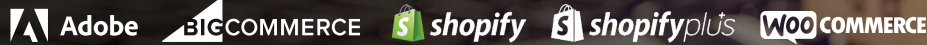




Use attribution to track your ecommerce orders



LeadsRx provides integration with Adobe Commerce (formerly Magento), BigCommerce, Shopify, Shopify Plus, and WooCommerce to offer the power of attribution to impartially track orders and conversions. If you have accounts with either platform, we can quickly and easily have attribution up and running in a matter of minutes.

How does our ecommerce integration work?

When a customer pays for an order in your Adobe Commerce (formerly Magento), BigCommerce, Shopify, Shopify Plus, or WooCommerce store, the conversion will be registered in LeadsRx, along with customer profile information and the total dollar value of the sale. When you use this integration, LeadsRx automatically receives customer information including: first name, last name, email address, city, state, zip code, phone number, order number, and the value of the order.

The LeadsRx Universal Pixel™ is automatically added to your respective store so that no further setup is necessary. Orders will begin tracking in LeadsRx immediately.



Optimize Ad Spend

See which advertising programs are delivering the best, most profitable customers. Then reallocate your existing budget to increase sales. Eliminate wasted ad spend by optimizing your return on ad spend (ROAS). Choose from 7 different attribution models for analyzing direct response advertising and brand awareness.



Visualize the Customer Journey

Learn exactly which touchpoints are influencing buyers. Prove the value of view-through impressions on sales. Attribute lifetime customer value.



Get More Customers

Attribution Monitor will also help you find new customers by highlighting your actual customer acquisition cost (CAC). By calculating return on ad spend (ROAS), you can garner more customers and shorten sales cycles.



Connect the Dots Between Marketing and Sales

LeadsRx Attribution with your ecommerce platform(s) connects the dots between your marketing touchpoints and revenue, so you'll know which channel is bringing in bigger orders and new buyers.



No More Hunches

Eliminate the guesswork and stop relying on hunches. With attribution, you'll have real-time impartial data that proves one channel is performing better than another; as well as which ones are underperforming.



Measure Your Campaigns Impartially

Attribution helps you understand which non-paid channels are bringing you buyers. An attribution insights report shows, impartially, the performance of direct traffic, social referrals, organic search, and more, completely for free. Attribution also prevents duplicate order counting from Facebook and Google conversion pixels.



Full-Funnel, Multi-Touch Models

We use full-funnel, multi-touch attribution models, which means every marketing touchpoint is given a portion of credit for each sale. Attributed revenue is calculated so you'll know exactly which channels bring you the most profitable buyers.



Customer Journey Mapping

We map the complete journey of people who come to your store and make purchases. Think of it like the "DNA" of a great customer! Armed with this knowledge, you can clone successful patterns to attract new shoppers and more business to your store.



Quick Install

Our free Adobe Commerce (formerly Magento), BigCommerce, Shopify, Shopify Plus, and WooCommerce integrations work with all marketing sources coming to your store, including direct traffic, social referrals, blog referrals, organic search, broadcast advertising (TV, radio), OTT/CTV streaming advertising, podcast advertising, and digital campaigns from Facebook and Google. We'll have your LeadsRx-ecommerce integration up and running in under 15 minutes.



Real-Time Insights

You are able to automatically pick up sales data in real-time – providing optimization insights in real-time.

Adobe Commerce (formerly Magento), BigCommerce, Shopify, Shopify Plus, and WooCommerce are important channels in your marketing arsenal, so tracking their effectiveness and learning as much as you can about your customers – who they are and what other channels led them to your cart – is critical. The impartial attribution data helps you make better marketing decisions and optimize ROAS, the most important KPI to measure.