

adlabz

Why Your SaaS Ads Aren't Generating Pipeline

And The 5 Fixes That Will.

A Live Webinar By Ad Labz



\$5K+ spent.

No CAC number.

If that's you, you're in the right place.

what you'll walk away with

01

A diagnostic framework you can run on your own ad account tonight

02

The 5 structural issues causing most SaaS ad failures at pre-seed to seed

03

A clear way to tell if your problem is execution, or whether paid isn't right for you yet

One quick note: I'll use "demos" throughout. If you're PLG or trial-led, substitute signups, trials, or activations. The structural fixes are identical.

ABOUT

who's talking

Running paid acquisition for pre-seed to seed B2B SaaS.

Ex-CTO. Built software before I bought ads for it.

Ad Labz. 2 new clients a month. 8 total. That's the cap.



it's not the channel.
it's the execution.

the rebuild that almost always works

BEFORE

- \$12K spent over 4 months
- 6 demos total
- 2 closed
- Founder concluded: "Google doesn't work for us"

AFTER REBUILD (SAME BUDGET)

- 14 demos in 30 days
- Same channel
- Same budget
- What changed: tracking, negatives, landing page

Composite pattern from rebuilds I see repeatedly. Details vary; the pattern doesn't.

**You have to know it was
actually tested
before you decide it didn't work.**

what the wrong diagnosis costs

MONTHLY LEAK

\$3K to \$8K

Of spend going to traffic that was never going to convert

QUARTERLY OPPORTUNITY COST

\$15K to \$40K

Of pipeline that should have been built and wasn't

STRATEGIC COST AT NEXT RAISE

\$300K to \$700K

In founder dilution (15-25% valuation discount on seed round)

The cost isn't what you already spent. It's every month you stay on the wrong diagnosis.

FIXES

the **5** fixes

rebuild attribution before you touch anything else

THE PROBLEM

- Platform dashboards report what the platform wants credit for, not what's actually closing.
- GA4 doesn't know which leads became demos.
- Your CRM doesn't know which ad they clicked.
- You're optimizing a chain where three links aren't connected.

WHAT GOOD LOOKS LIKE

- Events mapped to pipeline stages, not just form fills
- Minimum events tracked: lead, MQL, conversion (demo / trial / signup), activation, closed-won
- Standardized UTMs across every campaign
- CRM integration that lets you pull pipeline value by source

run this tonight

**Open your CRM.
Filter last 90 days of leads.
Pull pipeline value by paid source.**

If you can't, stop optimizing your ads. You're not measuring the thing that matters.

Every month on broken attribution is a month making wrong bets look right.

track pipeline velocity, not CPL

THE PROBLEM

CPL is a downstream metric. By the time it moves, the upstream problem has been happening for 2-3 weeks. Founders who only watch CPL learn their channel is broken after they've already lost a month of spend.

THE METRIC

Ad Spend ÷ Qualified Demos Booked = Cost Per Qualified Demo

Tracked weekly, per channel.

WHY IT WORKS

Catches attribution breaks, creative fatigue, and audience decay 2-3 weeks earlier than CPL. Ties spend directly to sales motion.

when CPL lies

Pattern often observed at Series A:

Total Spent (4 months)	\$35K	
CPL	\$180	<i>(looked acceptable)</i>
Demos Generated	6	
Qualified	2	
Closed	0	

CPL said the ads were working. Pipeline velocity said they never had.

FIX 03

close the ad-to-landing-page message gap

THE PROBLEM

- The single biggest conversion rate killer at this stage.
- Ad is brand-forward, landing page is feature-forward. Or ad promises one outcome, landing page delivers a generic homepage.
- Visitor spends 3 seconds trying to reconnect the promise and leaves.

WHAT GOOD LOOKS LIKE

- LP headline restates the ad promise directly
- Subheadline qualifies who it's for
- Single CTA, single exit path
- Minimal form friction
- Social proof near the decision point
- Mobile optimized

Sending paid traffic to your homepage is always wrong. Homepages are for visitors with context. Paid visitors have none.

the 3-second test

THE AD

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**Automate Your Workflows.
Start Free Today.**

The all-in-one platform trusted by 10,000+ modern teams.

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THE LANDING PAGE

LOGO Home Features Pricing Blog Login

**The Modern Platform
For Modern Teams.**

We help ambitious companies move faster, collaborate smarter, and scale effortlessly.

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If a visitor has to mentally translate between these, you're losing 30-50% of conversions at that seam.

fix your audience architecture

THE PROBLEM

- Broad targeting plus automated bidding plus no exclusion lists means the algorithm is optimizing for cheap clicks, not qualified buyers.
- It will always find the lowest-cost humans matching your loosest criteria. Those aren't your buyers.

WHAT GOOD LOOKS LIKE

- Tight cold audiences built on firmographic precision, not keyword volume
- Aggressive negative lists (the most underused lever in SaaS Google Ads)
- Retargeting built on intent signals, not just page visits
- Lookalikes seeded on closed-won customers, not leads

check your negatives

**Open your ad account.
Check your negative keyword list.**

Fewer than 50 entries?

You're paying for search terms you don't want.

Negative keywords are the most underused lever in SaaS Google Ads. Fix this one thing and you'll reclaim 20-40% of wasted spend inside a week.

write to your buyer, not to marketers

THE PROBLEM

- Most SaaS ads are written by marketers for marketers. Category vocabulary like ROAS, omnichannel, full-funnel, synergies. But your buyer isn't a marketer.
- They might be a head of HR, an ops lead, a finance manager, a developer, a procurement director.
- They read marketer language as a signal that the sender doesn't understand their world. Instant dismiss.

WHAT GOOD LOOKS LIKE

- Your buyer's vocabulary, not your category's
- Specific numbers beat vague claims (cut time-to-hire by 18 days > streamline recruiting)
- Address the actual pain your buyer names out loud to peers
- First line carries 80% of the weight

Go read 10 LinkedIn posts from your buyer. Steal their phrases. That's your ad copy.

same product, two different ads

WRITTEN FOR MARKETERS

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Streamline Your Talent Acquisition Funnel

Our AI-powered, full-funnel platform delivers omnichannel recruiting synergies at scale. Transform your TA workflow today.

[Learn More](#)

WRITTEN FOR THE BUYER

SPONSORED

Cut Your Time-To-Hire By 18 Days

If your team still coordinates interviews over email, you're losing candidates to faster competitors. See how we get a 14-stage hiring pipeline down to 6.

[See It In Action](#)

The buyer reads one of these as a peer. The other as noise.

the 5 fixes

- 01 Attribution before optimization**
- 02 Pipeline velocity, not CPL**
- 03 Message match from ad to landing page**
- 04 Audience architecture, not algorithm trust**
- 05 Buyer language, not marketer language**

WHAT'S NEXT

the ads autopsy

A free teardown of your ad account, delivered as a Loom.
No pitch. No pressure. Yours to keep.

FOR FOUNDERS WHO WANT THE REBUILD DONE

the saas pipeline sprint

- We build, launch, and manage your paid acquisition system across the channels that fit your ACV and ICP
- You see 30 days of live results before we invoice anything
- Success criteria defined in writing together before Week 3
- If we miss, you walk away and keep everything we built

Capped at 2 new Sprints per month, 8 clients at a time.

Book Your Free Ads Autopsy:

adlabz.co/autopsy

If the teardown makes sense, we talk about the Sprint from there. Meeting booking link in the chat.

questions?

Booking link in the chat. Drop questions there too.

thank you

Ad Labz

adlabz.co

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Paid ads,

Mapped to your unit economics.