Conversion Benchmark Report for
Legal

Discover conversion trends, stats, averages and benchmark your performance against other businesses in the legal industry.

Contents

About this report

This report highlights conversion trends, stats, and averages to help benchmark your performance against competitors and other businesses in the legal industry.

We sampled the Ruler Analytics global database which consists of high-budget advertisers and marketers who seek higher value leads, with the period between the initial visit and the conversion[†] taking place over an extended course of time. As such, this report is aimed towards the behaviour of larger, lead-based businesses and more sophisticated marketers.

[†] we've only included conversions that were qualified as a meaningful action.

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.

R/ RULER ANALYTICS

Receive answers to the most complex questions

The best thing about this benchmark report is it will help you confront the most intricate questions commonly asked by company executives and clients, such as:

01

How does marketing help bring in conversions?

02

What are my competitors doing to generate conversions?

03

How well are my competitors and other businesses in the industry performing?

04

What channels are most, or least, effective at driving conversions?

05

Which online channels are making the telephone ring?

More importantly, benchmarking your activity allows you to understand how well you're actually performing compared to other businesses in your industry and evaluate where you're going right—or wrong.

Are you generating enough value to justify your marketing effectiveness?

The legal sector is one of the most competitive industries online. Many law firm marketers are investing time and money into getting more traffic to their websites. However, due to the competitive and high-cost nature of the legal sector, marketers need to start focusing more on the channels that drive the most qualified leads so that they can increase advertising effectiveness and boost company turnover.

2.6%

Legal has an overall average conversion rate of 2.6%, but top performers convert up to 15.7%
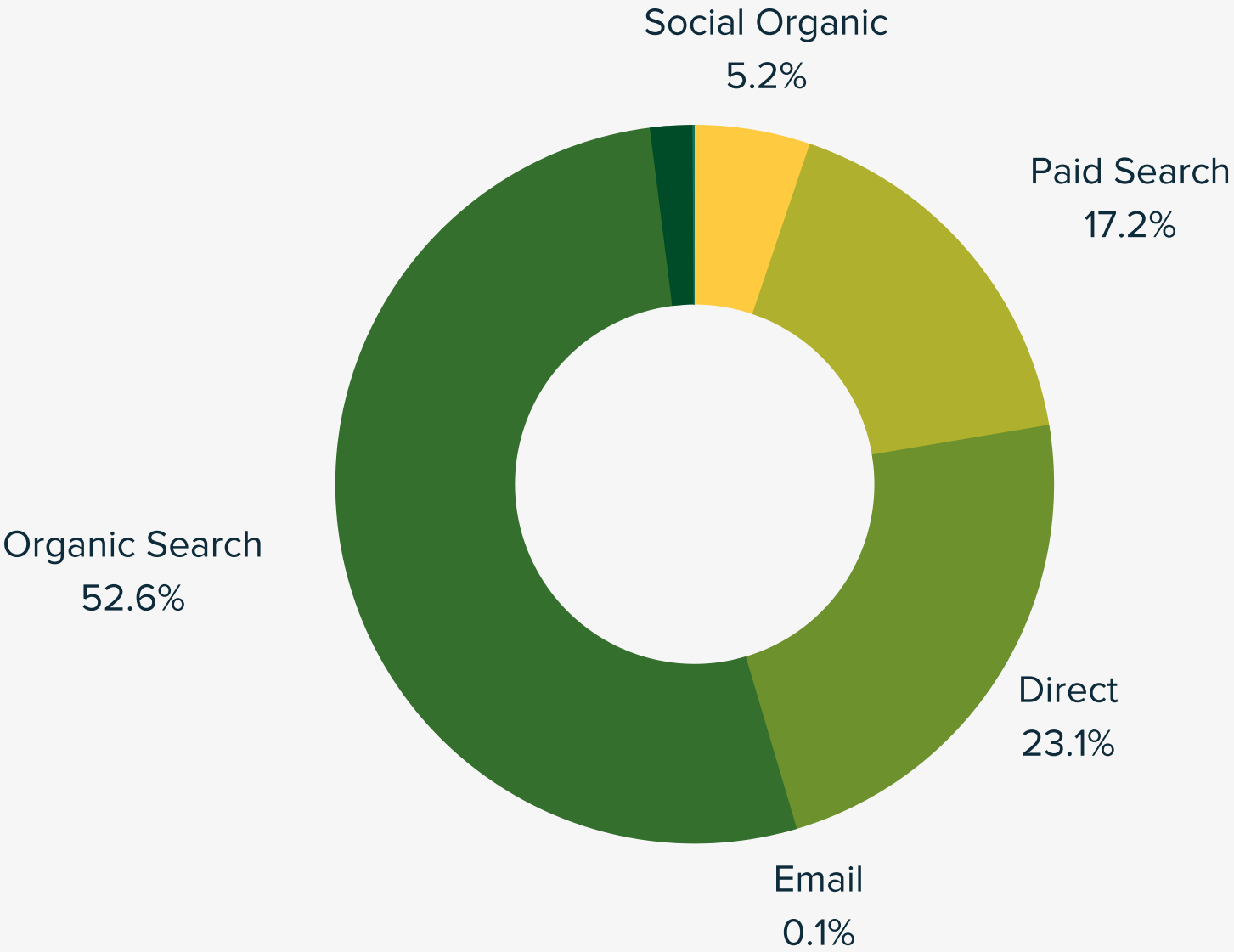
Website visitors by channel

52.6% of web visitors came from Organic Search

People looking for a legal service have a problem that they need to resolve quickly and often rely on Google to find a solution to their matter. In fact, according to a study by Smart Insights, 96% of people seeking legal advice start online.

SEO allows marketers in the legal sector to capture the interest of potential clients who are ready to convert with keywords that reflect their search intent. With legal services being one of the most competitive and costly industries online, marketers need to take the time to understand which keywords, content and landing pages lead to the most profitable outcomes.

Traffic by Channel Type

Social Organic
5.2%

Paid Search
17.2%

Direct
23.1%

Email
0.1%

Organic Search
52.6%

Average Conversion Rate by Channel

Channel Type (y-axis)

Channel	Average Conversion Rate
Direct	2.90%
Email	4.47%
Organic Search	4.28%
Paid Search	1.78%
Paid Social	2.03%
Referral	2.82%
Social Organic	1.64%

Average Conversion Rate (x-axis)

Conversion rate by channel

Organic Search and Email has a significant influence on conversions

Despite driving the most traffic, Paid Search does generate a lower overall conversion rate. One reason for this is that some law firms only offer niche and specific services. This makes it challenging for marketers to attract relevant searchers and convert them into valuable clients.

With the competitive and expensive nature of pay-per-click, email marketing has provided law firms with a cost-effective way of building an audience and keeping their services at the forefront of prospective clients.

Organic Search is another reliable source of leads and revenue. SEO is most effective for law firms who want to attract and engage people in their surrounding area who may require legal services.
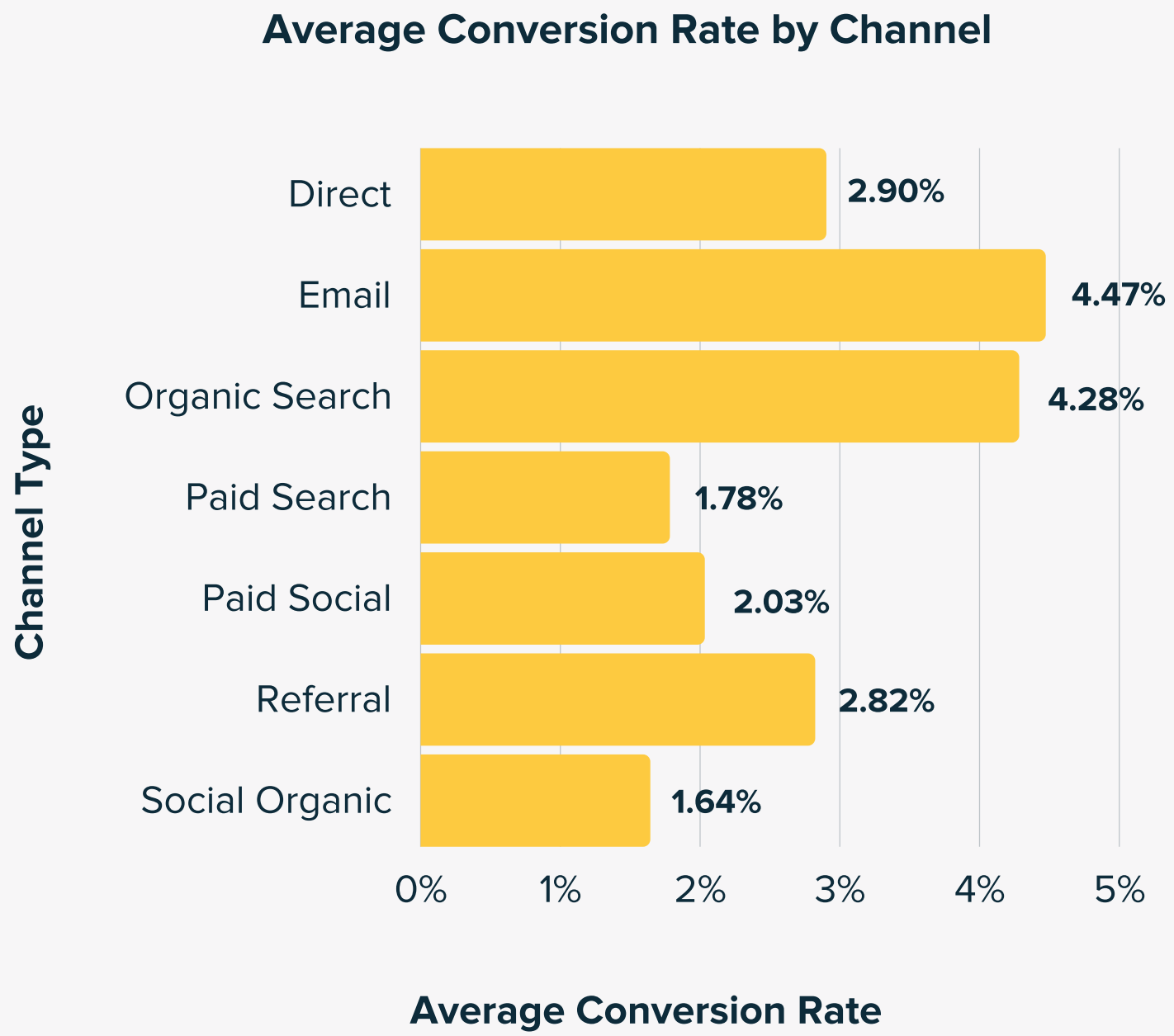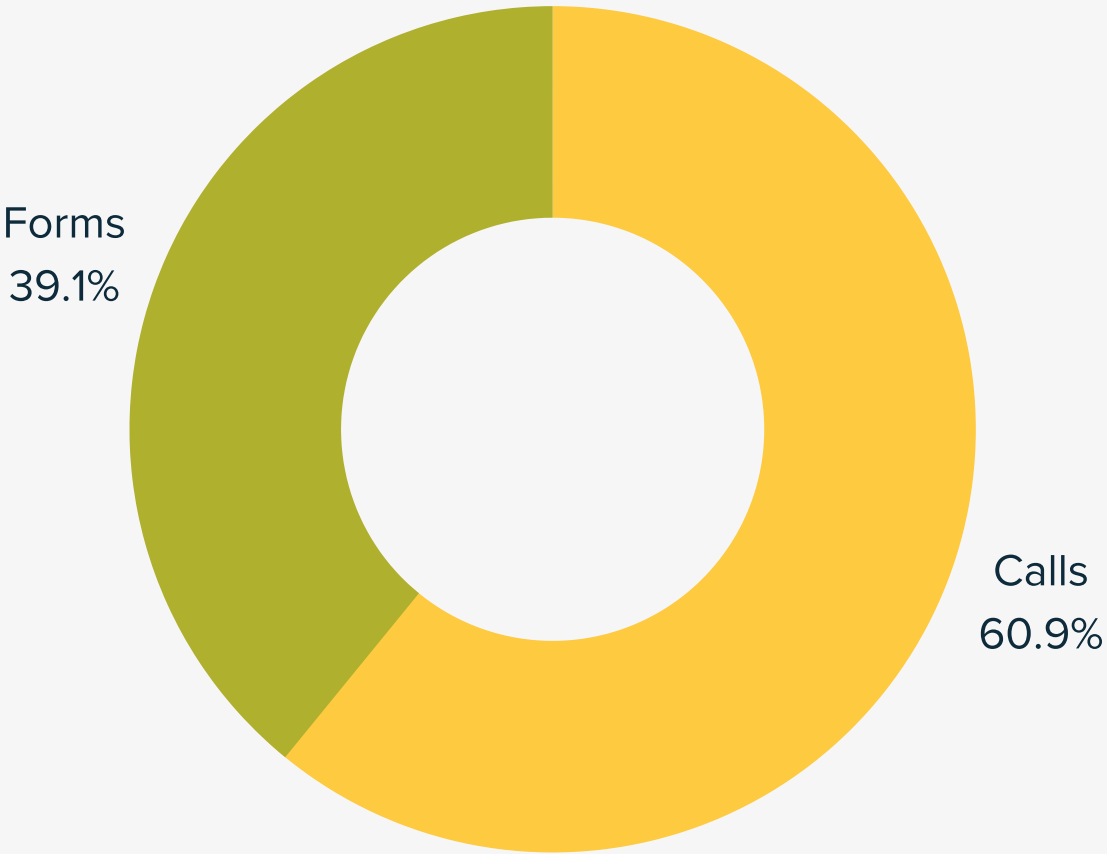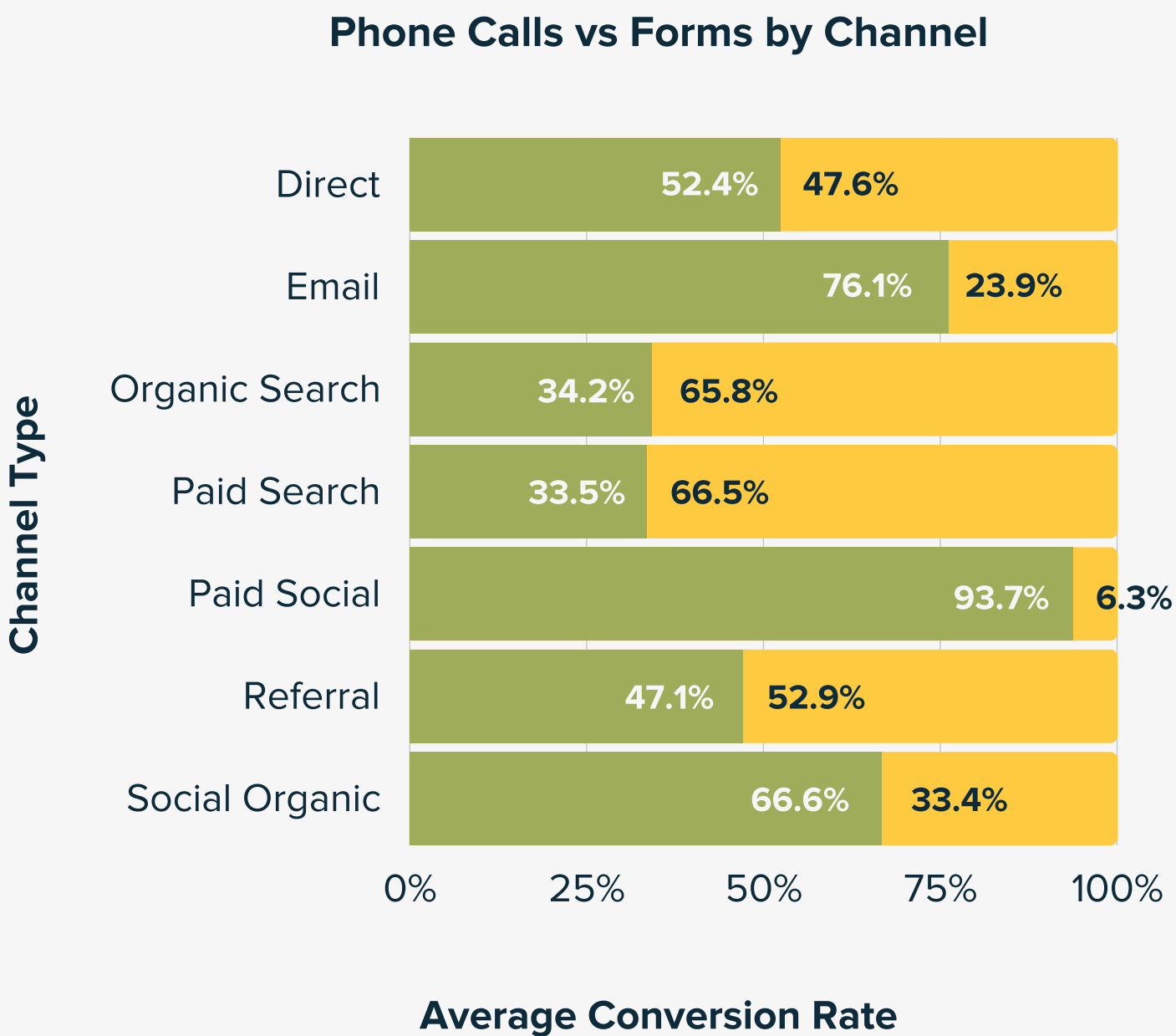
Share of phone calls vs forms

Figures show an inclination towards offline communication channels

Law firms often rely on phone calls to convert leads into new or returning clients. By not tracking calls, you could be missing as much as 61% of your conversions.

By importing call data into your analytics, ads and CRM tools you can track the full customer journey, both online and offline, and optimise ads, keywords and landing pages for more cost-effective, higher quality leads.

Share of Calls vs Forms

Forms
39.1%

Calls
60.9%

Phone Calls vs Forms by Channel

Channel Type

Channel	Forms	Calls
Direct	52.4%	47.6%
Email	76.1%	23.9%
Organic Search	34.2%	65.8%
Paid Search	33.5%	66.5%
Paid Social	93.7%	6.3%
Referral	47.1%	52.9%
Social Organic	66.6%	33.4%

0% 25% 50% 75% 100%

Average Conversion Rate

Share of phone calls vs. forms by channel

54% of conversions via Paid Search are generated offline

Despite a rise in web-based communication channels, prospective clients are more likely to make a phone call after interacting with Organic and Paid Search.

Phone calls offer a huge opportunity for conversions and revenue in the Legal sector. Ruler Analytics offline solution tracks, records, and manages thousands of phone calls on behalf of many law firms each year. Analysing our call data, we found that phone call enquiries often result in more appointments and cases—more so than web forms.

Forms   **Calls**

Trends and observations shaping the legal sector

By now, you should have a better idea of how you stack up against the competition. But what next? Here is a summary of the trends and observations that we've uncovered working alongside numerous law firms.

1. The customer journey isn't simple

Discussing a legal case is often complex and fragmented, and clients find it difficult to convey details with lawyers over web-based platforms. With that said, clients are relying on offline communication channels, such as the telephone, to exchange sensitive and personal information.

Therefore legal marketers are implementing offline tracking to help identify which marketing activities drive the most profitable offline conversions, and are allocating budget into the sources that generate leads with a higher propensity to become clients.

2. Client retention crucial for long-term growth

People don't particularly like looking for a new law firm every time a new matter arises. They want a trusted, reliable and ongoing source of representation. Client retention should be an integral part of your revenue growth, whatever area of legal you service.

To increase client retention, it helps if you have a system in place that can highlight the activities that drive the most long-term growth, in turn, allowing you to make smarter budgetary decisions to create a scalable source of income.

3. Increased reliance on legal tech

More and more law firms are implementing legal tech such as case management systems to help collect and record interactions, boost customer satisfaction and reduce advertising costs.

Sophisticated marketers in the legal sector are taking advantage of attribution software to manage and track cross-channel journeys cohesively to understand customer behaviour and prioritise budget spend in the right areas.

Going beyond basic conversion tracking

There's no use in generating conversions if they're not going to lead to valuable outcomes.

If your goal is to drive more sales, then conversion tracking is just the first step on your road to success.
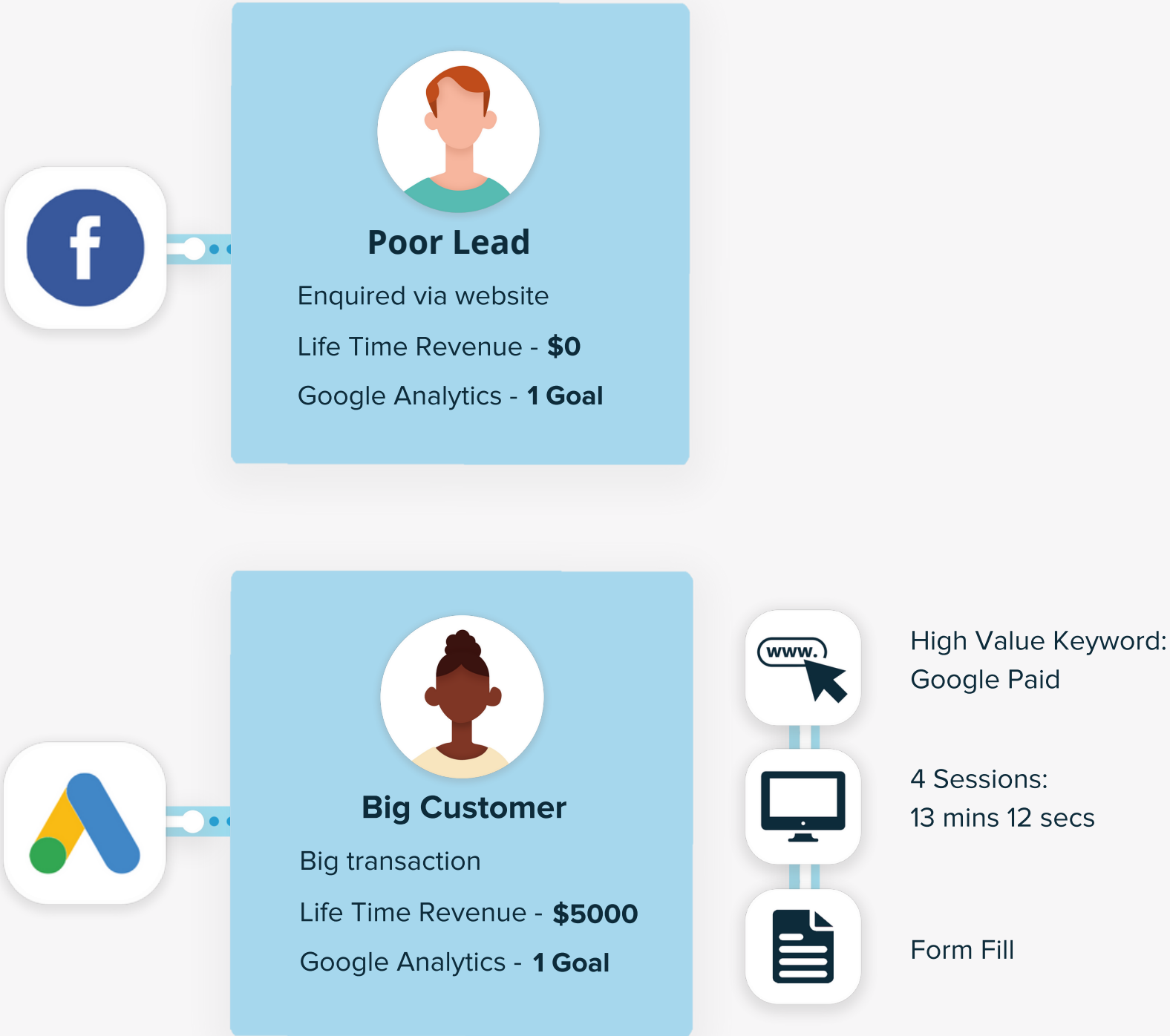
Knowing which channels, campaigns and keywords are driving your conversions is key, but in most cases, conversions aren't actual sales—at least not yet.

Previously, conversions were an acceptable way of measuring your performance, when sales, marketing and success teams sat in silos, divided by language, goals, processes and systems.

But, by focusing on conversion quantity over quality, means you're being misguided, and as a result, can end up focusing on the wrong activities that fail to generate any value.

For marketers to make reliable decisions about their campaigns, they need to base those decisions on bottom-line revenue data—not values for traffic, leads, or goal completions.

By honing in on conversion value and revenue generated, marketers can make smarter decisions to choose the marketing activities that yield the most incremental revenue.

Poor Lead

Enquired via website

Life Time Revenue - **$0**

Google Analytics - **1 Goal**

Big Customer

Big transaction

Life Time Revenue - **$5000**

Google Analytics - **1 Goal**

High Value Keyword: Google Paid

4 Sessions: 13 mins 12 secs

Form Fill

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 call activity and identify which of your marketing initiatives are making the telephone ring.

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.

Measure your lead generation with closed-loop reporting

Unlike traditional marketing measurement, closed loop reporting allows you to focus on metrics that tell you more about your customers and combines both sales and marketing data to give you a complete picture of your overall performance.

Closed-loop marketing allows sales, marketing and success teams to collaborate on conversion and revenue data to determine which specific marketing activities are most effective in driving sales

When you combine your web analytics with customer relationship management (CRM) system and customer success tools, there is more clarity on sales and marketing efforts— which ultimately leads to smarter business decisions and positive business outcomes.

Closed-loop reporting with Ruler Analytics

Ruler is a closed-loop multi-channel attribution tool that helps you definitively prove your marketing ROI. It enables you to connect all of your marketing efforts directly to revenue.

Ruler Analytics does this by identifying your website users and tracks their unique journey over multiple touchpoints. Once an anonymous visitor converts into a lead, Ruler Analytics matches the user's details to their marketing touchpoints and sends all this data to your CRM.

This populates the sales team's system with conversion and marketing data, which helps them learn more about each prospect before reaching out to them.

Then, when a lead closes into revenue, the sales data is sent back into the Ruler Analytics dashboard. You can integrate this with Google Ads, Google Analytics and more so that you can measure marketing ROI straight from your favourite reporting tools.
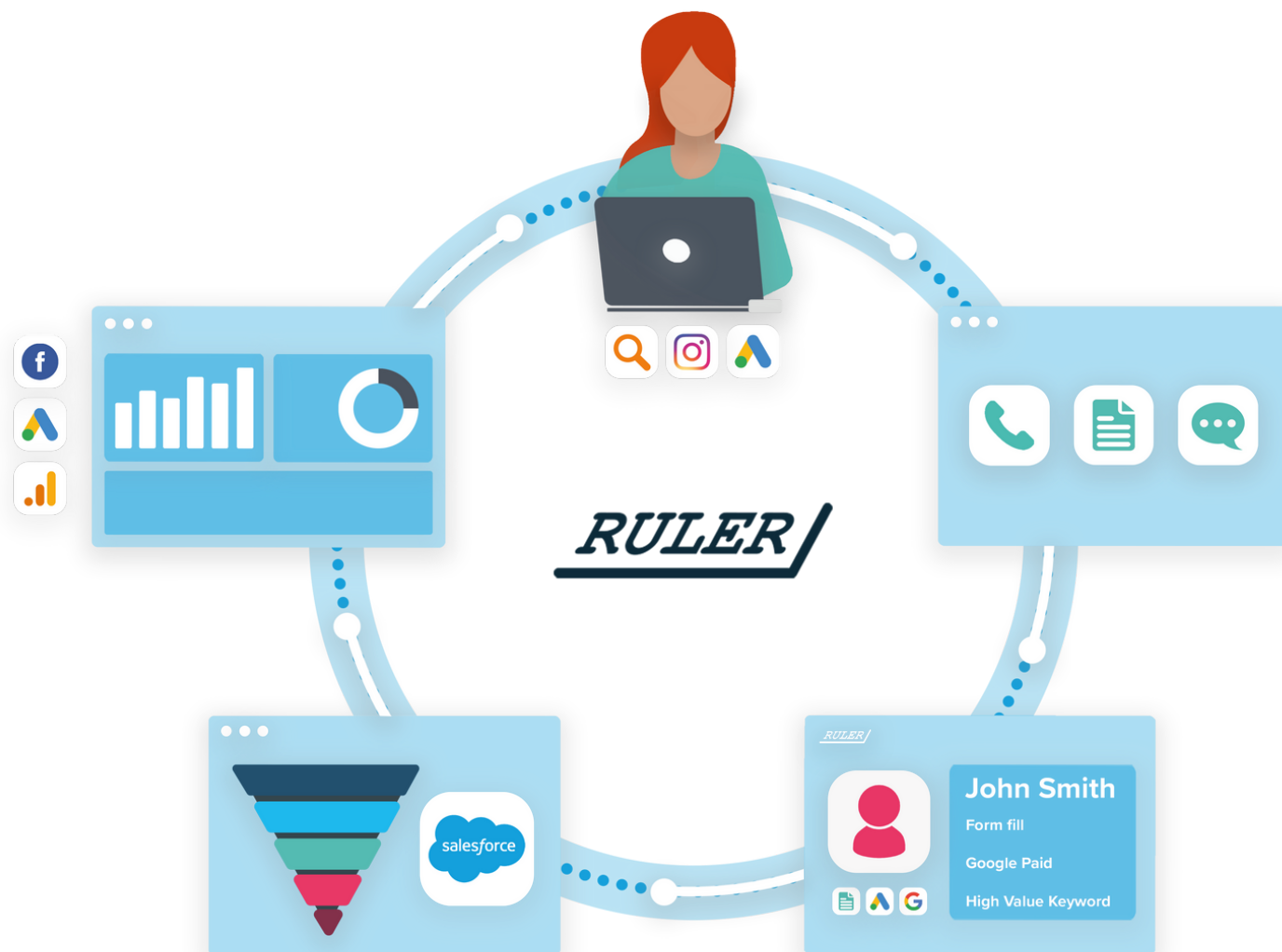
How Ruler's closed loop works
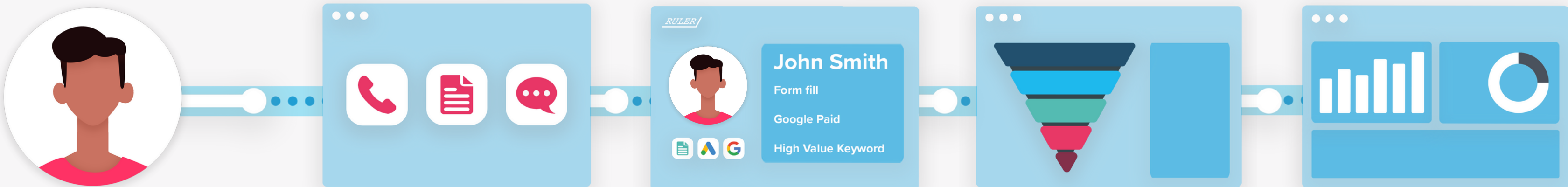
01

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 Salesforce 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 closed-loop reporting

By switching from traditional marketing measurement to closed-loop reporting, you can enjoy the following key benefits:

Better sales and marketing alignment

With closed-loop marketing, both sales and marketing can form an alliance. 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 — so everybody wins!

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.

Better customer experiences

Closed-loop reporting 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.

Reduced marketing costs

Closed-loop marketing 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.

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.

Start focusing on revenue contribution and not just conversions

Knowing where your conversions are coming from is key. To maximise ROI, however, you need to take a collaborative approach to understand what constitutes a high-quality lead so that you can use that insight to reduce churn, improve retention and increase revenue incomes.

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.

Contact us to find out how to implement Ruler's marketing attribution solution and take your end-to-end conversion tracking to new heights.

Want to find out more?

Book a demo with Ruler's attribution experts today at www.ruleranalytics.com