

Performance **Ads &** **Analytics**

Bridge Ads + Precision Targeting + Full-Funnel Analytics



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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

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.

5 Stars  (43)

Rating Breakdown

4 Stars  (1)

Seller communication level

★ 5

3 Stars  (1)

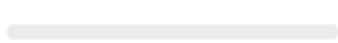
Quality of delivery

★ 5

2 Stars  (0)

Value of delivery

★ 5

1 Star  (0)

OVERVIEW

Run B2B Ads That Create Pipeline — Not Just Clicks

Insightstap helps B2B companies run high-performance LinkedIn, Google, Meta, and YouTube ads powered by:

- **Bridge Ads (your middle-funnel warming system)**
- **Signal-led targeting**
- **GA4 + Tag Manager tracking**
- **CRM attribution**
- **Full-funnel analytics**

The result?

Lower CAC, higher-quality leads, cleaner data, and ads that actually generate demo-ready pipeline.

THE B2B ADVERTISING PROBLEM

Most B2B ads fail because:

- Cold ads are ignored
- Agencies use e-com tactics on B2B audiences
- Ads aren't connected to HubSpot or CRM
- GA4 and GTM tracking is broken
- LinkedIn + Google aren't synced with your ICP signals
- No middle-funnel warming → high CPL
- No retargeting strategy → wasted spend
- Reporting is manual, shallow, or inaccurate

Your ads aren't bad. **Your system is. We fix the system.**

OUR SOLUTION: PERFORMANCE ADS ENGINE

Insightstap combines **ads + Bridge Ads + analytics + ABM** into one connected growth engine.

Core Components

➤ Precision Ads

Right platform → right audience → right intent.

LinkedIn, Google, Meta, YouTube, Display, Retargeting.



Bridge Ads

Your biggest B2B competitive advantage.

Short, high-clarity videos & creatives that:

-  Warm cold audiences
-  Build trust
-  Grow retargeting pools
-  Increase demo conversions
-  Lower CAC

These are the ads your competitors don't run.

Full-Funnel Analytics

We fix everything tracking-related:

-  GA4
-  Tag Manager
-  Custom events
-  Conversion tracking

- Offline conversions
- HubSpot attribution
- Funnel reporting

➤ **ABM + Signal Targeting**

Ads triggered by:

- Job changes
- Funding
- Company size
- Industry
- Title
- Website behavior
- Prospect lifecycle stage

➤ **Real Revenue Reporting**

See exactly which ads → deliver which deals → at what cost.

WHAT WE DELIVER

A complete performance system across ads, analytics, and ABM.

▶ Full-Funnel Ads Management

- ▶ LinkedIn campaigns
- ▶ Google Search & Display
- ▶ Meta lead gen + retargeting
- ▶ YouTube performance ads
- ▶ Retargeting funnels
- ▶ Competitor and category ads
- ▶ Multi-intent segmentation

▶ Bridge Ads Creation

- ▶ Product explainers
- ▶ 15–30 sec clarity ads
- ▶ Founder POV ads
- ▶ Micro case studies

- Social proof creatives
- Industry problem ads
- Motion graphics

➤ **Analytics Setup**

- GA4 setup
- Tag Manager setup
- Custom conversions
- Event tracking
- Form tracking
- Scroll/engagement tracking
- eCommerce or SaaS funnel events (if required)
- Cookie consent & privacy tagging

➤ **CRM & Attribution Integration**

- Ads → HubSpot → Pipeline tracking
- Offline conversions to Google & Meta
- Multi-touch attribution
- Lead → MQL → SQL → Opportunity flow

Dashboards & Reporting

Dashboards for:

-  ROAS
-  CPL & CAC
-  Retargeting performance
-  Pipeline velocity
-  ABM engagement
-  Creative insights
-  Revenue attribution
-  Funnel breakdown



OUR PROCESS

The Performance Ads + Analytics Method

Step 1 – Diagnose & Audit

We audit ads, analytics, CRM, audiences, creatives, funnels.

Step 2 – Fix Tracking

GA4, GTM, events, conversions, HubSpot sync.

Step 3 – Build Performance Foundation

ICP targeting, platform strategy, funnel mapping, segmentation.

Step 4 – Launch Precision Ads

Separate cold, warm, hot and ABM segments.

Step 5 – Deploy Bridge Ads

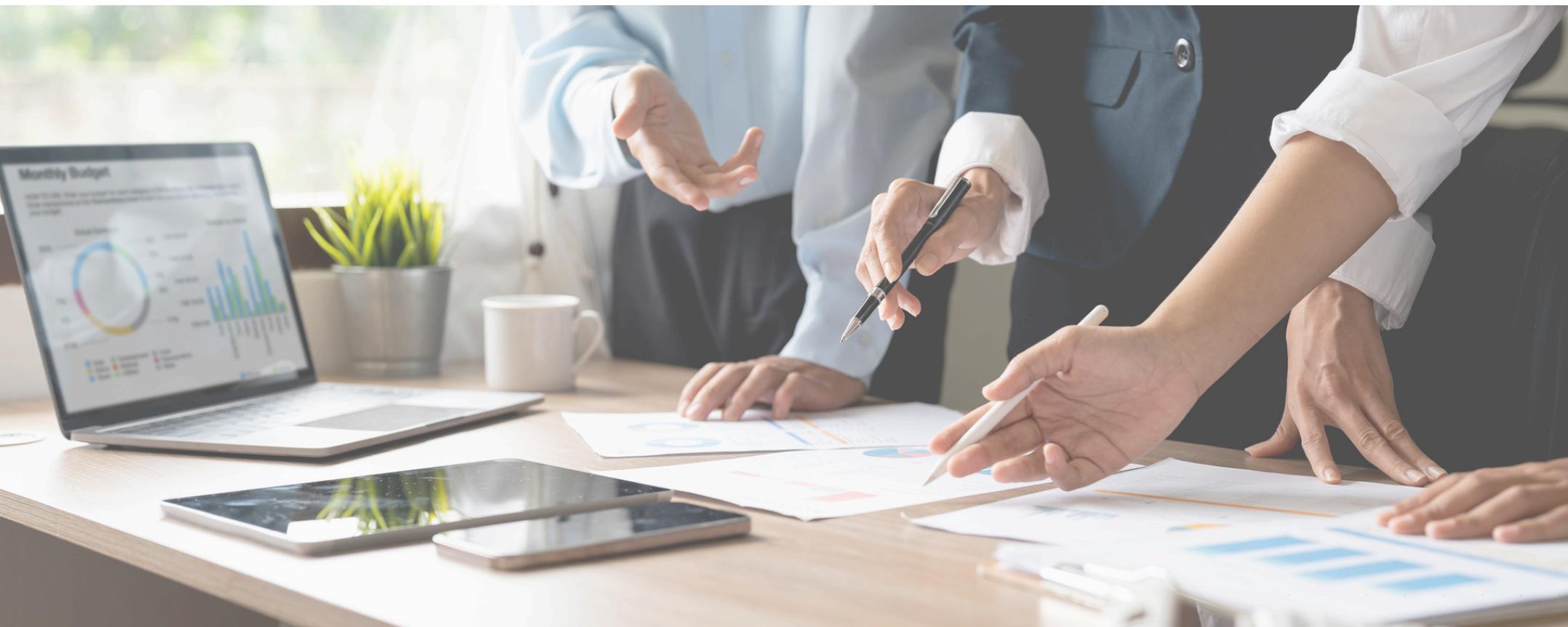
Warm up your buyers and expand retargeting pools.

Step 6 – Scale With Analytics + Signals

Performance + CRM data → optimized weekly.

Step 7 – Report & Iterate

Real revenue insights, not vanity metrics.



WHY BRIDGE ADS WORK (FAST EXPLANATION)

Traditional B2B ads:

Ask → Ask → Ask (Book a demo)

Bridge Ads:

Explain → Educate → Prove → THEN Ask

Bridge Ads deliver:

- Cheaper CPM
- High engagement
- Faster familiarity
- Trust building
- Larger retargeting pool
- Better lead quality
- Higher conversion from warm audiences

This is why *Bridge Ads outperform cold demo ads* in B2B.

PLATFORMS WE MANAGE

ADS PLATFORMS



LinkedIn



Google Ads



Meta



YouTube



Bing



X

ANALYTICS & TRACKING



GA4



Google Tag Manager



Mixpanel



Heap



Matomo



Looker Studio

CRM & ABM TOOLS



HubSpot



Apollo



Clearbit



Clay



Sales Navigator



n8n

CREATIVE TOOLS



Figma



After Effects



Premiere Pro



Canva

SUCCESS METRICS CLIENTS ACHIEVE

40% lower CAC

With Bridge Ads + multi-touch retargeting.

3× bigger retargeting pool

Within 45–60 days.

2× demo bookings

After fixing conversions + funnel events.

100% attribution clarity

Across ads, web, GA4, and HubSpot.

2× demo bookings

After fixing conversions + funnel events.

WHO THIS SERVICE IS FOR

- B2B SaaS
- IT Services & MSPs
- Cybersecurity
- Enterprise Tech
- Cloud & DevOps tools
- Startups with high-ticket sales
- Any business needing **pipeline, not MQLs**



ENGAGEMENT MODELS

Done-For-You Performance Ads

We handle everything: ads, creatives, tracking, reporting.

Ads + Analytics + ABM Package

Full-funnel pipeline engine.

Ads + Analytics + ABM Package

- Motion graphics
- Short-form videos
- Landing page CRO
- Website heatmap analysis
- ICP enrichment & segmentation





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



EMAIL:

info@insightstap.com



WEBSITE

www.insightstap.com



ADDRESS:

**Awfis, Rajarhat-2 2A, 6th floor, Eco Space New Town, New Town,
North 24 Parganas West Bengal, 700156 IN**