

Casefile — Containment (Modeled): Single-Outcome Intake Parity & Work-Domain Gating (CF-2025-002)

Thesis

Parallel CTAs ("free guide," purchase offers, and "strategy session") and freemail invitations fracture lead custody and depress executive conversion. Containment enforces **Single Outcome Policy** (one CTA per artifact), **work-domain gating**, and **authoritative intake custody** to restore accountability and conversion efficiency.

Exposure Window

Latency **6–12 months**; compounding under campaign bursts and list growth.

Signals (dated)

2025-02 • **Risk** — Freemail capture normalized via free-resource invites.

2025-04 • **OEM (ESP/CRM)** — Simultaneous "free guide" and "strategy session" CTAs present across assets (multi-CTA drift).

2025-06 • **Risk** — Offer/purchase-style CTA alongside free asset CTA increases custody diffusion.

Containment Finding

Enforce **one CTA per issuance** (Signal Brief Intake), require **work-domain email** at intake (deny freemail), and establish an **authoritative intake ledger** with parity-tested handoff to CRM. This collapses decision diffusion, hardens provenance, and concentrates executive conversion.

Modeled Impact (ranges)

Impairment narrowed **35–55%** vs. no-action; working-media waste reduced **8–14%** over **2 quarters** as custody consolidates and intake CTR/1k impressions normalizes.

Stabilization: 4–6 months; Recovery ramp: 9–12 months.

Assumes global CTA parity + work-domain gating; confidence ~65%.

Disconfirmers: Freemail share <3% for 60d; intake CTR/1k ≥ baseline; no concurrent CTAs observed.

Brief Trigger (any one)

(1) Any artifact presents **>1 CTA** (e.g., free asset + strategy session).

(2) **Freemail submissions ≥25%** of inbound over 30d.

(3) Intake CTR/1k impressions **declines ≥20%** following multi-offer campaigns.

Board Motion (minutes-ready)

Move to commission BreachMark™ Signal Brief (Lite) within 3 business days; direct Counsel to append SLA to minutes; authorize read-only analytics access for 30 days to validate CTA parity, gating enforcement, and custody integrity.

Provenance (categories): Regulator • OEM (platform/ESP) • Risk

SLA: Docket ≤1 business day • Delivery ≤3 business days • Breach → 10% fee reduction.

Confidential Boardroom Intake — Signal Brief (work-domain required)