

# Meta tracking and funnel diagnostics

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

## 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  |

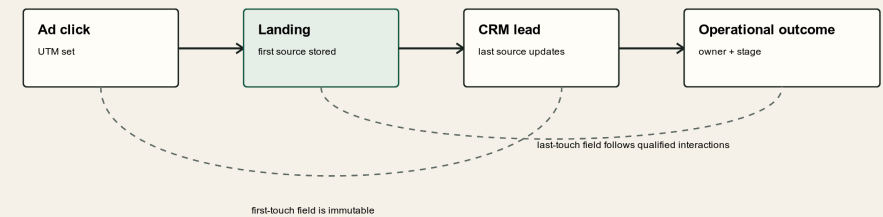
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## 11 META EVENT MAP

## EVIDENCE RECONSTRUCTION

### Attribution map

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



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.

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## 12 META ATTRIBUTION MAP