

Tracking Meta e diagnostica del funnel

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

Meta event map

Synthetic event plan with no account, audience, spend or revenue data.

EVENT	SOURCE	DESTINATION	PURPOSE
PageView	landing rendered	Pixel	diagnostic
Lead	valid form submit	Pixel + CRM	conversion
Registration	webinar confirmed	custom conversion	mid-funnel
Qualified	CRM rule passed	CRM field	sales-ready
Outcome	closed stage set	CRM only	operations

Anonymized 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

11 MAPPA EVENTI META

EVIDENCE RECONSTRUCTION

Attribution map

Synthetic first-touch and last-touch field logic for funnel diagnosis.

Ad click

UTM set

Landing

first source stored

CRM lead

last source updates

Operational outcome

owner + stage

first-touch field is immutable

last-touch field follows qualified interactions

Anonymized 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

12 MAPPA DI ATTRIBUZIONE META