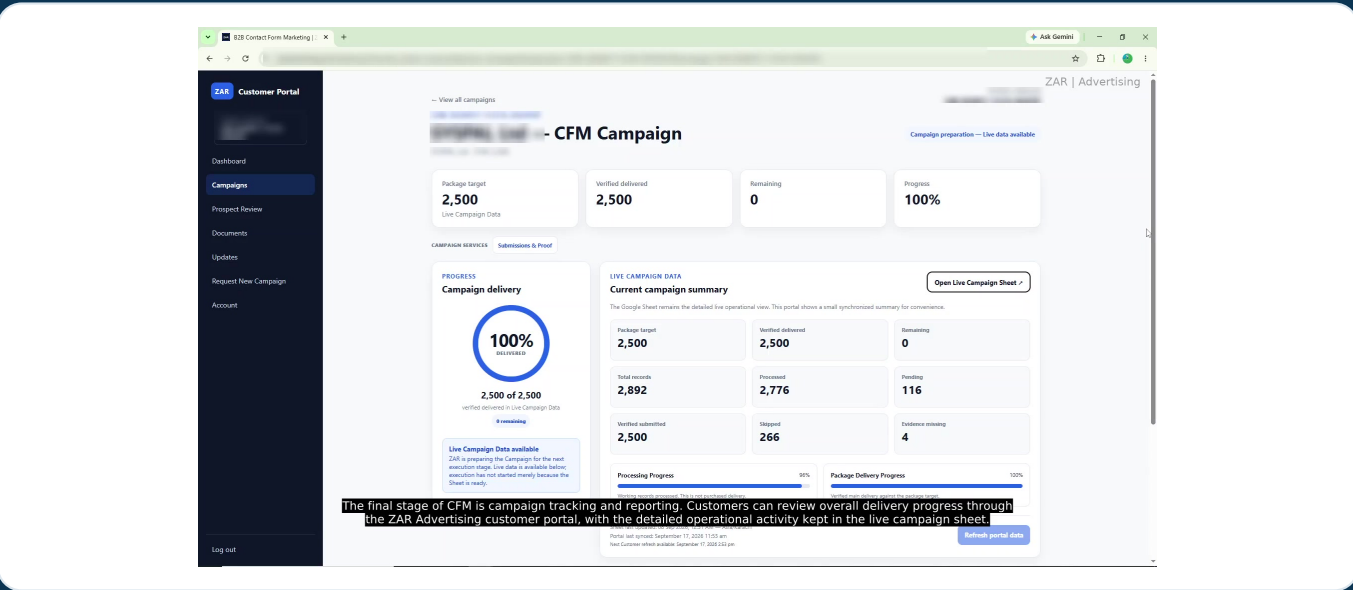


# CFM in Action

## Tracking Campaign Activity & Reporting

Public process overview and companion guide to Video 6

A practical look at how ZAR Advertising turns campaign activity into customer-facing progress reporting while retaining the record-level detail needed to understand verified delivery, exceptions and remaining work.

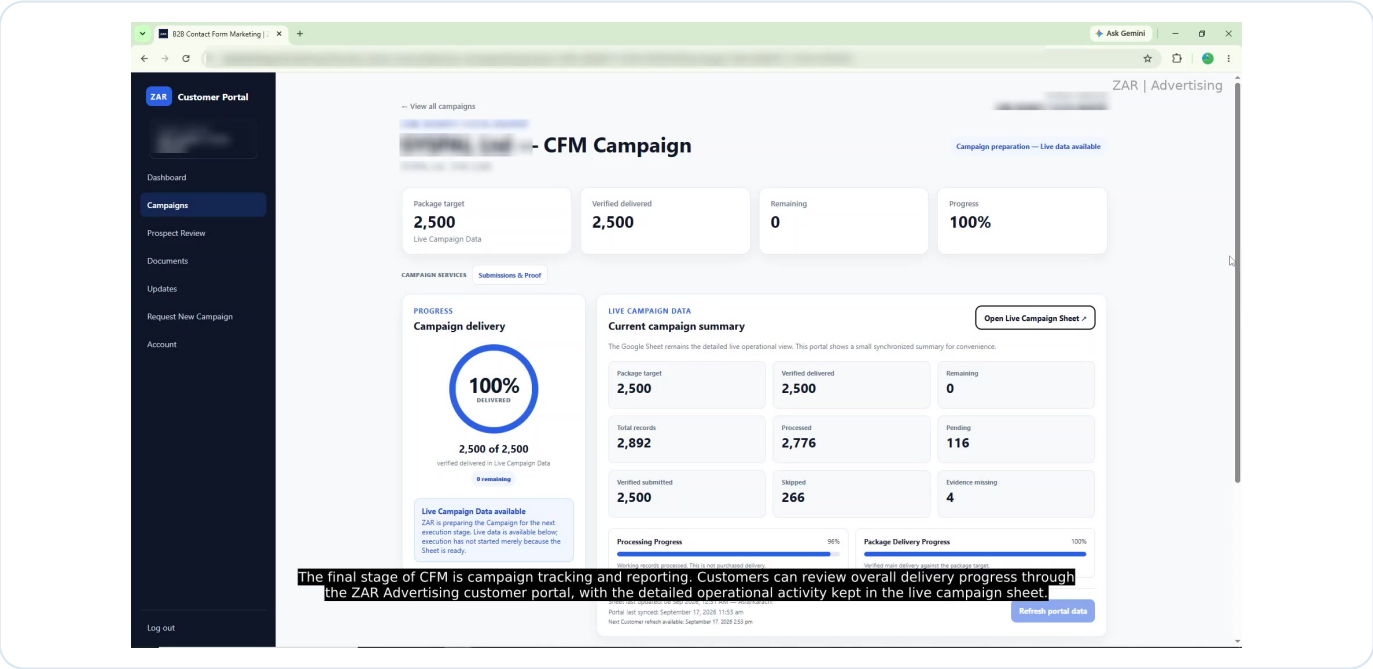


Customer/company identifiers and prospect/message content are privacy-masked in the public demonstration while genuine workflow structure, statuses and campaign metrics remain visible.

CAMPAIGN SUMMARY

# Customer Portal Overview

The Customer Portal provides the high-level view of delivery against the agreed campaign package.



The portal summarizes verified delivery, remaining volume and overall progress so the customer can check the campaign at a glance without relying on an internal-only report.

- Verified delivery and remaining volume are visible at a glance.
- Campaign progress is presented separately from the detailed working records.
- The public video masks customer/company identifiers while leaving genuine delivery metrics visible.

## Customer-facing summary

The portal is the concise reporting layer; the Live Campaign Sheet retains the detailed operational activity behind those totals.

OVERVIEW AND DELIVERY METRICS

# Live Campaign Report

The live report expands the portal summary into the operational counts used to understand campaign progress.

| MAIN OUTREACH PROGRESS |       |
|------------------------|-------|
| Total Records          | 2,892 |
| Processed              | 2,776 |
| Pending                | 116   |
| Completion             | 96.0% |
| Verified Submitted     | 2,500 |
| Evidence Missing       | 4     |
| Skipped                | 266   |
| Success Rate           | 90.1% |
| Outcome Uncertain      | 6     |
| Opted Out              | 0     |

| PACKAGE DELIVERY   |       |
|--------------------|-------|
| Package Target     | 2,500 |
| Verified Delivered | 2,500 |
| Remaining          | 0     |
| Overdelivery       | 0     |

| FOLLOW-UP PROGRESS |   |
|--------------------|---|
| Follow-up 1        | 0 |

| MAIN SKIP SUMMARY       |       |
|-------------------------|-------|
| Skip Reason             | Count |
| Form Not Found          | 23    |
| Website Unavailable     | 41    |
| Captcha / Manual Review | 84    |
| Form Broken             | 5     |
| Other                   | 46    |

The live report summarizes the full campaign at a glance, including total records, processed and pending activity, verified submissions, skipped records, evidence exceptions, and delivery against the agreed package target.

The example contains 2,892 total records and 2,776 processed records. Verified submissions remain distinct from skipped, evidence-missing and uncertain outcomes.

- Processed and pending activity are shown separately.
- Verified submissions are not mixed with skipped or evidence-exception records.
- Package delivery is tracked against the agreed target rather than raw processing volume.

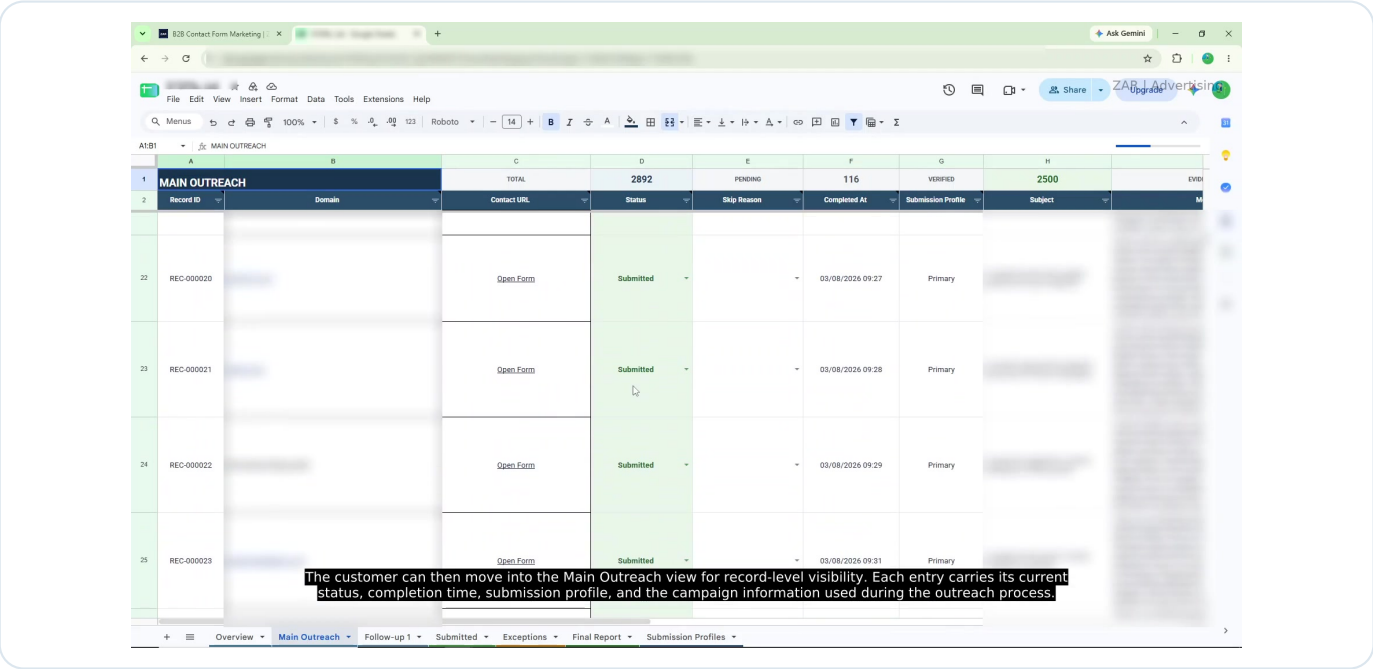
### Why the totals differ

Processing volume can be higher than the delivery target because skipped or unresolved records do not consume verified delivery credit.

MAIN OUTREACH

# Record-Level Visibility

The detailed working view shows the record-level activity behind the campaign summary.



Each row carries its current status and operational information so the customer can see how the campaign is progressing record by record.

- Status and completion information remain visible in the customer workflow.
- Domain, Subject and Message values are masked in the public version.
- The genuine scrolling sequence is preserved so the scale and structure of the working sheet remain clear.

### Detailed without exposing content

Workflow fields stay visible, while prospect-identifying and message content are deliberately masked in the public demonstration.

## STATUS SEPARATION

## Submitted, Skipped & Unresolved

Successful submissions remain separate from skipped records and activity that still requires resolution.

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The reporting workflow keeps different outcomes separate so unsuccessful or unresolved activity is not silently treated as delivered work.

- Submitted records represent completed outcomes within the workflow.
- Skipped records retain their reason so they can be reviewed or retried as appropriate.
- Uncertain outcomes remain visible until there is enough evidence to classify them correctly.

### Transparent exception handling

A record that cannot be confirmed remains visible as an exception or unresolved item instead of being added to successful delivery.

## VERIFIED DELIVERY

# Evidence & Delivery Rule

Campaign delivery is based on verified successful submissions, not raw processing activity.

| 1   | MAIN OUTREACH |        | C                         | D         | E           | F                | G                  | H       | I |
|-----|---------------|--------|---------------------------|-----------|-------------|------------------|--------------------|---------|---|
| 2   | Record ID     | Domain | Contact URL               | Status    | Skip Reason | Completed At     | Submission Profile | Subject |   |
| 437 | REC-000435    |        | <a href="#">Open Form</a> | Submitted |             | 04/08/2026 13:01 | Primary            |         |   |
| 438 | REC-000436    |        | <a href="#">Open Form</a> | Submitted |             | 04/08/2026 13:02 | Primary            |         |   |
| 439 | REC-000437    |        | <a href="#">Open Form</a> | Submitted |             | 04/08/2026 13:04 | Primary            |         |   |
| 440 | REC-000438    |        | <a href="#">Open Form</a> | Submitted |             | 04/08/2026 13:06 | Primary            |         |   |

Delivery is based on verified successful submissions. Records with missing or uncertain completion evidence remain identified in the reporting workflow, so the customer can distinguish confirmed delivery from work that still needs resolution.

Evidence-missing or uncertain records remain identified in the workflow so the customer can distinguish confirmed delivery from activity that still needs resolution.

- Verified delivery is a stricter measure than raw processing volume.
- Evidence exceptions remain visible rather than being absorbed into the completed total.
- The reporting stays aligned with the rule that customers buy successful documented submissions, not attempts.

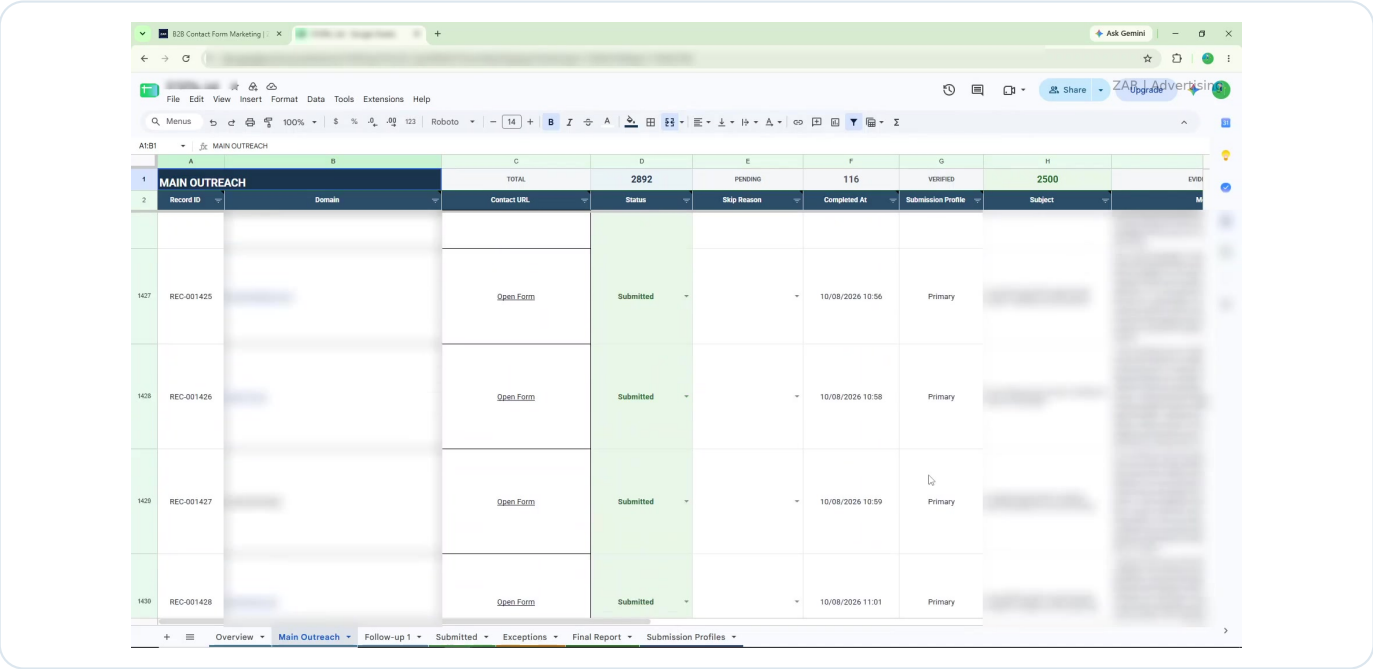
## Delivery standard

Only verified successful submissions count toward the delivered package. Skipped or unresolved activity remains documented separately.

WORKFLOW VISIBILITY

# The Live Sheet Keeps the Workflow Visible

The workbook preserves separate operational views so the customer can inspect how records move through the campaign.



The customer is not limited to a final total. The Live Campaign Sheet keeps the campaign-level and record-level workflow visible throughout the reporting process.

- Overview provides the campaign-level summary.
- Main Outreach shows individual working records and their current state.
- Follow-up, Submitted, Exceptions, Final Report and Submission Profiles remain separate workflow views.

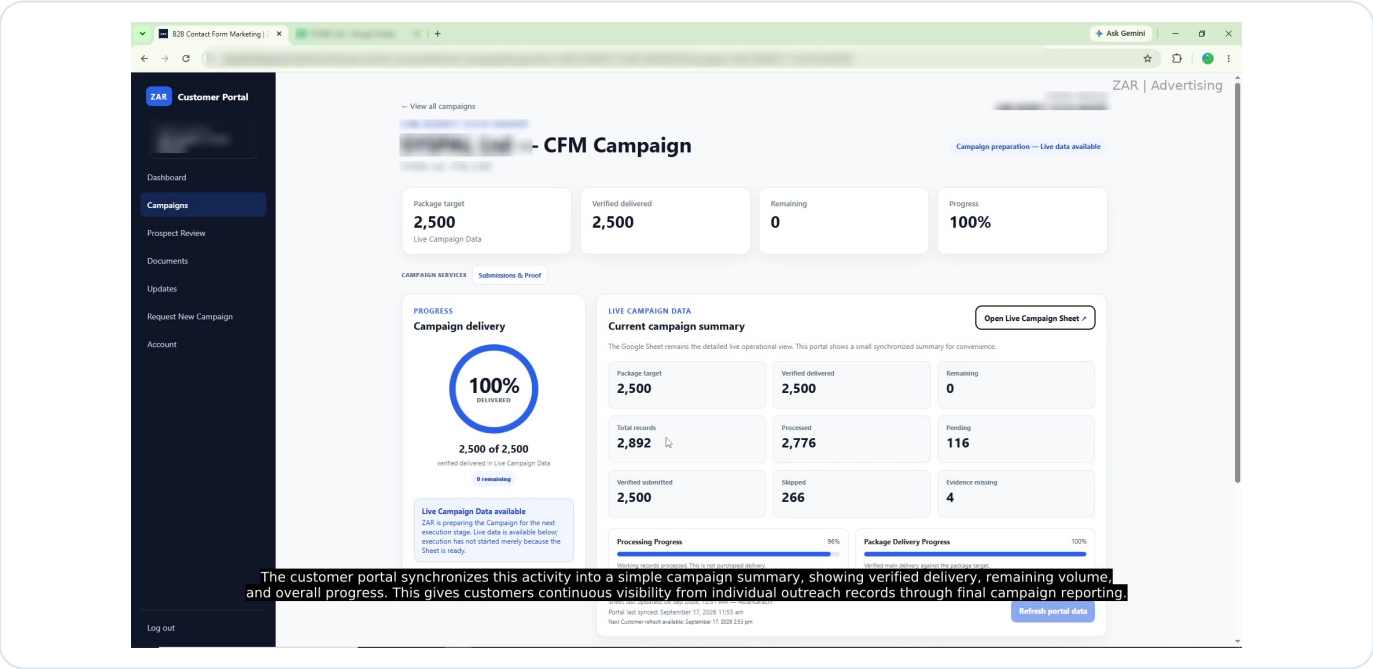
### Privacy in the public video

Customer/company identifiers and Domain, Subject and Message values are masked, while workflow labels, status fields, counts and sheet-tab names remain visible for context.

FINAL CUSTOMER SUMMARY

# Package Delivery Reporting

The portal synchronizes campaign activity into a concise final delivery view.



The final summary shows package target, verified delivered volume, remaining volume and overall progress while the underlying sheet preserves record-level traceability.

- The example campaign shows a package target of 2,500 and 2,500 verified delivered submissions.
- Remaining delivery is shown separately from total records processed.
- The portal provides the concise summary while the Live Campaign Sheet preserves the detailed history.

### Continuous visibility

Customers can move from the high-level portal summary into the detailed campaign workflow when they need to inspect the underlying activity.

## VIDEO 6 SUMMARY

# From Activity to Customer Reporting

The final CFM reporting stage connects campaign activity, verification and customer visibility.

01

Review overall delivery progress in the Customer Portal.

02

Use the live report for processed, pending, submitted and skipped activity.

03

Inspect individual Main Outreach records when record-level detail is needed.

04

Keep skipped, uncertain and evidence-missing records distinct from verified delivery.

05

Track delivery against the agreed campaign package target.

06

Maintain continuous customer visibility through final campaign reporting.

## Reporting standard

Verified successful submissions are reported separately from skipped, uncertain or evidence-missing activity so campaign delivery remains transparent and auditable.

**We control the outreach process - not the prospect's decision.**