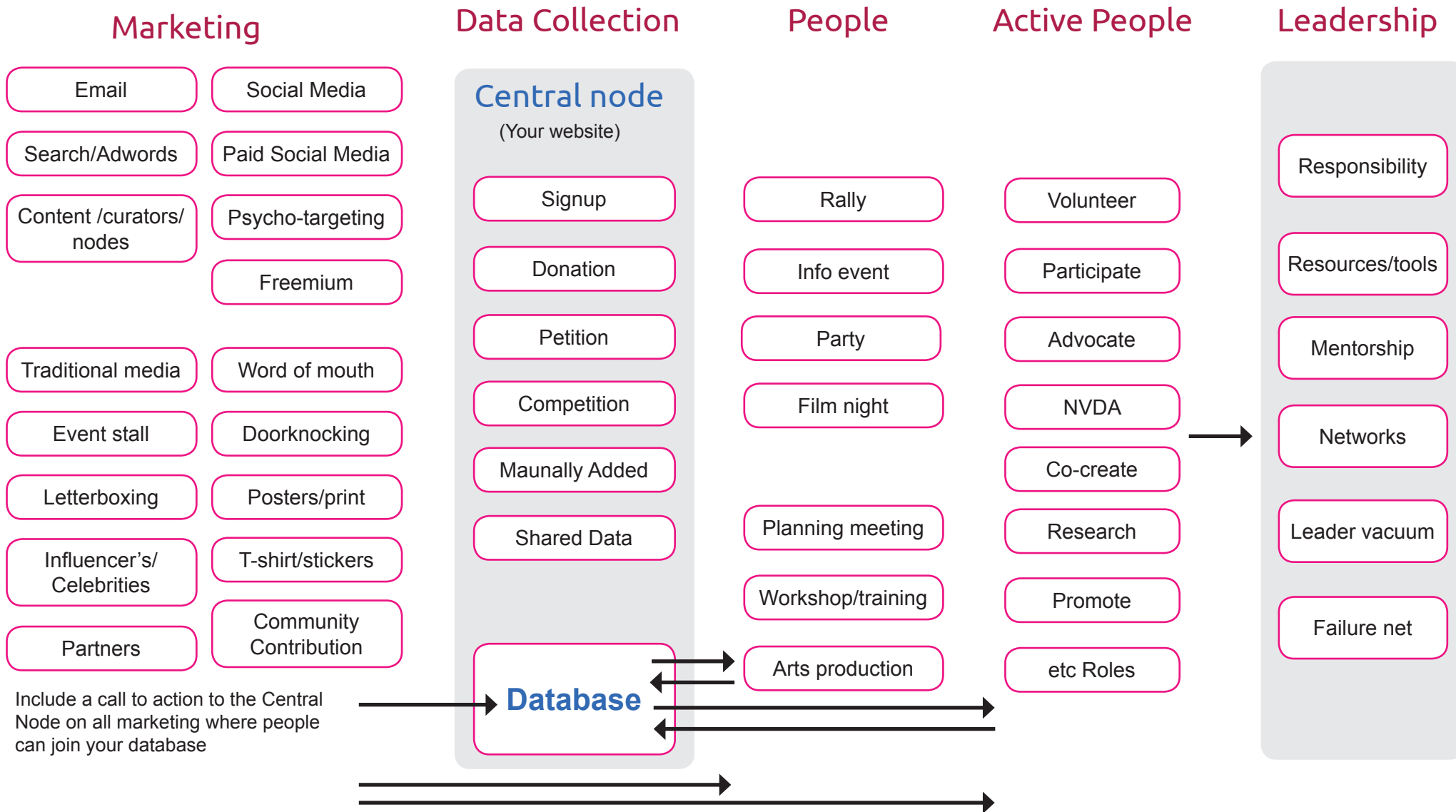


User journey



Some people will skip your central node and may go straight to an event from your marketing. Ensure you have a pathway at your events into your database.

