

General Features

Install the LeadsRx tracking beacon on your website to immediately start collecting data. Auto Campaign Find™ begins watching for existing marketing campaigns from common sources such as Google, Facebook, Twitter, Instagram, Pinterest, UTM_source parameters, referrals, and more. Campaigns are automatically added without intervention or setup.

Monitor an unlimited number of marketing campaigns across unlimited channels for unlimited conversion types.

All data is tracked with up to 250,000 visits and conversion events per day; no sampling. Higher limits are available as is private hosting for all data.

Track data across multiple domains and sub-domains. LeadsRx uses both 3rd party and 1st party cookies for all visitor records.

Definitions

Conversion - Any event you want to track that usually is associated with a potential or actual revenue stream. Examples include a new product purchase, sign-up for an account, newsletter subscriber, and request for more information.

Campaign Trigger - A general term that refers to participation in a campaign. For example, when a user click on an online ad, this is a trigger. When someone makes an in-bound phone call, this is a trigger. Any activity where you would count an individual as touching a marketing campaign is a trigger.

Influence - A customer's journey prior to converting could potentially include several marketing campaign triggers. For example, a user could click on a Google ad to come to your website. They might not convert at this time but instead go away, returning a week later by clicking on a Facebook ad and then converting. Both the Google ad and the Facebook ad are said to "influence" the user's decision to convert, and both marketing events are included in the influence attribution.

About LeadsRx

LeadsRx is a cloud-based platform with a sophisticated tracking database and data warehouse. The system uses special tracking code that is placed on all pages of your website and asynchronously sends data about the visitors and their activity back to LeadsRx for analysis. An API

and data upload capability allows you to also track offline events like call center data, tradeshow leads, direct marketing, and more.





Better Marketing Through Constant Attribution

LeadsRx helps marketers choose the best mix of marketing campaigns and channels to optimize conversions. As a single platform that tracks all online and offline advertising, LeadsRx offers a unique perspective on omni-channel marketing with direct attribution to costs, revenue, return on investment & more.



Integrated Dashboard



One dashboard shows the last six weeks of conversion counts by channel. See 4-star ratings of each channel along a summary of costs. LeadsRx uses an influence attribution model to ensure all channels are given appropriate credit for actual conversions.

Financials



Integrated cost analysis computes the cost of each customer acquisition using complex calculations of all marketing touch points over time, no matter how long the conversion cycle. Average cost of acquisition includes paid conversion costs, free conversions, and overhead costs such as non-performing programs and staffing.

See total amount spent and total lifetime value by each marketing channel. ROI calculations show which channels make the most effective use of budget. Assign default lifetime values for each conversion type or for each conversion that occurs using the LeadsRx API.

Budget Optimization



Play "what if" analysis to see impact of moving budget from one channel to another. See channel rankings by conversion counts, campaign triggers, cost per influence, and more.

Demographics



Track profiles for each individual conversion to review complete customer journeys including all marketing touch points, web page views, previous conversions, cross-device usage, browser details, & geographic data. Check sales cycle timing with timestamps shown in the individual's local timezone.

Demographic segmentation can include any number of dimensions across all data or for specific channels. Check conversion results and match to marketing objectives. Include custom user profiles with the LeadsRx API and server-side or client-side function calls.

Conversion Analysis



Get conversion segmentation by time periods and see full attribution models including first touch, last touch, linear, and weighted. LeadsRx includes all online & offline programs in attribution models with optional page views as well.

See conversions by channel and by marketing campaign with linear regression trend lines and history viewed by day or aggregated by day of the week or hour of the day. View relative "power bars" showing which marketing campaigns are top performers.