

BRF-2025-022-EM2 • 2025-10-16 • Obraval Group Inc.
Email #2 — Containment (Tracking & Match)

Thesis

Enforce ESP **auto-UTM** (block send on fail). Price/promo **parity check** (email ↔ landing ↔ cart). Finance is SOR; daily reporting; standard guardrails.

Signals

2025-10-14 — Sale email concept; UTM & parity controls not referenced.

The Five — Targets & Current

- Match — Target $\leq \pm 3\%$; **Current: Amber** (parity unproven)
- Coverage — Target 100%; **Current: control not evidenced — policy default Red**
- Consent — Target $\geq 95\%$; **Current: Green**
- 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

Mis-crediting revenue in sale window; poor bid/budget learning.

Customer-Journey Impact

Email → sale landing → cart; breaks at untagged click or price mismatch.

Disconfirmers

ESP auto-UTM logs; parity screens captured.

Brief Triggers

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

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under **BRF-2025-022-EM2** through **2025-12-31**.
- **Owner(s):** Marketing Ops lead.
- **Budget Guardrails:** Guardrail $\pm 3\%$ daily; $\pm 2\%$ @D60; $\pm 1\%$ @D90.
- **Operational Controls:** ESP auto-UTM; parity checklist; block send on fail.
- **Reporting Cadence:** Daily Box Score; weekly memo; D60/D90 checks.
- **SLA:** Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach $\rightarrow$ fee -10% .
- **Escalation:** Any **Red** $\rightarrow$ commission **Signal Brief**.

Footer: BRF-2025-022-EM2 • Provenance: Risk • OEM • RevOps • SLA: Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach $\rightarrow$ fee -10%

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

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