

Title (Axis): Lead Magnet — **Consent Proof (Lineage)**

Thesis

Freeze sends to the affected list. Implement a **Consent Lineage Control Sheet** and **block-send** rule. Target **≥95% verified consent** before resuming.

Signals (dated)

- Oct 17 — Engagement spike from 1-pager.
- Oct 19 — Missing lineage on random records.
- Oct 20 — Docket opened; send freeze in effect.

The Five — Targets & Current

- **Consent:** Target **≥95%**; **Current:** **Red** (evidence missing on part of list).
- **Coverage:** Target **100%**; **Current:** **Amber** (LP UTMs inconsistent).
- **Match:** Target **≤ ±3%**; **Current:** **Green** (not implicated).
- **Lag:** Target **≤3 days**; **Current:** **Amber** (reactive).
- **Residual @D60:** Target **≤ ±2%**; **Current:** **N/A**.

Your Numbers, Your Motion

- Add required consent fields (checkbox + scope text) and store **event ID** with **timestamp/source**.
- Build **25-record daily spot-check** sheet (columns: Record ID, Timestamp, Scope, Source, Evidence Link, Pass/Fail).
- **Block-send on fail** via ESP segment rule (consent_verified = true).
- Route exceptions to compliance under SLA; remediate via **re-permission** workflow.

Modeled & Journey Impact

- Reduces legal exposure; improves deliverability; preserves sender reputation → higher downstream conversion quality.

Disconfirmers / Brief Triggers

- If spot-check <95% for 3 consecutive days → escalate to **Full Brief** (legal/finance exposure).
- If any send occurs without consent verification → immediate freeze and escalation.

Minutes-Ready Board Motion

- **Authority/Term:** Marketing Ops + Compliance authorized to enforce block-send for 30 days.
- **Owners:** Compliance (policy & audit), Marketing Ops (form/logging), ESP Admin (segmentation), Analytics (monitoring).
- **Budget Guardrails:** None beyond ops time; no paid retargeting to this cohort until ≥95% verified.
- **Operational Controls:** Required fields; consent log; daily 25-record audit; automated block-send; exception routing.
- **Reporting Cadence:** Daily audit email; weekly compliance summary to exec.
- **SLA:** Docket ≤1bd; Control Sheet live ≤2bd; ≥95% target within 7bd.
- **Escalation:** Failure to reach ≥95% in 7bd → Full Brief and legal review.

Footer: BRF-2025-028-FA-002 • Provenance: Risk • OEM • RevOps • SLA: Docket ≤1bd; Delivery ≤3bd; Breach → fee -10%

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

OBRAVAL
GROUP