



Measuring Your Marketing: A Complete Guide

A marketer's guide to understanding the key metrics needed to measure your ROI and optimise your campaigns



www.ruleranalytics.com

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About Ruler Analytics

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

By closing the loop between sales revenue and marketing activity, Ruler's platform provides a single point of truth to identify which campaigns drive revenue, allowing organisations to make meaningful decisions to optimise marketing spend.

Ruler's technology has been adopted by marketing professionals around the world, serving a wide range of industries including digital marketing services, financial and professional services, travel and hospitality, education, health and beauty and high-value eCommerce.

Ruler integrates with analytics tools, CRM and other products, to 'close the loop' between leads and revenue, providing insight where you need it most.

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Before You Get Started...

Why is marketing so important?

We're glad you asked.

Marketing is an essential part of business nowadays. And while marketing constantly evolves, our ability to prove our marketing is working gets more and more difficult.

Whether you're using email marketing, content marketing, or working with influencers, when you get to that monthly marketing meeting with senior management, you want to be able to knock their socks off.

In this eBook, we're going to walk you through every marketing function and how you should be measuring each one.

So, let's begin!



Before You Get Started...

Checklist

Tracking is absolutely essential to getting your reporting right. If you're not tracking your marketing properly, then you won't be able to measure it.

Here's what you'll need to check before you get started:

URL tracking

Adding UTM parameters to your URL means that your analytics software can track the performance of your tracked URLs either individually, or by parameter.

This means you can filter your reporting by things like, channel, or, if you're running a campaign, you can track its overall performance across channels.

Google Analytics has a free one you can use:
<https://ga-dev-tools.appspot.com/campaign-url-builder/>

Paid advertising tracking

We can't stress this one enough!

Paid advertising is pointless without proper tracking.

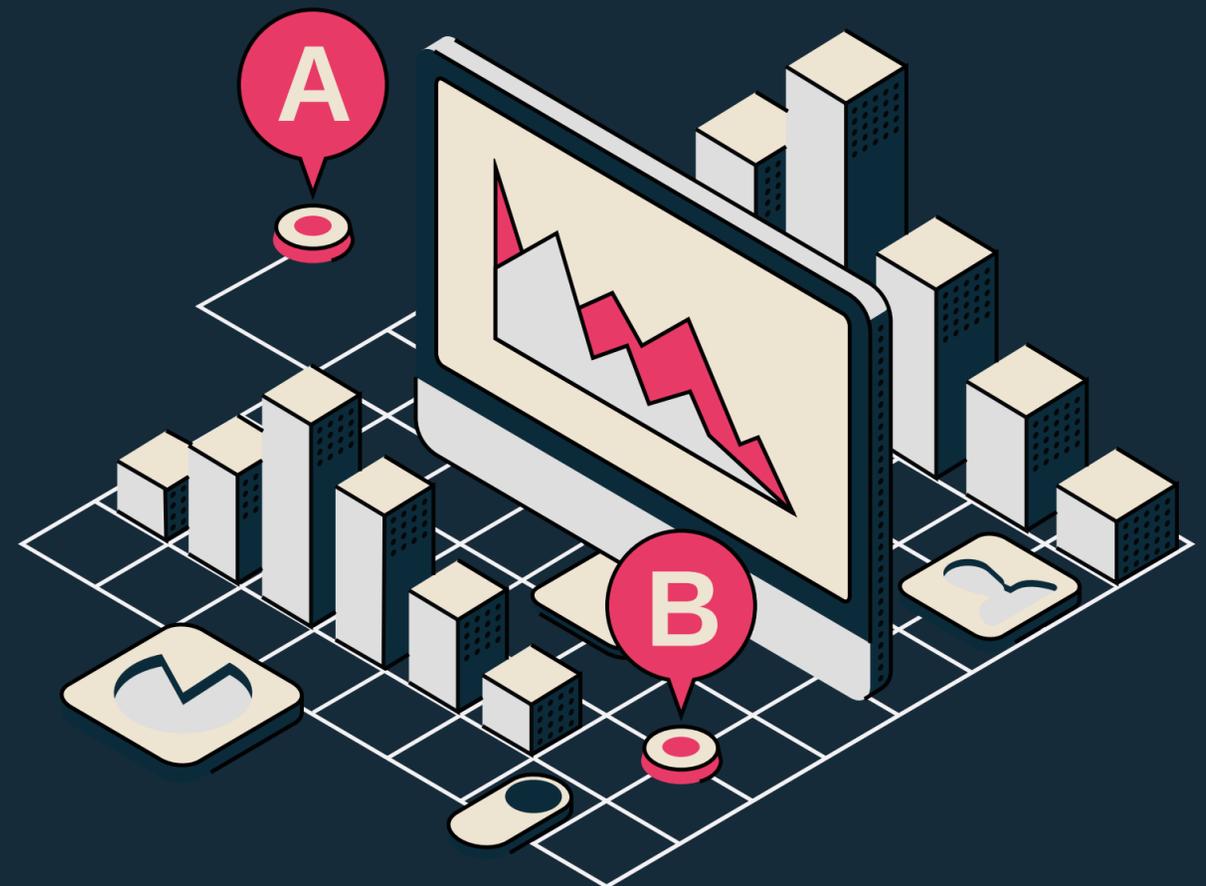
While it can be tricky to set up, we would always recommend taking the time to double (and triple) check it is set up properly.

Analytics software

You'll need an analytics software to keep track of all the great work you're going to be doing.

Here are the ones you need to be using:

- Ruler Analytics
- Google Analytics
- Social in-channel insights
- Google and Bing Ad reporting tools



Before You Get Started

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.

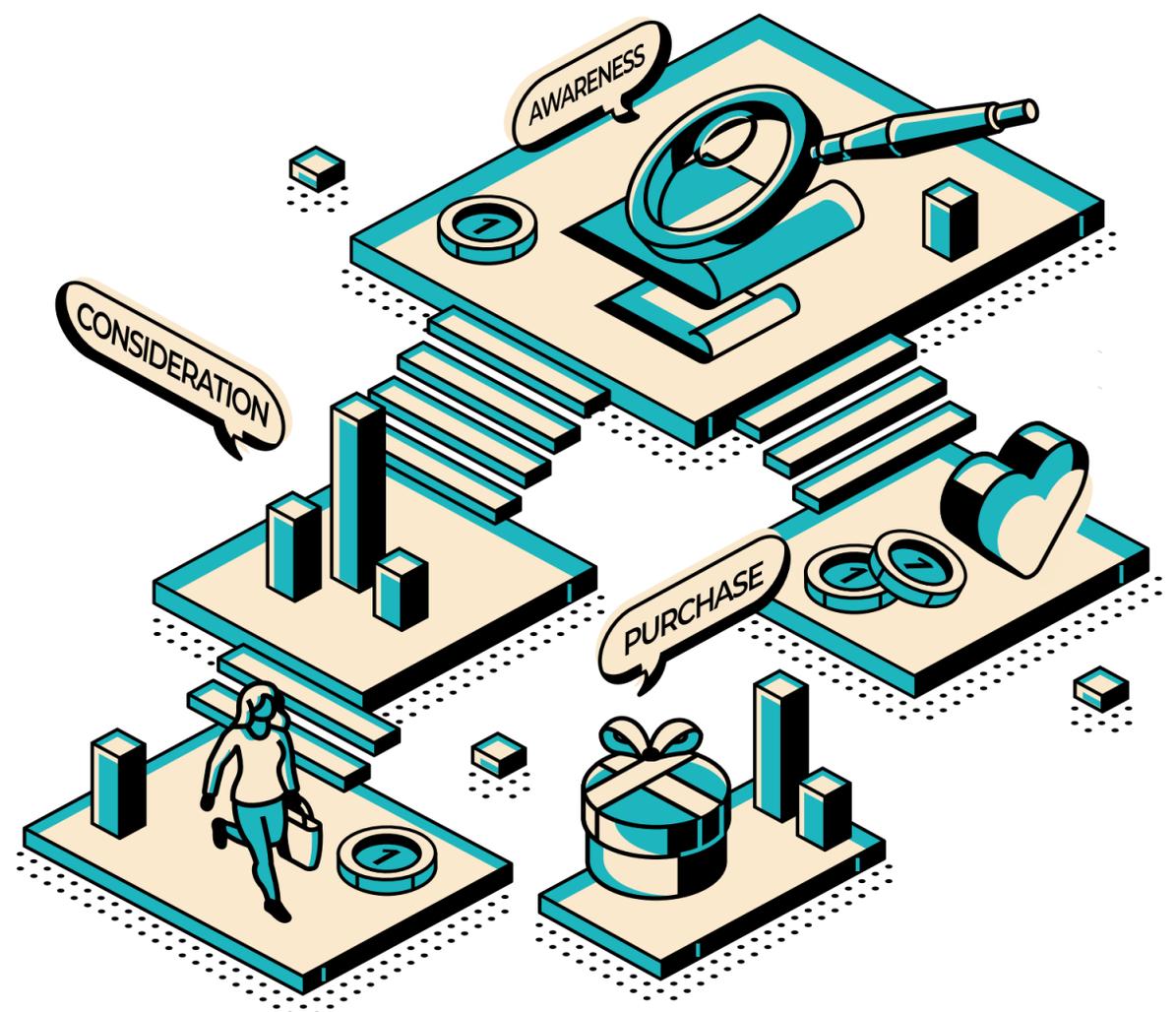
Remember, your end goal is to drive as many quality leads into the buyer's journey as possible to ensure the right type of revenue.

Here's a quick overview of the buyer's journey...

Awareness: This is the first stage of the buyer's journey where a user is looking for a solution to a problem they have.

Consideration: The second stage of the buyer's journey is where the user knows the solution to their problem but they have multiple providers to assess and review.

Decision: The final stage of the buyer's journey is converting the user to a customer. Simple!



Measuring Your Content Marketing

How to measure your website

Where do we even begin?! 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.

Here are the key metrics worth looking at from a holistic view:

Pages per session

Accessed in Google Analytics, you can see, as an average, the number of pages a user lands on.

If too low, this number could mean users are finding the first page they land on irrelevant. And so, you may need to look at where they're finding you and how you can refine that.

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.

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.

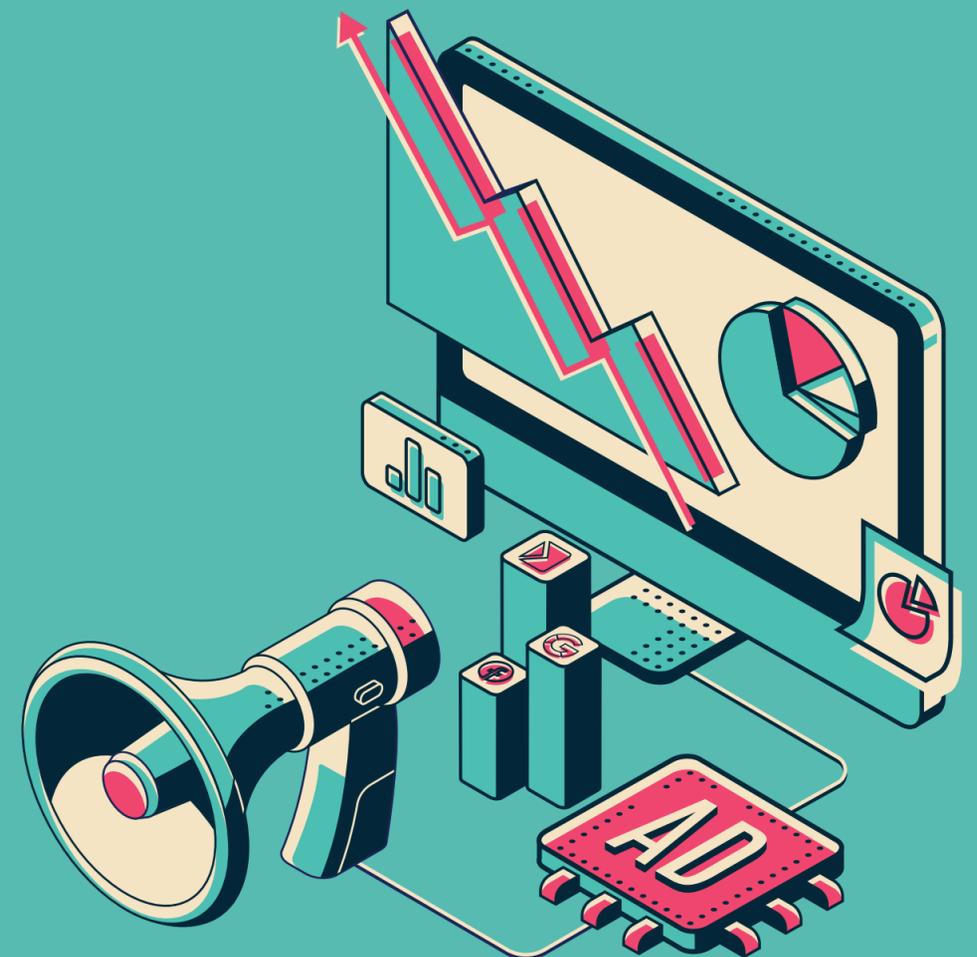
Marketing acquisition

Found within Google Analytics, you can break down your overall sessions by channel. Channels include organic traffic, paid social, email, direct and more.

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 enquiries.



Measuring Your Content Marketing

How to measure your website

Conversions and marketing attribution

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.

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.

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.

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.

Page and blog performance metrics

For all of your pages and blogs, you'll want to concentrate on measuring the following metrics. These are the main ones to keep track of. Obviously, you'll track a lot of these as a part of your overall website reporting. However, it's also important to keep track of new content as well as key content pages.

- Time on page
- Bounce rate
- Conversions
- Marketing Attribution

Remember, while conversions are a great way to see how a user is interacting with your site, it doesn't actually prove any revenue was made.

Marketing attribution allows you to confidently say how much revenue a particular page has brought in.

Measuring Your Content Marketing

How to measure your SEO efforts

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!

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.

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.

Marketing attribution

Marketing attribution models can allow you to see your sales data from a marketing perspective. Let us explain.

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 campaigns, and even keywords from PPC ads.



Measuring Your Content Marketing

How to use your findings to build on your content marketing

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 -



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.



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

How to measure your organic performance

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's all you need to know about measuring that marketing impact.

Here are the key metrics to track:

Follower count

Yes, 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.

Obviously, growing follower growth month on month is important, but look at changes year on year too. 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. This will give your social managers something to aim for.

Impressions and engagements

Yep, you got us. 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.



Measuring Your Social

How to measure your organic social performance

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!).

Revenue attribution

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.



Measuring Your Social

How to measure your influencer marketing

Ahh, the influencer. 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?

Discount code - 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.

Vanity metrics - 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.

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.

Measuring Your Social

How to utilise your findings to build on your social marketing

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.



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.



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.



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.

Measuring Your Email Campaigns

How to measure the effectiveness of 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?

Delivery rate

Delivery rate is simply what percentage of your audience list received the campaign. This is a great indicator of list quality. A low delivery rate means you need to work on improving the health of your list.

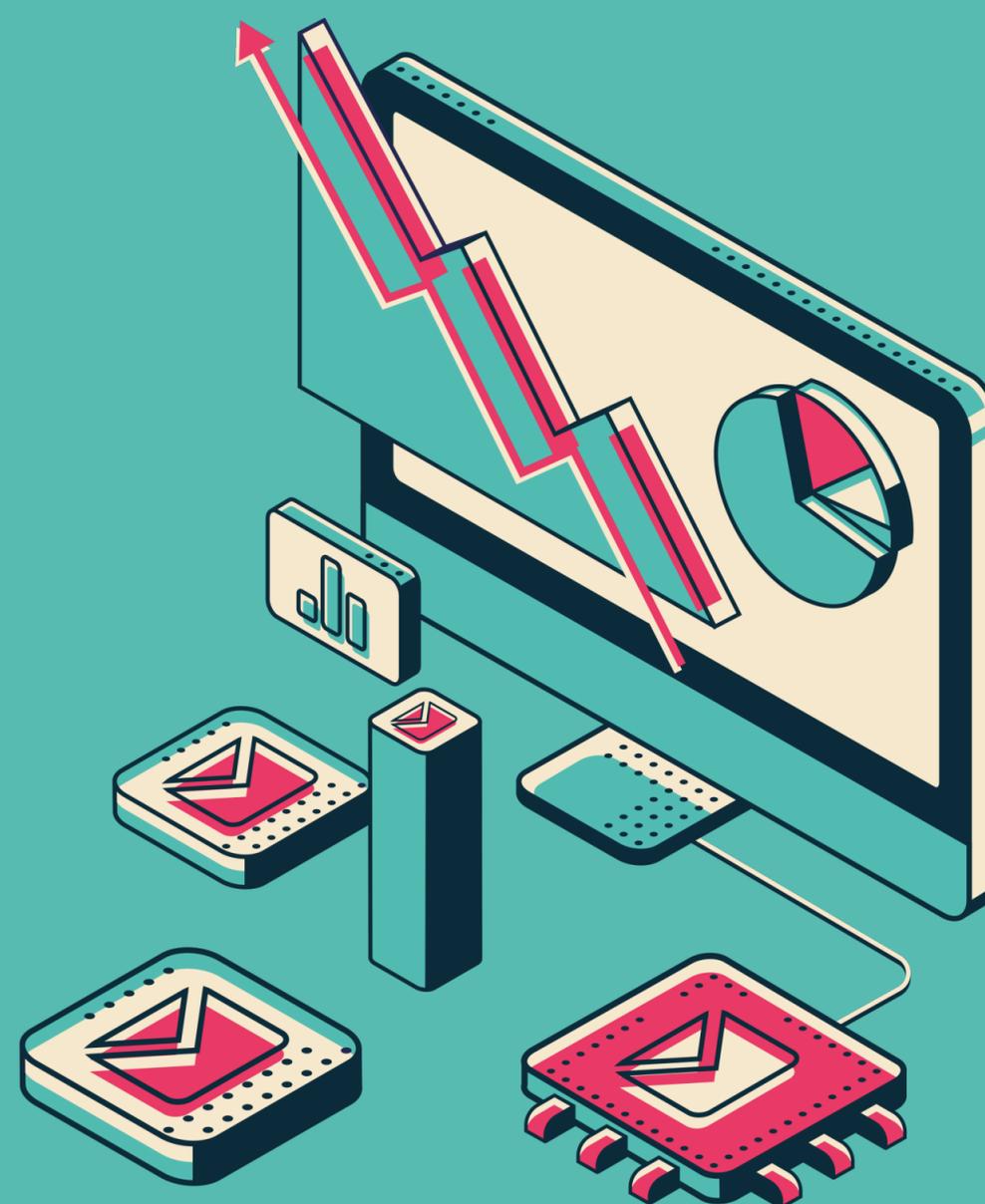
Open rate

So you've got the email into your subscriber's inbox, but the next challenge is getting them to open it. Open rate simply means what percentage of those who received your email, clicked to open it.

A low open rate indicates that your subject line wasn't catchy or 'click-worthy' enough. Subjects need to be relevant, but also needs to give the subscriber reason to click it.

Click-through rate

Your subscriber has received the email, opened it, but now it's time for action. If your content is of interest or relevant, then they'll click it.



Measuring Your Email Campaigns

How to measure the effectiveness of your email marketing

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.

Revenue attribution

You knew this was coming! Revenue attribution is essential for email marketing too.

Tracked URLs 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.

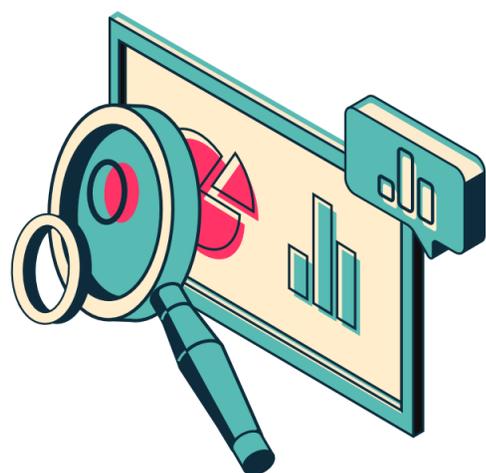
MQLs and SQLs

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.

Measuring Your Email Campaigns

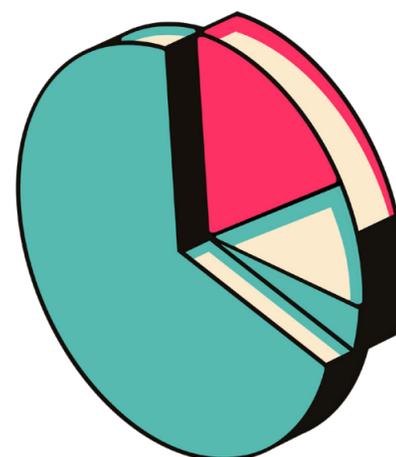
How to utilise your findings to build on your email marketing

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.



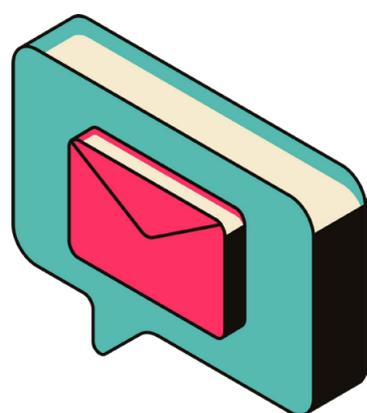
Testing and personalisation

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.



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.



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

How to measure your effectiveness on pay-per-click and display

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.

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!

Clicks, conversions and CPL

Now we're getting to the juicy stuff. Tracking clicks and conversions is a great way to monitor the success of your paid-for adverts across PPC and display. However, have you ever accidentally clicked an ad only to immediately click off?

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?

Keyword performance

Directly within your Adwords account, 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...

Marketing attribution

Say it with us, marketing attribution! Return on ad spend (ROAS), is an essential metric to track when looking at paid adverts.

If you're spending £1,000 on a PPC advert but it only drives £850 in revenue, then you've made quite a significant loss. eCommerce businesses don't need to worry about this as much as Adwords can incorporate online revenue to their reporting. But, 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 not only how much revenue your paid ads are bringing in in total, but you can get more granular and see how much revenue individual keywords bring in too.

Measuring Your Paid Advertising

How to measure your performance across paid social media

Of course, across paid social, you can have a few different types of advert. For those looking at awareness, engagement or video watches, then the metrics are pretty straightforward. However, if you're doing any kind of click-based ad, then here's what you'll need to track:

Impressions and engagement

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.

Clicks, conversions 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.

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?

Marketing attribution

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.

Measuring Your Paid Advertising

How to use your findings to develop your digital advertising

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.



Testing



Budget
Optimisation

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.

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.

How Does Ruler Analytics Work?

How marketing attribution can elevate your marketing

Marketing attribution allows you to:

Track holistically - Our solution allows you to see the data where you need it most. Whether that's marketing information in your CRM, or revenue data in your chosen analytics software.

Prove your ROI - Counting revenue, not clicks, means you can definitively prove certain marketing channels, campaigns, and ad impact. What more does a marketer want?!

Optimise - Once you know what's working, you can optimise your marketing efforts, and your budgets, to increase your sales and reduce your cost.



How Does Ruler Analytics Work?

How marketing attribution can elevate your marketing

So, marketing attribution. We've mentioned it in every section of this eBook. The simple question is, if you're not using it as part of your marketing report and you're not an eCommerce business, how are you seeing the real impact of your work?

We know, we know. You're tracking conversions, right?

Well, let us ask you this.

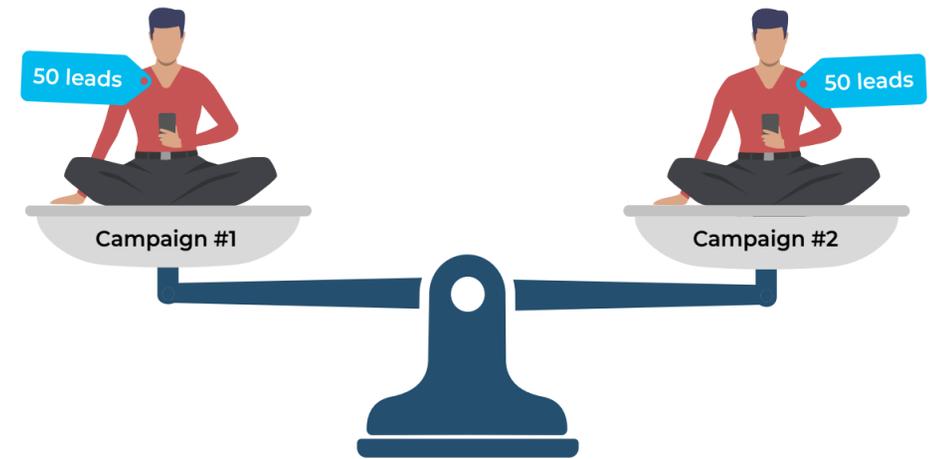
How are you tracking phone calls?

If you're tracking them as an event in Google Analytics, then a click-to-call doesn't mean a sale. While a click-to-call does open the keypad preloaded with your number, how many of those users immediately close it?

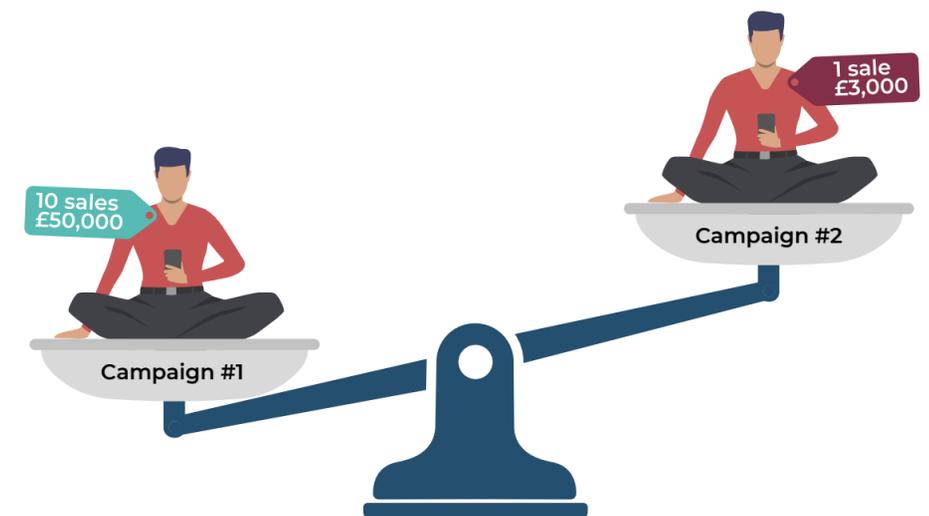
And of those who do call, how many are a good fit and result in a sale?

The same is true for form submissions and live chat. While you might be able to track, in some way, you can't fully know how much revenue those conversions are bringing in.

This is where marketing attribution comes in.



A goal-focused approach only gives you half the picture



Attributing Revenue to your activity shows you where to focus your efforts

How Does Ruler Analytics Work?

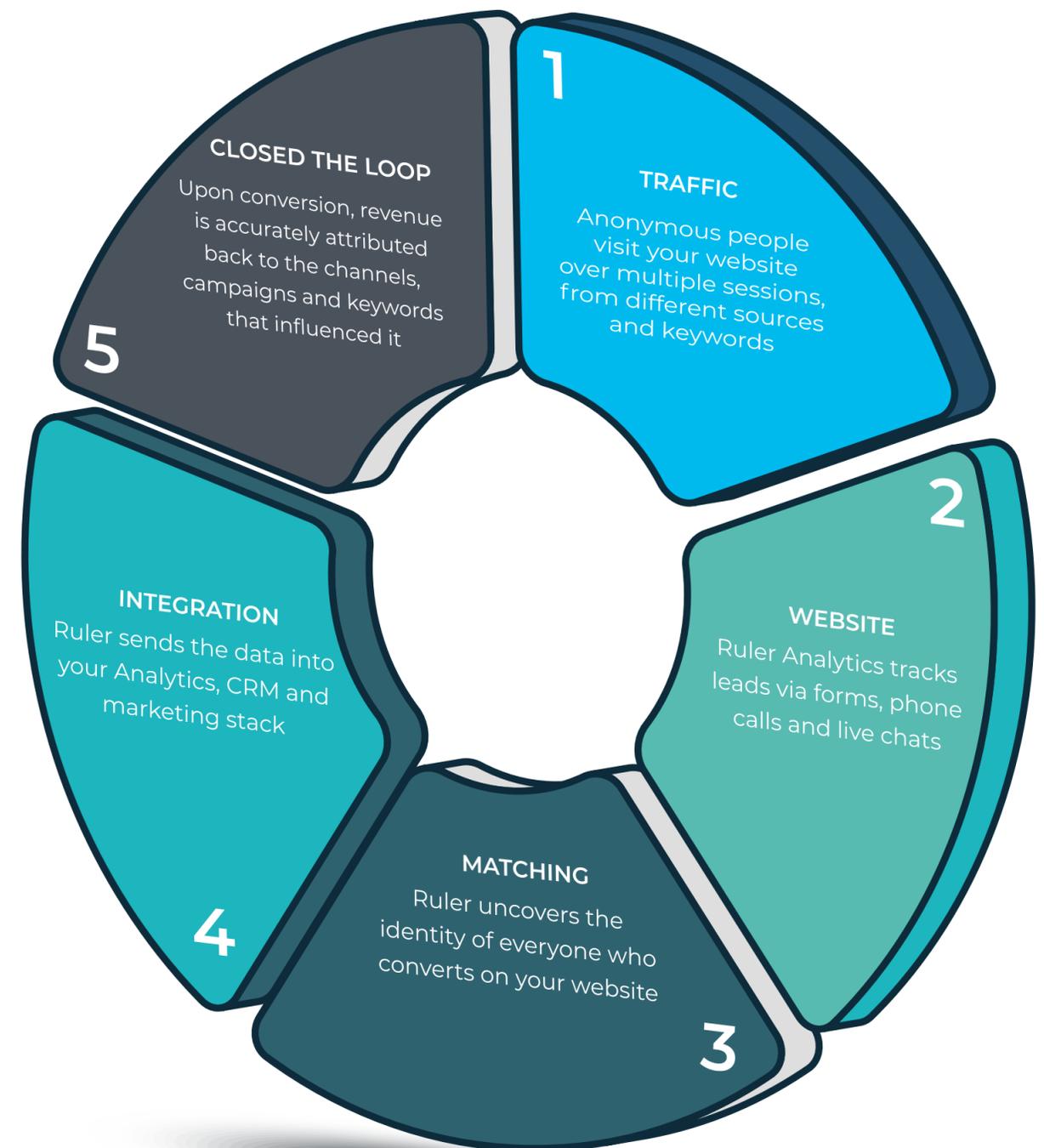
Marketing attribution closed loop framework

What is marketing attribution?

Put simply, it links your sales data to your marketing efforts. Our closed-loop marketing model tracks every anonymous user on your website.

Here's how it works:

1. Ruler tracks every visitor to your website, across multiple sessions. We can record which channels, campaigns and keywords referred them too.
2. When a user converts into a lead via call, form or live chat, we will fire the lead data to your CRM.
3. At the point of sale, Ruler will fire the revenue data from your CRM back into your analytics software.



How Can Closed-Loop Help You?

Case study

Money Penny increase visibility of Google Ad performance and reduce cost per lead by 11%



Increase in leads attributed to phone calls in Google Ads



Reduction in cost per lead

“ Overall, Ruler Analytics has given us much greater visibility on where our leads are coming from, particularly when it comes to phone calls.

Moreover, the insight that it has provided has allowed us to be much more intelligent with the way we optimise our paid media campaigns, meaning we can drive down CPLs whilst improving lead volumes.

I'd thoroughly recommend any lead generation business utilise the Ruler Analytics platform

Daniel Marshall, Digital Marketing Manager, Money Penny ”



Founded in 2000, the company delivers Telephone Answering, Live Chat, Outsourced Switchboard and multichannel customer services for hundreds of thousands of clients across the UK and USA, handling some or all of their inbound marketing activity and customer enquiries.

How Can Closed-Loop Help You?

Case study

Optionis Group increase MQLs by 10% by optimising towards offline conversions via Ruler Analytics



Increase in call volumes



Increase in marketing qualified leads

“ Ruler’s conversion 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.

The 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.

Chris Shepherd, Senior Digital Marketing Manager, Optionis

”



● optionis

A market leader in the financial services industry, Optionis Group provides accountancy, tax and umbrella employment solutions to contractors and small businesses across multiple brands such as SJD Accountancy, Nixon Williams, Clearsky Accounting, Brian Alfred and Parasol.

How Can Ruler Analytics Help You?

Marketers can align sales revenue with marketing activity through Ruler's Marketing Attribution Closed Loop Framework. Ruler tracks website visitors over multiple touch points and connects the dots once a visitor converts to a lead via form completion, call or live chat conversation.

By integrating this data with your CRM or sales records, Ruler closes the loop between lead and the sale, providing definitive proof of the impact your campaigns have on business growth.

Whether you report via Google Data Studio, Analytics or Facebook Advertising, Ruler's flexible integration options can push data to where you need it most, helping you analyse data cross-channel to get a true understanding of your client's most valuable customers and optimise campaigns to drive even more return.

Want to find out more?

Book a demo with Ruler's attribution experts today at

www.ruleranalytics.com

