



CASE STUDY



Nasuni Achieves Full Funnel Attribution & Visibility with Massive Resource Savings

Nasuni, an enterprise hybrid cloud storage company, faced growing challenges in accurately measuring marketing impact, managing attribution, and streamlining quarterly reporting. Nasuni had adopted a sourcing-based model, where marketing was primarily measured on whether it directly created opportunities. However, this approach overlooked the numerous touchpoints that occur between the first and last interaction, such as emails, webinars, or paid ads, which still play a significant role in guiding buyers through the funnel.

Their previous attribution platform couldn't capture the full journey or show how marketing efforts were influencing deals over time. As a result, key programs were underrepresented, reporting was incomplete, and marketing impact wasn't fully visible. RevSure was brought in to address these gaps, and the results were immediate and transformative.

NASUNI WINS WITH REVSURE

90%

Resource Savings

100%

Visibility into multi-touch attribution across the full funnel

The Hidden Costs Of An Incomplete Solution

The company's prior platform was initially chosen for its cost and perceived flexibility. But the team quickly encountered multiple operational roadblocks:

Limited Attribution Depth

The platform provided only surface-level data, making it impossible to drill down into opportunity-level insights or view the complete journey of influence.

High Manual Overhead

Building reports and connecting data properties required extensive manual work, which was unsustainable for a lean marketing operations function.

Inadequate Support

Slow response times, a non-technical support team, and a lack of proactive troubleshooting delayed progress and led to recurring issues with data quality and interpretation.

Data Reliability Concerns

Syncing issues with HubSpot and Salesforce frequently resulted in timeout errors and discrepancies between source systems and reported insights.

As a result, core activities such as preparing for Quarterly Business Reviews (QBRs) became time-intensive and error-prone, requiring a full workweek of data wrangling and presentation building.



Before RevSure, everything felt surface-level. I couldn't drill into opportunities or see the complete set of touchpoints that led to them. It defeated the purpose of doing multi-touch attribution. RevSure finally gives us that opportunity-level visibility with clean, connected data I can trust and act on.



Becca Wilson

Marketing Operations Manager



The RevSure Advantage

RevSure replaced the legacy tool as the company's revenue attribution and performance intelligence platform. The platform's intuitive interface, deeper attribution model, and real-time integrations immediately addressed previous gaps. Key capabilities included:



Multi-Touch Attribution At The Opportunity Level

Teams could finally see and understand all touchpoints that contributed to opportunity creation and progression.



Campaign ROI Views

Out-of-the-box dashboards highlighted top and bottom-performing programs, helping marketing and sales teams focus on what was truly driving revenue.



Flexible Filtering And Custom Views

Analysts and marketers could segment by region, campaign, medium, and funnel stage, all within a familiar, Tableau-like interface.



Smooth Integrations And Scalable Architecture

Unlike the prior tool, RevSure could easily ingest and harmonize large datasets from Salesforce and HubSpot without breaking.

Results That Speak For Themselves

RevSure replaced the legacy as the company's revenue attribution and performance intelligence platform. The platform's intuitive interface, deeper attribution model, and real-time integrations immediately addressed previous gaps. Key capabilities included:



90% Resource Savings

Reporting for QBRs, which previously required 40–50 hours of work, now takes just 2–3 hours. With access to real-time dashboards, attribution insights, and ROI summaries, the marketing team no longer needs to pull, clean, and stitch together data manually. This time savings not only improves efficiency but also enables more strategic conversations during executive reviews.



Enterprise-Grade Support

The implementation experience and ongoing support were significantly elevated. RevSure's team provided hands-on onboarding, rapid response via Slack, and proactive customization to align with the company's unique GTM structure. The support extended to tailoring data models, merging lead and contact logic, and enabling self-service access for non-technical marketers.



Adoption Across All Experience Levels

The platform is now used by marketers across a wide spectrum of experience, from entry-level team members to senior directors. RevSure's modular dashboards and user-level configuration made it easy to scale adoption and ensure each stakeholder sees the data most relevant to their goals.



We initially went with a more cost-effective, flexible tool, but that so-called flexibility became the reason we had to leave. There was no real support, and the team wasn't equipped to meet our evolving needs. RevSure strikes the perfect balance: flexible where it matters, but with the responsiveness and support to help us scale.



Becca Wilson

Marketing Operations Manager



Conclusion

By switching to RevSure, Nasuni was able to overhaul its approach to attribution and reporting. What previously required manual data stitching and incomplete insights is now fully automated and actionable. The team can drill down to the opportunity level, evaluate campaign ROI with precision, and identify performance trends in real time.

RevSure is now integrated into Nasuni's core GTM workflows, powering QBR reporting, guiding budget reallocations, and supporting campaign planning across regions and channels. With faster access to reliable data and responsive support from RevSure's team, marketing operations have shifted from reactive reporting to proactive optimization.

About RevSure.ai

RevSure transforms B2B GTM execution with **Full Funnel Agentic AI**, an enterprise-grade solution that unifies data, workflows, and intelligence across the funnel. It eliminates silos, streamlines workflows, and deploys AI agents to maximize marketing, accelerate pipeline, and drive revenue predictability. Beyond insights, RevSure delivers a true System of Action with automated next-best recommendations, helping GTM teams execute where it matters most. **Customers see up to 50% uplift in pipeline ROI and 20% improvement in conversions.**

[Book a Demo](#)

[Learn More](#)