HubSpot Management & ABM

Turn HubSpot Into a Fully Automated GTM & ABM Engine
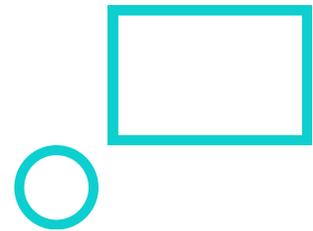
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WHO WE ARE

- Full-stack AI development studio + GTM engineering consultancy
- Led by Ritesh Osta - Top 2% Fiverr Pro
- 18+ years experience, 1000+ B2B transformations

OUR UNIQUE POSITION

- **BUILD**: Custom AI solutions that solve real problems
- **GROW**: Signal-led GTM engines that scale revenue
- **INTEGRATE**: Seamless connection between AI and growth

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WHY CHOOSE INSIGHTSTAP?

- We specialize ONLY in B2B

- We combine ads + ABM + analytics + CRM

- We run Bridge Ads, not just cold demo ads

- We fix your entire funnel—not just platforms

- We are performance + revenue-driven

- We integrate everything into HubSpot

- We use signals, not assumptions

This is not traditional performance marketing. This is GTM-level ad engineering.

Meet the Founder

Ritesh Osta @riteshosta ☑Pro

★ 5.0 (45) | Level 2 ✦✦✦

Run your B2B Tech Company like an Ecommerce Store

◎ India ◯ English, Hindi, Bengali

☑ Hand-picked by the Fiverr Pro team   ⌂ Experienced in working with businesses

Expert in:

☑ Email Marketing   ☑ Marketing Advice

☑ Marketing Strategy   ☑ Search Engine Marketing (SEM)

About me

Just DM me "Portfolio," & I'll send you my process, case studies, and brochures immediately. Hi, I am Ritesh Osta. I help SaaS and B2B cloud-based companies increase sales velocity using the "Funnel Experience Framework." I help startups & businesses with: ✔ Marketing Automation and email marketing ✔ ABM & Lead Generation ✔ Data-Driven Performance Campaigns & PPC I am a certified public speaker and trainer who loves coaching people. I love cats and am part of PAWS, which provides shelter to homeless animals.

Skills

| Marketing strategist | Google ad manager | Marketing funnels expert | Email marketer |

| Google PPC expert | Marketing automation expert | HubSpot CRM expert | Chatbot marketing expert |

| ActiveCampaign expert | GetResponse expert | Brand strategist | Marketing strategy consultant |

| Email automations expert | Hubspot sales expert | B2B marketer | B2B lead generator |

5 Reviews   ★★★★★ 5.

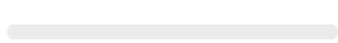|			Rating Breakdown	
5 Stars	▇▇▇▇▇▇	(43)		
4 Stars	▏	(1)	Seller communication level	★ 5
3 Stars	▏	(1)	Quality of delivery	★ 5
2 Stars		(0)	Value of delivery	★ 5
1 Star		(0)		

OVERVIEW

HubSpot Should Run Your GTM — Not Slow It Down

Insightstap transforms HubSpot into a **signal-led, automated, revenue-generating system** that powers Marketing, Sales, RevOps, and ABM.

We fix your CRM, clean your automation, build high-performance workflows, enable ABM, and implement full-funnel analytics & reporting.

Result:

Cleaner CRM → Faster pipeline → Better attribution → More revenue.

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WHY MOST TEAMS STRUGGLE WITH
HUBSPOT

Based on real-world issues (from your client cases + VA doc insights reframed):

▷ CRM becomes messy & unstructured

▷ Data is duplicated, outdated, or incomplete

▷ Leads show as "Direct" — attribution broken

▷ Marketing & Sales operate in silos

▷ No lifecycle automation

▷ No lead scoring → SDRs chase wrong prospects

▷ Workflows conflict → leads fall through cracks

▷ Ads don't sync with CRM

▷ Reporting is unreliable

▷ ABM is run manually → no scale

▷ No signal tracking (job changes, funding, website behavior)

Your HubSpot isn't broken — **it just isn't engineered properly.**

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OUR SOLUTION: HUBSPOT + ABM ENGINE

A connected system that automates everything from **lead → opportunity → closed-won** using GTM engineering.

Core Components

▶ **HubSpot CRM Management**

Clean, structured & optimized CRM with:

➢ Data cleanup

➢ Deduplication

➢ Custom properties

➢ Multi-pipeline setup

➢ Lead routing & task automation

➢ Permissioning & team access

➢ Custom objects (if required)

▶ Marketing Hub Automation

Smart, signal-driven automations:

➤ Lead nurturing

➤ Behavioral triggers

➤ Form follow-ups

➤ Email journeys

➤ ICP-based segmentation

➤ Automated retargeting audiences

➤ Lifecycle progression

▶ Sales Hub Optimization

We engineer sales workflows that reduce manual work:

➤ Deal automation

➤ Task sequences

➤ Playbooks

➤ AE/SDR routing

➤ Quote workflows

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- Lead qualification flows
- SLA alerts
- Deal intelligence triggers

▶ Signal-Led ABM Execution

ABM powered by **real-time intent & company signals:**

- Job changes
- Funding events
- Technology installs
- Buyer research activity
- Website behavior
- G2 & category intent
- ICP scoring
- Account journeys
- Personalized ABM plays
- Retargeting & account ads

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▶ Full-Funnel Analytics & Attribution

We fix your analytics foundation so you get **real revenue reporting:**

➤ HubSpot attribution

➤ Offline conversion sync

➤ Multi-touch attribution

➤ UTM governance

➤ Dashboards for ROAS, pipeline, velocity

➤ Custom funnel reporting

➤ Lifecycle analytics

➤ Lead → MQL → SQL → Opp → Deal won analysis

▶ AI-Powered Automation (Optional)

AI-enhanced workflows:

➤ AI-enriched properties

➤ AI-generated follow-ups

➤ AI notes & meeting summaries

➤ AI qualification

➤ AI-driven scoring

➤ Text/intent classification

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WHAT YOU GET

Complete HubSpot + ABM Management

▶ CRM Optimization Package

➢ Full cleanup & rearchitecture

➢ Custom pipelines

➢ Lead routing

➢ Contact/company enrichment

➢ Multi-touch lifecycle automation

▶ Marketing Automation Package

➢ Behavior-based nurtures

➢ Automated follow-up flows

➢ ICP segmentation

➢ Signals-based triggers

▶ Sales Automation Package

- ⋗ Pipeline automation

- ⋗ Deal stage automation

- ⋗ Follow-up SLAs

- ⋗ Quote automation

▶ ABM Activation

- ⋗ Account tiering

- ⋗ Account journeys

- ⋗ Retargeting & ABM ads

- ⋗ Personalized content delivery

- ⋗ Signal-triggered actions

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▶ Analytics & Reporting

Dashboards for:

➢ Attribution fix

➢ Funnel dashboards

➢ Cohort analysis

➢ Pipeline health reporting

➢ Custom dashboards for leadership

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OUR PROCESS

The HubSpot ABM Engine Framework

Step 1 — Audit & Diagnosis

Full review of CRM, pipelines, workflows, scoring, ABM, and analytics.

Step 2 — Rebuild CRM Architecture

Clean, structured, scalable system.

Step 3 — Automate Everything

Marketing, sales, service & ABM workflows.

Step 4 — Integrate Signals

Real-time intent + HubSpot automation.
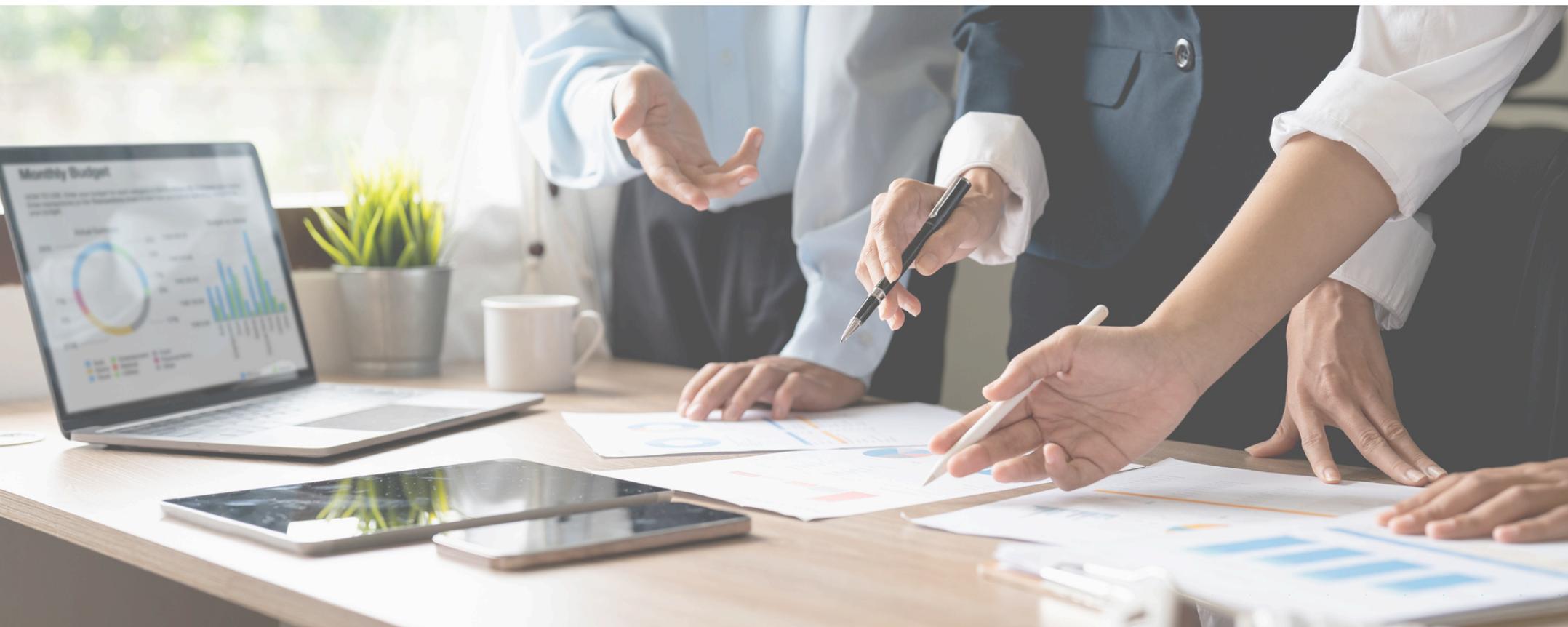
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Step 5 — Activate ABM

Account-level targeting, ads, and personalized plays.

Step 6 — Build Dashboards

Revenue-focused analytics.

Step 7 — Optimize Monthly

GTM improvements based on usage & signals.

PROBLEMS WE FIX INSTANTLY

➢ Duplicate contacts & broken properties

➢ Wrong lifecycle stages

➢ Bad attribution (Direct Traffic issues)

➢ Leads not moving to MQL/SQL

➢ Workflows stuck or conflicting

➢ Untracked conversions

➢ Website → HubSpot tracking gaps

➢ Sales handoff problems

➢ ABM running manually

➢ No connection between Ads & CRM

➢ No dashboard clarity for leadership

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WHO THIS SERVICE IS FOR

➤ B2B tech & SaaS companies

➤ IT services & MSPs

➤ Cybersecurity, cloud & DevOps

➤ VC-backed startups

➤ Revenue teams needing CRM automation

➤ ABM-focused companies

➤ Any business using HubSpot for growth

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WWW.INSIGHTSTAP.COM

WHAT CLIENTS ACHIEVE

3× increase in pipeline velocity

From automated routing & deal workflows.

40% better SQL quality

From scoring + signal-led ABM.

2× marketing → sales alignment

Shared dashboards, same definitions.

100% attribution clarity

HubSpot + GA4 + UTM governance.

Faster sales cycles

From automated sequences & better intent tracking.

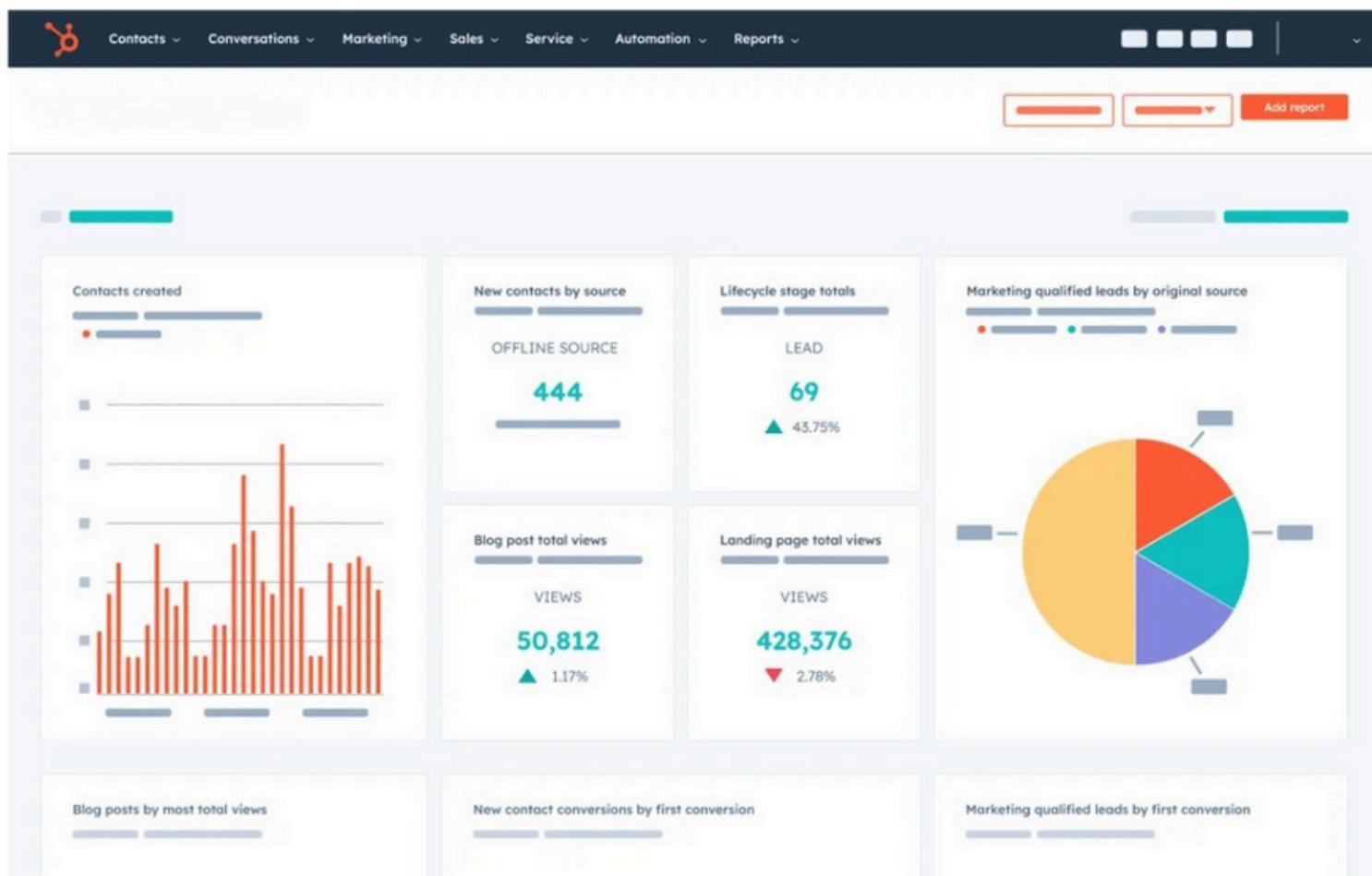# ENGAGEMENT MODELS

Full HubSpot Management

Complete CRM, Marketing Hub & Sales Hub ownership.

HubSpot + ABM Engine

Signals, ads, analytics, ABM, workflows—powered as one system.

Custom RevOps Packages

Advanced scoring, enrichment, dashboards, complex automation.

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Transform your enterprise sales function with **InsightsTap**. Join the ranks of industry leaders who are embracing the future of **B2B sales**.

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