

Unlock Marketing Revenue in Google Analytics

Send marketing source data to your CRM and enrich your Google Analytics with web form, phone call and live chat activity to understand which marketing sources generate the most revenue, both online and offline.



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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.



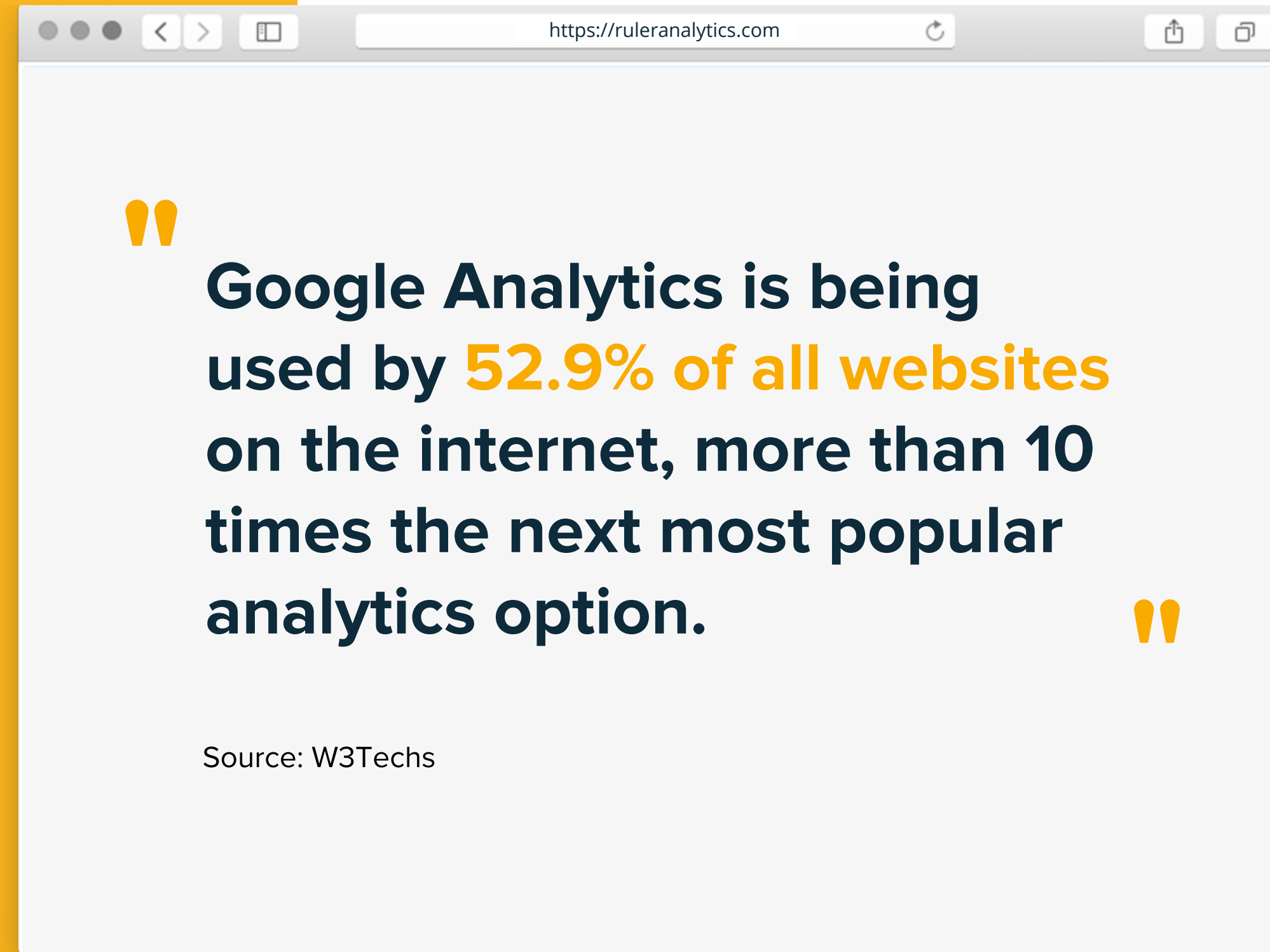
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Revenue reporting in Google Analytics

Google Analytics offers a wealth of information about how users find and convert on your website. But while traffic and conversion metrics are useful, they don't effectively communicate your impact on wider company revenue goals.

Fortunately, Google Analytics allows you to track revenue and breaks it down by different dimensions, such as traffic source, landing page and location. Instead of focusing on metrics such as cost per click and cost per conversion, you can hone in and measure on more meaningful metrics like cost per acquisition and return on investment.

Tracking where your revenue is coming from is key in perfecting your marketing strategy. Not only does it help you recognise potential opportunities, but allows you to make smarter decisions about where your marketing budget should be spent.





Limitations of revenue reporting in Google Analytics

If you run an eCommerce business, then Google Analytics can easily track your marketing revenue. A bit of code in your shopping cart, and you can start analysing the marketing channels, campaigns and landing pages that are driving the most transactions for your business. What if you don't sell any products but instead use your website to generate leads online or offline? Well, then, it gets a little trickier. Let's take a look at why.



" 60% of marketers struggle to attribute marketing to revenue. "

Source: Toolbox



Can't track individual lead data

It's impossible to accurately link revenue data to the channels that influenced a customer journey if you can't analyse how specific users behaved on your website before making a conversion.

Google Analytics does a great job telling you about your users, but it can't track individual customer journeys.

It is possible to view unique IDs in Analytics, although you can't see personal identifiable information such as email addresses, names and phone numbers.

This is fine for businesses that focus on high volumes and lower margins, but if your leads are worth a considerable amount of money, then you will want to know more about the visit and not just that it "happened".



Lookback window limited to 90-days

A lookback attribution window in Analytics can tell you when a user makes a desired action within a certain number of days. By default, Google Analytics has an attribution window of 30 days, but it's possible to change from 1 to 90 days. So, for example, if you were to stick with the default attribution window, Analytics would only take into consideration interactions made by your users 30-days before the conversion.

If your company sells a service or product that costs a lot of money, chances are the time from the first interaction with your brand to the point of purchase is more than 90 days. You wouldn't be the only one, as 18.8% of businesses have sales cycles greater than four months.

Anyway, let's say a user came to your website 91-days ago using an organic search and left after a short while. The next day they click on a retargeting ad on Facebook. 90-days later, they return to your website to make a sale. Google Analytics would technically ignore the organic search and assign all the credit to Facebook.

Lack of offline tracking capabilities

Offline conversions are often overlooked or deliberately ignored. And for good reason too. Marketers find it too hard to attribute credit to the channels and campaigns that generated them.

Google Analytics doesn't provide call tracking. So, if you have a phone number on your website, and you're using Google Analytics exclusively, then you have no way to collect data about your inbound calls.

As previously discussed, Google Analytics does a great job tracking your eCommerce sales. However, businesses that generate a lot of high-value transactions over the phone often have a huge gap in data as they're unable to make the connection between online leads and offline conversions.

If calls are an important part of your lead generation, then you'll need to know what marketing tactics encourage your customers to pick up the phone. Otherwise, you'll end up underestimating the value of your marketing performance and ROI.

Why reporting on leads isn't enough

Marketing attribution, or more specifically, revenue attribution, is how marketers understand the role each channel and campaign plays in pushing a website visitor down the marketing funnel.

Nurturing new leads can take a village
(and a whole load of content).

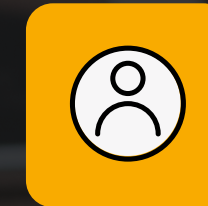
Whether that's PPC ads, social content, email campaigns, SEO blogs, as a marketer, you've got your work cut out to try and understand how each piece of content works to stimulate a conversion.

Have a think about what you currently report on...

Current vanity metrics:



Clicks



Follower numbers

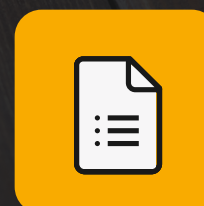


Impressions



Open rates

Lead Generation metrics:



Volume of form submissions



Clicks to call

When reporting, vanity metrics and lead gen metrics are a great start, but they only tell you so much.

Whether you're analysing campaign performance, looking at ad set performance, or comparing marketing teams, there's only one metric that matters...

REVENUE

Why is revenue the best metric?

Tracking leads and conversions is essential as it can provide an opportunity for improvement, but ultimately, revenue is the most important metric for businesses.

Previously, lead volume was an acceptable way of measuring your performance when sales, marketing and success teams sat in silos, divided by different goals, processes and systems. But, by focusing on lead quantity over quality means you're misguided, as a result, end up focusing on the wrong activities that fail to generate any value.

Take your sales team for example, they won't be reporting on the number of calls they fielded alone. They'll be reporting on how many calls they had, how many converted into sales, and how much revenue that equates to.



**Inbound marketing
budgets are cut 12%
more for companies that
don't calculate ROI**

Source: Marketo



Why marketing should report on revenue

Marketing and sales are two cogs in a machine. They don't have an easy way to bridge the data gap.

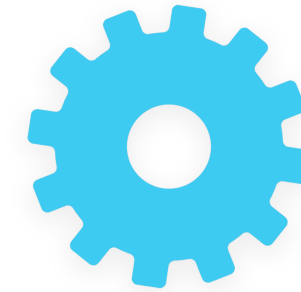
You know that marketing impacts sales, but you can't prove it. And even worse, you can't see which channels and campaigns are working best.

Revenue attribution is the missing piece.

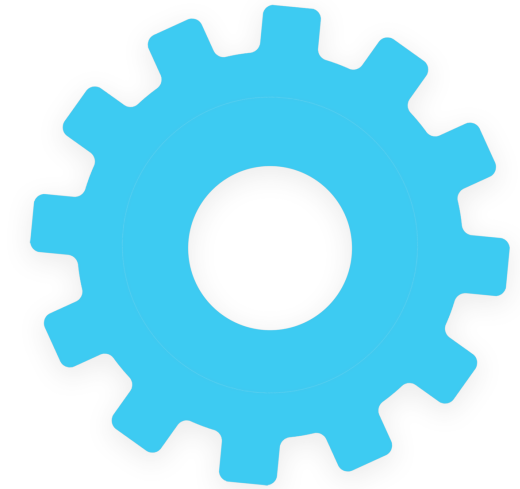
By having revenue data assigned to each and every lead in your CRM, and all of that data being sent to your GA dashboard, you can start to understand what's working.

From there, the gears start turning. Revenue attribution provides you key data to grow and optimise your marketing, which in turn affects sales.

Without Revenue

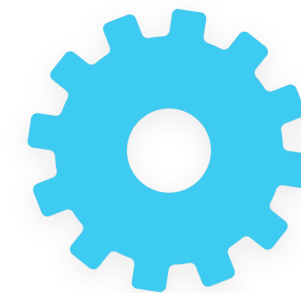


Marketing

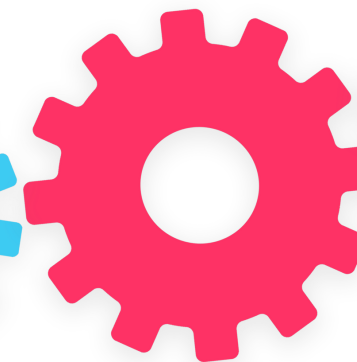


Sales

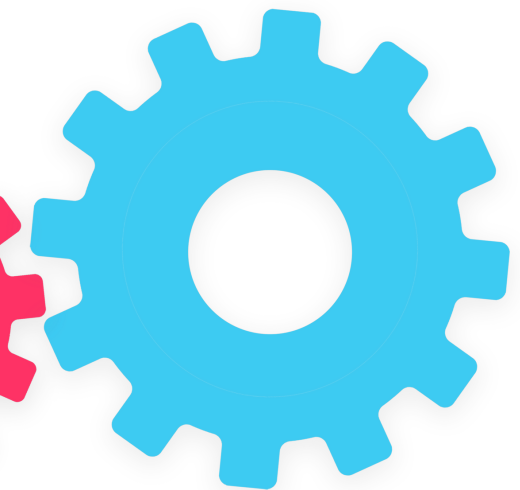
With Revenue



Marketing



Revenue



Sales





87% of sales and marketing leaders say collaboration between sales and marketing enables critical business growth.

Source: LinkedIn 2020



Why marketers struggle to measure by revenue

A lot of marketers miss out measuring with revenue because they:

- Generate leads that sit in CRM for sales to pick up
- Operate with a long sales cycle with many touch-points

And so, these marketers can't measure all of their marketing efforts with one metric. Instead, reports become fragmented. Reports segment into channels with their own individual metrics.

Or reports highlight the potential of marketing alone.

For those who don't have the luxury of a purely eCommerce website, data is lost at the point a user becomes a lead. The data is passed over to the CRM and the marketer loses all sight of it.

Marketing attribution allows you to rectify that.



How to unlock marketing revenue in Google Analytics?

To get the most out of your marketing and conversion data, you need to ensure that all decision-makers have timely access to the same multi-channel data, allowing them to make credible business decisions based on reliable insight. By using marketing attribution tools like Ruler, you can unlock more data and justify the effectiveness of your marketing, which can:

01

Capture all interactions throughout an individual customer journey.

02

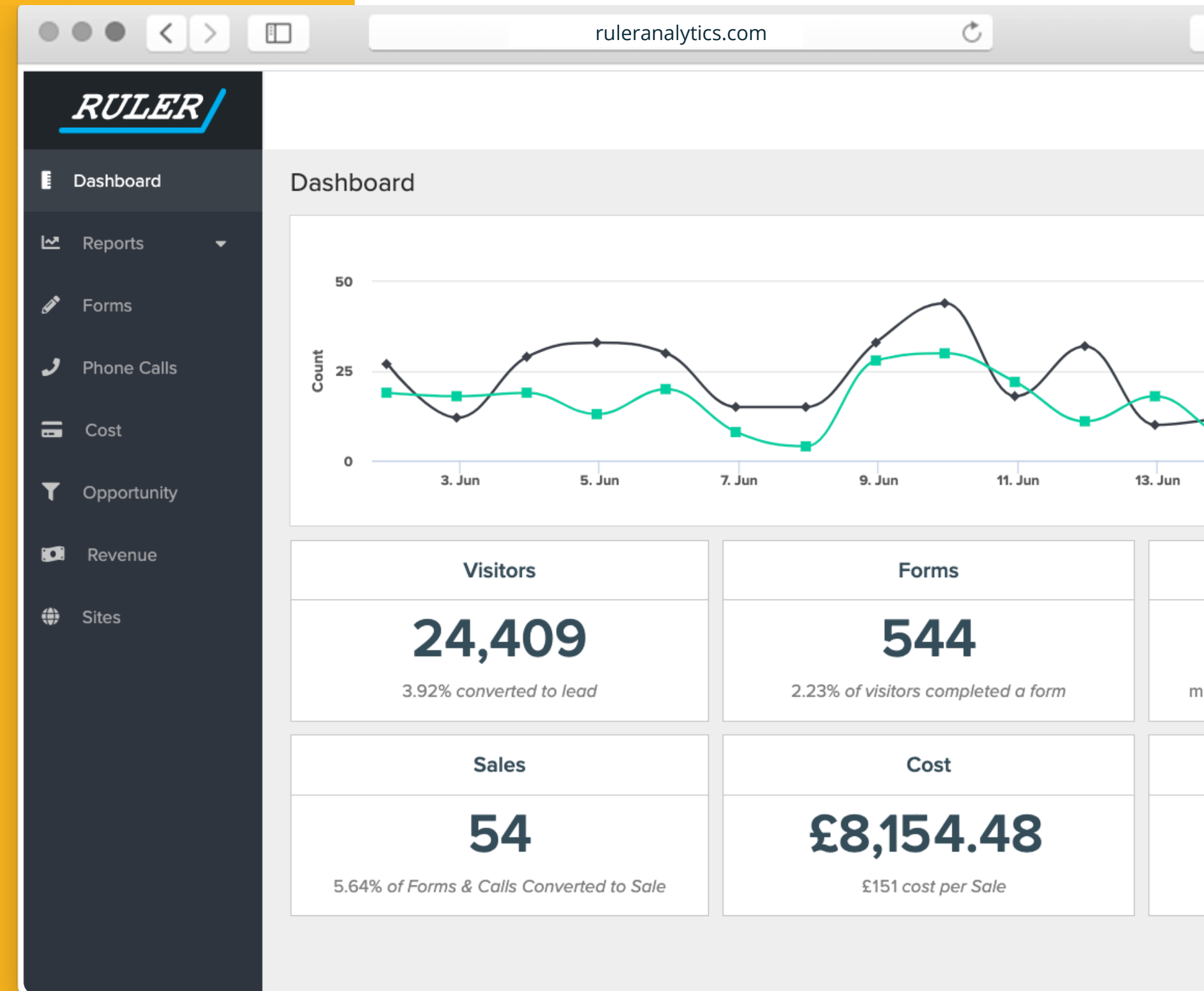
Integrate with your CRM along with other data sources, such as Google Ads and Analytics to gain complete visibility of your marketing revenue.

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.

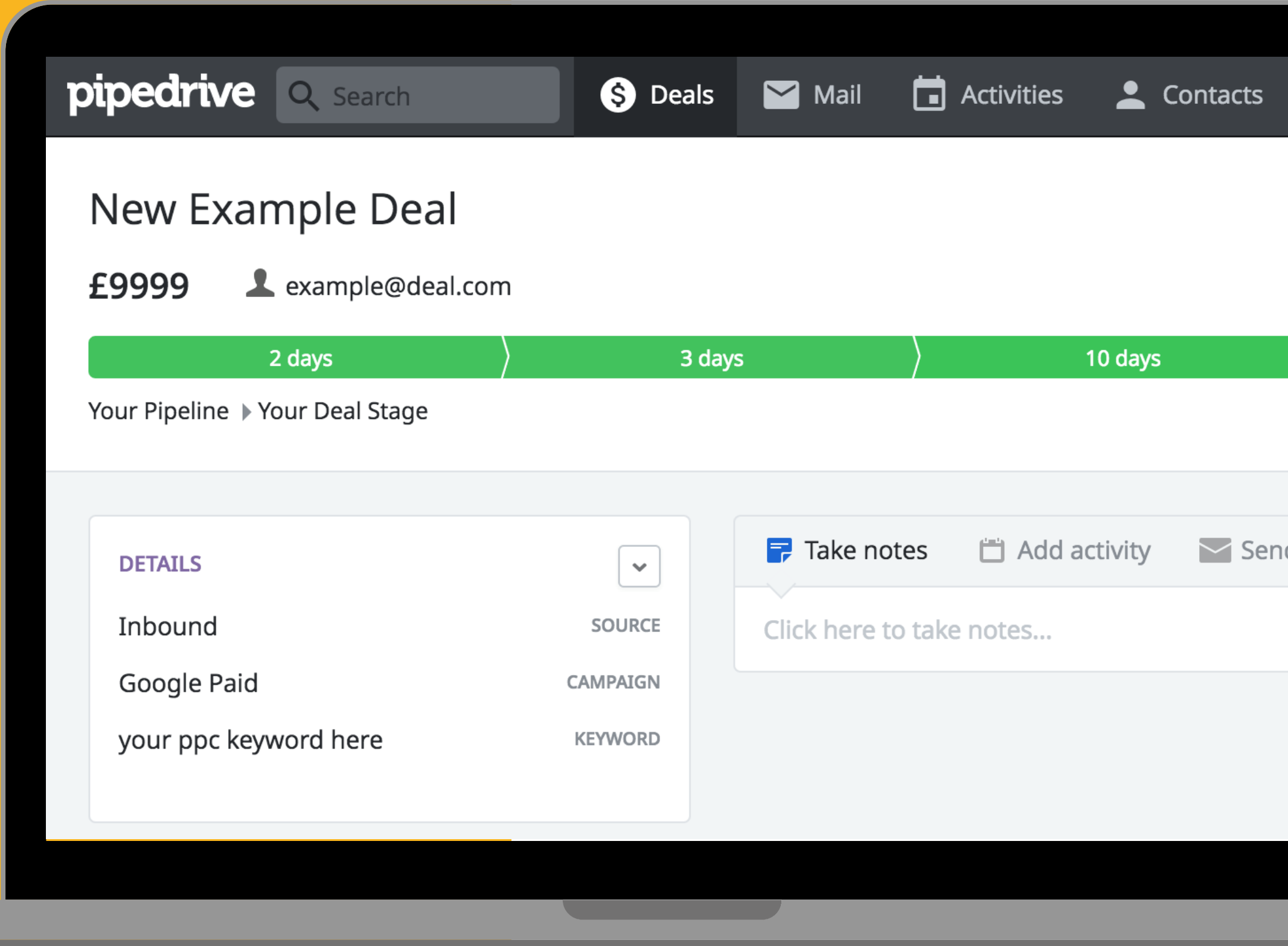
This populates the sales team's system with conversion and marketing data, which helps them learn more about each prospect before reaching out to them. Then, when a lead closes into revenue, the sales data is sent back into the Ruler Analytics dashboard. You can integrate this with Google Ads, Google Analytics and more so that you can measure marketing ROI straight from your favourite reporting tools.



Ruler sends marketing source data to your CRM

You can synchronise Ruler Analytics with your CRM in order to set up a flow of data between the platforms. You will gain an end-to-end visibility of your sales process, from the lead generation activity to the moment when your deals are won.

Equipping your team with over 60 marketing variables gathered by Ruler Analytics offers them an advantage in understanding how to win their deals. Your sales team will have access to data such as First/Last Click marketing source, landing page, keyword, GCLID, page views and sessions, as well as a link back to view the lead's page journey through your website.

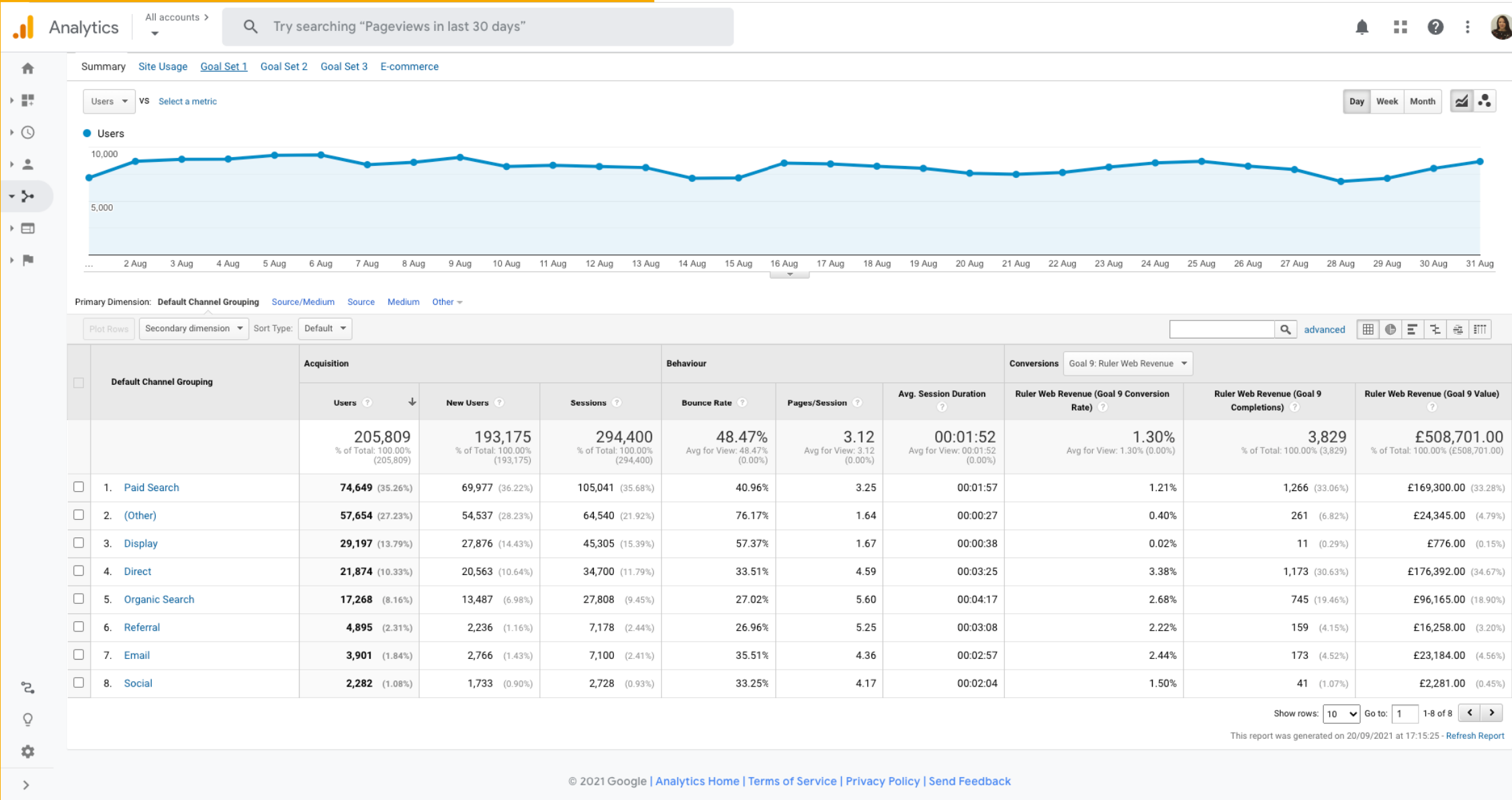




Close the loop between your CRM revenue and marketing data in Analytics

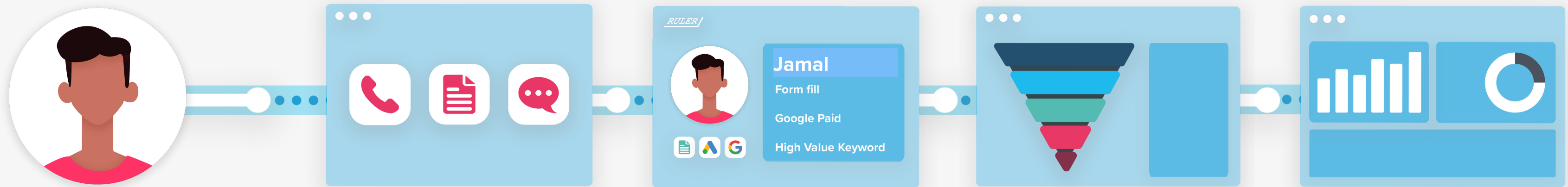
Ruler retrieves information from your won deals and feeds the data into your marketing platforms such as Google Analytics, Google Ads, Facebook and Microsoft Advertising.

Integrating your CRM with Google Analytics allows you to connect leads generated via web form, live chat or the telephone directly back to the campaigns that generated them. As a result, this allows you to create and deliver marketing-generated ROI reports to clients and executives.





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.



Benefits of tracking revenue data in Google Analytics

By tracking marketing revenue closely in Analytics, you'll gain an overall picture of your efforts. More importantly, you can make data-driven decisions with your spending based on what's generating the greatest return. Here are more benefits to consider when tracking marketing revenue in Google Analytics.

01

Identify the most effective campaigns

By providing credible data on the success of your marketing channels, you will be able to identify the most valuable platforms in terms of revenue generated.

02

Create a common thread between teams

When everyone in your organisation has access to the same data, you can make smarter and collaborative decisions to optimise processes for increased efficiency.

03

Create Data-Driven Strategies

All the data tracked from won and lost opportunities in Analytics is invaluable for creating marketing and engagement strategies based on facts and data.

04

Justify Increased Budgets

Remove any speculation and guesswork from your marketing and engagement spend and propose uplifts or increased budgets in the upcoming financial year.



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?

Gaining visibility of revenue generated by marketing is key to making smarter decisions and understanding ROI. You don't want to invest money into a marketing channel that isn't going to generate a return, right?

By enriching Google Analytics with Ruler's revenue data, you can filter your performance data, improve your campaigns, reduce waste, and more importantly, demonstrate how your efforts are driving positive business outcomes.

Want to know more about tracking revenue data in Google Analytics and other applications? 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