

BRF-2025-018-EM1 • 2025-10-14 • Obraval Group Inc.
Email #1 — Containment (Tracking/Consent)

Thesis

Enforce ESP **auto-UTM** (block send on fail). Finance is SOR; freeze shifts until match $\leq \pm 3\%$ daily. Consent $\geq 95\%$ verified; daily reporting; standard guardrails.

Signals

2025-10-14 — Email with Shop CTA; UTM policy not referenced; ESP footer present.

The Five — Targets & Current

- Match — Target $\leq \pm 3\%$; **Current:** Not observed
- Coverage — Target 100%; **Current: control not evidenced — policy default Red**
- Consent — Target $\geq 95\%$; **Current:** Green (ESP standard)
- Speed — Target $\leq 3d$; **Current:** Not observed
- Stability — Target $\leq \pm 2\%$ @D60; **Current:** Not observed

Your Numbers, Your Motion

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

Modeled Impact

Misattributed email revenue; suboptimal budget allocation.

Customer-Journey Impact

Email → CTA → product; break at untagged click.

Disconfirmers

ESP auto-UTM logs; GA4 mapping proof.

Brief Triggers

Coverage <100% post-control; $\Delta\% \geq \pm 5\%$ vs finance.

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under **BRF-2025-018-EM1** through **2025-12-31**.
- **Owner(s):** Marketing Ops lead.
- **Budget Guardrails:** No shifts from variance-exceeding models.
- **Operational Controls:** ESP auto-UTM; block send; pause non-lineage sends.
- **Reporting Cadence:** Daily Box Score; weekly memo; D60/D90 checks.
- **SLA:** Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach → fee -10%.
- **Escalation:** Any **Red** → commission **Signal Brief**.

Footer: BRF-2025-018-EM1 • 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)

OBRAVAL
GROUP