

BRF-2025-017-EM1 • 2025-10-14 • Obraval Group Inc.
Email #1 "Spring Has Arrived" — Fallout (Tracking/Consent)

What happened

- Email promotes seasonal produce with "Shop Now" CTA.
- UTM enforcement for ESP links not evidenced.

Why it matters

- Coverage gaps break attribution to GA4; ROI under/over-stated.
- Email is a primary revenue surface; untagged links impair decisioning.

Executive Box Score (last 7–30 days)

- Match — **Not observed** (—)
- Coverage — **Red — control not evidenced (policy default)** (Not evidenced)
- Consent — **Green** (ESP unsubscribe/permission standard)
- Speed — **Not observed** (—)
- Stability — **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 $> 3\%$)

Decision Rule Outcome

Commission Signal Brief — Lite (Coverage **Red** by policy default on a revenue-impacting surface).

How we measured / Self-Check / Evidence Ask

ESP URL export (last 2 sends) → Coverage %; GA4 mapping proof; consent sample if capturing new contacts.

Disconfirmers

ESP auto-UTM on; GA4 receiving correct utm_* on all links.

Provenance

ESP campaign brief; click map export; GA4 mapping request.

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under **BRF-2025-017-EM1** through **2025-12-31**.
- **Owner(s):** Marketing Ops lead.
- **Budget Guardrails:** No shifts from unmatched/untagged data.
- **Operational Controls:** ESP auto-UTM; block send on fail; pause non-lineage sends.
- **Reporting Cadence:** Daily Box Score; weekly memo; D60/D90 checks.
- **SLA:** Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach $\rightarrow$ fee -10% .
- **Escalation:** Any **Red** $\rightarrow$ commission **Signal Brief**.

Footer: BRF-2025-017-EM1 • SLA: Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach $\rightarrow$ fee -10% .

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

