

Thesis: Platform (OEM) reporting can over-credit 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 — Self-Check & Method (use last 7–30 days)

- Attribution Parity ($\Delta\%$): $\text{ABS}(\text{OEM} - \text{Reconciled}) / \text{Reconciled} \times 100 \rightarrow \square \leq \pm 3\% \square 3-5\% \square > 5\%$
- UTM Hygiene (%): $\text{Valid UTM} / \text{Total paid} \times 100 \rightarrow \square 100\% \square 95-99\% \square < 95\%$
- Consent Lineage (%): $\text{Verified} / \text{Total} \times 100 \rightarrow \square \geq 95\% \square 90-94\% \square < 90\%$
- Detection Lag (days): $\text{Docket} - \text{First anomaly} \rightarrow \square \leq 3 \square 4-7 \square > 7$
- Residual Variance (%): 7-day mean post-fix $\rightarrow \square \leq \pm 2\% @ \text{D60} \square 2-3\% \square > 3\%$

Decision Rule — your numbers, your motion

- Any Red → Commission Signal Brief (Full if multi-Red or legal/finance exposure; else Lite).
- Two or more Amber → Commission Lite.
- All Green → No brief required. Subscribe to the **Obraval BreachMark Report (\$59/mo or \$600/yr)**. Your payments bank a **credit (up to \$600)** toward one Signal Brief within 12 months. Keep monitoring with the Self-Check.

Integrity note: If results are Green across the Five, you're good. Keep monitoring. If that changes, this page contains the governed path to act.

Disconfirmers: OEM/internal aligned $< \pm 3\%$; channel mix stable; consent lineage $\geq 95\%$.

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

Footer: BRF-2025-013 • 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)

