



Tracking marketing revenue in Google Analytics 4

Track marketing revenue in GA4 and start making better decisions about where to spend your budget.





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Who are we?

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

Ruler 'closes the loop' between leads and revenue by linking your CRM, analytics tools and other sales and marketing products. It enables organisations to attribute revenue to their marketing activity and understand the steps customers make in the decision making process.

Our 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.



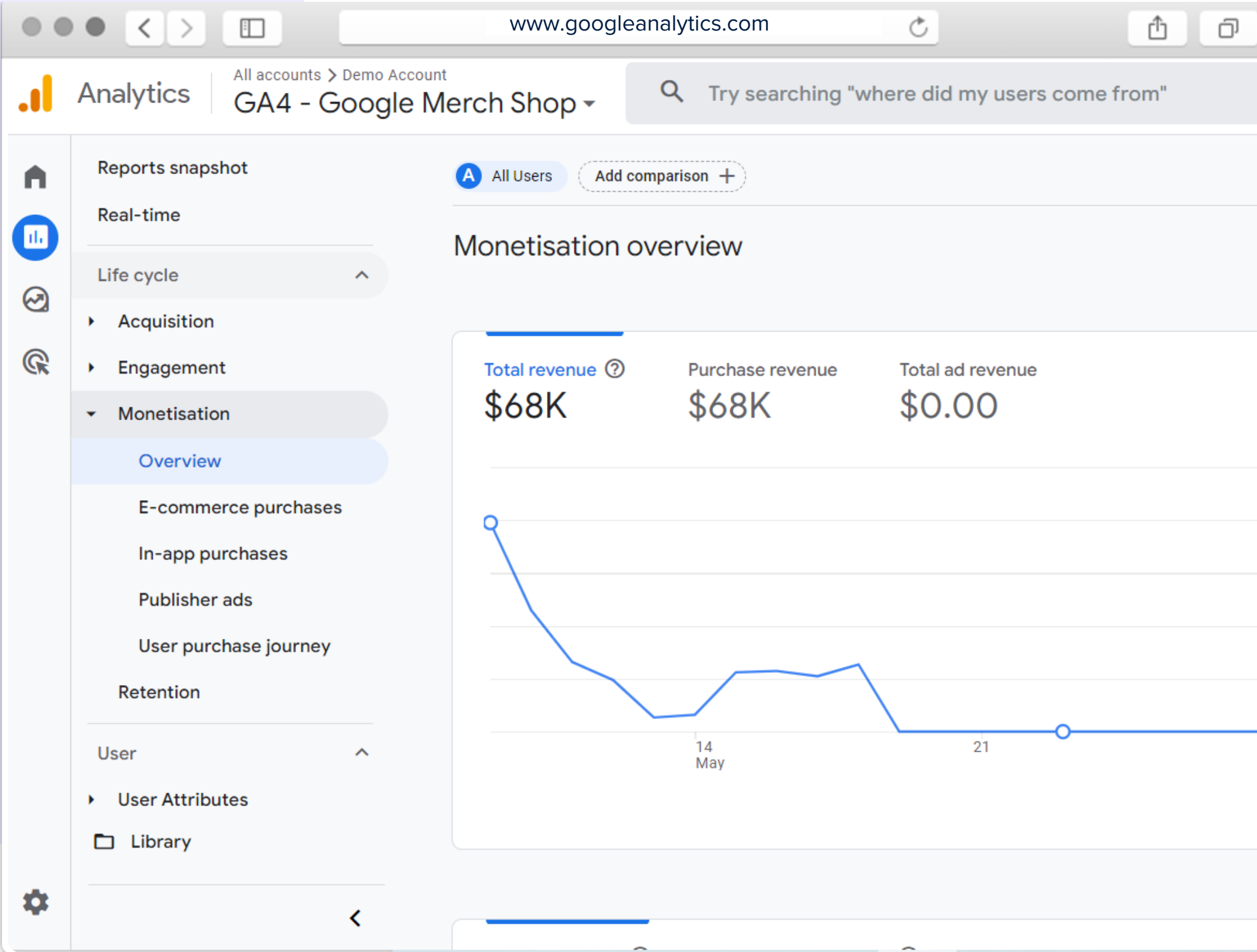


What is Google Analytics 4 revenue tracking?

As a marketer, you should always be proving why your work matters to your company, and using revenue tracking in Google Analytics is the easiest way to get started. Revenue tracking lets you see the traffic sources that are driving the most monetary value for your business.

Instead of focusing on metrics such as CPC (cost per click) or CPL (cost per lead) revenue tracking allows you to hone in and measure more meaningful metrics such as cost per acquisition and ROAS.

Revenue data lets you get a more accurate view of your ROI, allowing you to make more data-driven decisions to optimise your marketing for maximum results.





How to track eCommerce revenue in Google Analytics 4?

Google Analytics 4 can track your marketing revenue if you sell products online.

With revenue data in Google Analytics, you can track which marketing channels are driving traffic to your website, which pages are converting the most visitors into sales, and which products are generating the highest ROI.

Ecommerce platforms like Shopify, WordPress, and Squarespace have built-in integrations that allow you to send transaction data to Google Analytics 4.

If your website isn't built on one of these platforms, you can use Google Tag Manager to send transaction data to Google Analytics 4. The following steps show how to step it up.

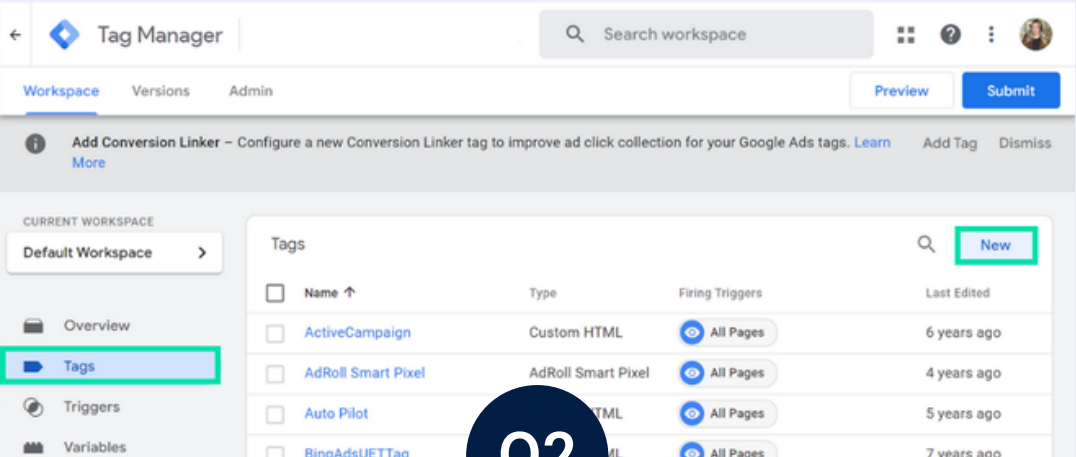
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7 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
8 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
9 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
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First you need to ensure that your data layer includes relevant details for your transactions. Your best option is to make a test purchase on your website, expect the source and search for “data layer” to check everything is in working order. If all looks good, your next job is to to configure Google Tag Manager to send these details to GA4.

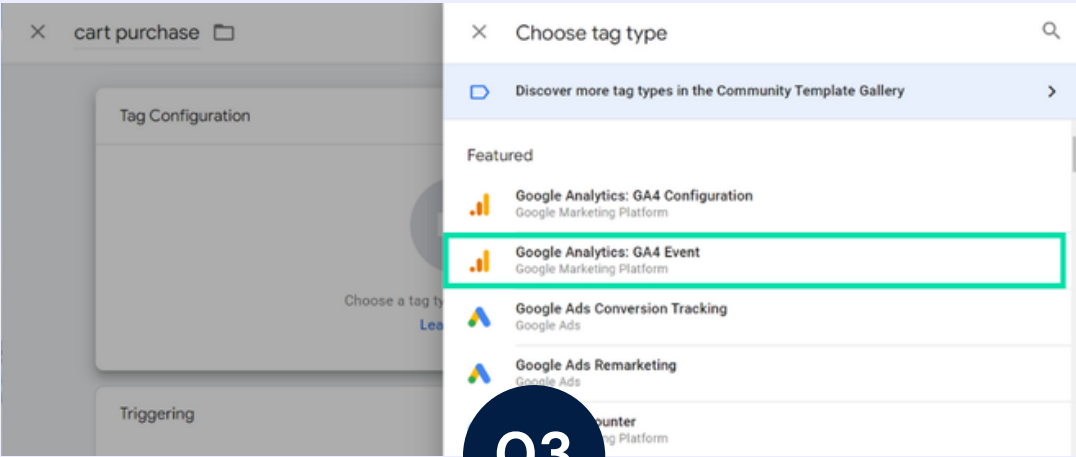


In GTM, select Tags. To send purchase details to GA4, you'll need to set up a new tag. To do this, select New.



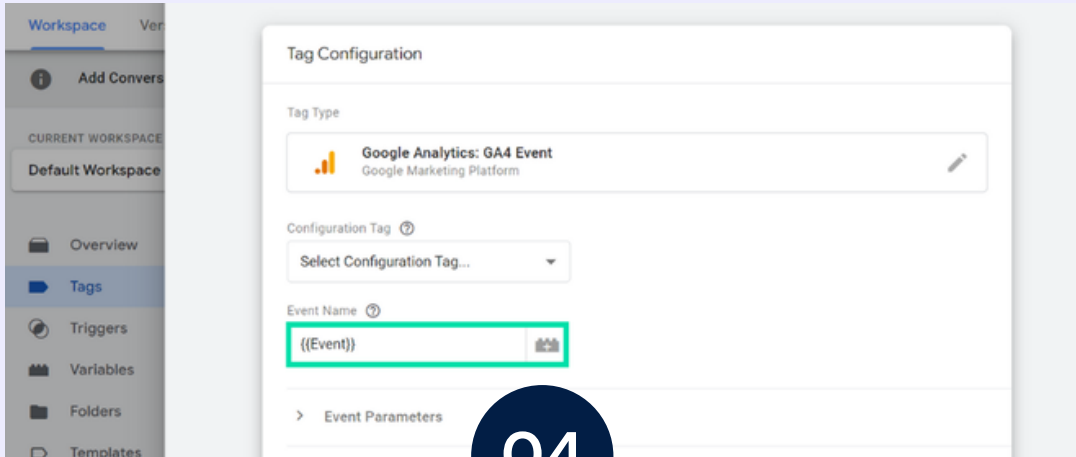
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Name the tag something descriptive and memorable. Select Tag Configuration and choose GA4 Event as the tag type.



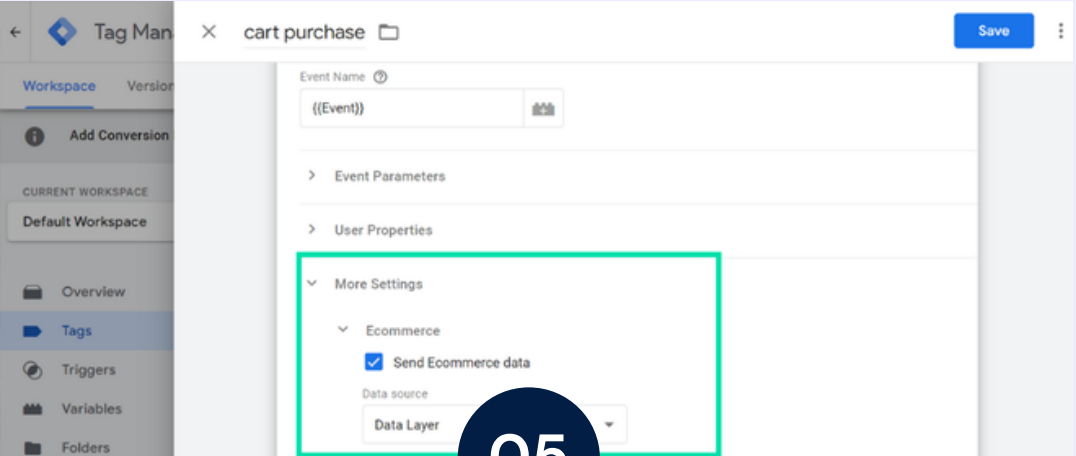
03

Select your GA4 conversion tag. Click the variable icon under Event Name and Choose Event. This will pass the name of the data layer event into your tag.



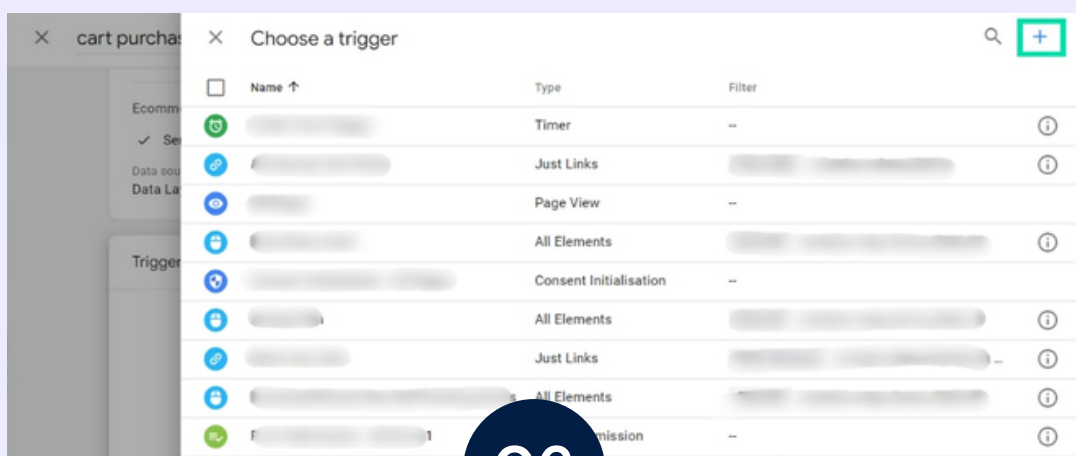
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In More Settings, enable "Send Ecommerce data" & select "Data Layer". This will collect ecommerce details from your data layer & send them to GA4.



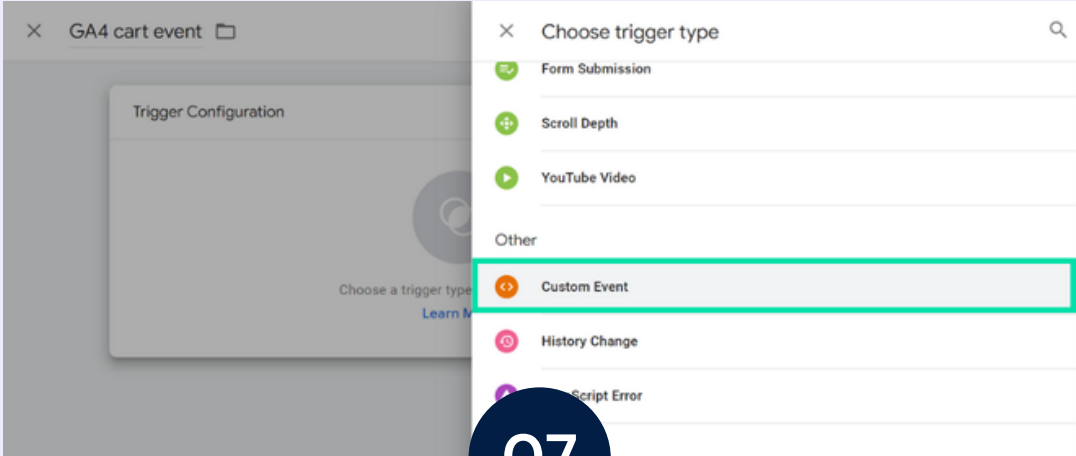
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Now it's time to add a trigger to your tag. In Triggering, click the blue plus sign to set up a trigger for ecommerce actions.

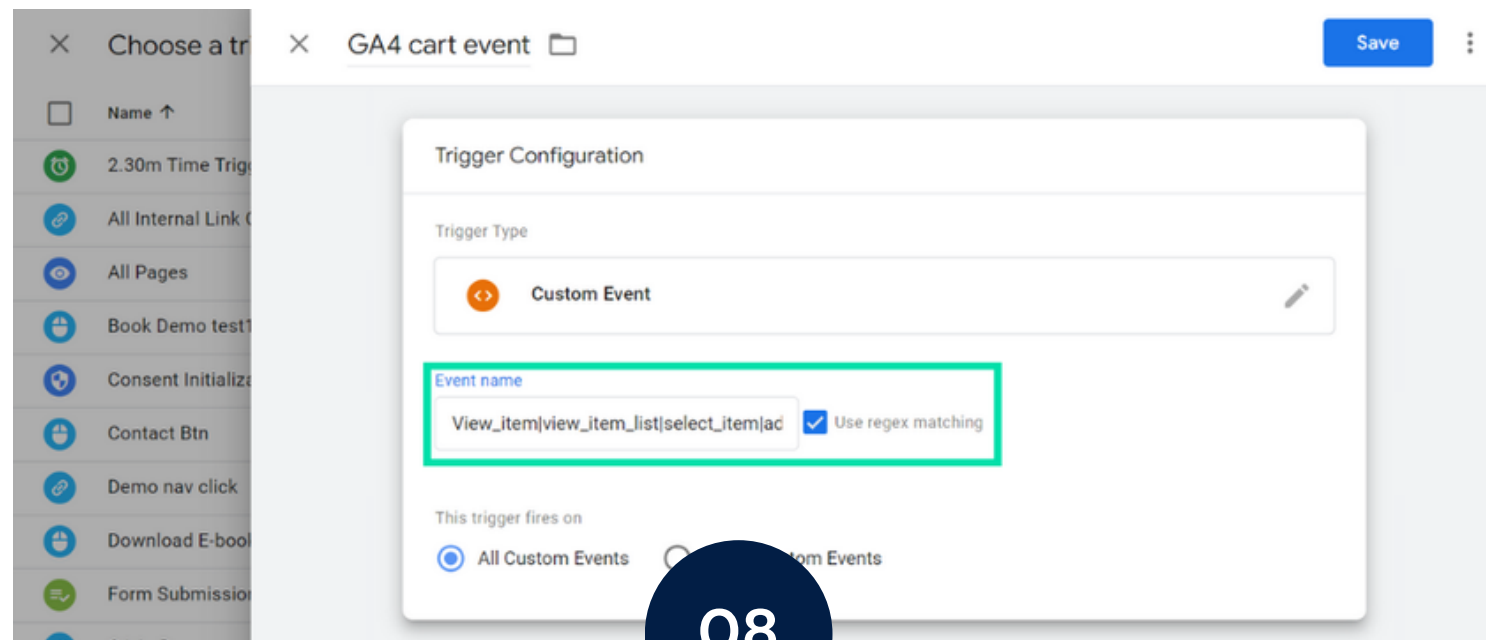
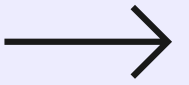


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Give your trigger a name and select Trigger Configuration. Scroll down and click Custom Event.



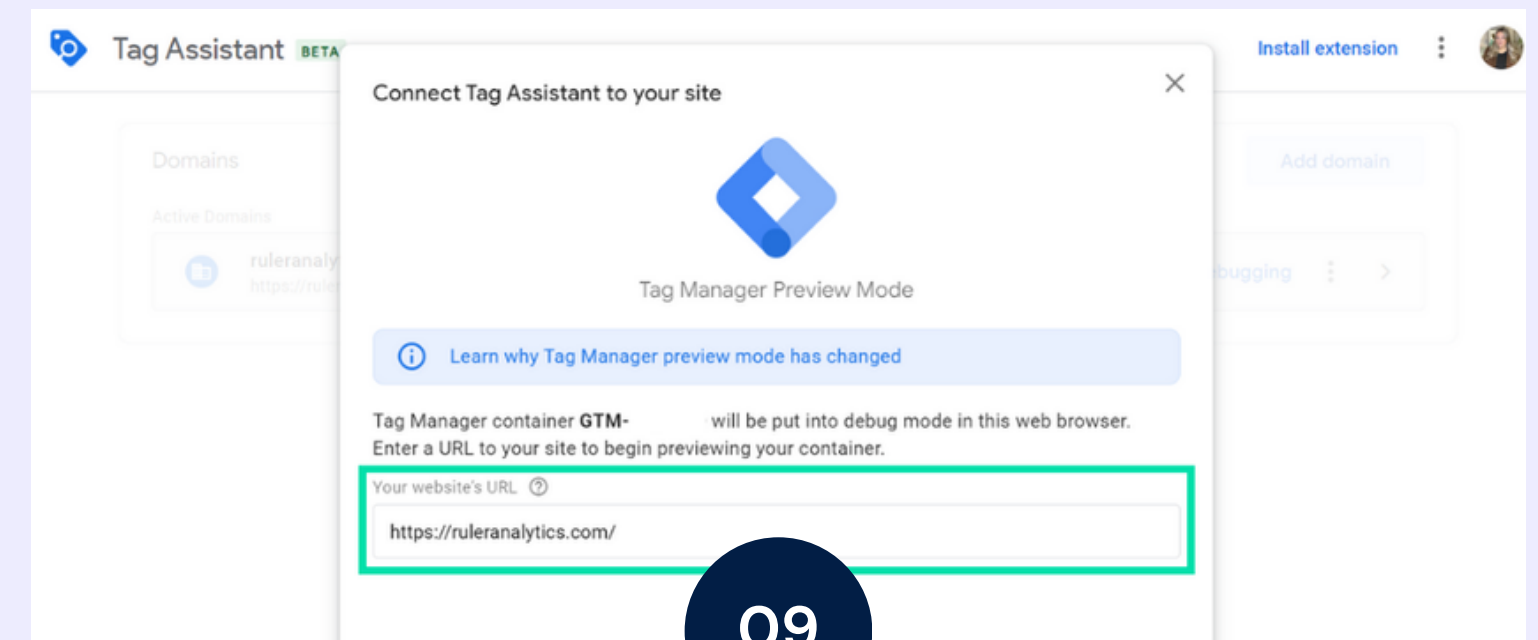
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Next, you need to enter the data layer event names you want to use to fire the tag. Google has list of recommended events you can use:

View_item|view_item_list|select_item|add_to_cart|remove_from_cart|view_cart|begin_checkout|add_payment_info|add_shipping_info|purchase

Each one is separated by a pipe. If you enable the User Regex Matching option, GA4 will recognise the pipes as regular expressions. Once complete, save the Trigger and the Tag.



Now it's time to preview your tag. Click Preview, enter the URL for your store and hit Connect. Add an item to your cart and purchase it.

After you've made a purchase, click the Tag Assistant tab. Select the purchase event and select the tag. If set up correctly, you should be able to see the details for the activity in your Google Tag Manager.

To check it's working in Google Analytics 4, go to Configure > Debug view. Here you can see if the purchase event has come through to your GA4 property or not. Once set up, you can benefit from ecommerce transaction data across your reports in GA4.

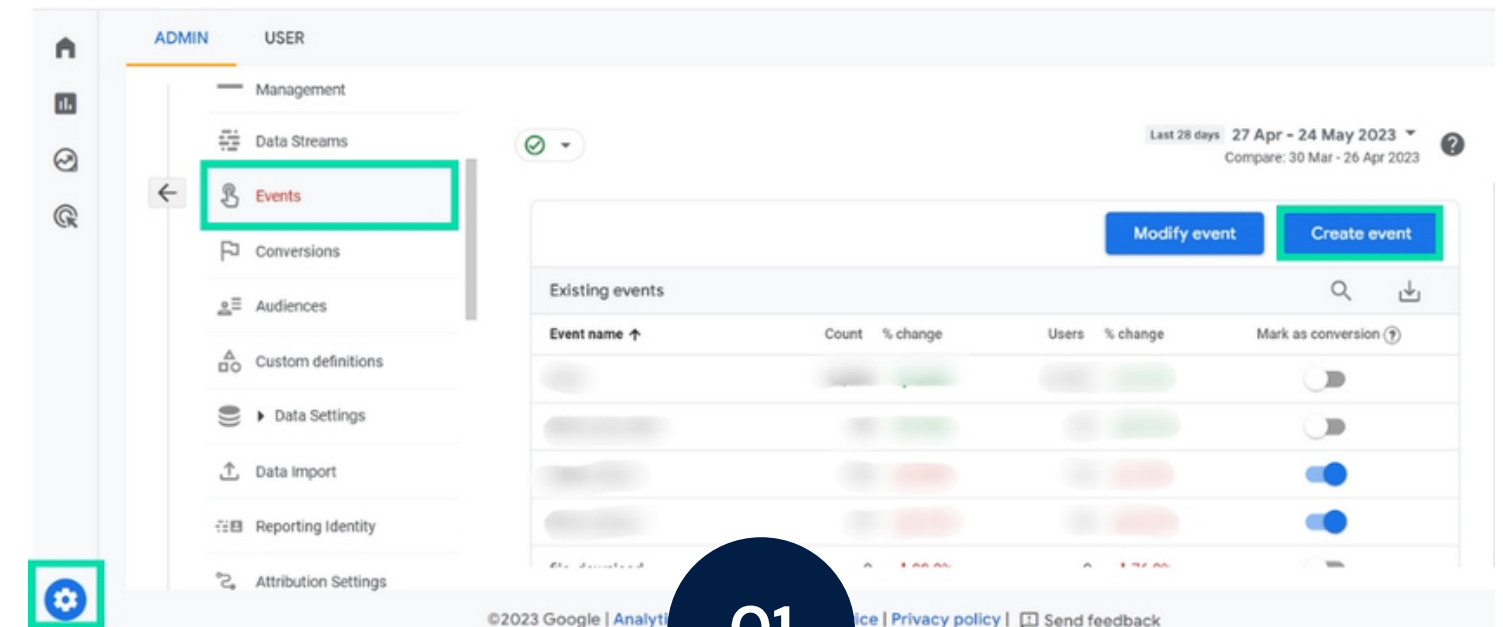
How to track non-eCommerce revenue in GA4

What if you don't sell products on your website but use it to generate leads?

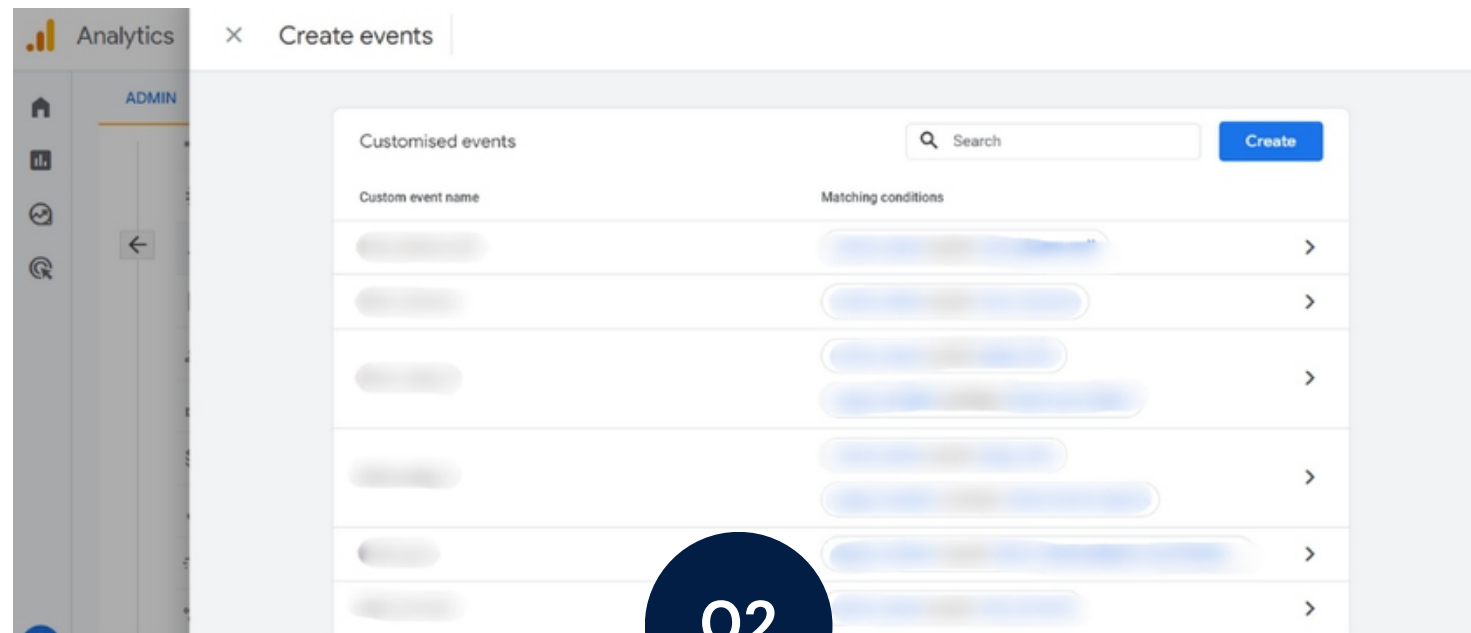
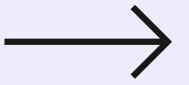
There are a few ways to track revenue in Google Analytics 4 for non-eCommerce transactions, but the easiest method is to set up conversion values.

Conversion values allow you to assign a monetary value to each conversion. For example, if you have a lead generation form on your website, you can assign a conversion value of £100 to each lead that is generated.

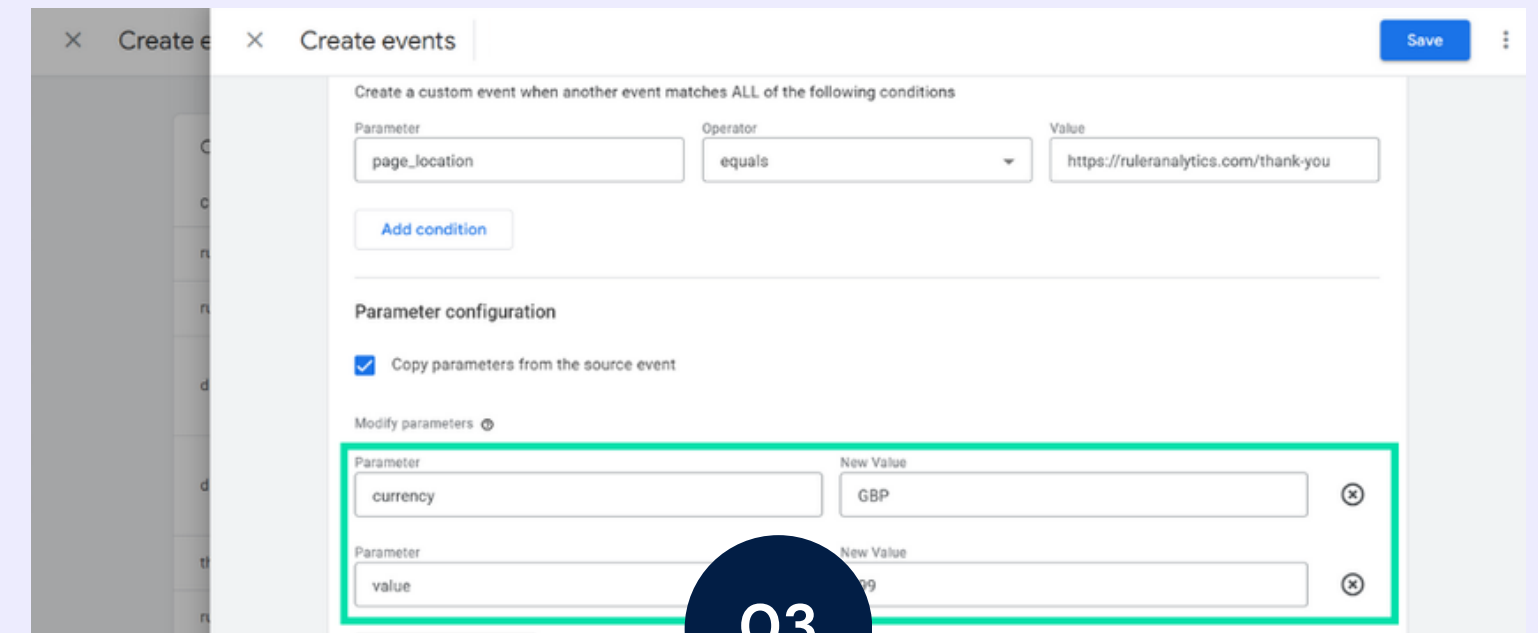
This will allow you to track the total revenue generated from your lead generation efforts and quantify the impact of your marketing efforts. You can use the following steps to set up conversion values in Google Analytics 4.



We'll assume that you're already tracking conversions and cost data in Google Analytics 4. If you created the conversion using a predefined GA4 event, then you can simply adjust the configuration to include a value. Navigate to Admin, Events and click Create event.



You should see the custom event that you previously created. Select this event. Scroll down and click on Add modification. Here you need to add two parameters to the event “currency” and “value”.



In the first parameter, add in currency and include in your currency code (GBP). Click on Add modification again. For the second parameter, add in “value” and include the value amount for your event. For this example, we’ve chosen £99. This will mean each conversion event will be assigned a value of £99 whenever it’s triggered. Once complete, click Save. If set up correctly, these event values should appear across your Google Analytics property in the relevant reports.

What are the limitations of revenue reporting in Google Analytics?

Google Analytics has made it possible for companies to measure the effectiveness of their marketing based on revenue, but it isn't perfect.

01

Not all conversions are created equal

Values in GA4 are permanent and do not update dynamically. This can be a problem if your business provides a service or bespoke products, as various marketing and traffic sources will deliver different revenue and lifetime values.

02

GA4 can't track individual behaviour

GA4 doesn't track identifiable information. You can't see where leads convert or link revenue back to their marketing touchpoints, making it difficult to measure your impact on pipeline and revenue outcomes.

03

GA4 isn't built to track phone calls

Out of the box, GA4 can't track phone calls. So, if you have a phone number on your website, and are using GA4 exclusively, then you have no way to collect conversion and revenue data about your inbound calls.

04

The lookback window is limited in GA4

GA4 has a 30 day attribution window for acquisition events and 90 days for other events. The average B2B lead-to-close length is 102 days. So if you're in B2B, you're likely missing out on multiple marketing data points.

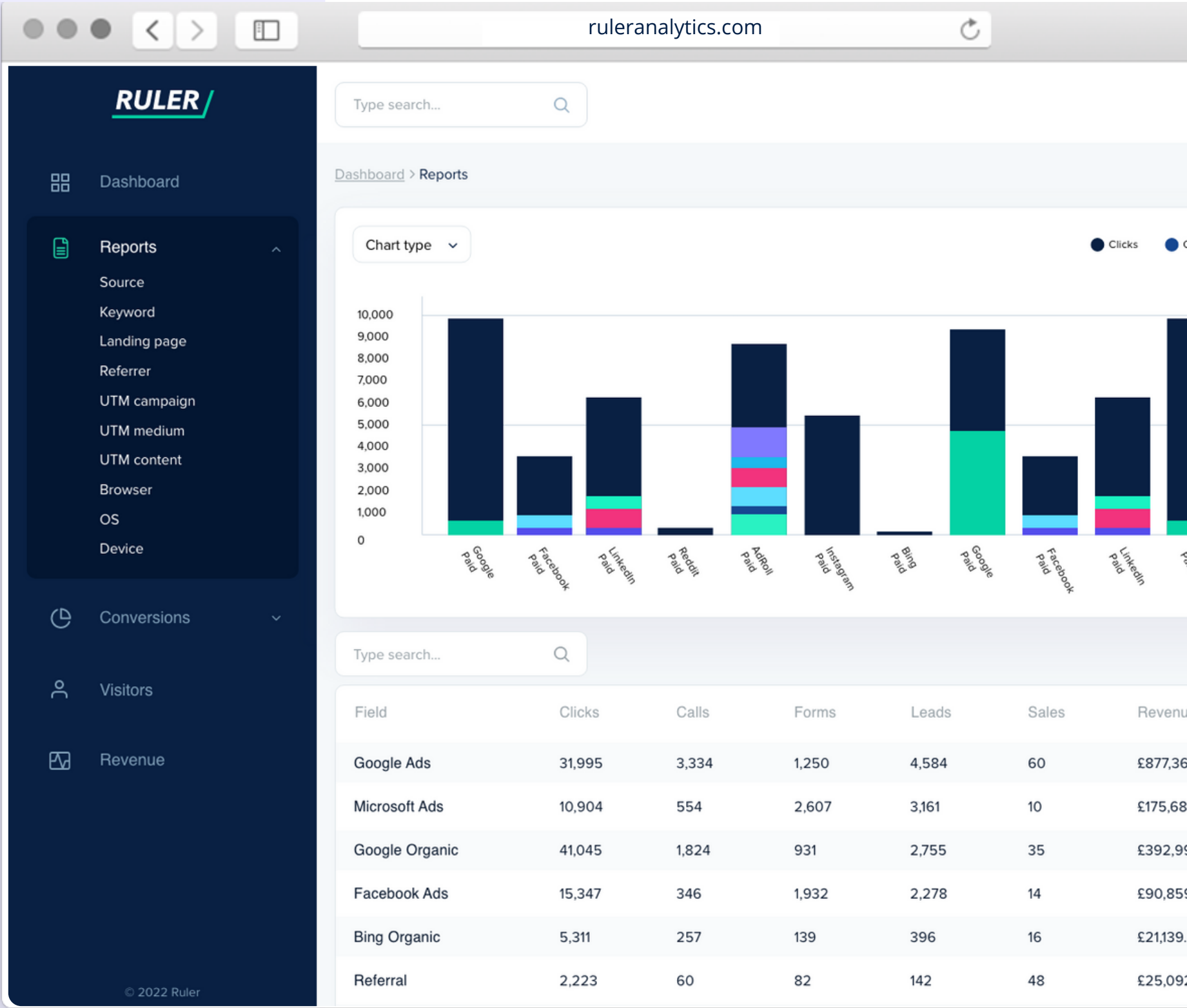
Track revenue with marketing attribution

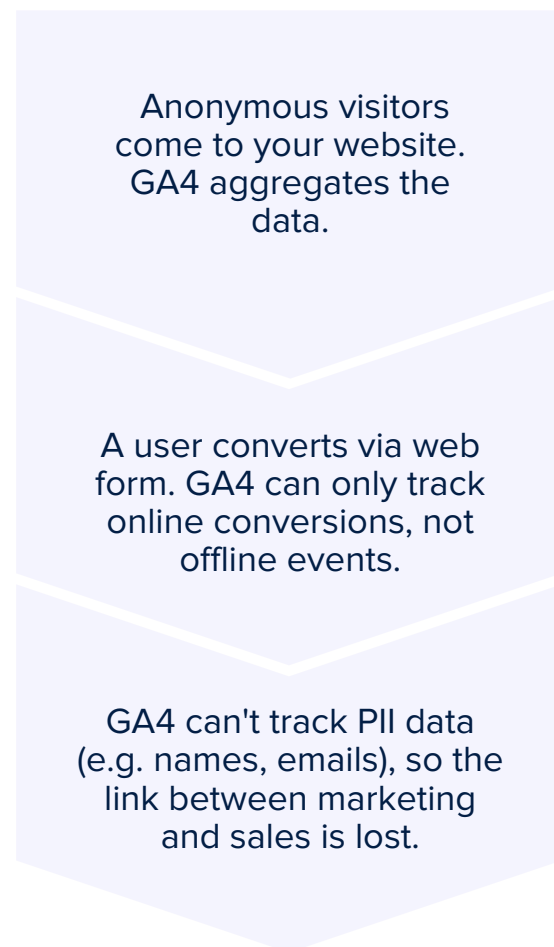
Google Analytics is a powerful tool that can help you track your website traffic and conversions, but it is not a complete solution.

It does not track offline revenue and is difficult to use for complex, long B2B customer journeys. If you want to get a complete picture of your revenue, you need to use a marketing attribution tool.

With a marketing attribution tool like Ruler Analytics, you can track each and every lead across the customer journey and have the revenue automatically attributed back to your traffic sources, marketing campaigns, landing pages and more.

Let's take a closer look at how Ruler attributes revenue to multiple marketing touchpoints within the customer journey.





RULER



1. Tracks anonymous visitors over multiple sessions

With GA4's inability to track visitors individually, the link between your marketing and sales efforts is broken. As a result, attributing revenue back to customer touchpoints is almost impossible.

Here's where Ruler comes in. Ruler allows you to gain visibility over your website visitors and marketing touchpoints.

When a user visits your website for the first time, Ruler will assign a unique identifier to their session. Ruler will continue to track each and every visitor over multiple sessions, traffic sources, keywords and more.

When a visitor converts into a lead, their information is sent to the Ruler database and matched with their marketing touchpoints to create a user journey.



2. Sends marketing source and conversion data to your CRM tool

When a visitor completes a conversion, Ruler fires the user and their marketing source data over to your CRM tool or sales system. A conversion could happen via form fill, live chat or over the phone.

Once the data is transferred, the person is considered a lead. This allows your sales team to see exactly where your leads came from, what pages they visited, and how they converted from anonymous visitors into potential prospects.

More importantly, it closes the gap between your marketing and sales teams. Ruler’s attribution data lets you organise and track your lead information and interactions in a single view.

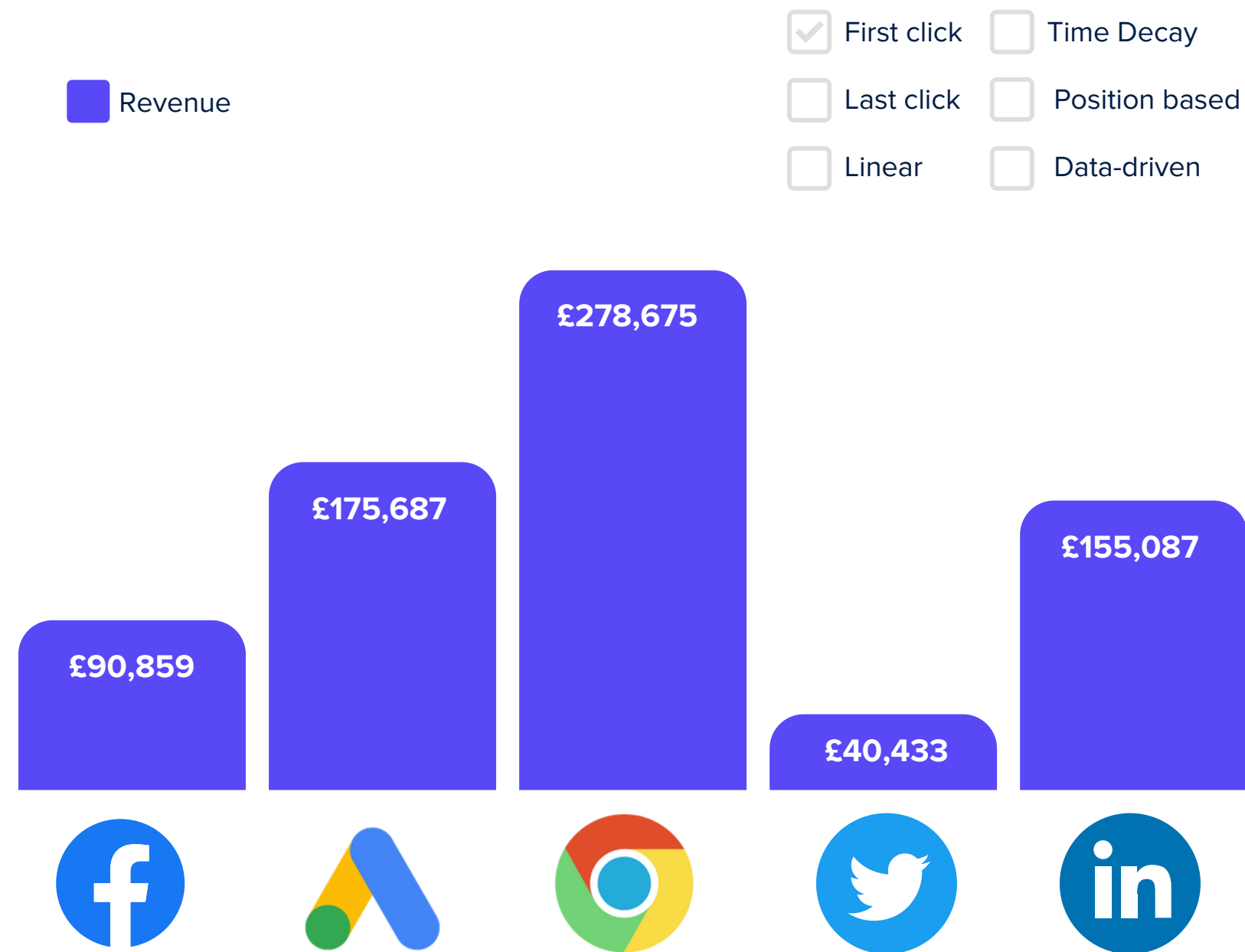
As leads move down the funnel, you and your teams can come together to determine which marketing and sales efforts are resonating best with your highest-quality leads and optimise accordingly.



Lead
Jamal Jones

COMPANY	TITLE	PHONE	EMAIL
Business Inc.	CMO	555-1234	jamel@business.com

First click source Google Paid	Last click source Direct
First click keyword attribution tools	Last click landing page /
First click campaign attribution software	Page Views 11
First click GCLID EA1aQobChMirr...	Sessions 2
First click landing page ruleranalytics.com /products/marketing-attribution	



3. Attributes revenue to your marketing touchpoints

Inevitably, some leads will fall by the wayside, and others will close into new business. Whenever a lead converts into a sale, no matter how long after their first session, Ruler will utilise a pre-built integration to fire conversion and revenue data back to its dashboard.

Here you can use different attribution models to attribute revenue to marketing assets and interactions in a way that makes sense for your business.

This brings a couple of benefits. First, it helps you identify which campaigns and channels are the most effective at generating leads and driving growth. Second, it allows you to build reports showing exact values for marketing-generated revenue.

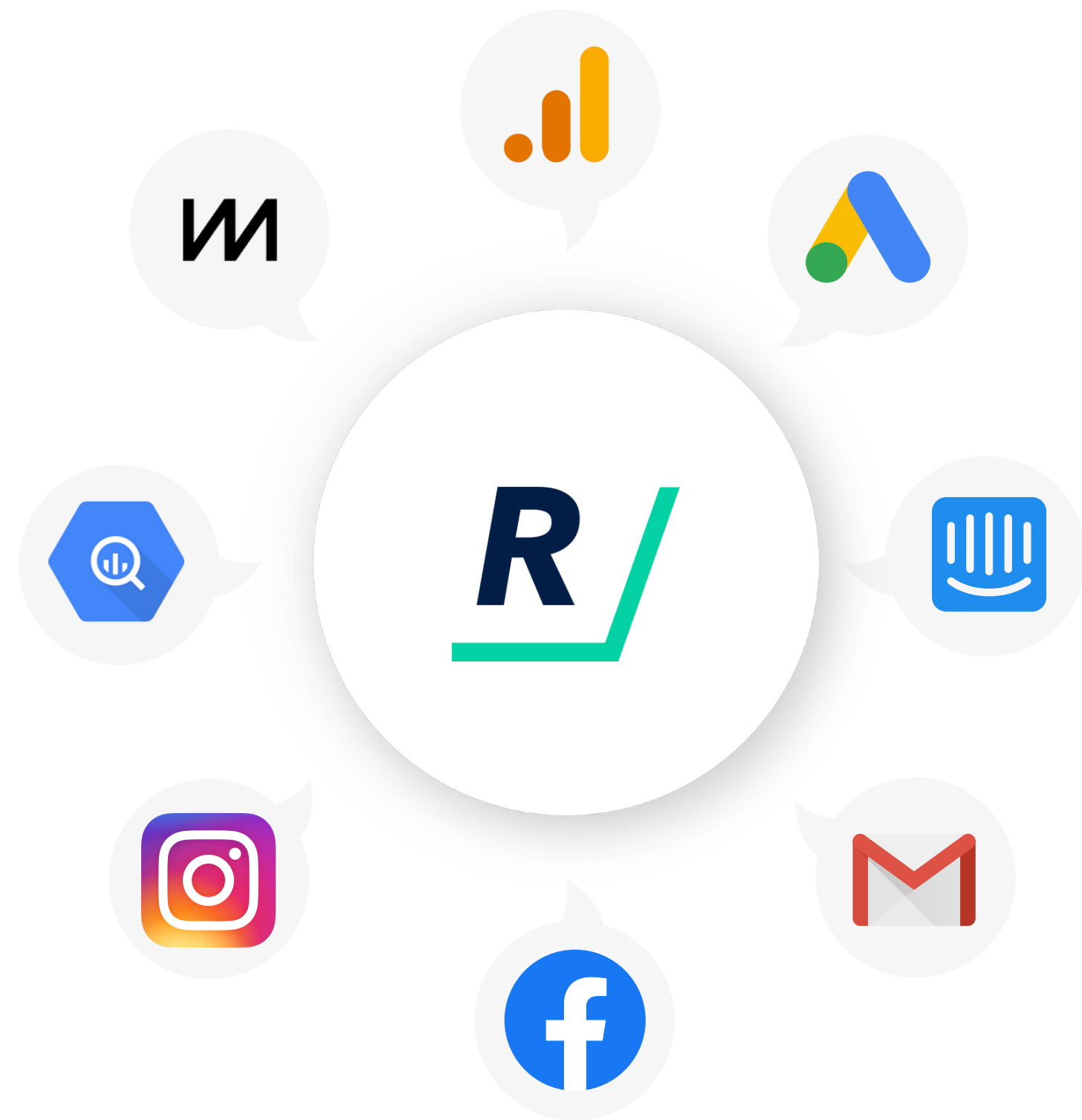
Lastly, it lets you prove the ROI of your marketing actions and secure additional budget to repeat and build activities.

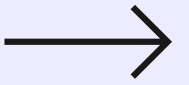
4. Shares data with other key business systems for a unified view

Ruler integrates with almost any application. So you can pass attribution and revenue data to the tools you love most. This is especially useful if your business is based on a subscription and retention model. You can send Ruler's data to your customer and subscription tools to see which marketing and sales efforts have the greatest impact on customer lifetime value and MRR.

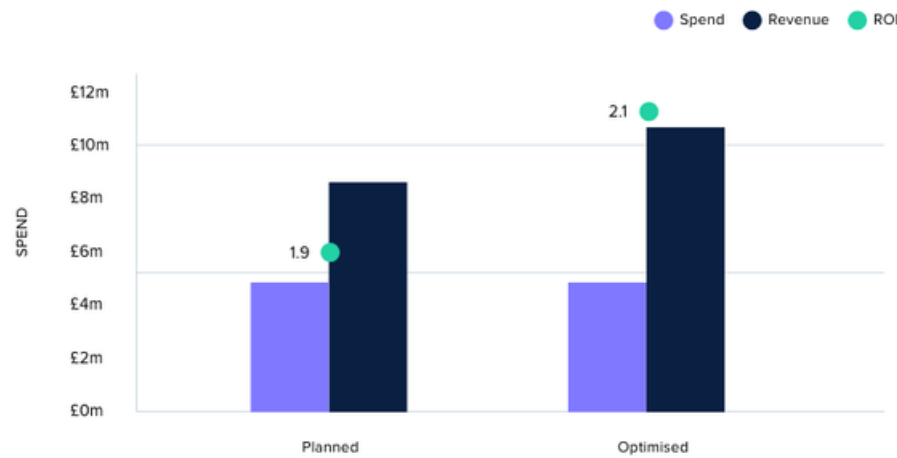
At Ruler, we use ChartMogul to track changes in revenue from our customers. In ChartMogul, we've set up custom attributes to capture Ruler's attribution data. This allows us to manipulate data in Chartmogul to create custom reports to see the impact of our marketing on revenue metrics such as MRR, CLTV and churn rate.

Above all, it puts our marketing, sales and customer success teams all on the same when it comes to identifying audiences with a low churn risk and high customer value. Before we wrap things up, there's just one more thing we need to mention.

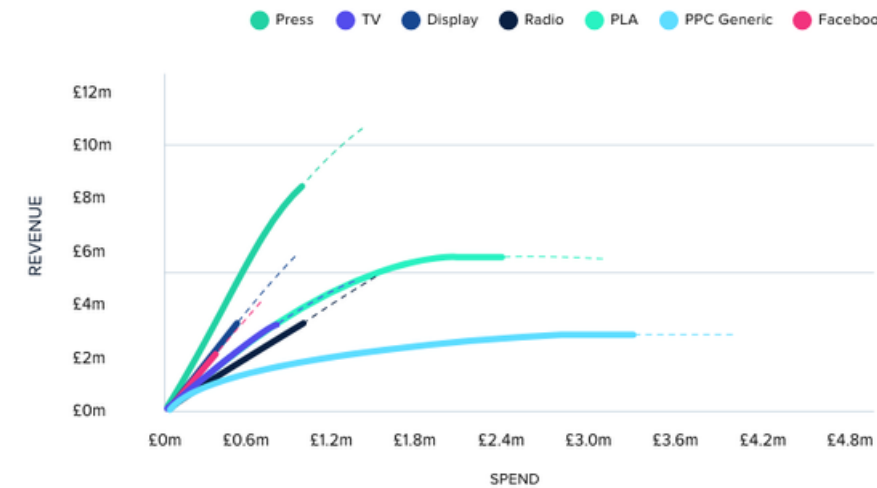




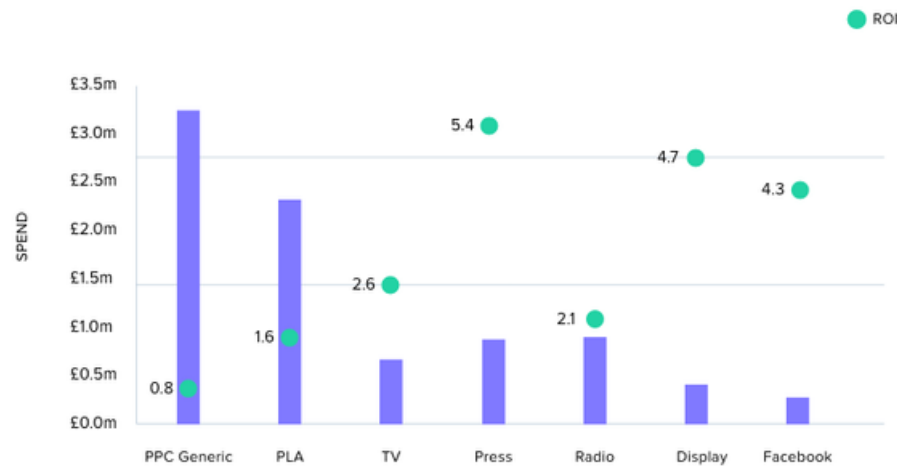
Predicted upside



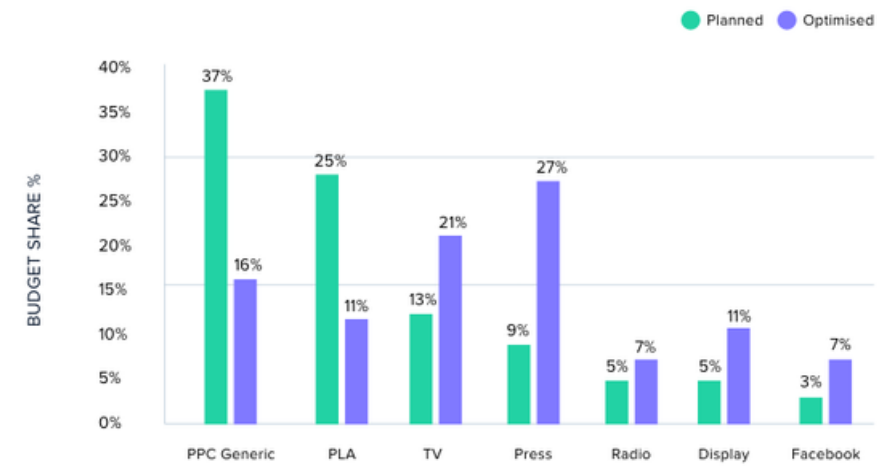
Diminishing returns



Return on investment



Budget optimiser



Inside Ruler's marketing mix modelling

Marketing attribution tools simplify the process of attributing revenue to your marketing sources. But what happens when someone sees your ad, doesn't click, but later converts? It's difficult to connect these kinds of interactions to revenue using traditional attribution methods.

Also, with the launch of Apple's iOS 14.5 update and Google's "cookie phaseout", marketers are finding it increasingly challenging to track user journeys across different platforms and touchpoints.

This is why we built marketing mix modelling into our attribution solution. By combining multi-touch attribution and MMM, you can get a more accurate picture of the impact of individual marketing efforts on conversions and ROI.

Multi-touch attribution provides insights into your clicks and short-term impact. On the other hand, marketing mix modelling uses aggregate data to show how your offline media and invisible touchpoints (e.g. social views) impact revenue and projects how much headroom is still left in your advertising channels.



Benefits of Ruler

After integrating Ruler into your current tech stack, you can enjoy the following key benefits:



Effective measurement post iOS 14.5

Ruler provides a more comprehensive view of marketing effectiveness. It assists marketers struggling with the impact of iOS 14.5 on their digital advertising campaigns.



Trusted insights for optimal budget allocation

Using diminishing return curves, Ruler can model your ROI over time and project how much headroom is left in your ad channels, allowing you to put your budget where it has the most impact.



Data to enhance targeting & optimisations

Ruler can model visitors that are close to conversion or have been qualified. You can send this data to your ad accounts as conversions to increase signals for algorithmic bidding and targeting.



Opportunity to integrate with over 1000+ platforms

Ruler integrates with almost any tool, allowing you to seamlessly pass marketing source, conversion and revenue data to your favourite tools without the legwork.



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.”



Want Ruler to help track your marketing revenue?

While Google Analytics provides some valuable data on revenue generation, it's built with eCommerce in mind.

As we've discussed, it's not the most reliable tool for businesses that use various lead generation methods or experience long and complex user journeys.

But with attribution tools like Ruler, you can track how each visitor interacts with your marketing, where they're converting on your website and whether they convert into revenue (or not).

Want to learn more about Ruler? Book a demo and see it for yourself. See how it tracks your revenue and attributes it back to your different marketing touchpoints and traffic sources.

Book a demo

Want to find out more?

Speak to our sales team about how we can best support your marketing measurement.

Speak to Sales