

BRF-2025-021-EM2 • 2025-10-16 • Obraval Group Inc.
Email #2 "Limited-Time Spring Sale" — Fallout (Tracking & Match)

What happened

- Sale email with explicit % discount and "Shop Now" CTA.
- UTM enforcement not evidenced; price/promo parity vs landing/cart not evidenced.

Why it matters

- Coverage gaps break ROI; sale windows magnify misattribution.
- Price/promo mismatch creates Match variance vs finance.

Executive Box Score

- Match — **Amber** (Parity unproven)
- Coverage — **Red — control not evidenced (policy default)** (Not evidenced)
- Consent — **Green** (ESP unsubscribe present)
- 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** + Match **Amber** in a high-revenue window).

How we measured / Self-Check / Evidence Ask

ESP click URL export; GA4 mapping; parity screenshots email ↔ landing ↔ cart.

Disconfirmers

ESP auto-UTM logs; parity checks captured.

Provenance

ESP brief; request click export; parity documentation.

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under **BRF-2025-021-EM2** through **2025-12-31**.
- **Owner(s):** Marketing Ops lead.
- **Budget Guardrails:** No shifts from variance-exceeding models.
- **Operational Controls:** ESP auto-UTM; parity checklist before send; block send on fail.
- **Reporting Cadence:** Daily Box Score; weekly memo; D60/D90 checks.
- **SLA:** Docket ≤1bd; Delivery ≤3bd; Breach → fee -10%.
- **Escalation:** Any **Red** → commission **Signal Brief**.

Footer: BRF-2025-021-EM2 • SLA: Docket ≤1bd; Delivery ≤3bd; Breach → fee -10%.

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