BRF-2025-011 • 2025-10-09 • **Obraval Group Inc.**

Attribution Overcredit — Fallout (Paid Social vs Internal)

Thesis: Platform (OEM) reporting can overcredit paid social relative to reconciled revenue when UTM hygiene degrades, models shift credit post-update, or campaign metadata drifts—eroding investment discipline and masking leakage.
Exposure Window: — → 2024-12-03 (archival baseline)
Signals (dated; Provenance: Risk • OEM • RevOps):
- — — OEM: reporting/model change affecting channel credit.
- — — Risk: UTM coverage gaps on paid surfaces.
- — — RevOps: divergence between OEM clicks and reconciled orders (server-side).

Forensic Five — Snapshot (as-of 2024-12-03):
- Attribution Parity (Δ%): — — —
- UTM Hygiene (%): — — —
- Consent Lineage (%): — — —
- Detection Lag (days): — — —
- Residual Variance (%): — — —

Modeled Impact (bands; assumptions; confidence):
- D30: 3–7% revenue impairment; media waste 2–5% (conf. 70%)
- D60: 5–9% (conf. 65%)
- D90: 7–12% (conf. 60%)

(Forensic Five quick check)
- Attribution Parity (Δ%): ☐ ≤±3% ☐ 3–5% ☐ >5%
- UTM Hygiene (%): ☐ 100% ☐ 95–99% ☐ <95%
- Consent Lineage (%): ☐ ≥95% ☐ 90–94% ☐ <90%
- Detection Lag (days): ☐ ≤3 ☐ 4–7 ☐ >7
- Residual Variance (% @ D60): ☐ ≤±2% ☐ 2–3% ☐ >3%

If any Red, commission a Signal Brief (Lite/Full). If ≥2 Amber, commission Lite.

Disconfirmers: OEM/internal aligned <±3%; channel mix stable; consent lineage ≥95%.

Brief Triggers (any one): Parity >±5% for 7 days; UTM valid <95% any day; consent <95% any week; accrual delta >2% vs reconciler.

Footer: BRF-2025-011 • Provenance: Risk • OEM • RevOps • SLA: Docket ≤1bd; Delivery ≤3bd; Breach → fee −10%
Confidential Boardroom Intake — Signal Brief (work-domain required)