



How Ruler integrates your marketing, sales and customer data

Integrate your data and understand which channels drive the highest quality leads, customers and revenue





Contents

Who we are?	03
Problems data integration solves	04
Why is data integration hard?	05
How Ruler can help	06
Inside Ruler's MMM	11
Benefits of Ruler	12



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 problems can data integration solve?

Before we get under the hood of Ruler Analytics, let's pause to highlight some of the problems marketing data integration can solve.

01

Eliminates team & data silos

Many businesses collect and store data in different systems, creating data silos. This makes it difficult to gain a comprehensive view of lead and customer journeys. Data integration can help consolidate data from various sources into a single platform, making it easier to act on.

02

Takes the guesswork out of decision-making

The more relevant data you have, the better position you'll be in to make informed decisions. By leveraging data integration across your tools, you're able to power your team's strategic and tactical decisions to drive more revenue.

03

Improves operational processes & efficiency

When you have data coming in from many different sources, you're guaranteed to have data quality and consistency issues. Data integration allows teams to operate more efficiently by reducing the time and effort involved in manually cleaning and combining data.

04

Provides the evidence you need to prove ROI

Proving ROI isn't easy, especially when your performance data is scattered across multiple sales and marketing platforms. But when your data is integrated, it becomes a lot easier to prove marketing's impact on pipeline and revenue.

Why is data integration hard?

Teams use different tools to track their performance. For instance, the marketing team might use Google Analytics, the sales team might use Salesforce, and the customer success team might use Chartmogul.

Each tool collects data differently, using different metrics, dimensions, and timeframes. As a result, it can be challenging to create a flow of data that seamlessly integrates with one another to create a single source of truth.

Let's take Google Analytics, for example. Google Analytics is great for getting a pulse on your leads and marketing performance, but it's not perfect.

Google Analytics can't track personally identifiable information about users on your website. In other words, when a user converts on the website, you can't track their email, name or any other contact information.

If you can't track a user's identity in Google Analytics, how can you understand where your highest-value leads are coming from in tools like your CRM or subscription analytics?

Short answer is, you can't. But this is where tools like Ruler come to the rescue.



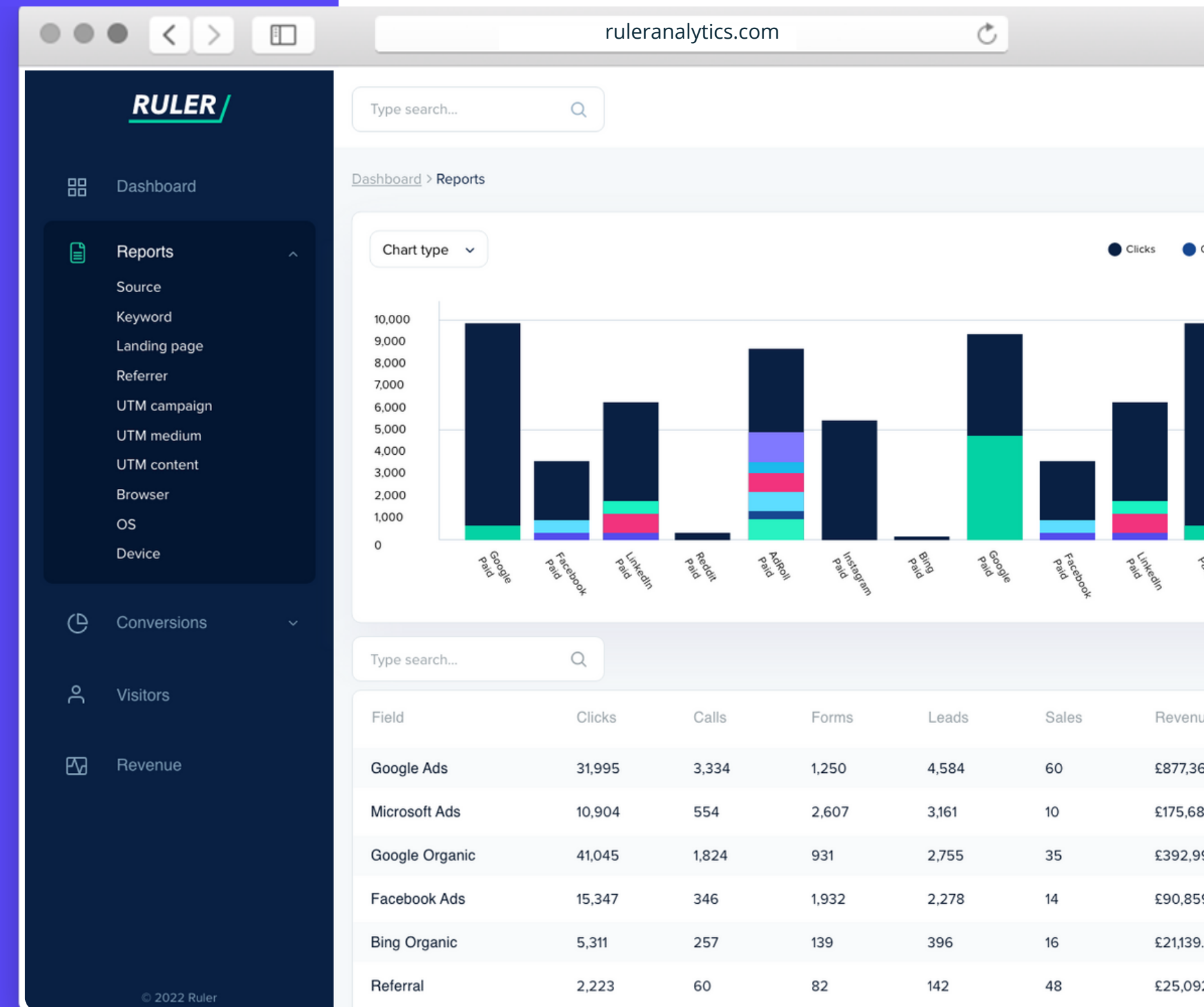
What is Ruler and how can it help?

Ruler is a marketing measurement tool that provides clear value to marketers looking to better understand how their marketing is supporting sales and revenue growth.

It pretty much sits on the fence between your marketing, sales and customer tools. Ruler captures each marketing touchpoint for every new and existing lead and sends the data to your CRM, allowing you to keep track of your marketing effectiveness at every stage of the pipeline.

When a lead closes on a deal, their conversion details and marketing touchpoints are passed onto your customer data platform and other analytics tools. This allows you to see exactly which campaigns, channels and keywords have the greatest impact on customers and recurring revenue.

Let's run the process in a bit more detail.





Jamal

jamal@business.com



3RD JAN

5TH JAN

22ND JAN

23RD JAN

12:03PM:
/products/marketing-
attribution

13:06PM:
/blog/analytics/tracking-
facebook-ads-in-google-
analytics

13:07PM:
/blog/click-
attribution/google-
analytics-ruler-attribution

13:09PM:
/pricing

13:10PM:
/integrations

12:47PM:
/products/marketing-
attribution

09:38AM:
/
09:39AM:
/marketing-attribution

09:45AM
/book-demo

09:46AM
/book-demo-step-2

09:46AM
/thank-you-demo

1. Tracks anonymous visitors over multiple sessions and traffic sources

Earlier, we discussed the downfalls of Google Analytics. With GA's inability to track visitors individually, the link between your marketing and sales efforts is effectively broken. As a result, the process of data integration is, well, impossible.

This is where Ruler's marketing measurement tool enters by allowing you to gain visibility over your website visitors and marketing touchpoints.

Ruler uses first-party cookies to track your visitors. 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

First click keyword attribution tools

First click campaign attribution software

First click GCLID EA1aQobChMirr...

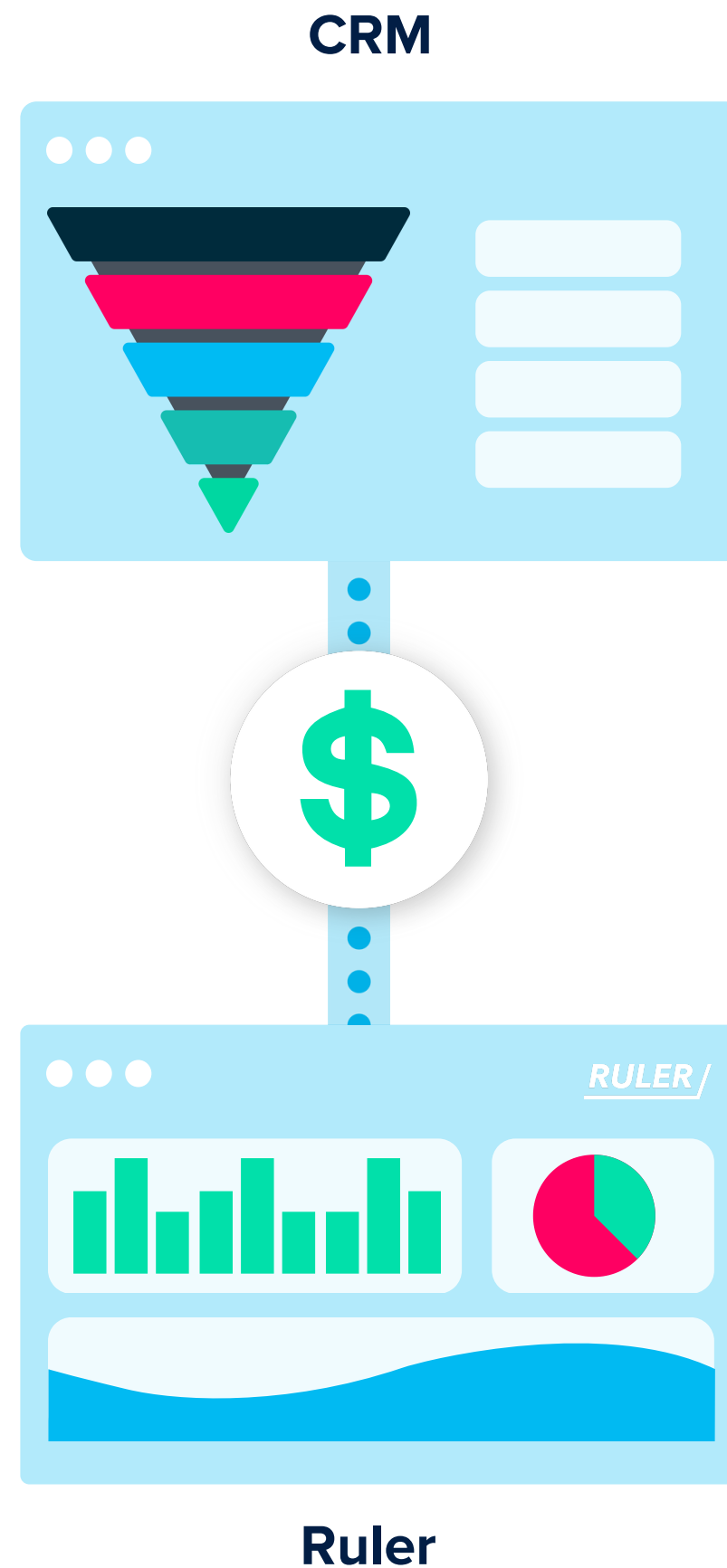
First click landing page ruleranalytics.com /products/marketing-attribution

Last click source Direct

Last click landing page /

Page Views 11

Sessions 2



3. Attributes closed 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.

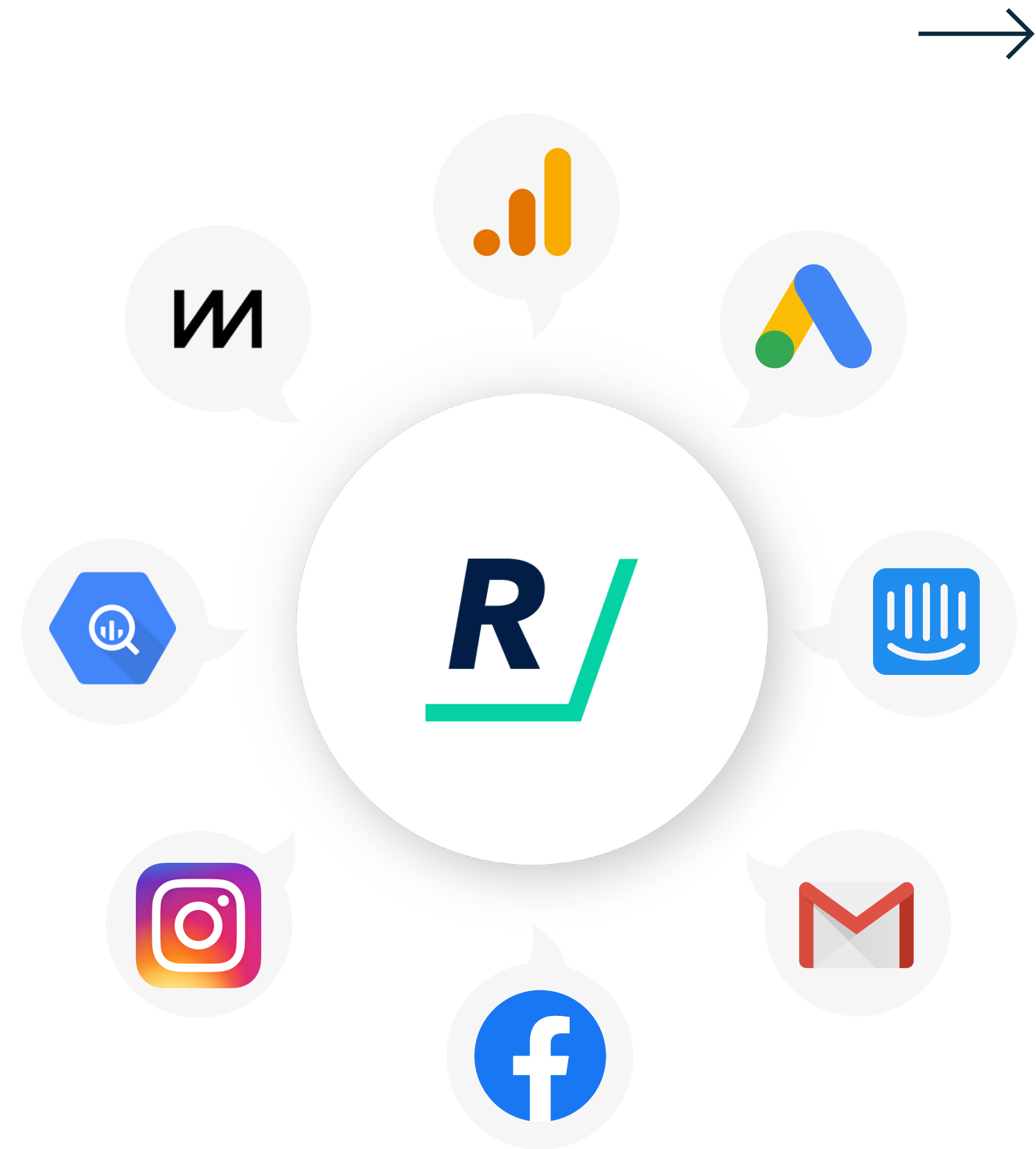
4. Shares data with other key business systems for a unified view

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.

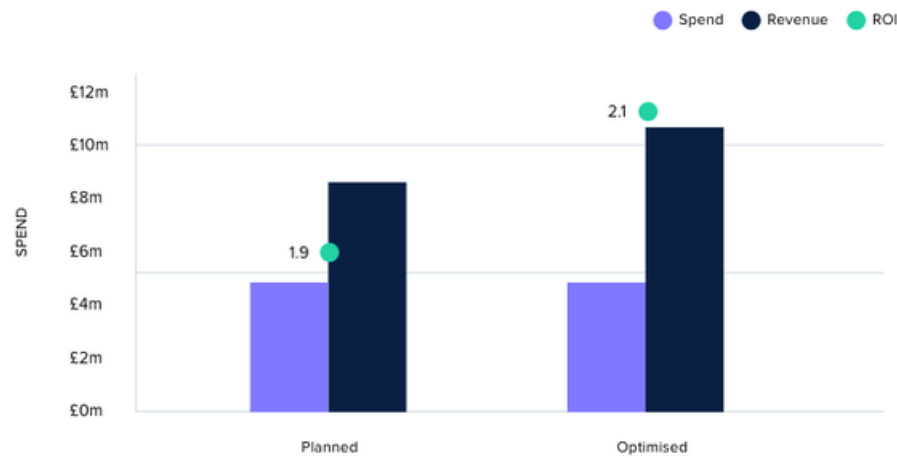
At Ruler, we use ChartMogul to track changes in revenue from our customers. In ChartMogul, we've set up custom attributes to capture Ruler's attribution data. This allows us to manipulate data in Chartmogul to create custom reports to see the impact of our marketing on revenue metrics such as MRR, CLTV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

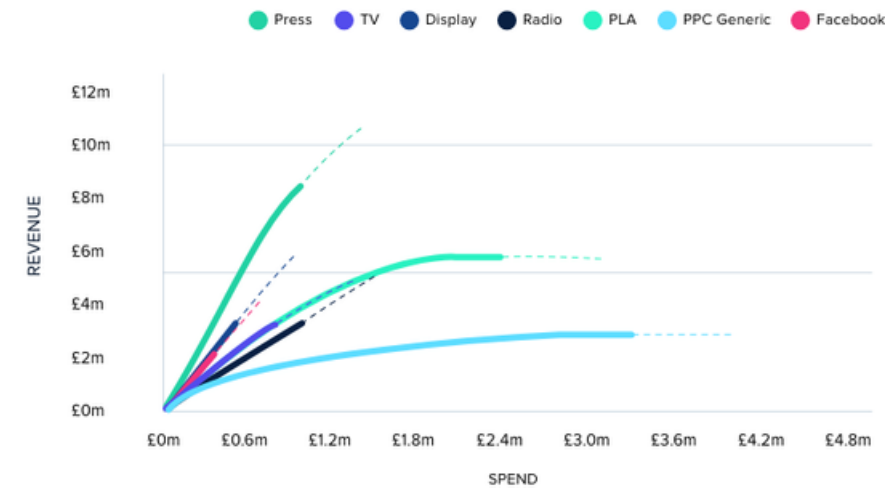




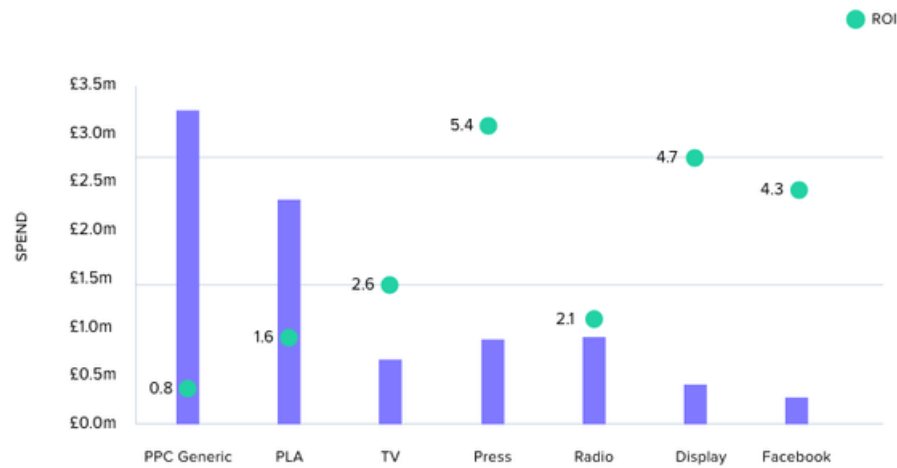
Predicted upside



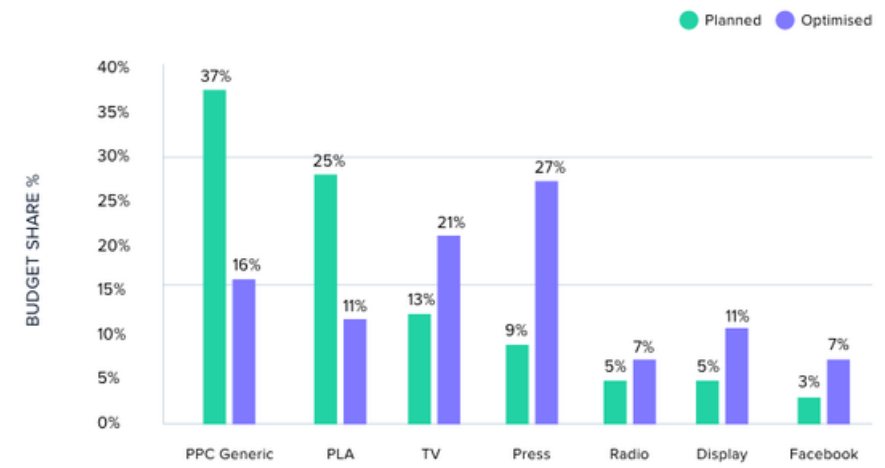
Diminishing returns



Return on investment



Budget optimiser



Inside Ruler's marketing mix modelling

Attribution is a great way to break down the data silos and bring together your teams. 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.”



How can Ruler help with your data integration?

Data integration across your organisation is essential to your growth and success.

It's not the easiest thing to master, but once you get the hang of it, you'll wonder how you ever went without it. And with tools like Ruler, the process couldn't get any easier.

Ruler connects all your tools with attribution data to create a single source of truth on what is and isn't working. It manages the flow of your data, so you can focus on more important tasks.

Don't just take our word for it. Book a demo and see how Ruler can integrate your data to produce actionable insights that'll take your growth to a whole new level.

Want to find out more?

Book a demo with Ruler's attribution experts today at

[Book a demo](#)