AI | FUNNEL AND AD REPORTING

How to Automate Funnel and Ad Reporting **With AI Agents**

(Grokbot Edition)

Also works for Claude Duet, ChatGPT Dots, and More



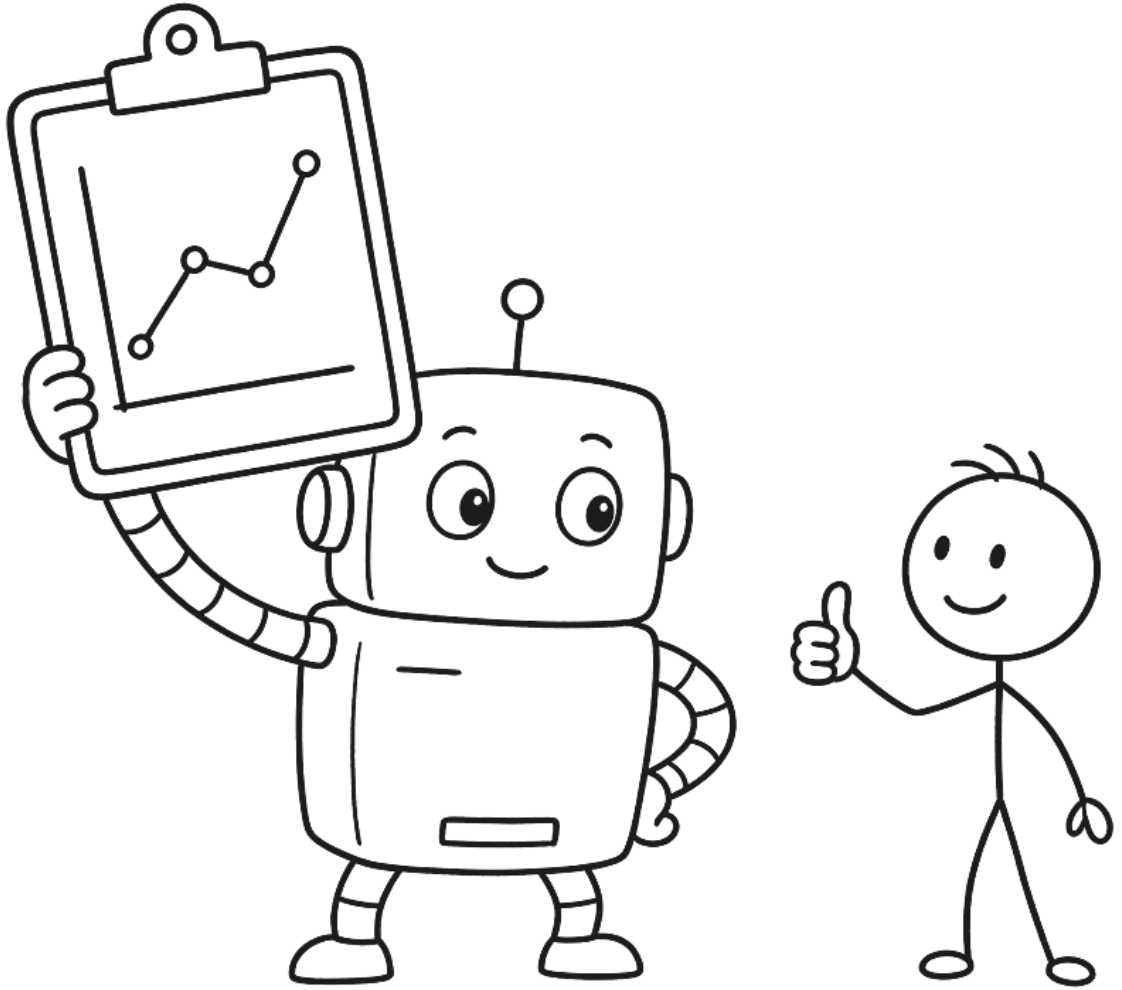
you relax, the agent reports

IN THIS VIDEO

Let your agents **do the reporting**

How to automate funnel and ad reporting with your own AI agents, so they spot new opportunities for you.

Full prompt included at the end.



THE PAIN

Reporting is the **biggest pain**

In ad analysis, it eats the most time.

Spend, leads, CPL. Pulled by hand.

LeadCapture.io



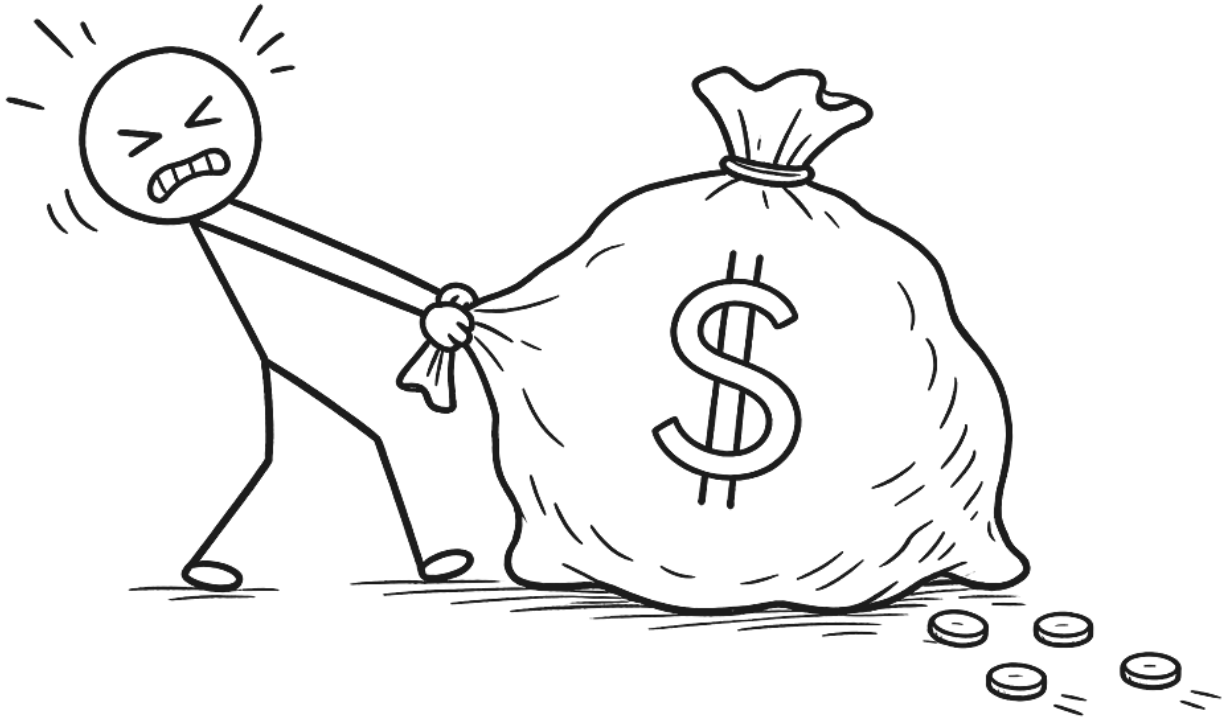
three tabs, zero calm

WHAT IT USED TO COST

It used to cost **a small fortune**

At past companies: software, data ops, and people.

A lot of help to run it.



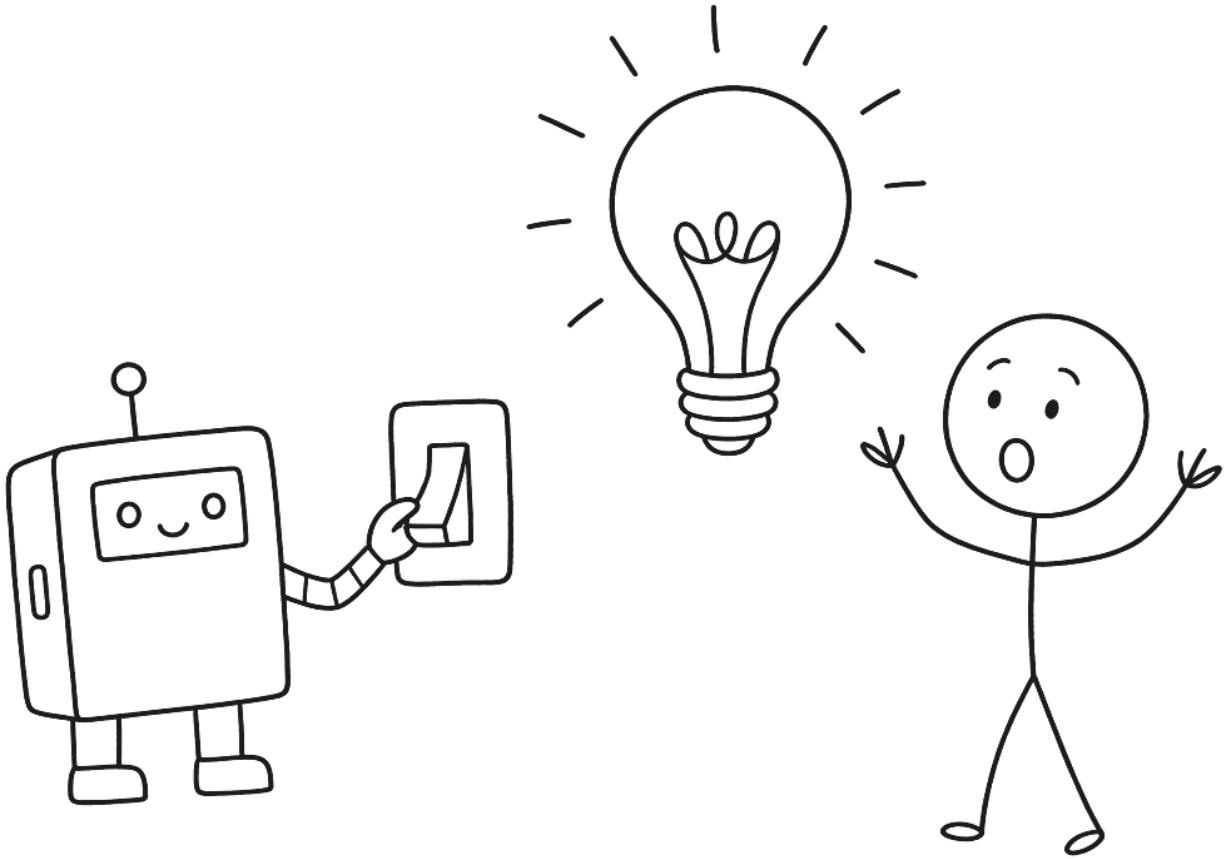
pulling it all by hand

THE SHIFT

AI agents **change this**

AI agents change reporting.

Autonomous agents: next level.

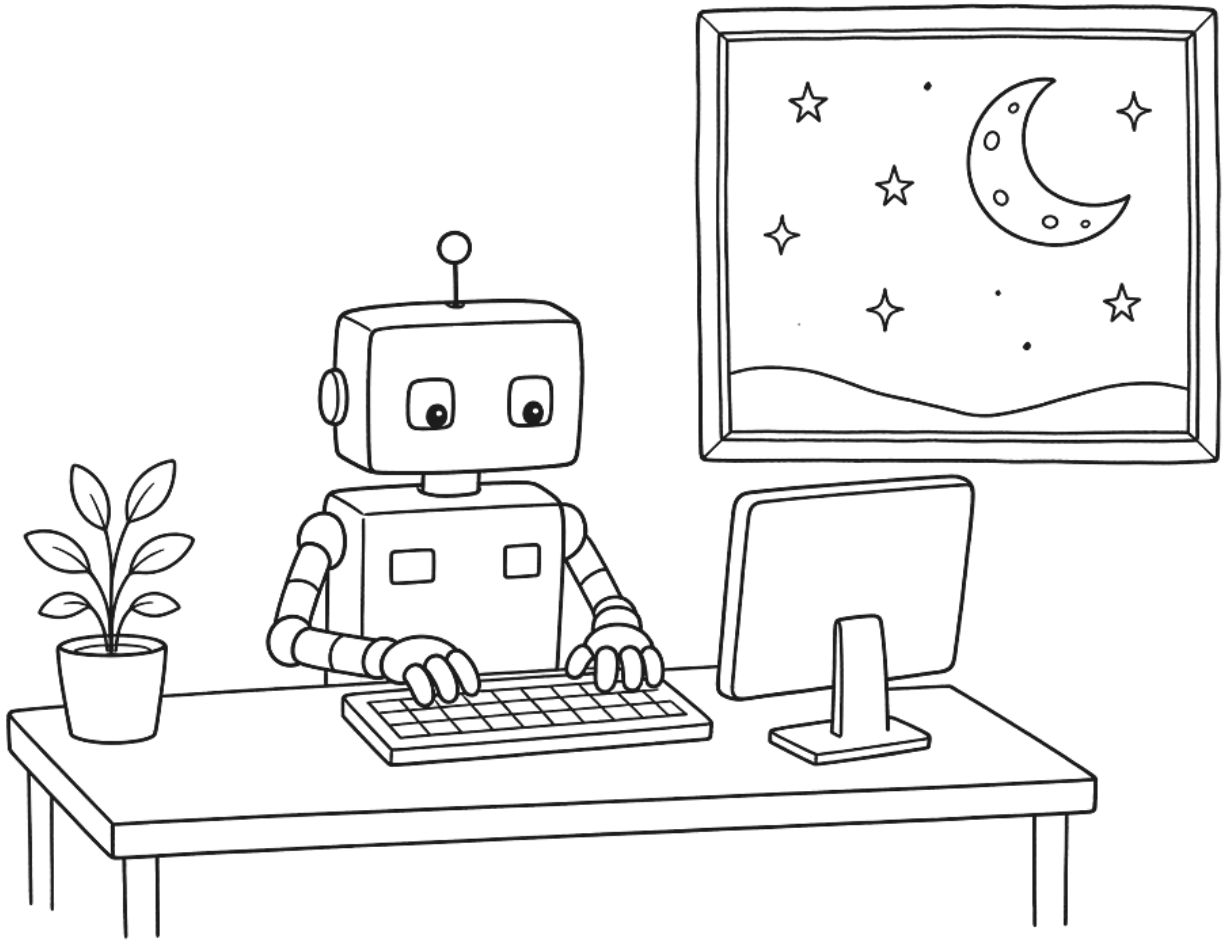


AUTONOMOUS AGENTS

An agent with its **own computer**

Works on its own. Runs while you're away.

Grokbot is my favorite right now.



the night shift, covered

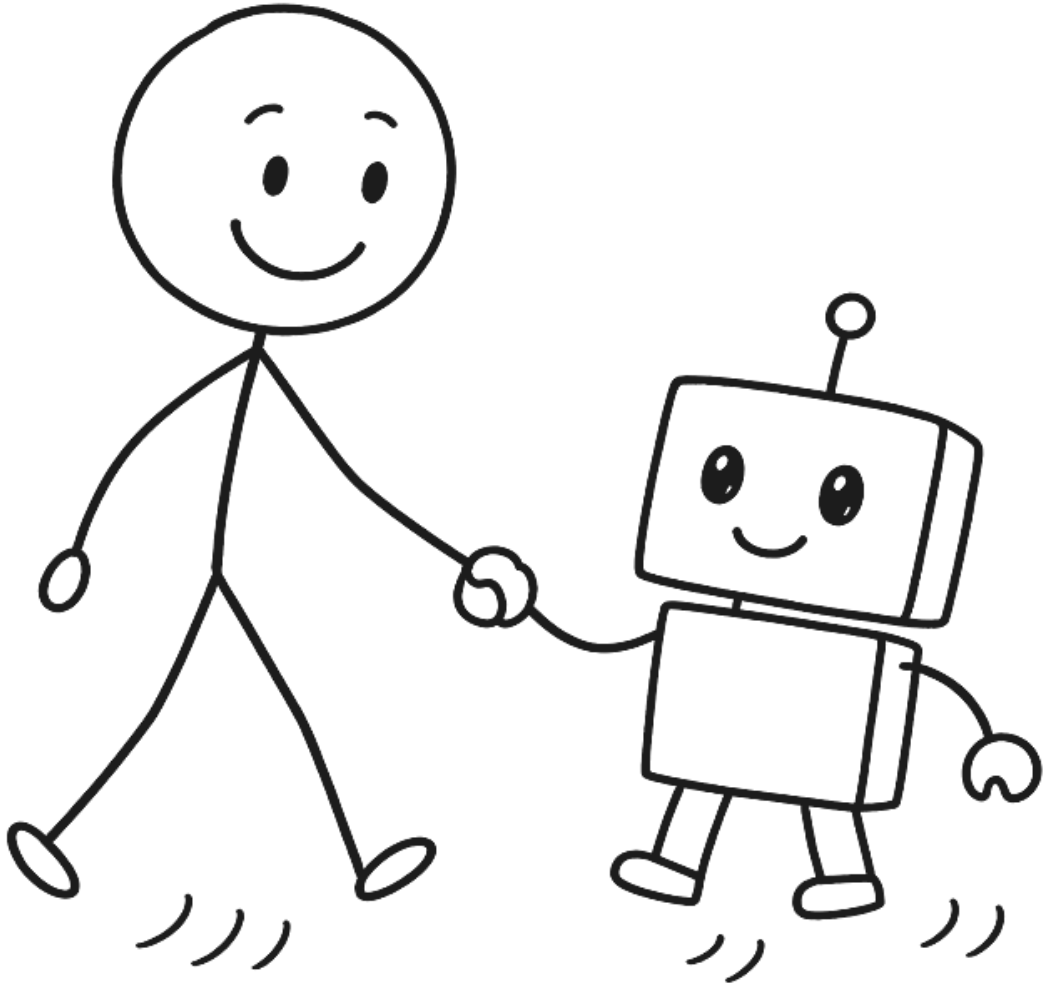
THE APPROACH

Bring your **own agent**

Your agent builds and edits funnels.

Open via MCP, so your agent sits on top of LeadCapture.

LeadCapture.io



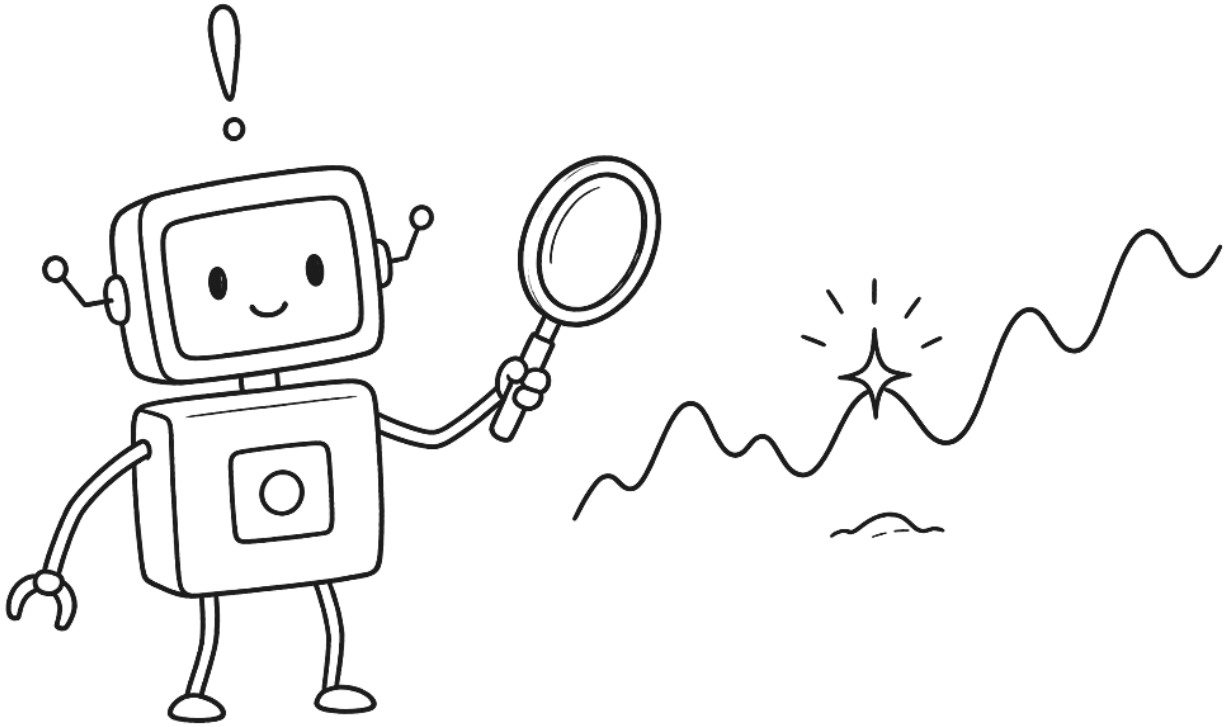
bring a friend

THE BIG IDEA

Autonomous **analysis**

Not just reports.

Agents that watch the numbers and spot new opportunities.

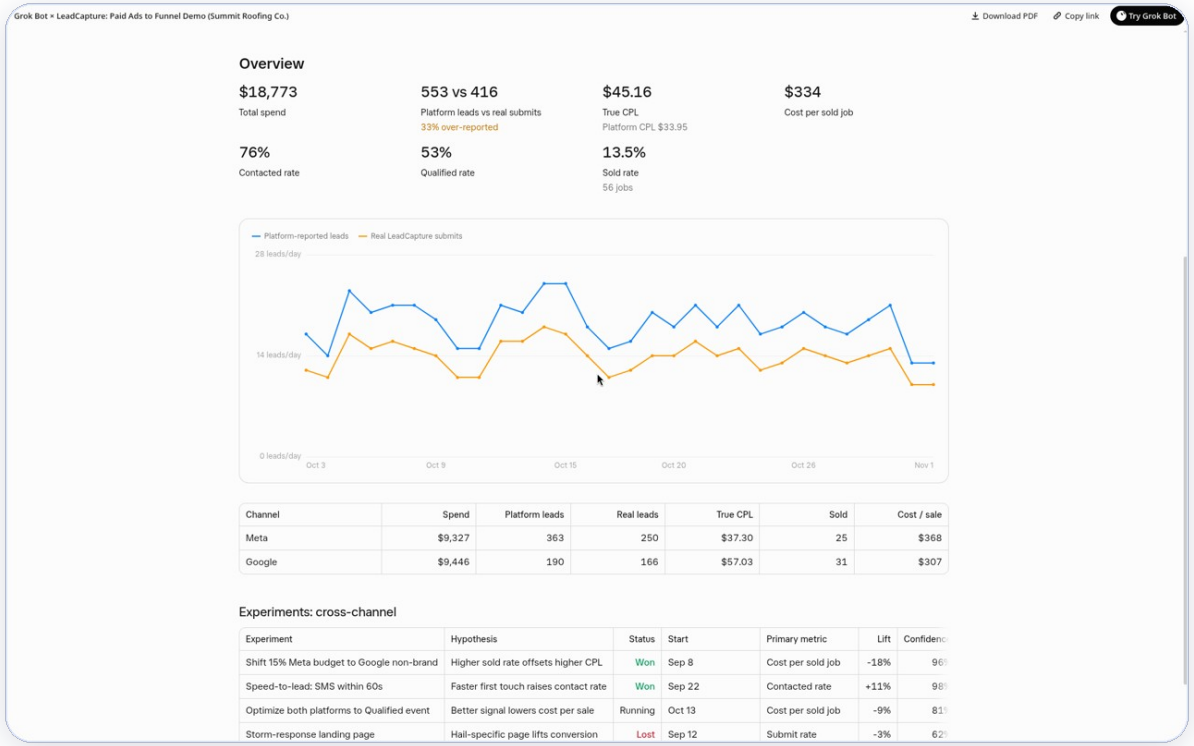


WHAT MY AGENT BUILT

The **snapshot**

The report my Grokbot built.

Meta Ads, Google Ads and funnel analysis, all at a high level.



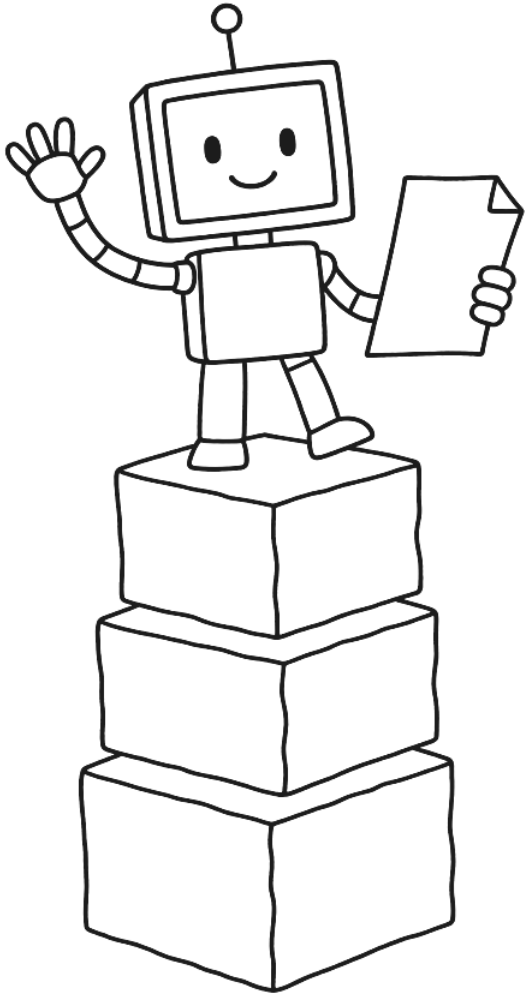
THE STACK

The stack

Three tools, one agent.

My agent pulls from each one and puts it all in one report.

LeadCapture.io

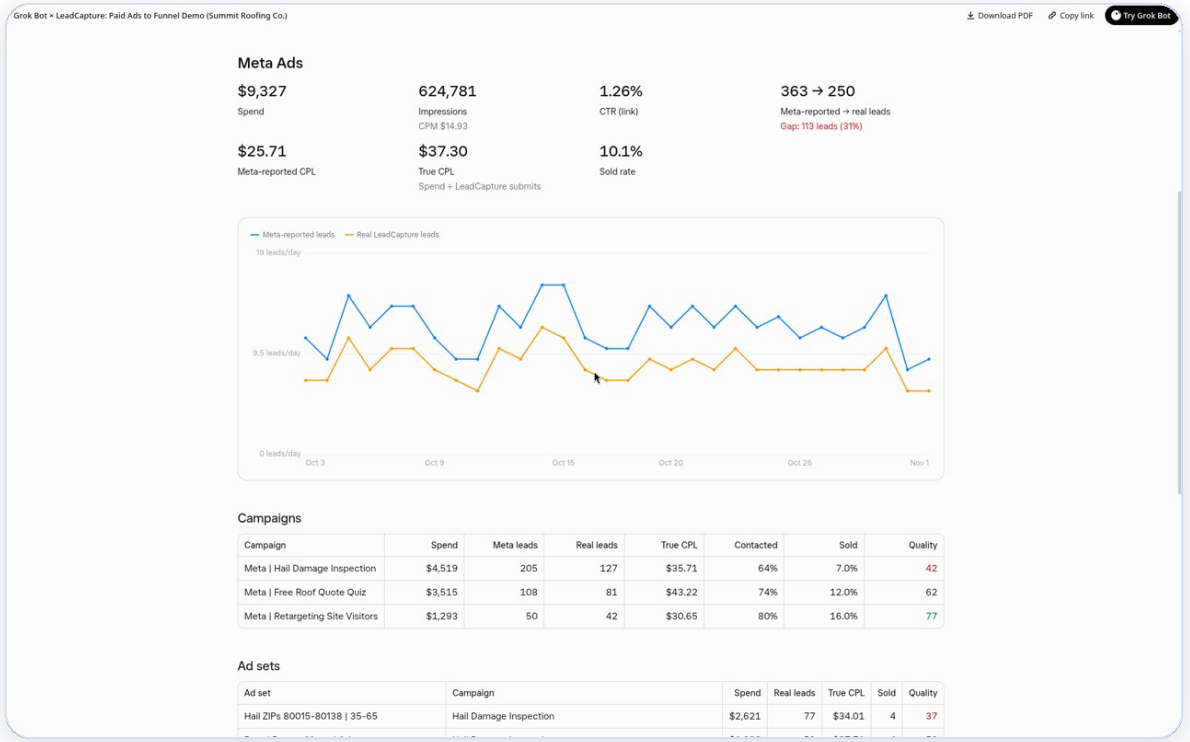


META DEEP DIVE

Clicks to **real leads**

Meta-reported leads next to real funnel leads.

The gap shows your true cost per lead.



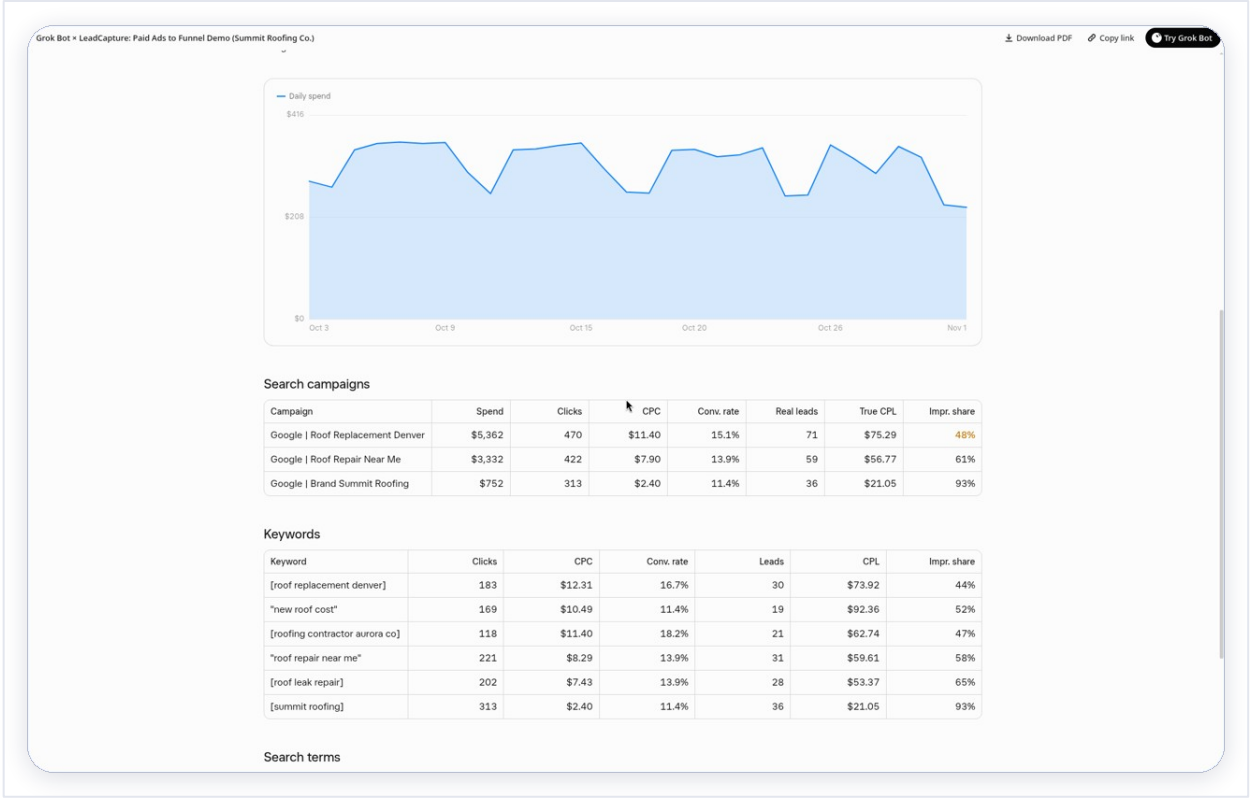
Meta

GOOGLE DEEP DIVE

Keyword **snapshot**

Top keywords and search terms.

CPC, conv. rate, CPL and imp. share.

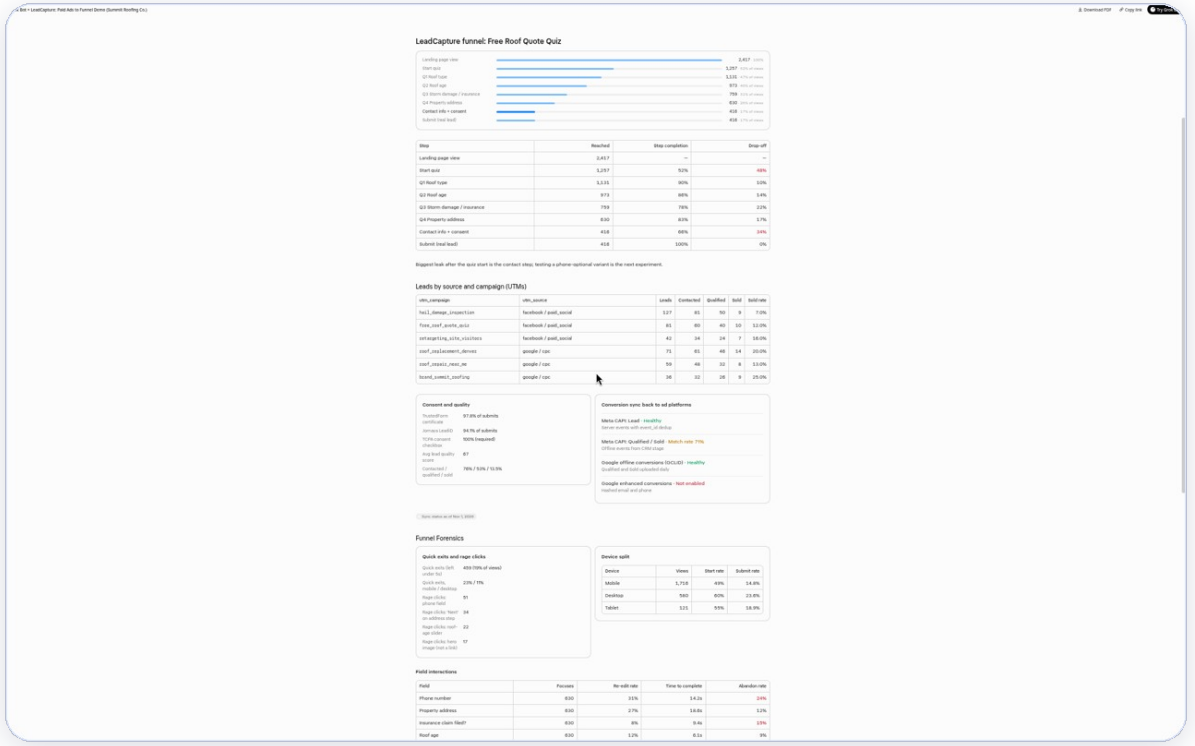


FUNNEL DEEP DIVE

Funnels: **the big one**

Agents on watch, with Funnel Forensics.

Drop-off at each step, leads by source, consent, sync and lead quality.



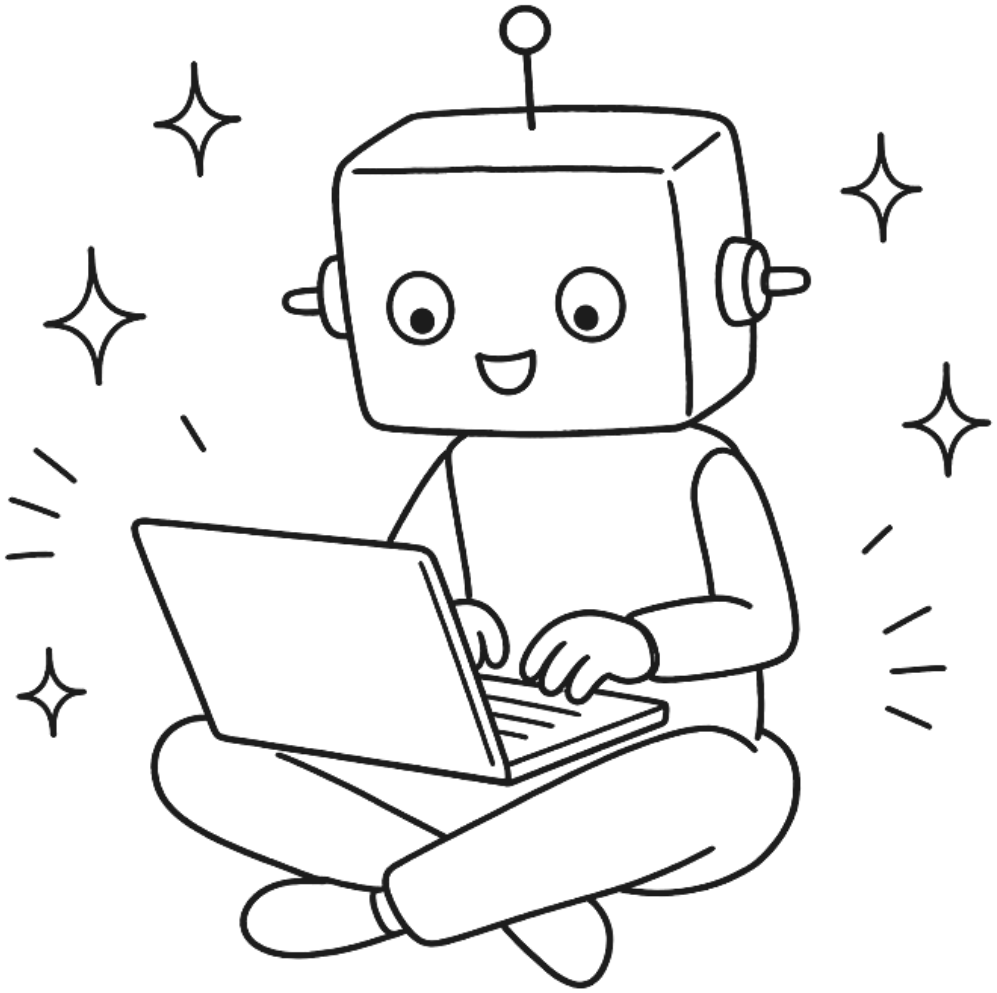
LeadCapture.io trustedform

THE FUTURE

AI is the new **user of software**

“I'm a big user of AI, but I don't love AI for everything. Where I love it is unlocking efficiency.”

John Porrini, Founder, LeadCapture



THE PROMPT

The full **prompt (1/3)**

Copy it. Give it to your agent.

It builds the dashboard as a Page and refreshes the data each time you open it.

```
Build me an interactive dashboard Page that connects my paid ads to my real LeadCapture funnel results. Use my connected Meta Ads, Google Ads, and LeadCapture accounts. Pull funnel data (views, starts, step completion, submits, Funnel Forensics, consent, conversion sync, lead status) from LeadCapture, and match leads to ads using UTM source, campaign, ad set, and ad.

Global filters: date range (7, 30, 90 days, default 30), channel (All, Meta, Google), and campaign. Tabs:

1) Overview
- Total spend, platform-reported leads vs real LeadCapture submits, true CPL (spend divided by real submits), cost per sold job, and contacted, qualified, and sold rates.
- Daily trend chart (spend, reported leads, real leads) and a split by channel.
- "What to fix this week": 3-5 numbered, specific action items based on the data.
- Experiments table covering cross-channel tests: name, hypothesis, status (running, won, lost, queued), start date, primary metric, lift, confidence, next action.
```

THE PROMPT

The full prompt (2/3)

Part 2: Meta Ads and Google Ads.

Same prompt, continued. Paste all three parts as one prompt.

```
2) Meta Ads
- Spend, impressions, CPM, CTR, Meta-reported leads vs real LeadCapture leads with the gap shown explicitly, Meta CPL vs true CPL, and a daily trend chart.
- Campaign, ad set, and creative tables, each with a lead quality score (based on the contacted, qualified, and sold rates from LeadCapture).
- Experiments table for Meta tests (creative and hooks, audiences, CAPI optimization, form types).

3) Google Ads
- Search campaigns with CPC, conversion rate, CPL, true CPL, and impression share (including share lost to budget and to rank).
- Top keywords and search terms, flagging terms that should be added as negatives.
- Daily spend and leads trend chart.
```

THE PROMPT

The full prompt (3/3)

Part 3: Funnel tab.

Same prompt, continued. Paste all three parts as one prompt.

```
4) Funnel (from LeadCapture)
- Step-by-step drop-off from page view to start, each quiz step, and
submit.
- Leads by UTM source and campaign, with contacted, qualified, and sold
counts.
- TrustedForm and Jornaya consent capture rates.
- Conversion sync status: Meta CAPI and Google offline conversions
(events sent, match rate, last sync, errors).
- Funnel Forensics: quick exits (under 5 seconds) by device, rage
clicks by element, per-field behavior (focuses, re-edit rate, time to
complete, abandon rate), time and hesitation per step, device split,
and a top 5 friction points list.
- A/B tests: variants, visitors, submits, conversion rate, lift,
confidence, sold rate, a clear recommendation, and action items.
- Experiments table for funnel tests.

Make it clean and readable for screen sharing, with clear numbers,
simple charts, and no clutter. Flag any metric that can't be pulled
from my accounts instead of estimating it, and refresh the data each
time I open it.
```