

"Spring Freshness" Instagram — Containment (Tracking/Coverage)

Thesis

- Freeze attribution-driven budget moves until numbers match finance.
- Enforce **UTM 100%**; **block publish on fail**.
- Finance is system of record for reconciliation.
- **Consent $\geq 95\%$** verified; hold sends without lineage.
- Daily SLA reporting; guardrail **$\pm 3\%$ daily; $\pm 2\%$ @D60; $\pm 1\%$ @D90**.

Signals (dated; provenance)

- 2025-10-14 — IG program uses shop/swipe links; UTMs not shown in plan.

The Five — Targets & Current

- Attribution Match — Target $\leq \pm 3\%$ daily; **Current:** Not observed
- Tracking Coverage — Target 100%; **Current: control not evidenced — policy default Red**
- Consent Proof — Target $\geq 95\%$; **Current:** Green (no PII captured)
- Response Speed — Target ≤ 3 days; **Current:** Not observed
- Post-Fix Stability — Target $\leq \pm 2\%$ @D60; **Current:** Not observed

Your Numbers, Your Motion

- **Attribution Match** = $\text{ABS}(\text{OEM} - \text{Reconciled}) / \text{Reconciled} \times 100 \rightarrow \{\pm x.x\%\}$
Lights: Green $\leq \pm 3\%$ • Amber 3–5% • Red $> 5\%$
- **Tracking Coverage** = $\text{Valid UTM} / \text{Total Paid} \times 100 \rightarrow \{xx\%\}$
Lights: Green 100% • Amber 95–99% • Red $< 95\%$ (**policy default: no evidence = Red**)
- **Consent Proof** = $\text{Verified} / \text{Total} \times 100 \rightarrow \{xx\%\}$
Lights: Green $\geq 95\%$ • Amber 90–94% • Red $< 90\%$ (**policy default: no evidence = Red**)
- **Response Speed** = $\text{Docket Open} - \text{First Anomaly} \rightarrow \{x \text{ days}\}$
Lights: Green ≤ 3 • Amber 4–7 • Red > 7
- **Post-Fix Stability** = $\text{Mean } \Delta\% \text{ last 7d @D60/90} \rightarrow \{\pm x.x\%\}$
Lights @D60: Green $\leq \pm 2\%$ • Amber 2–3% • Red $> 3\%$

Modeled Impact

- Lost attribution on paid; wasted budget and weaker channel learning.

Customer-Journey Impact

- IG → link → product page; break at untagged click.

Disconfirmers

- Platform export proving UTMs on every promoted unit.
- Governance doc showing block-publish control.

Brief Triggers

- Repeated Coverage Red across platforms.
- OEM vs reconciler variance $\geq \pm 5\%$ after fix.

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under Docket BRF-2025-016-IG through 2025-12-31.
- **Owner(s):** Marketing Ops lead; accountable for daily reporting & thresholds.
- **Budget Guardrails:** No spend shifts from models exceeding target variance.
- **Operational Controls:** Block publish on failed UTM; pause sends without consent lineage.
- **Reporting Cadence:** Daily Box Score; weekly variance memo; D60/D90 checks.
- **SLA:** Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach → fee -10%.
- **Escalation:** Any **Red** → commission **Signal Brief** per Decision Rule.

Footer: BRF-2025-016-IG • Provenance: Risk • OEM • RevOps • SLA: Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach → fee -10%

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