

BRF-2025-026-FA-001 • 2025-10-20 • Obraval Group Inc.

Title (Axis): Facebook Ads — Tracking Coverage (UTM on Paid)

Thesis

Freeze all surface changes. Implement **auto-UTM** at the ad platform/template layer; enforce **block-publish on fail**. Finance SOR for spend; analytics SOR for outcomes.

Signals (dated)

- Oct 18 — Weekly recap lacked per-campaign splits; UTM gaps suspected.
- Oct 19 — Spot check: multiple ads missing **utm_campaign/utm_content**.
- Oct 20 — Docket opened; freeze initiated.

The Five — Targets & Current

- **Coverage (Paid UTMs):** Target **100%**; **Current:** evidence missing → **Red (default)**.
- **Match (Accuracy):** Target $\leq \pm 3\%$ daily; **Current:** **Amber** (pending recon).
- **Consent:** Target $\geq 95\%$; **Current:** Green (not in scope).
- **Lag:** Target ≤ 3 days; **Current:** Amber (reactive).
- **Residual @D60:** Target $\leq \pm 2\%$; **Current:** N/A.

Your Numbers, Your Motion

- Deploy **account-level URL parameters** (FB "URL Parameters") with locked template:
utm_source=facebook&utm_medium=paid&utm_campaign={{campaign.name}}&utm_content={{adset.name}}_{{ad.name}}
- Add **pre-publish validator** (template present = pass; missing = block).
- Daily **Coverage report** (Valid UTM / Total Paid × 100).
- Reconcile OEM spend vs. GA4/CRM outcomes; align time windows; require $\leq \pm 3\%$ daily.

Modeled & Journey Impact

- Restores traceability → better budget reallocation.
- Enables parity and post-fix stability monitoring; expected lift from reduced waste (not modeled here; report weekly).

Disconfirmers / Brief Triggers

- Coverage <100% on any day → remain in freeze; escalate if 3 consecutive days fail.
- Match > ±5% after Coverage = 100% for 7 days → escalate to **Full Brief** (multi-surface).

Minutes-Ready Board Motion

- **Authority/Term:** Marketing Ops authorized to enforce auto-UTM and block-publish for 30 days.
- **Owners:** MOPs (implementation), Paid Lead (ad account changes), Analytics (report), Finance (spend SOR).
- **Budget Guardrails:** No net new spend until **7 consecutive days** Coverage = 100% & Match ≤ ±3%.
- **Operational Controls:** URL template lock; daily coverage & match reports; freeze on fail.
- **Reporting Cadence:** Daily email (Coverage, Match); weekly summary to exec.
- **SLA:** Docket ≤1bd; First report tomorrow EOD; Full roll-out ≤3bd.
- **Escalation:** Failure to hit targets in 7 days → scope upgrade to Full Brief.

Footer: BRF-2025-026-FA-001 • Provenance: Risk • OEM • RevOps • SLA: Docket ≤1bd; Delivery ≤3bd; Breach → fee -10%

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

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