

BRF-2025-019-FB • 2025-10-15 • Obraval Group Inc.
Facebook Engagement + Giveaway — Fallout (Tracking & Consent)

What happened

- Engagement post invites recipe comments with gift-card chance.
- No T&Cs or consent scope linked; paid boost possible; UTMs not evidenced.

Why it matters

- Giveaway mechanics require governed T&Cs and consent scope.
- Boosted links without UTMs hide paid performance; budget misallocates.

Executive Box Score

- Match — **Not observed** (—)
- Coverage — **Red — control not evidenced (policy default)** (Not evidenced)
- Consent — **Amber** (Contest scope not evidenced)
- 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** + Consent **Amber** on a public contest surface).

How we measured / Self-Check / Evidence Ask

Ad logs for boost UTMs; T&Cs URL; consent scope for UGC reuse.

Disconfirmers

Published T&Cs + explicit consent scope; UTM 100% on boosts.

Provenance

FB post concept; request ad logs + T&Cs URL.

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under **BRF-2025-019-FB** through **2025-12-31**.
- **Owner(s):** Marketing Ops lead.
- **Budget Guardrails:** No shifts from noisy models.
- **Operational Controls:** Block boost on failed UTM; publish T&Cs; capture consent scope for UGC.
- **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-2025-019-FB • SLA: Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach $\rightarrow$ fee -10% .

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