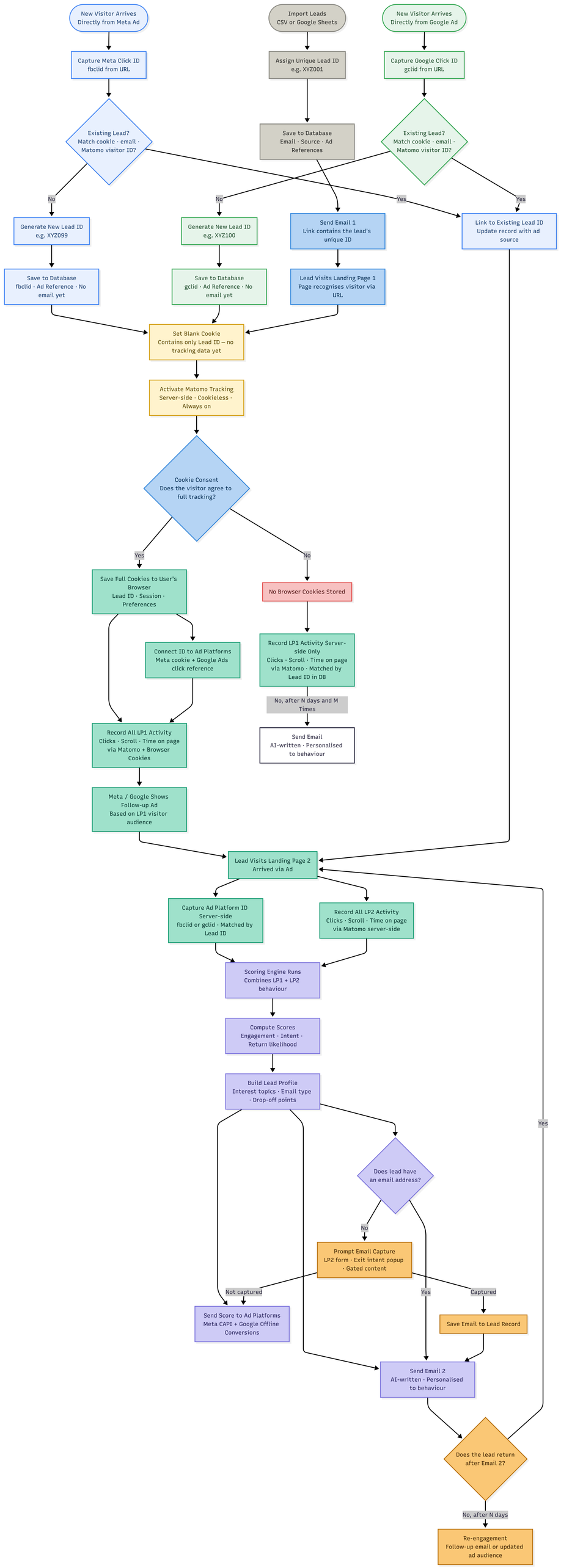
New Visitor Arrives Directly from Meta Ad
Import Leads CSV or Google Sheets
New Visitor Arrives Directly from Google Ad
Capture Meta Click ID fbclid from URL
Assign Unique Lead ID e.g. XYZ001
Capture Google Click ID gclid from URL
Existing Lead? Match cookie · email · Matomo visitor ID?
Save to Database Email · Source · Ad References
Existing Lead? Match cookie · email · Matomo visitor ID?
No
No
Yes
Yes
Generate New Lead ID e.g. XYZ099
Generate New Lead ID e.g. XYZ100
Send Email 1 Link contains the lead's unique ID
Link to Existing Lead ID Update record with ad source
Save to Database fbclid · Ad Reference · No email yet
Save to Database gclid · Ad Reference · No email yet
Lead Visits Landing Page 1 Page recognises visitor via URL
Set Blank Cookie Contains only Lead ID — no tracking data yet
Activate Matomo Tracking Server-side · Cookieless · Always on
Cookie Consent Does the visitor agree to full tracking?
Yes
No
Save Full Cookies to User's Browser Lead ID · Session · Preferences
No Browser Cookies Stored
Connect ID to Ad Platforms Meta cookie + Google Ads click reference
Record LP1 Activity Server-side Only Clicks · Scroll · Time on page via Matomo · Matched by Lead ID in DB
No, after N days and M Times
Record All LP1 Activity Clicks · Scroll · Time on page via Matomo + Browser Cookies
Send Email AI-written · Personalised to behaviour
Meta / Google Shows Follow-up Ad Based on LP1 visitor audience
Lead Visits Landing Page 2 Arrived via Ad
Capture Ad Platform ID Server-side fbclid or gclid · Matched by Lead ID
Record All LP2 Activity Clicks · Scroll · Time on page via Matomo server-side
Scoring Engine Runs Combines LP1 + LP2 behaviour
Compute Scores Engagement · Intent · Return likelihood
Build Lead Profile Interest topics · Email type · Drop-off points
Yes
Does lead have an email address?
No
Prompt Email Capture LP2 form · Exit intent popup · Gated content
Not captured
Yes
Captured
Send Score to Ad Platforms Meta CAPI + Google Offline Conversions
Save Email to Lead Record
Send Email 2 AI-written · Personalised to behaviour
Does the lead return after Email 2?
No, after N days
Re-engagement Follow-up email or updated ad audience