

BRF-2025-024-TW • 2025-10-17 • Obraval Group Inc.
Twitter/X — Containment (Tracking/Coverage)

Thesis

Enforce **UTM 100%** for promoted tweets (block boost on fail). Finance is SOR; freeze shifts until match $\leq \pm 3\%$ daily. Daily reporting; standard guardrails.

Signals

2025-10-14 — Poll + promo concept; UTM policy not referenced.

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
- 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

Unattributed traffic; reduced confidence in social spend performance.

Customer-Journey Impact

X → link → product page; break at untagged click.

Disconfirmers

Ad export with UTMs; governed landing confirmation.

Brief Triggers

Repeated Coverage Red across campaigns; $\Delta\% \geq \pm 5\%$ after fix.

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under **BRF-2025-024-TW** through **2025-12-31**.
- **Owner(s):** Marketing Ops lead.
- **Budget Guardrails:** Guardrail $\pm 3\%$ daily; $\pm 2\%$ @D60; $\pm 1\%$ @D90.
- **Operational Controls:** Block boost on failed UTM; redirect to governed landing.
- **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-2025-024-TW • 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)

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