Casefile — Fallout: Multi-CTA Drift & Freemail Leakage (CF-2025-001)

Thesis:
Parallel CTAs and freemail invitations create **decision diffusion** and **lead custody fractures**, degrading executive conversion and obscuring fiduciary accountability at the board level. Observed artifacts include simultaneous “free guide,” “strategy session,” and purchase CTAs on the same surface.

Exposure Window: Latency **6–12 months**; compounding under launch cycles and list growth.

Signals (dated):

- **2025-Q1 • OEM (platform/ESP):** Surfaces carrying **multiple concurrent CTAs** (lead magnet + consult + purchase). Evidence: “**[Claim Your Mini Guide Now]**,” “**Grab your free guide now**,” and “**[Book Your Content Creation Strategy Session Today]**” co-present across assets.
- **2025-Q2 • Risk: Freemail capture** normalizes (no work-domain gating), weakening sponsor quality and boardroom traceability.
- **2025-Q3 • Regulator:** Stricter interpretations of consent/solicitation increase compliance overhead when **lead custody is diffuse**.

Containment Finding:
Instituting a **Single Outcome Policy** (one CTA per artifact), **work-domain gating**, and **authoritative custody** for intake events collapses friction, clarifies provenance, and restores board-level accountability. In portfolio artifacts, CTA multiplicity (“free guide” + “strategy session” + offer) exemplifies diffusion that Containment must eliminate.

Modeled Impact:

- **Revenue impairment: 8–14%** over **2–3 quarters** relative to a governed single-CTA counterfactual (suppressed Intake CTR; misrouted sponsor traffic).
- **Working-media waste: 10–18%** (attribution scatter + low-intent freemail inflow).
- **Stabilization window: 4–7 months** after Containment adoption; **recovery ramp: 9–15 months**.
  Assumes CTA parity across surfaces; confidence ~70%.
  Disconfirmers: (i) work-domain gating enforced globally; (ii) intake CTR per 1k impressions ≥ baseline; (iii) no concurrent CTAs present.

Brief Trigger:

1. Any artifact presents **>1 CTA** (e.g., free asset + consult) within the same issuance.
2. **Freemail submissions ≥25%** of inbound over 30 days.
3. Intake CTR per 1k impressions **declines ≥20%** following multi-offer campaigns.

Board Motion:
Move to commission BreachMark™ Signal Brief (Full) within 3 business days; direct Counsel to append SLA to minutes; authorize read-only analytics access (30 days) to assess CTA parity, work-domain enforcement, and custody integrity.

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

Docketed PDF twin • Page 1 of 1
SLA: Docket ≤1 business day • Delivery ≤3 business days • Breach → 10% fee reduction.

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