

What is Ruler Analytics?

Ruler Analytics is a visitor level multi-touch marketing attribution product that connects data between your revenue to the marketing outputs that generated them.

Ruler closes the loop between your sales and your marketing by creating a constant communication stream between your CRM and your digital analytics tools.

Let's see how it works for legal marketers...



Testimonials



Sarah Boustouller

MARKETING DIRECTOR - STEPHENSONS SOLICITORS

"With this software, we are able to give credibility to each department and show return on investment more effectively."

|Stephensons



Amy Smeaton

HEAD OF MARKETING - HAYES CONNOR SOLICITORS

"Ruler can identify which PPC keywords are driving good quality conversions, this has improved the amount of business driven by the campaign."

HayesConnor
SOLICITORS

Clients



The Current State of Legal Marketing

Here at Ruler, we understand that leaders in law want to see the impact marketing is having on their bottom line.

Questions like, "What is the ROI of our marketing?" "How many cases is marketing bringing in?" can be tricky to answer when you're only tracking leads and conversions.

While you might be tracking form submissions from a leads generation perspective, what about leads that come in from phone calls or live chat?

And how are you tracking conversions that take over 90 days to complete considering the maximum tracking length available from Google Analytics?



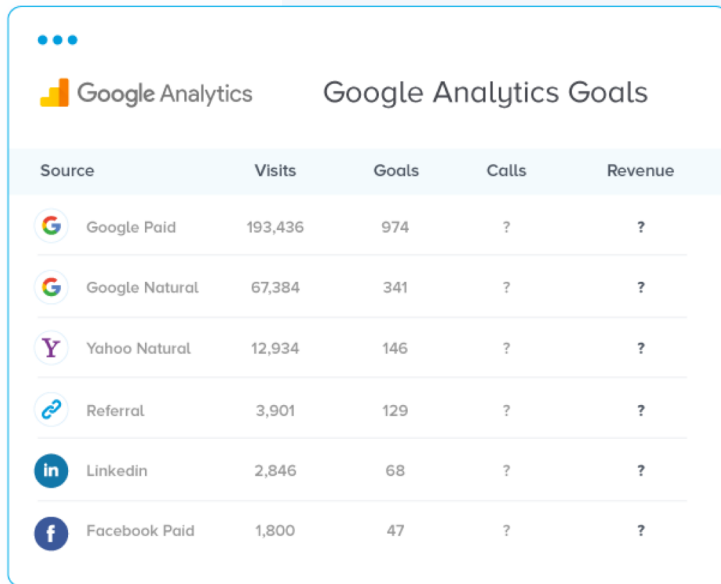
Goals are Not Enough







Law firms tend to convert leads into clients over the phone, in an office, or via email. Tracking offline conversions and attributing revenue is the only way to see the true impact of your marketing.

Tracking goals, such as the number of form submissions, just isn't enough.

Ruler can help you track your website users, beyond the 90-day window, and track them via phone, form and live chat.

So, whether they convert in a month or a year, you can attribute the revenue to the correct channel.

A screenshot of the Google Analytics 'Goals' report. At the top, there are three dots and the Google Analytics logo. The title 'Google Analytics Goals' is on the right. Below is a table with five columns: Source, Visits, Goals, Calls, and Revenue. The table lists six data sources: Google Paid, Google Natural, Yahoo Natural, Referral, LinkedIn, and Facebook Paid. Each row shows the number of visits, goals, calls, and revenue attributed to that source. The revenue column contains question marks for all sources.

Source	Visits	Goals	Calls	Revenue
 Google Paid	193,436	974	?	?
 Google Natural	67,384	341	?	?
 Yahoo Natural	12,934	146	?	?
 Referral	3,901	129	?	?
 LinkedIn	2,846	68	?	?
 Facebook Paid	1,800	47	?	?

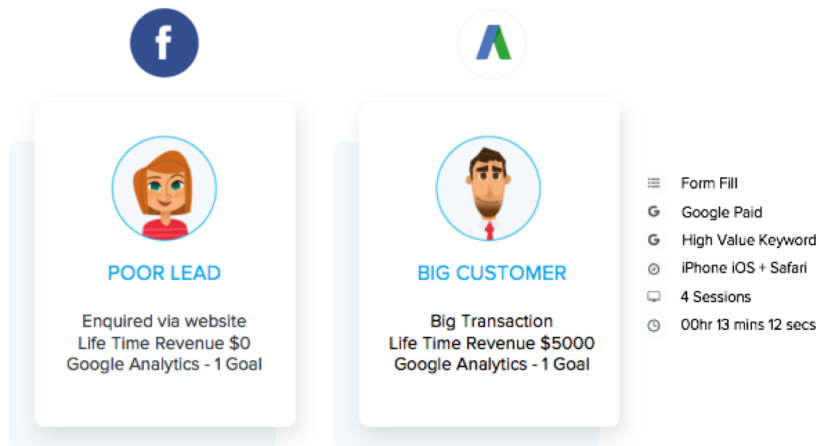
The Solution: Optimise For Revenue, Not Leads

Evaluating your campaigns the same way you evaluate business: by the amount of revenue it generates.

Ruler fires marketing data from your user, when they become a lead, directly into your CRM.

Then, when they convert into a sale, that data is fired back into the relevant analytics tools like Google Analytics, Google Ads and Facebook Ads Manager.

There, you can see the revenue generated from your campaigns, and optimise your marketing based on actionable insight.

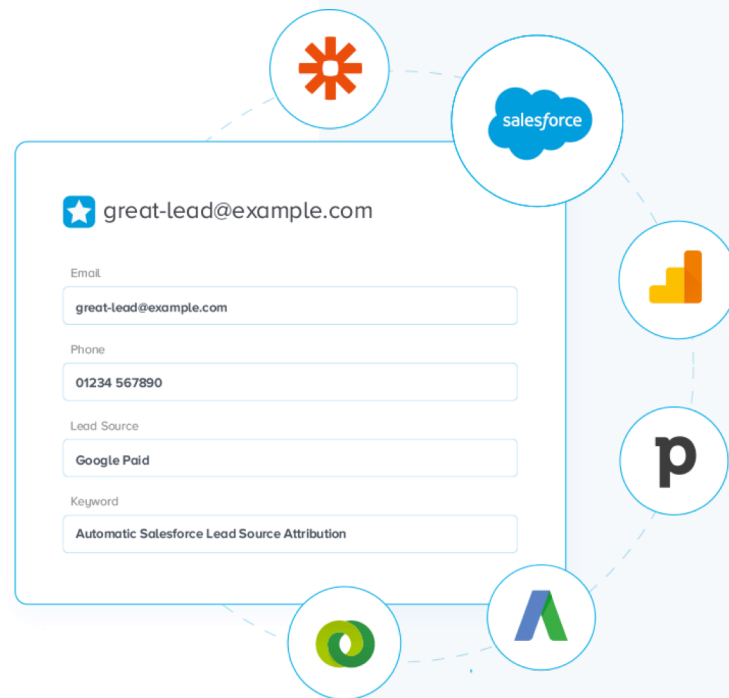


Ruler connects website your leads to CRM & Case Management System

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

Ruler then tracks when they convert via phone call, form or live chat and matches the real user details to the marketing touch points.

Ruler sends the data into your Case Management System and other products to enrich the lead with the marketing source information.



Close the Loop - Send Revenue Back to Google Analytics & Ads

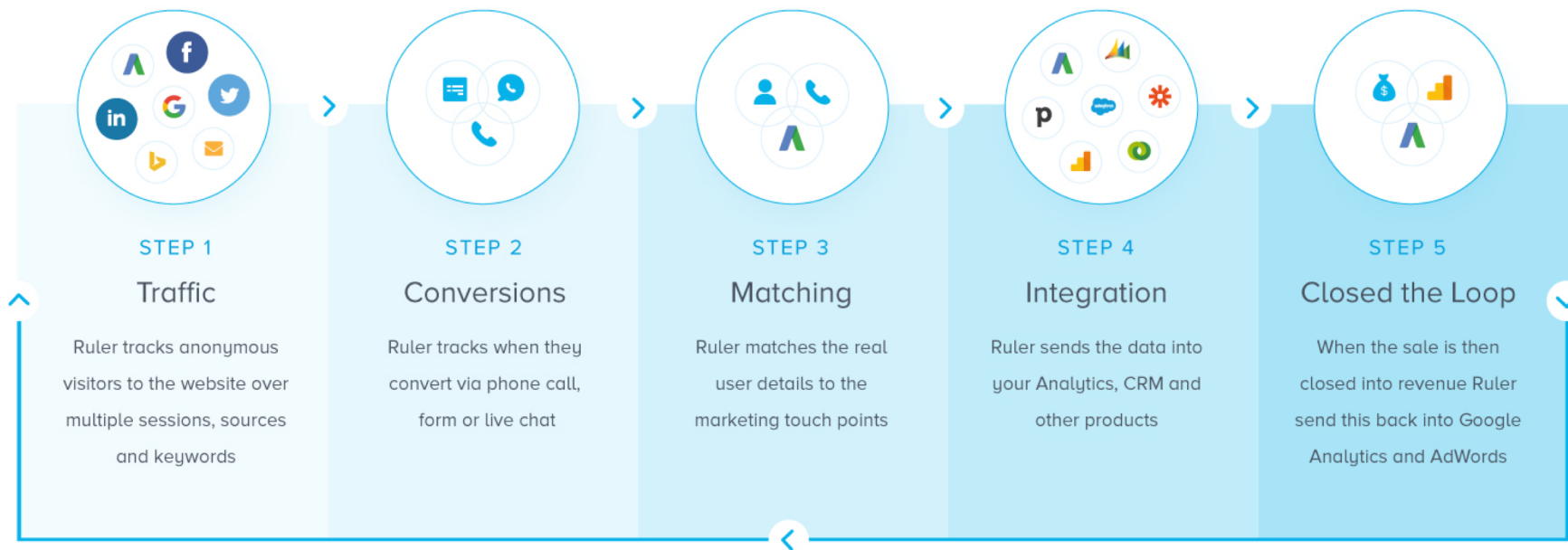
When the sale is then closed into revenue Ruler ties this back into Google Analytics, Google Ads, Facebook & Microsoft Ads so you can measure ROI and optimise your campaigns based on revenue and not goals.

You'll be left with reams of information to help you understand your client demographics and optimise your marketing.

And remember, with our solution, you can even see the keyword that generated your client, and the revenue it brought in. This means you can turn off keywords that aren't working to bring your new clients.



How Ruler's Closed Loop works



What Ruler can do

Ruler can help solve the data gap between your sales and marketing. We can:

- Track form submissions, phone calls and match them to the marketing channel, campaign and keywords
- Enrich your CRM with first-click & last-click marketing source variables tracked to individual visitors interaction
- Pass through additional variables including marketing source, keyword, campaign, UTMs, GCLID

Ruler can also integrate with over 1000+ other platforms including Google Ads, Google Analytics, Salesforce and more.

Ruler can also integrate marketing data with your products via native integrations, Webhook or SQL.



Slater & Gordon - Understanding Call Quality

Slater & Gordon Solicitors operate on two separate bespoke CRM systems. These are split dependent on the department they come through.

Prior to using Ruler, Slater and Gordon had issues logging call quality from leads. They relied on call centre staff to input and record code and details post-call.

By integrating with Ruler Analytics, we track and record every call that comes through to Slater and Gordon. Our solution automatically matches calls in the back-end, meaning the team could see GCLID, visitor ID alongside call source, keywords, call durations and the full visitor journey, directly within their CRM.

We also closed the loop, meaning that when leads close into revenue, the data is sent back into Google Analytics and Google Ads. This means Slater & Gordon's marketing team can refine and optimise their paid social and PPC campaigns, alongside viewing the organic impact of their marketing.



National Claims Helpline - Definitive ROI in less than two months

National Claims Helpline's came to us looking to cut costs and ensure marketing spend was being used as efficiently as possible. The marketing team also wanted to determine where their calls were coming from to help them drive more inbound calls.

The marketing team assessed the leads, and found that conversions were taking place both on and off the website, be that through phone calls or form submissions. Additionally, they struggled to assess lead quality through their PPC adverts. While they were bidding on what they thought were relevant terms, such as "can I claim", or "what should I do if I have a car accident", the team were receiving many invalid inquiries.

Ruler integrated their marketing attribution tool with their website, CRM and analytics tools, to help close the loop between their cases and the marketing channels that generated them. With Ruler Analytics, the marketing team could see what search terms their converting clients had searched for allowing them to optimise their PPC campaigns based on revenue, not clicks.

National Claims Helpline could see the entire visitor journey to see how clients were interacting with their website. Ruler allowed them to get a true return on investment, within just two months and helped them create more targeted, optimised campaigns.

