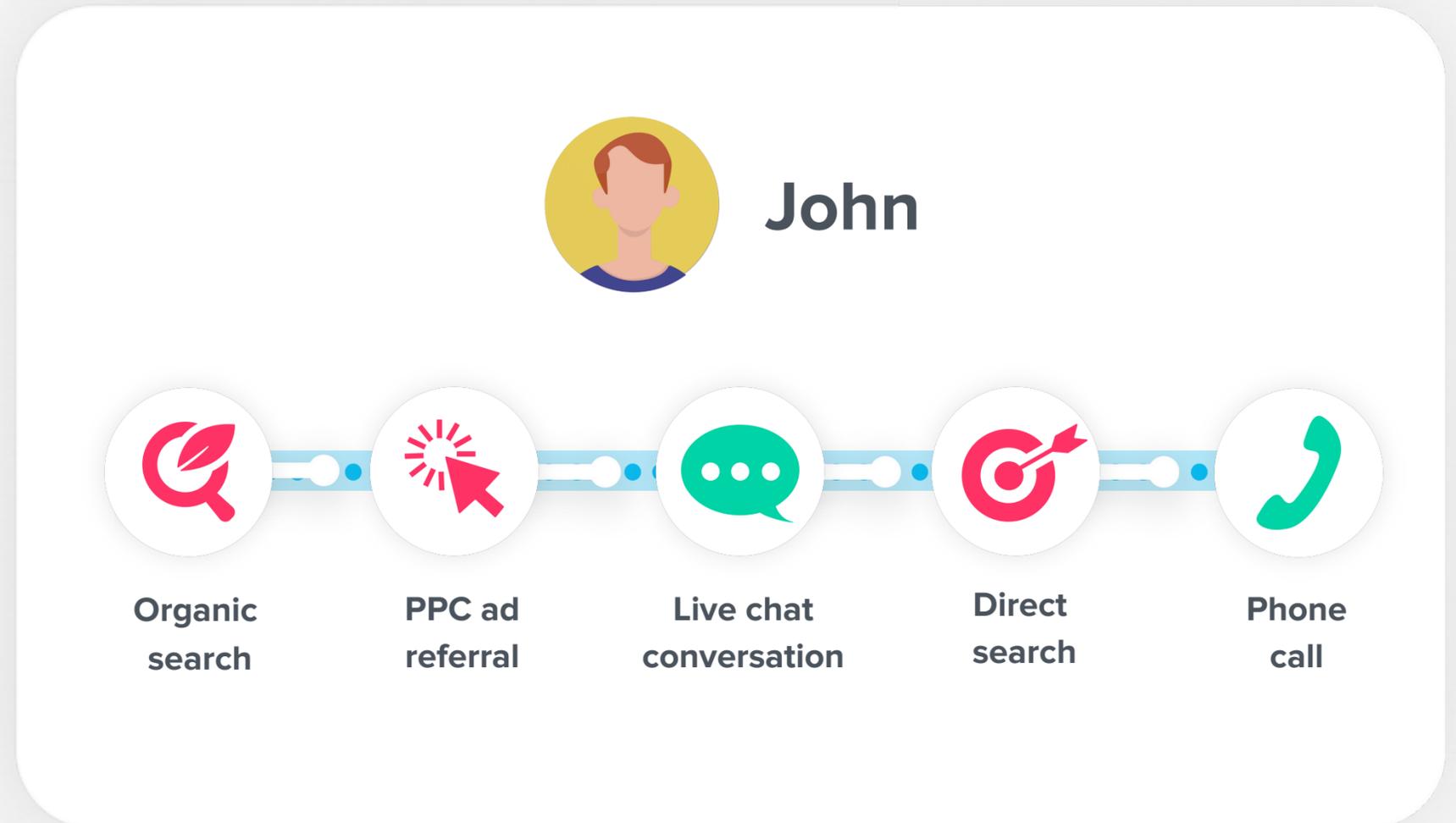
In Sara's customer journey, she fills a form and gets a callback, where she converts. But not all leads convert straight away. And it can often take months for them to close.

Take John for example. He engaged with your website twice before converting into a lead via live chat. But it took a further session for him to close into a sale, via phone call.

Despite John converting, Ruler continued to track him. In fact, Ruler won't stop tracking John even after he's closed into a sale. You'll be able to see data points for your leads and customers no matter how many touchpoints they have with your website.



Book a demo to see how you can track full customer journeys





Enriching your CRM

How Ruler can help you make the most of the data you have in your CRM

Do you use a CRM to store your leads? Using a CRM is a great way to manage your leads. But, chances are there's a lot of manual work needed from you to get more out of your data.

For example, does your CRM tell you where each and every lead comes from? If you've got users converting offline or via conversions like live chat, you're missing a lot of data.

With Ruler, you'll be able to have all the lead data you need, right at your fingertips.





Lucy

With Ruler

lucy@business.com

First-click source: **Google Ad**

Keyword: **Best Business**

Last-click source: **Direct**

Conversion type: **Call**

See Your Lead Source

Ever look at your CRM and think, “this lead source data doesn’t look right”? Or perhaps you get ‘direct’ as a lead source more times than you’d care for?

And we can’t blame you. It’s a vital piece of marketing intel. But you have to consider long customer journeys, the unreliability of customers to know where they heard of you first and challenges with a sales team who want to increase their close rate.

All of this can lead to unreliable lead sources. But not when you use Ruler.

Since we track the full customer journey, we can ensure the first-click lead source is sent to your CRM so you can analyse which sources are working to drive more leads.

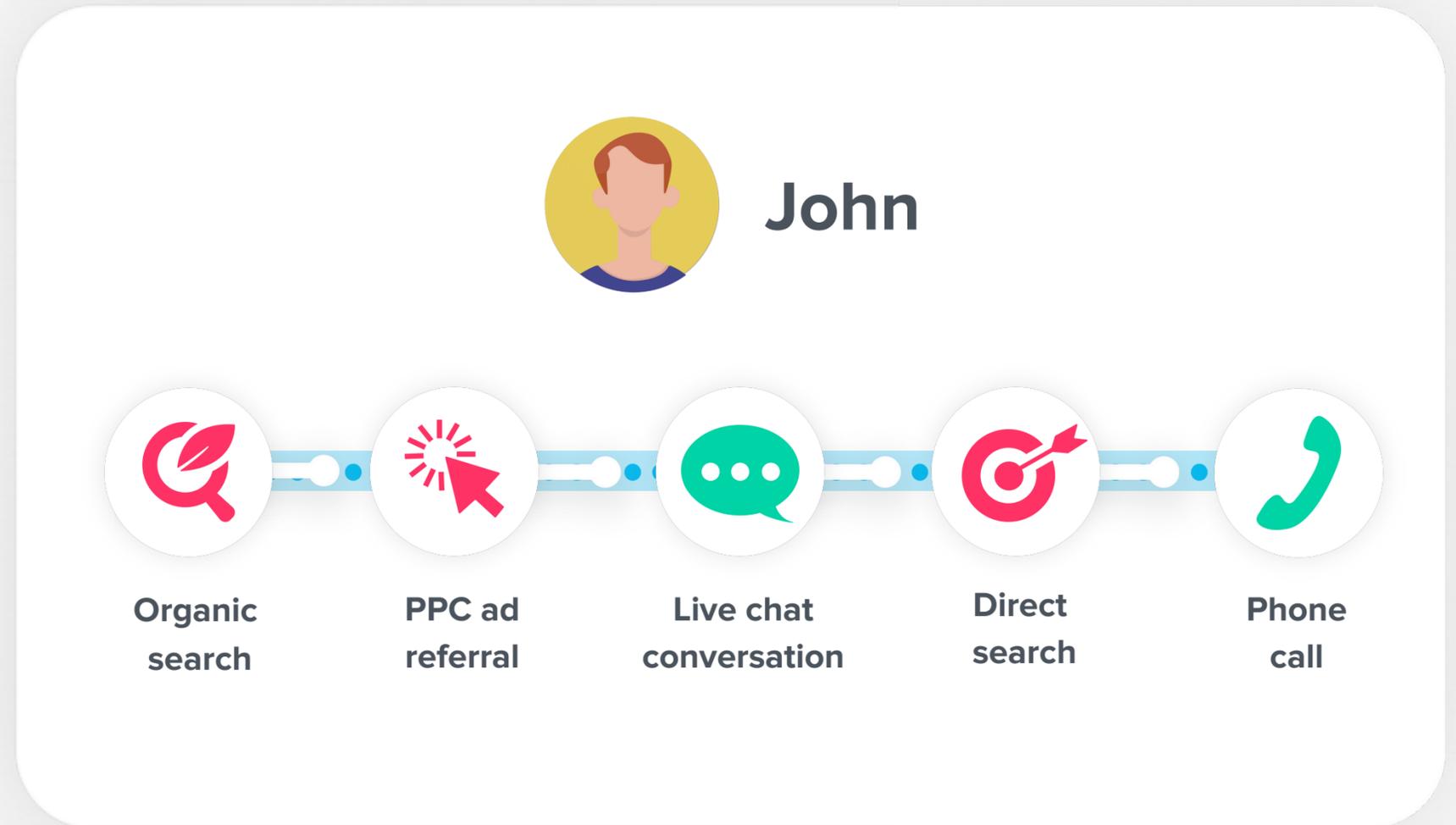


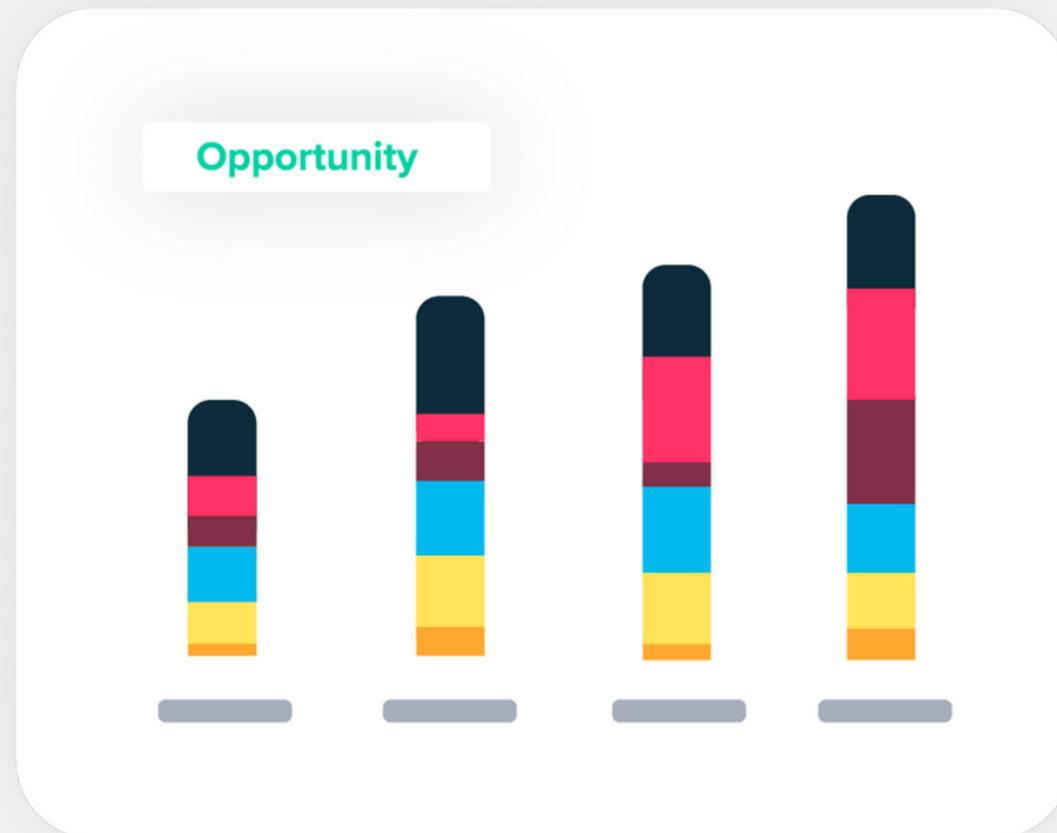
Full Transparency

Let's use an example to fully explain how Ruler works here.

John becomes a lead by calling your business. Even if you do have call tracking, the session he calls you from is a direct referral. So that doesn't tell your marketing team much about how he found you.

With Ruler, you'll be able to see his first interaction with you was actually via organic search. And, if you log into Ruler itself, you'll be able to see his full customer journey, which looks a little like this.



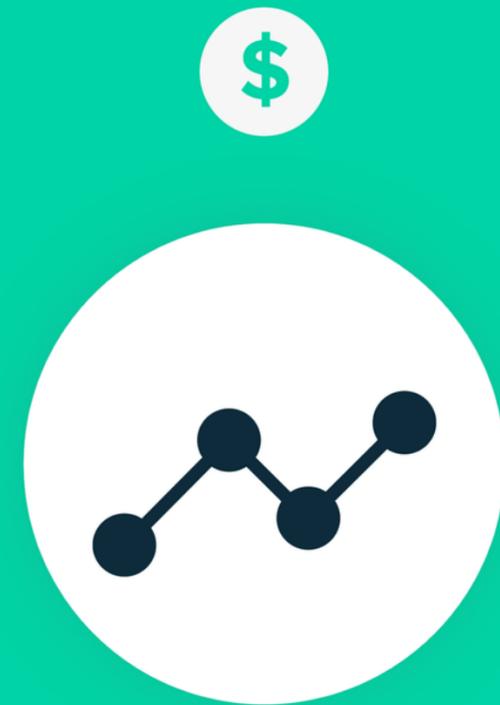


Add Lead Value to Opportunity Stages

For some marketers, opportunity reports and pipelines are important.

With Ruler, you can pull through the opportunity stages you've set up in your CRM and view the overall lead value direct in Ruler, to see:

- Revenue attribution at each opportunity stage
- What happens to leads post-MQL stage
- Which channels close more frequently
- Which opportunity stages may require nurturing
- Where specific campaigns fall short of converting



Linking Closed Revenue to Analytics

Get a single source of truth with Ruler as it fires revenue data to your most important apps

Google Analytics and other analytics are a great way to report on the impact of your marketing. But what data are you getting?

Most likely its metrics like clicks, impressions. But what about revenue? This is a vital statistic for a marketer.

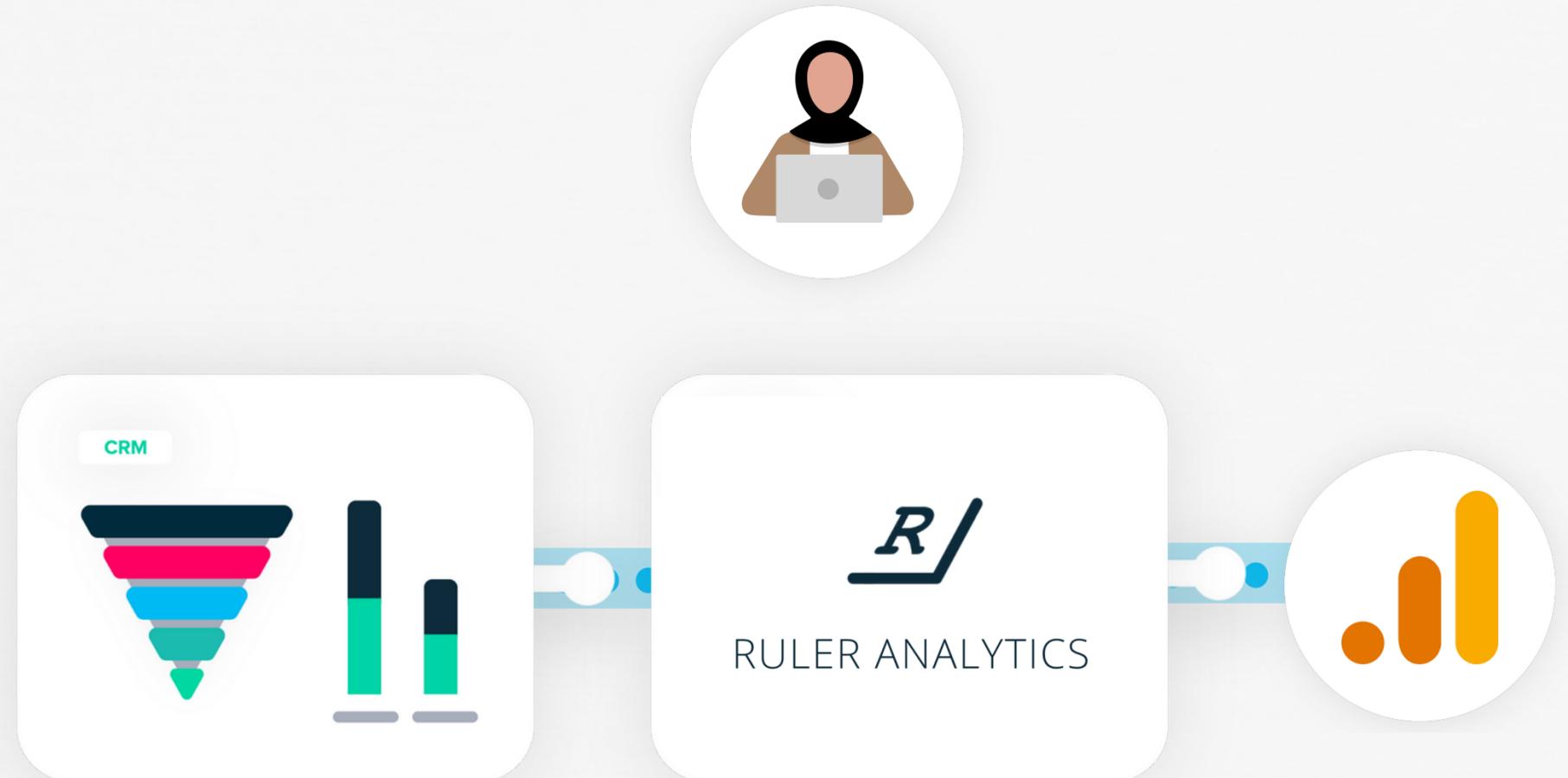
With Ruler, you can get your revenue data automatically sent to your analytics tools. When there, they'll be attributed to the channels, campaigns, ads and every keywords, that influenced them.



Firing Revenue to Analytics Tools

Now, your leads are in your CRM and it's up to your sales team to close them. Let's revisit Sara's customer journey and imagine she converted into £3,000 of revenue.

As soon as that revenue is updated against Sara in your CRM, Ruler gets to work. It will scrape the revenue data and fire it to your analytics tools. There, Ruler will attribute it back to the marketing channels that played a role in her customer journey.

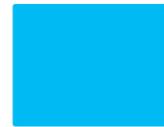




Sara

Lead

sara@business.com



Attributing your Revenue

In Sara's case, Google Ads, Facebook Ads and organic Google will all receive a split of the credit (depending on your attribution model).

And this is how it works for all of your leads: no matter what attribution model type you're using, whether you're using Ruler to view your data or you'd prefer to use Google Analytics or your native ad platform.



Book a demo to start pushing revenue data from your CRM to your marketing analytics tools

Why do you need Ruler?

The power of Ruler is that it connects the data from your current apps together, and then applies attribution to it.

It puts the data you need, where you need it most.

01

Get an individual view of your marketing impact

We love Google Analytics, but it can't give you detail on your marketing.

It gives you metrics like sessions and time on page but that's applied across all users. Ruler can give you that data on a granular, visitor-level.

This means more insight into your most valuable leads and sales where you can identify patterns into what makes them convert.

02

Track every touchpoint and conversion

Longer customer journeys means more and more marketing data for businesses to contend with. This makes it increasingly complicated for marketers to understand what touchpoints are resulting in valuable actions.

With Ruler in place, you can track every touchpoint in every customer journey. Plus, you can track every conversion and link the two together.

03

Definitively prove your marketing ROI

Many marketers try to prove their impact with metrics like clicks, impressions, cost per lead etc. But those stats on their own mean very little. With Ruler in place, you can report on all of your marketing outputs by one metric alone: revenue.

This gives you a clear ROI and helps you align your team better with sales.

Why do you need Ruler?



04

Optimise your marketing for what actually works

Now you know what works, thanks to Ruler, you can turn up what's working and turn off what isn't.

Ruler will give you the power to make data-driven decisions that will have a direct impact on your bottom line.

Once you've done that, Ruler's cost is easily justified and you can quickly test new initiatives and see if they make a tangible difference to your bottom line.

05

Get the data you want, where you need it most

Lead data in your CRM, revenue data in Google Analytics. Whatever you want, you got it. Ruler can send the most important nuggets of data to the apps you use most.

This allows leaders to continue using their regular tools but see the data they're likely asking you about every meeting.

06

Align your sales and marketing team

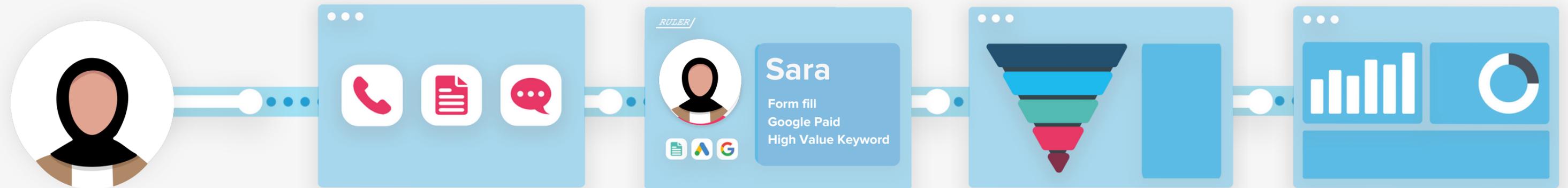
Sales and marketing historically sit behind a wall. They track different metrics, have different goals and use different tools.

With Ruler, you can both report on revenue. And with data being fed across tools, you can use whatever tools you prefer and not have any loss in data.

How Ruler Analytics works



Here's a quick summary of how Ruler works on an individual basis.



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.



Case Study - Totalmobile



Like many other B2B businesses, Totalmobile works to drive leads through their marketing. With that comes a number of challenges. From long sales cycles to hard-to-track conversions, linking your revenue data to your marketing is complicated.

Stephen said, “We know how crucial the data you get from attribution tools can be to justifying marketing spend. Attribution data is incredibly important data to track. It’s important to know what exact metrics within that set are most relevant to your business.”

Tracking the right metrics isn’t easy for every marketer. Return on investment, or return on ad spend can be difficult to track given it can be hard to link leads from PPC to closed sales.

The Totalmobile team implemented Ruler Analytics to track calls, forms and live chat and link their CRM to their website and analytics tools.

“We use Ruler to evidence the ROI on our marketing spends. We know we have varying lengths of sales lifecycles, so it has been great to evidence what channels and campaigns are truly driving revenue. Ruler has allowed us to streamline our entire digital dashboard by allowing us to track goals more relevant to our business.

We have been able to increase our ROAS by 23%. Ruler solved a key pain point which was simply evidencing which digital channels were working, which needed optimising and which we no longer should invest budget into.

Stephen Taylor, Head of Digital

23% increase in ROAS

Grow your revenue with Ruler

You know marketing is impacting sales but without a tool like Ruler, you can't definitively prove it.

Ruler Analytics is the missing piece in your marketing arsenal. You will be able to accurately report on your marketing initiatives and use its data to make smarter decisions.

[Book a demo](#) with our team to see how you can definitively prove ROI and use that data to optimise your marketing.



Book a demo

See the data in action by booking a demo via the link above.