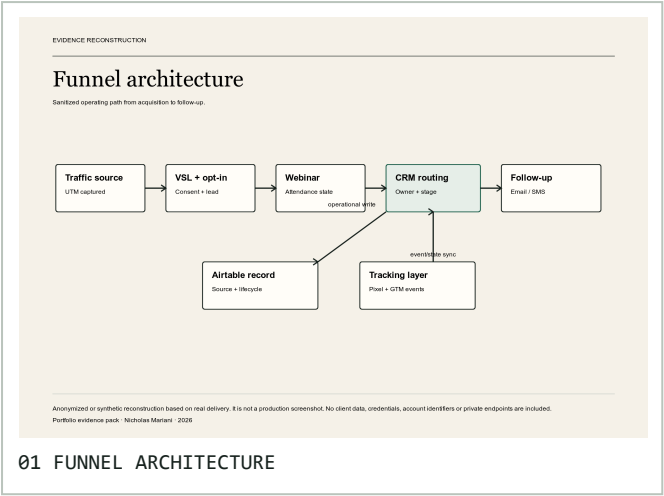


A complete funnel built in three days

Synthetic interactive reconstruction based on real delivery patterns. No production or client data. Source SVG files retained; this PDF is the readable distribution board.



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 + referrer
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 Martini - 2025

02 FUNNEL EVENT MAP

