

TRANSFORMING MARKETING INTELLIGENCE WITH PRECISION:

How mabl Uses RevSure to Maximize Marketing Insights Across the Full Funnel

TOP BENEFITS

Enhanced ability to make decisions based on data

50% improvement in Pipeline ROI based on its reallocation recommendations

60% time savings for reporting frees up resources to work on more strategic activities



Based in Boston, MA, mabl is the leading unified test automation platform built on cloud, AI and low-code innovations that delivers a modern approach ensuring the highest quality software across the entire user journey. The mabl SaaS platform allows teams to scale functional and non-functional testing across web apps, mobile apps, APIs, performance and accessibility for best-in-class digital experiences.

Headquarters

Boston, MA

Industry

Software Development

Company Size

100+

Website

www.mabl.com

Situation

Fast-Paced, High-Growth Tech Company

As a high-growth technology company in a competitive market, the marketing team at mabl is always looking for a competitive edge. The company wanted to ramp up its analytics capabilities to drive results more effectively. Finding a comprehensive solution to accurately measure and optimize marketing ROI was a top priority for Ryan Shopp, Chief Marketing Officer at mabl.

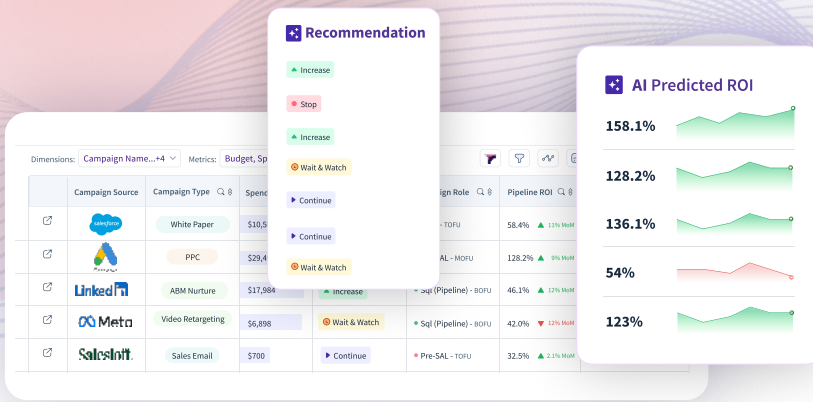
Challenge

Improve Visibility into the Complete Marketing Funnel and Streamline Reporting

The primary challenge for the team at mabl was the lack of visibility into the full marketing funnel. Data siloed in separate systems and anonymous prospect activity at the top of the funnel made it difficult to optimize campaigns and processes.

The marketing operations team needed a solution that could offer a comprehensive view of their marketing efforts across two GTM motions. One, a bottoms-up PLG strategy on the commercial side of the business, and the other, a top-down sales-driven approach for the enterprise market.

The team at mabl needed visibility into the complete journey, from the initial customer engagement through to closed/won. Existing tools only provided partial insights, which made it difficult to optimize marketing activity and demonstrate tangible ROI to stakeholders.



“The biggest thing we have now is a clear, visible pathway to what our best-performing campaigns are. The communication and the willingness to get on calls and just partner with us through this entire process was next level compared to what I've experienced in the past. From the Slack group to where we could get answers to questions in real time to the willingness to jump on a phone call and solve a problem in real time, it was just a huge aspect of why we are very excited we choose RevSure.”

Zane Halstead
Head of Marketing Operations

Solution

mabl Implements RevSure's Full-Funnel Attribution Solution

After an exhaustive search, RevSure emerged as the chosen solution for its ability to integrate data across various platforms and provide a full-funnel attribution model. The simplicity and clarity of RevSure's interface were key factors in the decision. It offered the marketing team, including C-suite executives, the ability to access and interpret data without extensive training. The onboarding process with RevSure was seamless, with their team taking charge of the technical configuration, allowing for a smooth transition to a data-driven marketing strategy.

Results: After implementing RevSure, mabl experienced significant improvements across many key areas:

- **Enhanced Decision-Making:** For the first time, the marketing team could clearly identify their best-performing campaigns and reallocate budgets with confidence. This newfound visibility led to more strategic investment decisions and improved overall marketing efficiency. With RevSure, the team can now visualize the impact and the funnel journey differences of each of the GTM motions with certainty.
- **Time Savings:** The preparation time for critical reports, such as those for board meetings, was drastically reduced from approximately 100 hours to around 40 hours, freeing up valuable time for strategic tasks.
- **Increased Marketing ROI:** By leveraging RevSure's insights, the company witnessed a tangible improvement in its marketing ROI. RevSure helped mabl identify spending reallocation opportunities with potential 50% improvement in Pipeline ROI based on its reallocation recommendations.
- **Story-telling with Data:** The team at mabl is able to surface and present detailed, data-backed insights to their board and executive leadership team that showcase the increasing efficiency and effectiveness of their marketing efforts.

“The biggest thing we have now is a clear, visible pathway to what our best-performing campaigns are. We did not have that option earlier. We're able to now see things like which campaigns are truly driving an ROI for us, where we should invest more funds, and where we should pull back. Having full-funnel visibility into campaign performance is truly game-changing for us.”

Ryan Shopp
Chief Marketing Officer

"RevSure not only simplified our analytics but transformed how we view and optimize our marketing funnel. The clarity and accessibility of the data empowers our team to make informed decisions, much faster than before."



Zane Halstead
Head of Marketing Operations



Ryan Shopp
Chief Marketing Officer

"Understanding the impact of our marketing programs and spend using RevSure's detailed analytics is a game-changer as we take a data-driven approach on all things from board meeting presentations down to executing the marketing day-to-day."

ABOUT REVSURE

RevSure.ai is the only solution for modern marketing teams looking to harness the power of data-driven insights. Our platform offers predictive intelligence, comprehensive funnel management, and full-funnel attribution, enabling businesses to maximize their marketing ROI and build higher quality pipeline. For more information, visit www.revsure.ai