Zscaler Gains Real-Time Ad Performance Visibility and Attribution Confidence with RevSure

As a global cybersecurity leader, Zscaler runs large-scale, multi-channel campaigns across regions and industries. The team's biggest challenge wasn't generating data; it was trusting it. Managing multiple ad platforms, Tableau dashboards, and massive Excel sheets made it challenging to understand what was driving return on ad spend (ROAS) and how to optimize in real time.

With RevSure, Zscaler centralized its paid media visibility, integrated live cost data into Snowflake and Salesforce, and empowered marketers to act on insights instantly.

Zscaler Wins with RevSure

Centralized paid media visibility and integrated live cost data to optimize ROAS in real time

Headquarters:
San Jose, California

Industry:
Cybersecurity

Company Size:
5,001–10,000+ Employees

Website:
zscaler.com

Daily ROAS optimization

The team analyzes ROAS daily and optimizes investments by geography and vertical.

Integrated live cost data

RevSure integrated live cost data into Snowflake and Salesforce to keep metrics current for decision-making.

Faster decisions

Zscaler shifted from delayed, reactive reporting to faster, smarter marketing decisions made with complete trust in the data.

The Challenge

Before RevSure, Zscaler's growth marketing team spent significant time collecting and reconciling data across disconnected systems. Ad platform costs were tracked manually, and Tableau reports were updated monthly. This resulted in ROAS calculations often delayed. What should have been an agile decision-making process became a reactive, spreadsheet-driven workflow.

Without automated cost visibility, even straightforward questions, like "Where should we spend next?" required hours of manual effort. For a global organization that measures performance daily, this made it challenging to scale decision-making across regions and campaigns.

Why RevSure

Zscaler chose RevSure for its ability to unify ad performance, cost, and pipeline data across the stack. By integrating directly with Salesforce and Snowflake, RevSure delivered a live, trustworthy view of campaign spend and performance, eliminating manual data pulls and enabling faster, data-driven decisions.

Beyond the technology, RevSure's partnership approach stood out. The team collaborated closely with Zscaler to adapt attribution models, build region-specific insights, and deliver the functionality the marketing organization needed to operate with speed and precision.

> With RevSure we have enhanced visibility by channel, and we're really able to see efficiencies across the board, especially in the form of ROAS and other key indicators.

Suruchi Sharma
VP of Marketing

> The platform allows us to aggregate all the different data sources … not just 'that's the campaign' but also 'this is the spend' and 'these are the targeted areas.'

Alex Kwong
Director of Marketing Operations

Implementation

Revsure enables Zscaler with a unified paid media data flow. Revsure's platform ingests spend and performance metrics from ad platforms, aligns them with website and Salesforce data, and orchestrates the results into Snowflake. For executive level reporting, the dataset is used to create Tableau dashboards. For day to day operations, the marketing team uses the reporting within the Revsure platform.

This unified architecture has eliminated the need for manual spreadsheets and ensures every metric, from investment data to ROAS, is always current for decision making.

Turning Insights into Action

Today, Zscaler's marketers operate with live visibility into every campaign, channel, and region. They analyze ROAS daily and optimize investments by geography and vertical. Instead of waiting for reports, the team acts on what's happening right now, shifting budgets toward high-performing campaigns and ensuring every dollar contributes to measurable growth. What once took hours of manual work now happens automatically, and in real time.

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> We can do a lot more with all that data now in a single place.
>
> **Alex Kwong**
> Director of Marketing Operations
>
> **zscaler**

About RevSure.ai

RevSure has become a central part of Zscaler's growth engine, consolidating multiple data sources into a unified source of truth that drives clarity, agility, and measurable performance impact. For Zscaler, the value isn't just in better reporting; it's in faster, smarter marketing decisions made with complete trust in the data behind them.

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