

Attribution Overcredit — Containment (Paid Social vs Internal)

Thesis: Freeze attribution-driven budget motion; restore UTM hygiene to 100%; operate a reconciler (server logs + orders DB) as system-of-record; hold OEM/internal variance within $\pm 3\%$ under SLA with board-legible daily reporting.

Exposure Window: 2025-10-09 → 2025-10-23 (containment window)

Signals (dated; Provenance: Risk • OEM • RevOps):

- 2025-10-09 — Docket opened; reallocation cap $\leq 5\%$ pending parity.
- 2025-10-09 — Reconciler stood up; immutable daily snapshots + checksum registry.
- 2025-10-09 — UTM hotfix; 100% preflight; nightly audit with exception queue.
- 2025-10-09 — Consent verification initiated; regulator-ready pack $\geq 95\%$.
- Reference baseline: 2024-12-03 — Portfolio evidence (archival).

Forensic Five — Targets (residual, post-control):

- Attribution Parity ($\Delta\%$): $\leq \pm 3\%$ daily; $\leq \pm 2\%$ at D60; $\leq \pm 1\%$ at D90.
- UTM Hygiene (%): 100% (block publish on fail).
- Consent Lineage (%): $\geq 95\%$ verified & scoped.
- Detection Lag (days): ≤ 3 from first signal to action.
- Residual Variance (%): $\leq \pm 2\%$ at D60; $\leq \pm 1\%$ at D90.

Modeled Impact (residual targets; assumptions; confidence):

- D30: residual $\leq 3\%$; media waste $\leq 2\%$ (conf. 70%)
- D60: residual $\leq 2\%$ (conf. 65%)
- D90: residual $\leq 1\%$ (conf. 60%)

Customer-Journey Impact (per 10k sessions): Recover 15–35 clients via corrected attribution, UTM repair, reconciled credit.

Disconfirmers: Variance $< \pm 3\%$ for 14 consecutive days; UTM audit 100%; consent $\geq 95\%$ attested; reconciler snapshots complete with hashes; no data-gap exceptions.

Brief Triggers (any one): Post-fix variance $\geq 5\%$ for 7 days; UTM valid $< 95\%$ any day; consent $< 95\%$ any week; finance accrual delta $> 2\%$ vs reconciler.

Footer: BRF-2025-012 • Provenance: Risk • OEM • RevOps • SLA: Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach → fee -10%

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Minutes-Ready Board Motion:

Motion: To ratify BRF-2025-011 containment controls and adopt the **Forensic Five** guardrails and tripwires as governance standards under SLA.

Resolved that:

- CFO+GC maintain a freeze on attribution-dependent reallocations (exceptions $\leq 5\%$ with joint approval) until Attribution Parity $\leq \pm 3\%$ for 14 days.
- Data Engineering operates the reconciler as system-of-record, producing immutable daily snapshots and parity alerts at $\pm 3\%$.
- Marketing Operations enforces UTM Hygiene at 100% (preflight block + nightly audit).
- Legal/Compliance verifies Consent Lineage $\geq 95\%$ and prepares a regulator-ready pack (lineage, vendor lists, opt-out handling).
- Finance bases accruals/incentives on reconciler figures until Residual Variance $\leq \pm 2\%$ at D60.
- Reporting cadence: daily numeric note to CFO/CMO/GC; weekly Board addendum including position vs Forensic Five targets.
- Escalation: any tripwire breach triggers a BreachMark™ Signal Brief (Full).

Authority & Term: Effective 2025-10-09; sunsets upon verified parity and delivery of the regulator pack or by Board rescission.

Owner(s): Accountable — CFO, GC. Responsible — Risk Lead, Data Engineering, RevOps, Marketing Ops.

Commissioning: (self-serve; capacity-limited):

Signal Briefs — Lite \$5,000 • Full \$7,500. No phone. No forms. No pitches. Work-domain required. Capacity: up to 2 briefs/weekday.

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