

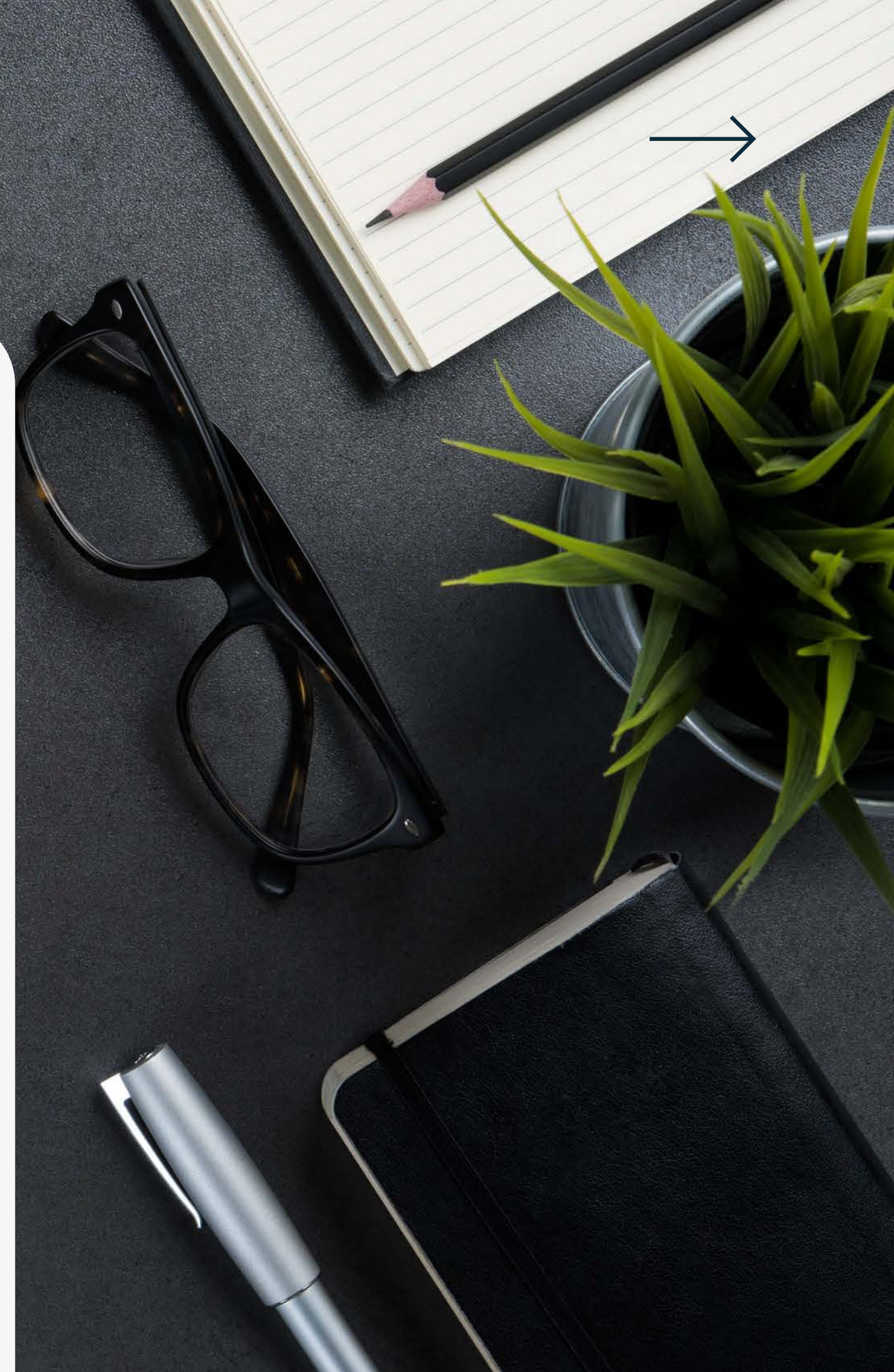
Complete Guide to Lead Generation & Tracking

We walk you through the complete guide to lead generation. Plus, learn how to better track your leads through their full customer journeys.



Contents

Introduction	04
What is lead generation?	05
What is a lead?	08
Tracking leads	11
Limitations of tracking lead volume	17
Tracking lead quality, not volume	20
The solution	22





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

There's no doubt that today's marketing landscape is complex. Lead generation is a key strategy for many marketers looking to create demand in their space.

But there are issues with lead generation. The first is lead tracking and understanding lead value. The second is using that data around lead tracking to optimise your marketing.

We explore lead generation and how you can get more out of your outputs in this definitive guide.



What is lead generation?

Lead generation is a method used mainly by B2B businesses to drive sales. Think of it as the initiation of interest by a consumer in a product or service.

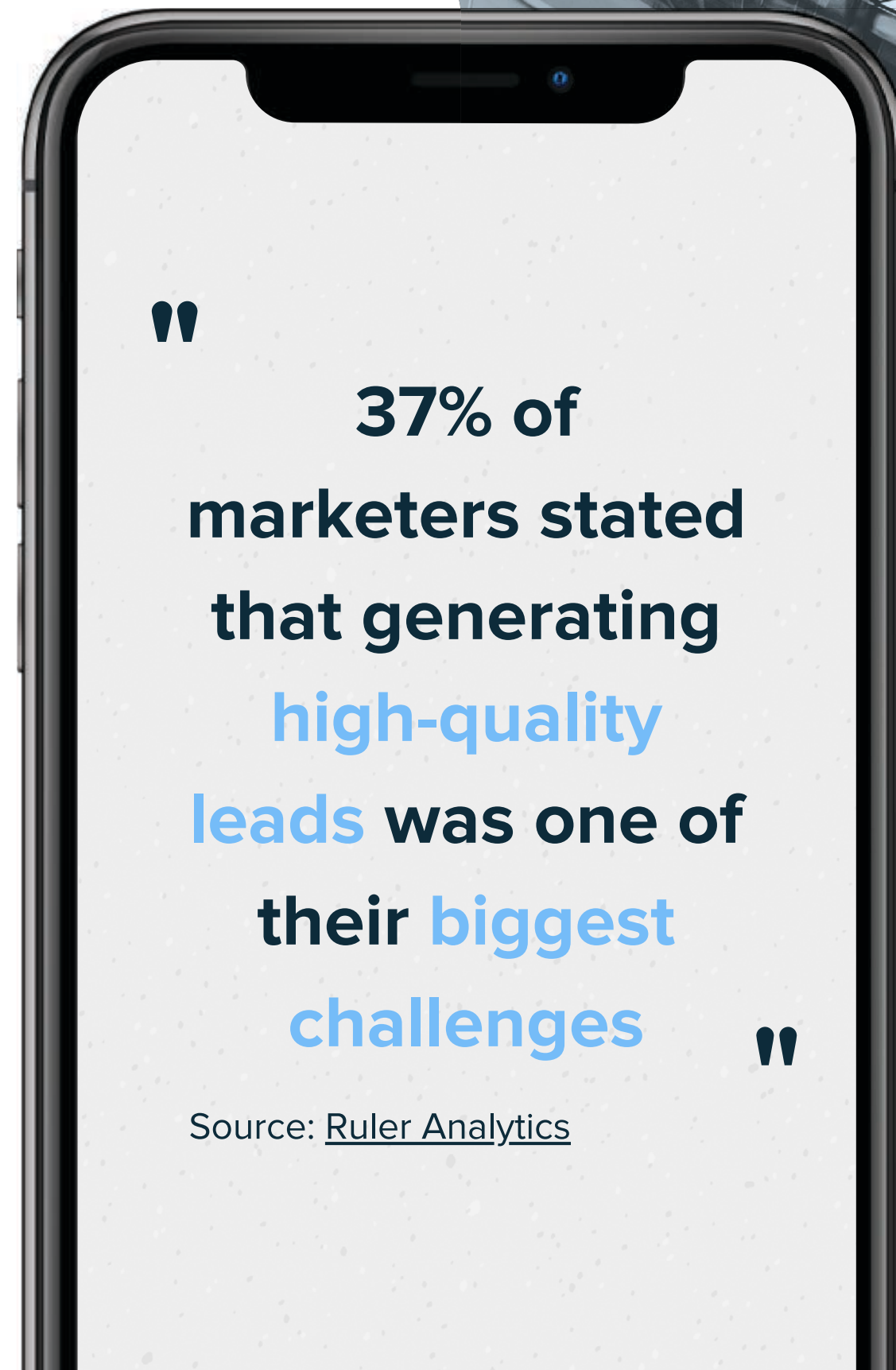
Not all marketers can drive sales directly on their websites. Your product or service might not lend itself to a direct conversion for many reasons.

It could be:

- expensive
- tailored or bespoke
- in a competitive market

As such, in businesses like these, marketers have to generate leads as opposed to sales.

And for those marketers, they have to contend with difficulties around lead tracking, linking sales and marketing and lead quality.



“

**37% of
marketers stated
that generating
high-quality
leads was one of
their biggest
challenges**”

Source: [Ruler Analytics](#)



Outbound vs inbound lead generation

There are two types of lead generation. The first is outbound lead generation, often used more widely historically. The second, inbound is a newer form that came around with the digital age.

Outbound

Outbound lead generation is where you set a sales team or rep to reach out to a cold prospect.

The aim is to find highly targeted contacts who work in a particular industry, use a certain product or have a set job title.

The issue with outbound lead generation is that it's dependent on reaching the right person, at the right time with the right message.

Inbound

Inbound lead generation is where your prospects come to you directly to enquire.

The great thing about inbound, when done correctly, is that the right person at the right time will reach out to you.

Your only job is to get the message in the right places so that your audience can find it. Plus, you need to get the message right. Too broad and you risk getting low-quality leads, too niche and you risk losing out on potential opportunities.



Understanding the marketing funnel

As a general rule, there are three distinct phases to the marketing funnel i.e. converting a user from a prospect to a sale. Each of these stages plays a role in driving a user to take action and ultimately, move from being a website visitor to a lead to a sale.

It's important to know the stages of the funnel when thinking about lead generation as each stage requires very different content. The stages are as follows:



Awareness stage

The awareness stage is the first interaction a person has with your business. In this stage, the user is trying to solve a problem they're encountering.

Consideration stage

The consideration stage is where the user is aware of the solution to their problem and becomes a lead. In this stage, they're likely comparing various solutions to find the best fit.

Decision stage

The decision stage is the final stage and is where a user converts into a sale. In this stage, the user is looking for the right stimulus to buy.



What is a lead?

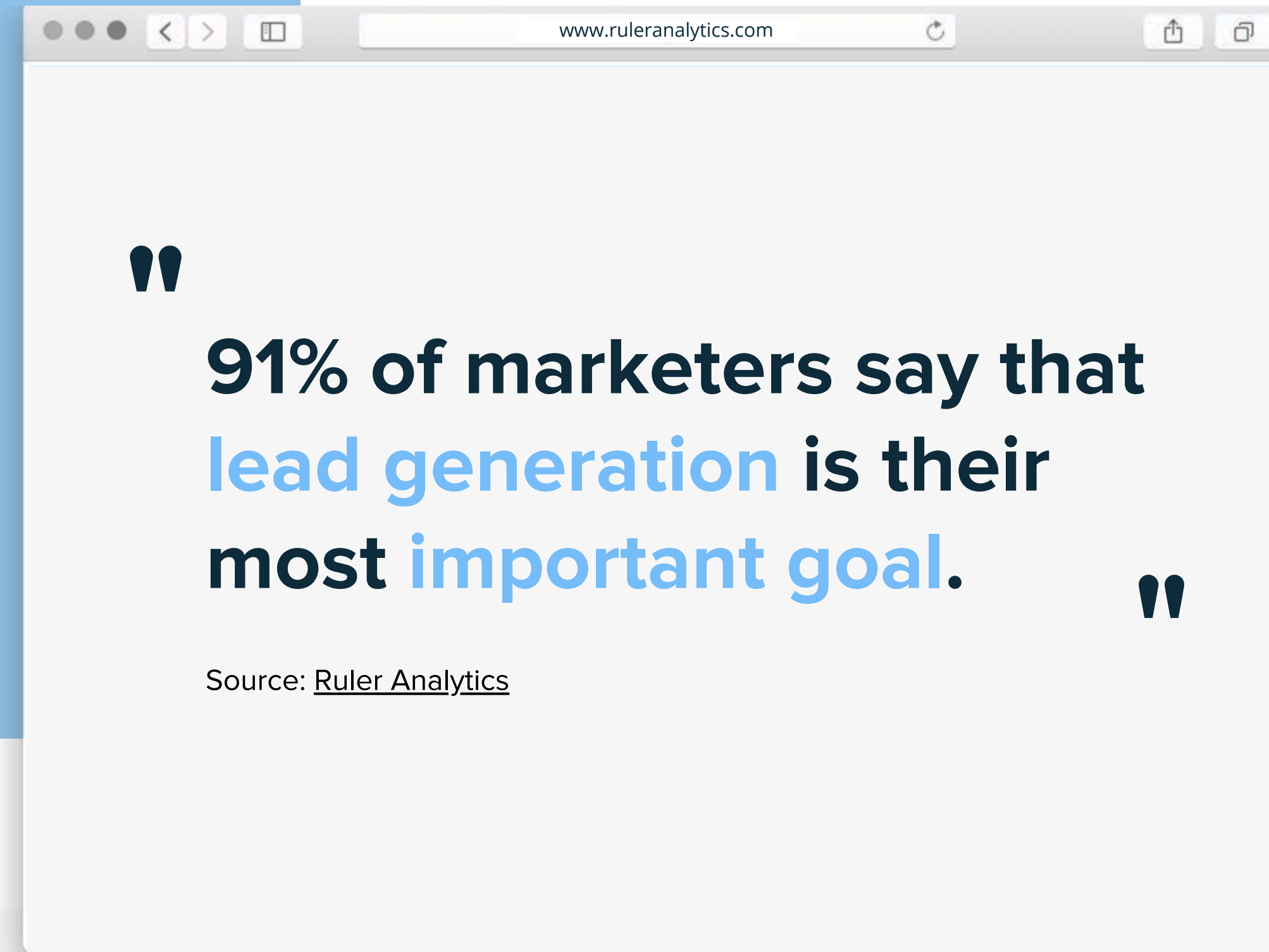
When a business relies on a sales team to drive sales, its marketing team can support by driving them leads. Lead generation is vital to ensuring a sales team's funnel is filled with potential customers.

You can use your website, offline literature and more to drive leads.

But what even is a lead?

A lead is simply someone that shows buying intent. But there are various levels to leads depending on how close they are to converting.

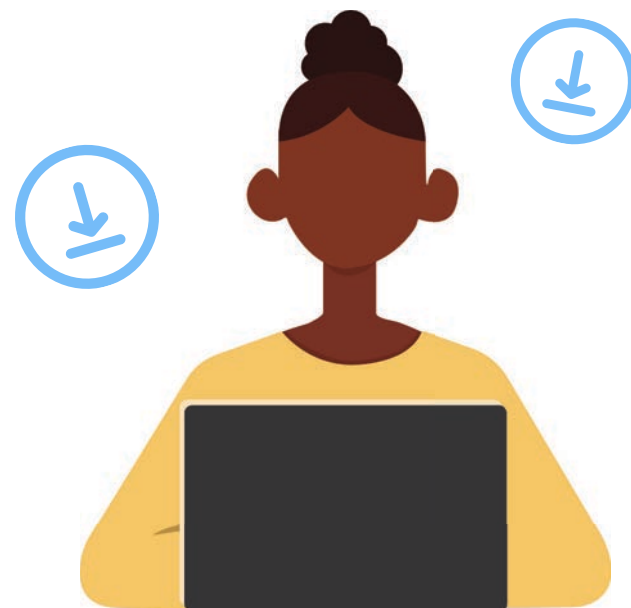
There are three main types of leads...



MQLs

Marketing qualified leads (MQLs) are leads who have indicated an interest in what a brand has to offer based on marketing efforts. As far as marketing is considered, they have shown more interest and are more likely to become a customer.

This could be someone who's downloaded an eBook or signed up for your newsletter.



SQLs

A sales-qualified lead (SQL) is a prospective customer that has been researched and vetted -- first by an organization's marketing department and then by its sales team -- and is deemed ready for the next stage in the sales process.

These are warmer leads than MQLs and are being primed by sales to convert into a deal.



PQLs

This is a term used mainly by SaaS businesses. A product qualified lead (PQL) is a lead who has experienced meaningful value using your product through a free trial or freemium model.

There are various ways to define this depending on your model. But you could assess engagement with your product and how they use it.





Why is lead generation important?

Lead generation, both outbound and inbound, is vital to the success of a business.

Outbound leads rely on a salesperson cold calling and finding the right person in the right business at the right time. Inbound lead generation is that person coming to find you.

You want your sales team to spend their time pursuing leads who will convert, not selling to cold prospects.

Inbound lead generations pave the way for alignment between your sales and marketing teams. Instead of them sat either side of a wall, you can get your teams to work together towards the same goal: driving more revenue.

Tracking leads

Lead conversion methods

Now you know what leads are, you'll want to decide how to create and capture them.

There are a whole host of options and picking the right one will depend on your business type and your customers.

Some options include:

- A phone number on your website
- A contact us form
- A free quote or demo
- Gated content such as an eBook

Deciding which ones to use depends on your goals. And remember, you need to be where your customers want you.

While eBooks (like this one) are a great way to highlight your knowledge in a relevant area and drive MQLs, they might not be relevant to your business. Add value and provide insight with your content. And remember, with the right tracking you can see what's working already and double down on it.





Conversion types

With digital marketing and the mobile age, conversion types have changed. Brick and mortar footfall has been declining by 15% each year as users turn to online. And with that, our conversion types have expanded.

And remember, each industry and shopper will have their own preferences.

It could be:

- Phone calls
- Form submissions
- Live chat conversations
- Email
- In-store

With all of these conversion types comes a range of difficulties that businesses need to deal with.



Why you need to track leads

The reason you need to track your leads is simple.

Without tracking in place, you can't determine if your marketing is producing high-quality leads that result in sales.

While you might be able to track the volume of leads, you can't determine how your marketing is impacting the volume. And, you can't see if or how those leads progress through the funnel.

" 26% of marketers stated that understanding lead quality was one of their biggest challenges "

Source: [Ruler Analytics](#)

Tracking lead volume

Tracking lead volume is pretty simple.

This traditional way of tracking leads is a great starting point. But it only gets you so far.

Keep reading to find out how you can track your lead volume for each conversion type.

And remember, while you do need to track your lead volume month by month, you need to go beyond it too.



“

**40% of marketers
stated that **more
accurate data
would improve
their marketing
outputs****

”

Source: [Ruler Analytics](#)

Webform tracking

Tracking your webforms isn't difficult.

There are two easy ways to do it using Google Analytics and Google Tag Manager

If your form leads to a thank you page, you can use Google Analytics to track hits to this as a goal.

The other option is to create a Google Analytics event and use Google Tag Manager to register every click of the 'submit' button on your form.

[Read the full guide to form tracking here.](#)

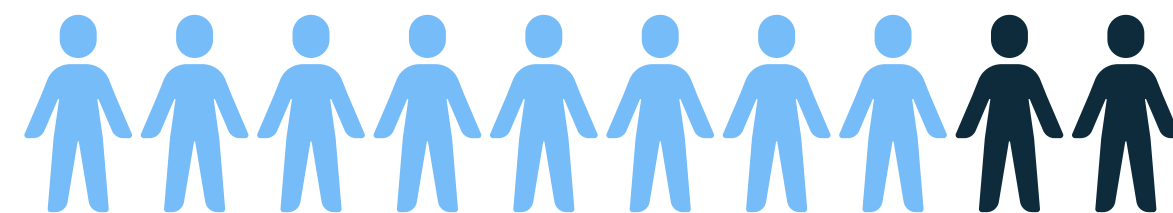
You can also use a marketing attribution tool, but we'll get to that soon.

Call tracking

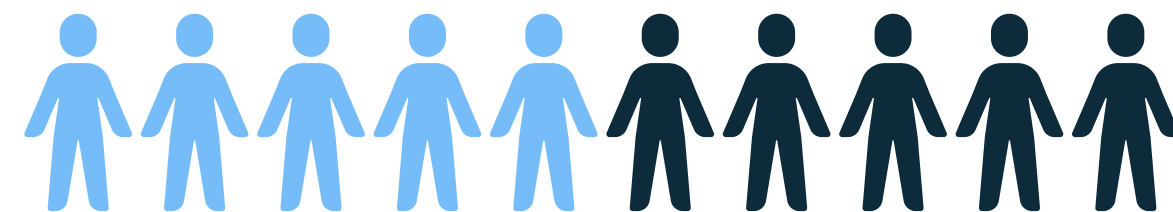
The only way to accurately track your inbound calls where you're not relying on your sales or customer support teams is to use call tracking software.

With this in place, you can record and track every inbound call.

Read the [full guide to call tracking and how to get your calls in Google Analytics](#) here.



84% of marketers use form fills



50% of marketers use phone calls

Live chat tracking

Most live chat solutions offer native tracking options.

They'll help you track metrics like average response time, average chat duration and more.

But what you'll miss is understanding how the lead found you and how these live chat conversations progress.

We have a [full guide to tracking live chat](#) here.



33% of marketers use live chat

In-store tracking

When a potential customer visits your store, their details are likely to be captured by sales reps and added to your CRM.

Otherwise, you can track your online impact on store visits using set codes and loyalty programs. There are also options to integrate location tracking to your PPC ads so you can see if web visitors go on to visit you in store.

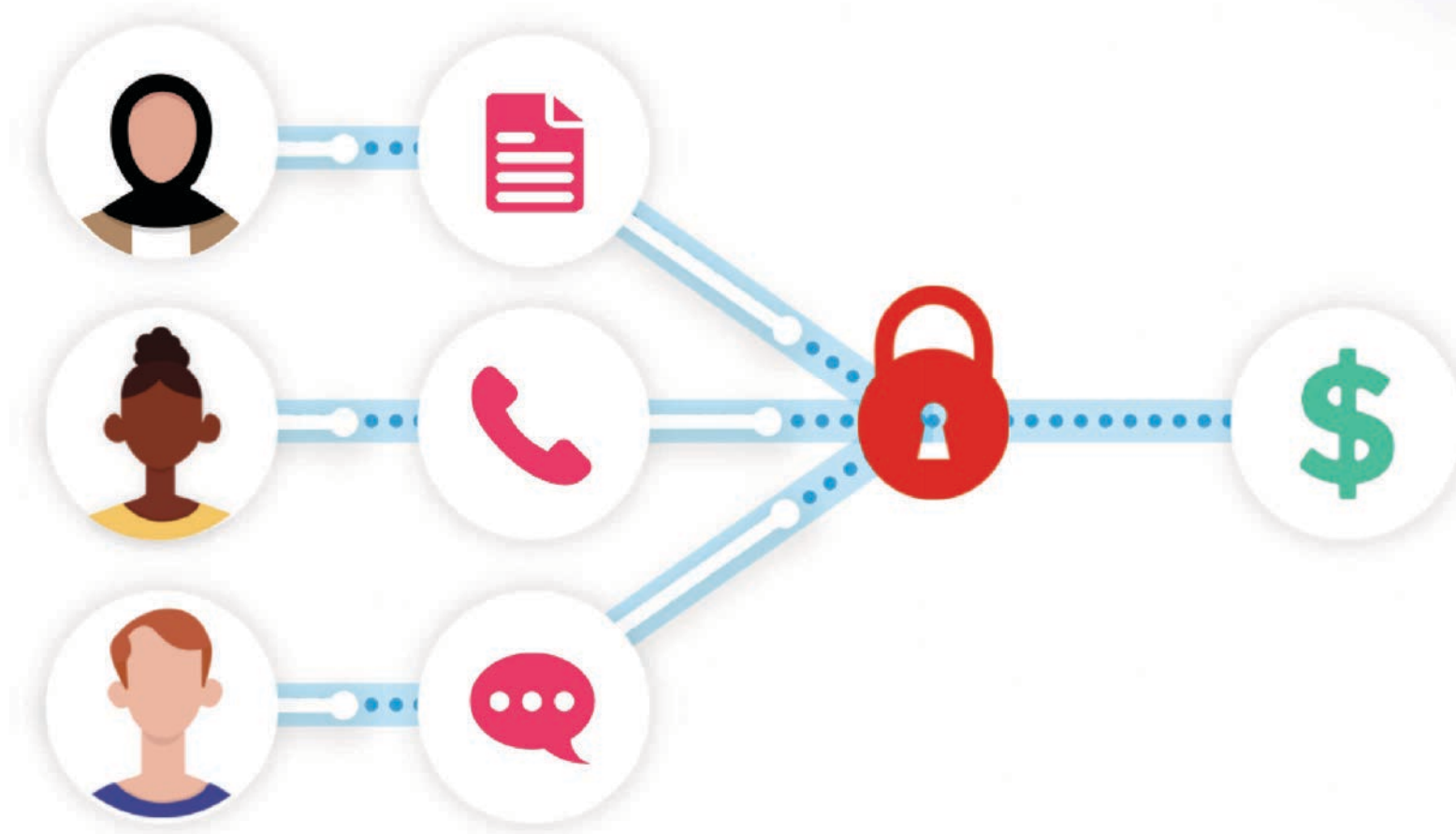
All of the above present the same issues. How do you know which online channels influenced these in-store visits?

Limitations of tracking lead volume

You might think of lead tracking as a counter. You're counting the number of new leads as a numerical value. And if you're doing that, you're wrong.

The issue with seeing lead tracking as a numerical value is that you lose all sense of context. And, even worse, you can't link your leads to closed revenue.

Let's explain using some examples.



Crediting leads to your marketing

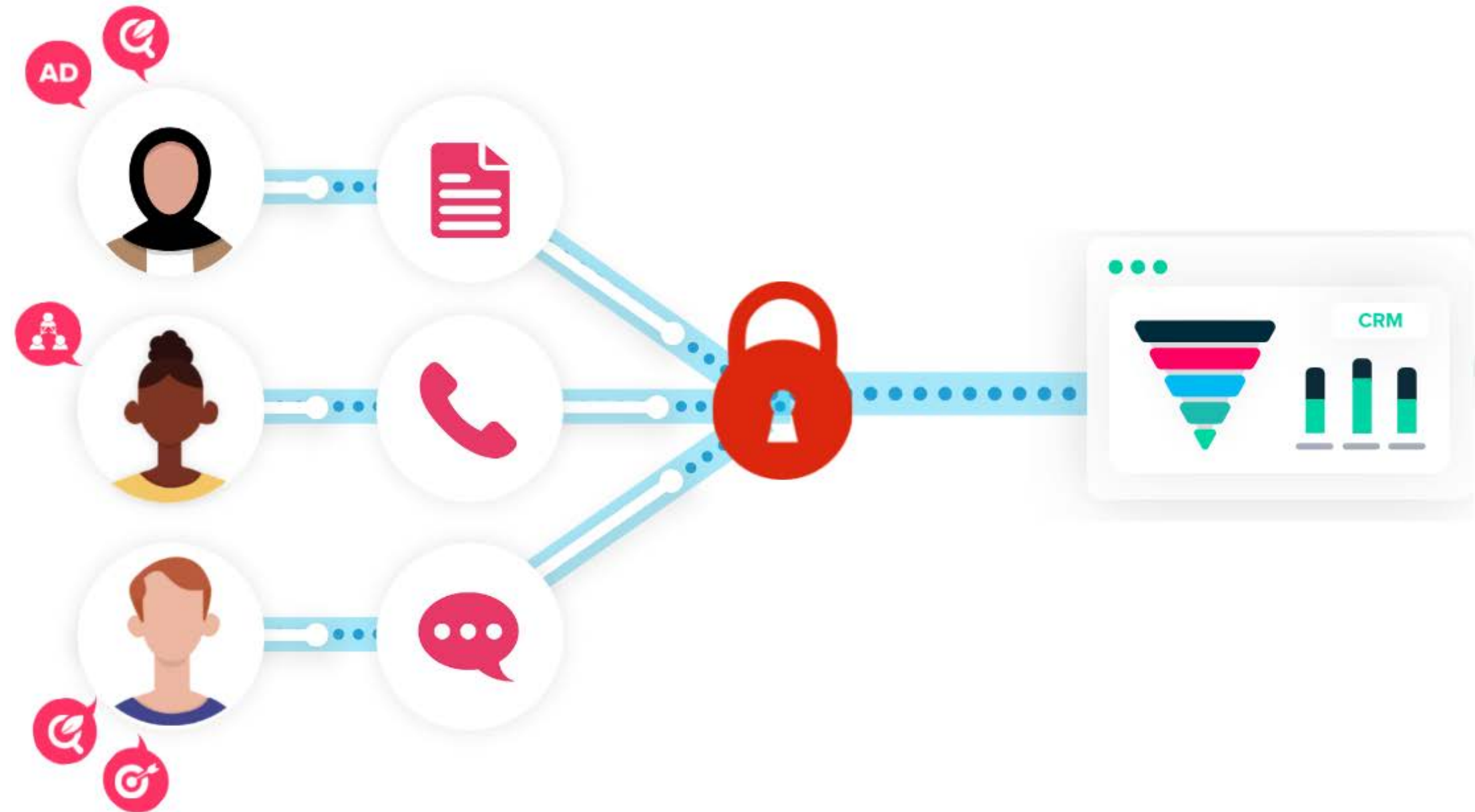
Lead generation for marketing is bread and butter.

But, with so many channels, campaigns and ads going on, how are you attributing those new leads back?

Let's say you decide to try a paid campaign. Normally in a week, you generate 25 leads. With your paid ad running, you generate 100.

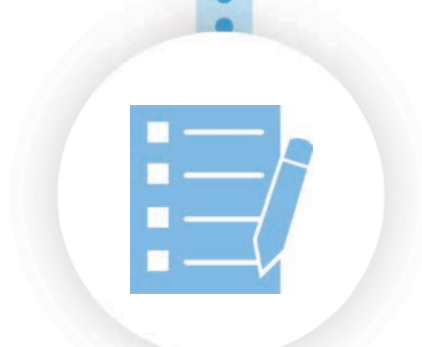
Does that necessarily mean 75 came from your paid ad? Nope.

Without the right data tracking in place, you can't determine which channels and campaigns are working hardest to drive you your leads.





Traffic



Leads



Sales

Leads don't guarantee a sale

Ok, so you've generated 100 new leads via marketing.

And, you've managed to accurately attribute them.

What next?


Well, usually your leads would be passed over to your sales team who would try to convert them into a deal.

But what if 80 of those leads are low-quality?


As a marketing team, you're counting 100 new leads as a success. But in actual fact, you only drove 20 useful leads.

This affects metrics like cost per lead and conversion rate.

Without the full customer journey view of your leads, you're limiting your reporting.



Poor Lead
Enquired via website
Lifetime Revenue - **\$250**
Google Analytics - **1 Goal**



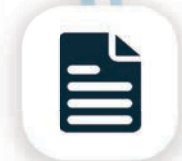
Big Customer
Enquired via website
Lifetime Revenue - **\$15,000**
Google Analytics - **1 Goal**



High Value Keyword:
Google Paid



4 Sessions:
13 mins 12 secs



Form Fill

Tracking lead quality, not volume

Marketers are pretty good at tracking lead volume. What they struggle with is tracking lead quality. To distinguish a good lead from a poor one requires one vital bit of data. Did they convert into a sale, and for how much?

Your sales team might be able to spot a good opportunity, but there are a lot of variables at play:

- Timing and budget
- Contact's job role and persuasion power
- Current contracts if using a similar tool or product

So while your sales team can probably weed out the low-quality leads, the only way to truly determine it is after the fact. But that's not a bad thing.

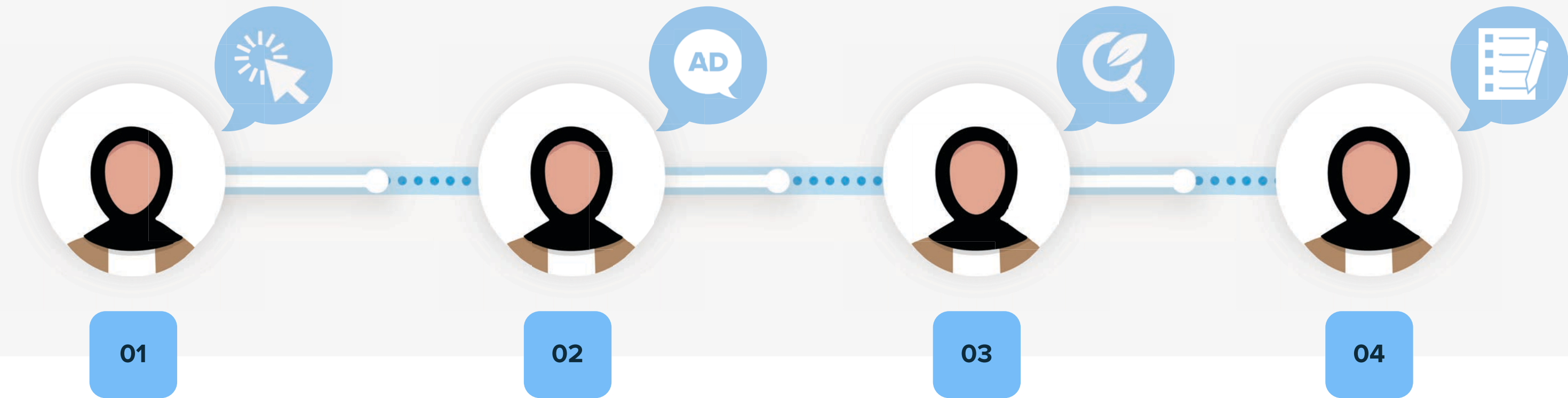
If you can access this data and use it to spot trends, then it's highly valuable.

It will allow you to cross-reference high-quality leads to your marketing channels, campaigns and ads so you can optimise your outputs.



Example customer journey

Take a look at the customer journey below. You as a marketer, track a new lead. But how do you know the roles that your paid advertising and organic search played? While you might be tracking that lead now in your CRM and be able to see how much revenue she closes into, how can you credit that sale back to your marketing? Evidently, you're not efficiently tracking revenue.



1st interaction

Sara visits your website for the first time via a PPC ad. She doesn't convert this session.

1 week later

Sara revisits via a Facebook retargeting advert but doesn't convert.

2 weeks later

Sara visits again via an organic search online.

Conversion

She engages with your content and submits a form with her contact details.



The solution

Marketers who are responsible for spending money to generate conversions and leads should have a solution in place to see which campaigns and channels are driving valuable opportunities. To unlock data and track which of your conversions are leading to positive business outcomes, you need a solution that can...

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

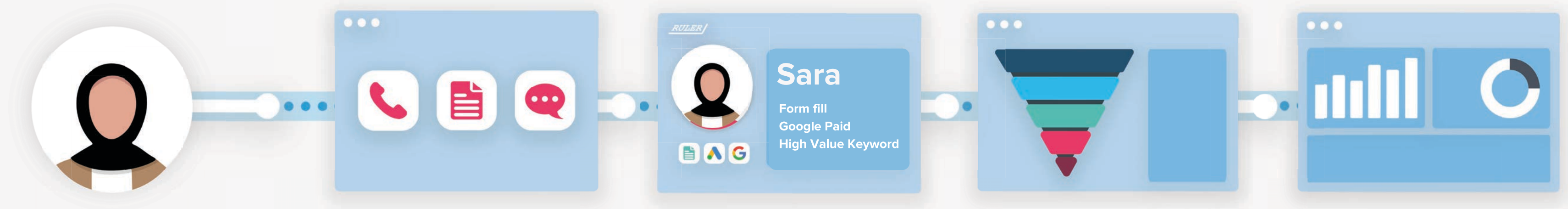
Integrate with your CRM and marketing tools (i.e Google Analytics, Google Ads) so that you can gain complete visibility of each conversion path's profitability.

Attribute

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



How Ruler's closed loop works



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 tracking marketing source data in your CRM, businesses can match data captured from lead generation activity such as web forms, phone calls and live chat with sales data to gain end-to-end visibility of the buyer's journey. Here are more benefits to consider when tracking marketing data in your CRM.

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.”



How can Ruler Analytics help you?

By understanding where your most valuable leads are coming from, you can optimise your channels and campaigns to generate more high-quality leads and sales.

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, and not just the number of conversions you've generated in Google Analytics.

Want to see the data in action? Book a demo today and learn more about the possibilities of Ruler Analytics.

Want to find out more?

Book a demo with Ruler's attribution experts today at

www.ruleranalytics.com