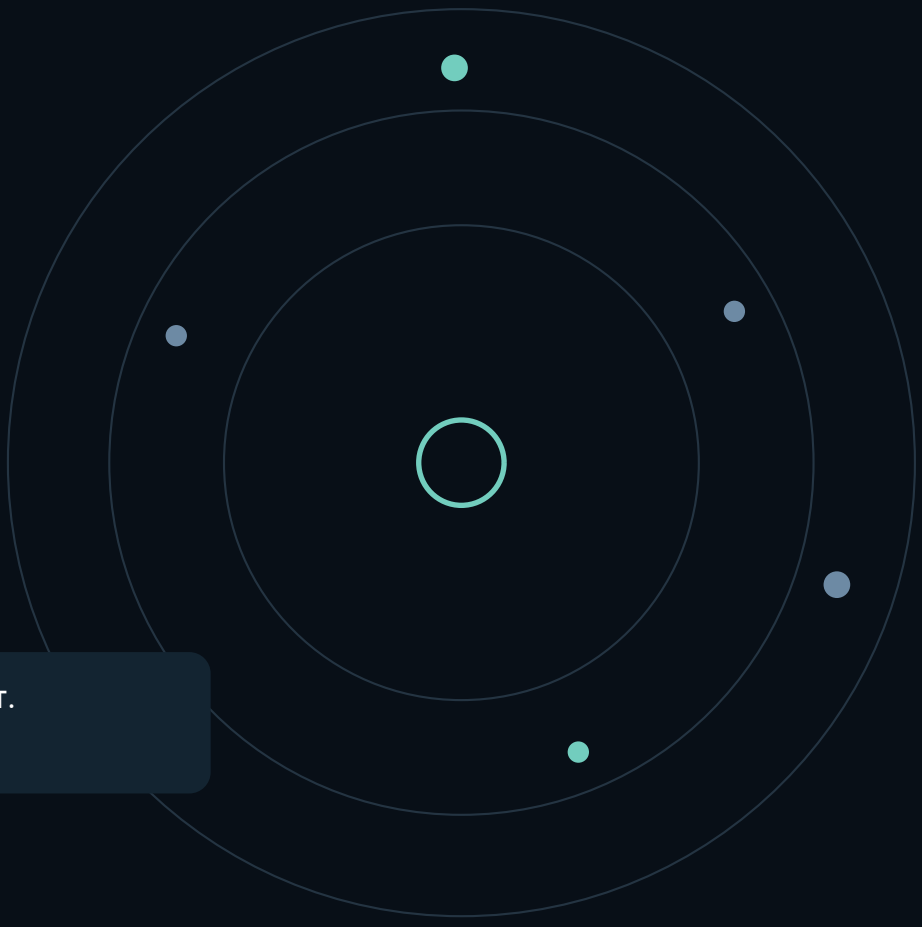
09 / WOLF ENGINE COLLECTION

# WOLF SIGNAL

A business intelligence layer for real website events, conversion evidence, marketing attribution and always-on signal health. From digital activity to better-informed decisions.



**ONE ENGINE. ONE BUSINESS CONTEXT.**

Specialized products. Connected by design.

01 / SIGNAL INTELLIGENCE

# See what matters. Know what is real.

Wolf Signal connects digital activity with measurable event evidence, source context and operational monitoring.

01 / CAPTURE

## DIGITAL BUSINESS ACTIVITY

Receive permitted website and conversion events with context such as source, destination and event identity.

02 / VALIDATE

## SIGNAL QUALITY

Check event inputs, distinguish provider acknowledgements from actual business outcomes and limit noisy records.

03 / UNDERSTAND

## PERFORMANCE EVIDENCE

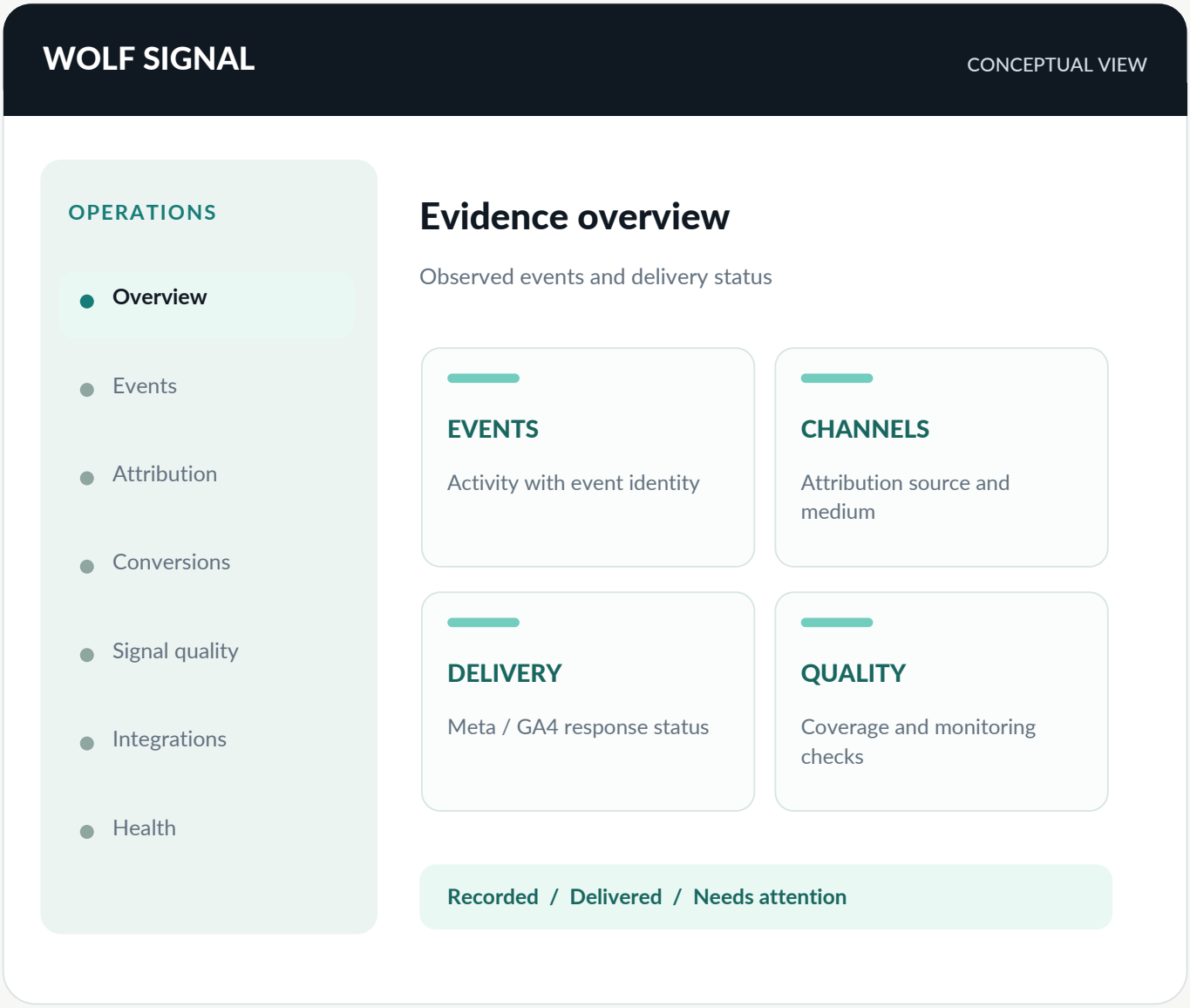
Organize first-party event history, campaign attribution, conversion-stage signals and system health.

Signal is not a promise of guaranteed conversions. It gives owners and teams clearer evidence about what happened and whether the measurement pipeline is working.

02 / PRODUCT EXPERIENCE

# The signal operations desk.

A single conceptual view of events, channel evidence and signal health - designed to represent real underlying capabilities.




ILLUSTRATIVE LAYOUT / NOT A LIVE CUSTOMER SCREENSHOT

The production system exposes tracking, provider and health modules. This layout groups those capabilities visually; real interfaces depend on the deployment and account authorization.

03 / EVENT COLLECTION

# Every meaningful action has context.

Track event types supported by the collection gateway without turning a click, conversation or page visit into a fictitious sale.

01

### PAGE VIEW

A real page visit or display event with a valid source URL.

02

### CONTENT VIEW

Product or service interest when the website sends a supported event.

03

### LEAD ACTION

A captured inquiry or lead event from an authorized integration.

04

### PURCHASE SIGNAL

A purchase event only when real order evidence and configuration support it.

05

### CAMPAIGN SOURCE

Source, medium, campaign and landing context for tagged journeys.

06

### DEVICE CONTEXT

Browser/device and event-time fields to assist quality diagnostics.

An event is recorded only where tracking has been correctly installed and the business has authorized collection. Missing integrations mean missing evidence, not assumed results.

04 / CONVERSION SIGNAL DELIVERY

# From website to connected platforms.

A durable delivery pipeline organizes permitted events, normalizes their identity and records provider-level outcomes.

01

### WEBSITE / SERVER

Receive an authorized event from a real client-owned property.

02

### QUALITY CHECK

Validate event name, meaningful URL and permitted source; reject unsupported or malformed inputs.

03

### IDENTITY & ATTRIBUTION

Use event_id and matching parameters where available; normalize qualifying customer data securely.

04

### DELIVERY ROUTE

Prepare the correct Meta Conversions API or optional GA4 measurement route.

05

### RESULT RECORD

Store transport response and acceptance status for diagnostic follow-up.

Meta acceptance, GA4 acceptance, business conversion and sale revenue are separate facts.

05 / ATTRIBUTION CONTEXT

# Understand where interest began.

Event metadata gives a business the evidence to connect website activity with campaigns and sources where tracking is configured.

### SOURCE-TO-ACTION JOURNEY

A person opens a tagged ad or search link, arrives on a page, takes a measurable action and enters the next stage of the customer journey.

### UTM SOURCE / MEDIUM

Recognize tagged origins and channel groupings without inventing campaign attribution.

### CAMPAIGN DETAILS

Preserve campaign terms and content parameters where supplied.

### VISIT CONTEXT

Page destination, referrer and event timestamp help explain the activity.

### META MATCHING CONTEXT

Capture configured browser identifiers such as fbp/fbc and click-derived context when permitted.

### EVENT IDENTITY

Use event identifiers to support traceability and provider-side matching.

### FUNNEL LAYERS

Compare event counts by step while keeping actual customer outcomes separate.

Campaign clicks, website visits, leads and completed purchases are not interchangeable. Attribution is limited to available source parameters and provider evidence.

06 / SIGNAL QUALITY CONTROLS

# Clean signals before decisions.

Wolf Signal includes quality and security checks around inputs, identifiers and provider routing to reduce misleading reporting.

| | | |
|---|---|---|
| 01 | **SOURCE VALIDATION** | Reject invalid event payloads and blank-page activity where the gateway requires a real URL. |
| 02 | **TEST NOISE** | Separate internal diagnostic and test event names from production marketing aggregates. |
| 03 | **IDENTITY BOUNDARIES** | Keep event routing tied to authorized client credentials; avoid silently borrowing another business account. |
| 04 | **MATCHING INPUTS** | Normalize or hash eligible customer fields before provider transmission as configured. |
| 05 | **DELIVERY TRUTH** | Store each provider result independently; a failed or skipped route does not become success. |
| 06 | **DATA MINIMIZATION** | Apply collection permission and source-specific privacy rules in each installed property. |

Controls depend on the actual site installation, lawful basis and configured account. Wolf Signal is not a claim of universal consent collection or third-party certification.

07 / DURABLE DELIVERY

# A resilient event path.

A queue-backed flow provides safeguards for eligible event delivery when external services are temporarily unavailable.

EVENT DELIVERY LIFECYCLE

**Receive → validate → queue → dispatch → record → retry or close**

| | | |
|---|---|---|
| 01 | **DURABLE OUTBOX** | Persist queued eligible events so processing is not tied to a single browser response. |
| 02 | **BACKGROUND WORKER** | Process stored events through the available Meta/GA4 or local storage route. |
| 03 | **RETRY CONTROLS** | Use retry and delay handling for appropriate transient delivery failures. |
| 04 | **CREDENTIAL SCOPE** | Resolve the correct account integration before a provider write. |
| 05 | **REPLAY MONITORING** | Operate a scheduled ingress replay path and monitor delivery health. |

Retries preserve the distinction between pending, accepted, rejected and skipped events. They do not guarantee downstream delivery or customer purchases.

08 / MONITORING AND OBSERVABILITY

# Watch the pipeline, not just the ads.

Signal status combines event evidence with website availability, CAPI health and operational infrastructure metrics.

SIGNAL MONITORING

A technical and marketing health layer designed to surface missing data, transport errors or degraded operational conditions.

### WEBSITE HEALTH

Check site availability from the monitoring service.

### CAPI HEALTH

Inspect collection gateway reachability and provider acceptance.

### GA4 STATUS

Record GA4 provider acceptance when enabled.

### UTM COVERAGE

Identify the share of events carrying campaign tags.

### FUNNEL SNAPSHOT

Observe page-view and lead-event steps in recorded history.

### INFRASTRUCTURE

Monitor CPU, memory, disk and service availability.

Operational scores are internal health indicators; they are not independently certified advertising, conversion or revenue performance metrics.

09 / OWNER AND MARKETING JOURNEY

# From a question to usable evidence.

A realistic illustration of how verified event and tracking data can support business decisions across connected Wolf products.

BUSINESS OWNER / CONNECTED MANAGEMENT

“Which marketing channels generated real inquiries this week, and are my website tracking and conversion signals healthy?”

| | | |
|---|---|---|
| 01 | SCOPE | Use the permitted company, site, time period and connected accounts. |
| 02 | READ | Collect recorded source tags, page and lead events, plus signal-health evidence. |
| 03 | SEPARATE | Distinguish observed activity from confirmed leads, sales and ad platform attribution. |
| 04 | DIAGNOSE | Flag missing event coverage, unclear sources or transport issues for attention. |
| 05 | ACT | Prepare repairs or campaign decisions for the appropriate authorized workflow. |

ILLUSTRATIVE CROSS-ENGINE COMMAND / REQUIRES VERIFIED CONNECTION.

10 / WOLF ENGINE ECOSYSTEM

# Intelligence where teams need it.

Wolf Signal contributes first-party tracking and operational evidence; other engines manage campaigns, business operations and release control.

## WOLF SIGNAL

Website events, attribution context, provider acknowledgements, delivery quality and system monitoring.

| | | |
|---|---|---|
| 01 | **WOLF ADS + OPERATOR** | Campaign insights and advertising diagnostics can use real event and conversion evidence. |
| 02 | **WOLF OS** | Business workspaces can surface only authorized signals for their own company. |
| 03 | **WOLF MANAGEMENT** | The owner can request contextual insight where integration and permissions are activated. |
| 04 | **WOLF VISIBILITY** | Search and site discovery are separate from website events and lead attribution. |
| 05 | **WOLF SHADOW** | Governance and security gates remain distinct from measurement collection. |

EACH CLIENT CONNECTION HAS ITS OWN AUTHORIZED SCOPE.

11 / PRODUCT CAPABILITY PROFILE

# Make measurement trustworthy.

A production signal-processing and monitoring layer to help organizations understand connected digital performance.

| | |
|---|---|
| COLLECTION | Permitted website events and conversion-signal ingestion. |
| ATTRIBUTION | Campaign tags, click identifiers and source/referrer context. |
| PLATFORMS | Meta Conversions API and conditional GA4 event routing. |
| RESILIENCE | Durable queue, background dispatch, retries and replay controls. |
| QUALITY | Input checks, event IDs, credential scope and noise exclusions. |
| REPORTING | Marketing event summaries, lead/page-view funnel and delivery status. |
| OBSERVABILITY | Monitoring metrics, health endpoints and operational exporters. |

### PRODUCT DELIVERY

Deploy with the correct website, privacy/consent controls and authorized provider accounts. Wolf Signal supplies evidence and pipeline health - not automatic sales, guaranteed attribution or unrestricted account access. Data availability and integrations are verified for each business.