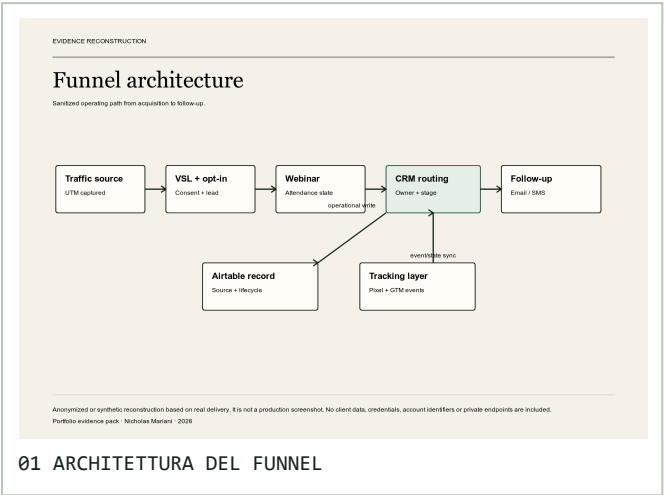


Un funnel completo costruito in tre giorni

Ricostruzione interattiva sintetica basata su pattern di delivery reali. Nessun dato di produzione o dei clienti. I file SVG sorgente sono conservati; questo PDF è la board di distribuzione leggibile.



EVIDENCE RECONSTRUCTION

Funnel event map

Synthetic event contract used to explain tracking and CRM handoffs.

EVENT	TRIGGER	DESTINATION	PAYLOAD CLASS
page_view	Landing loads	browser	UTM + referer
lead_submit	Valid opt-in	browser -> CRM	consent state
webinar_register	Registration accepted	CRM	lead id
webinar_attend	Attendance recorded	CRM / webhook	session state
qualified_lead	Qualification rule passes	CRM	stage + owner

Anonymous or synthetic reconstruction based on real delivery. It is not a production screenshot. No client data, credentials, account identifiers or private endpoints are included.
Portfolio evidence pack - Nicholas Mariani - 2026

02 MAPPA EVENTI DEL FUNNEL

