

BRF-2025-023-TW • 2025-10-17 • Obraval Group Inc.
Twitter/X Poll + Promo — Fallout (Tracking/Coverage)

What happened

- Poll and promotional tweet drive off-platform traffic.
- UTM enforcement for promoted tweets not evidenced.

Why it matters

Untagged boosts hide channel ROI; misallocates paid/social budget.

Executive Box Score

- Match — **Not observed** (—)
- Coverage — **Red — control not evidenced (policy default)** (Not evidenced)
- Consent — **Green** (Public interaction — no PII captured)
- 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 promoted tweets).

How we measured / Self-Check / Evidence Ask

X Ads export showing promoted URLs; GA4 mapping.

Disconfirmers

Ad export shows UTM 100% and governed landing.

Provenance

X Ads export requested to evidence UTMs on all promoted links.

Minutes-Ready Board Motion

- **Authority & Term:** Approve containment under **BRF-2025-023-TW** through **2025-12-31**.
- **Owner(s):** Marketing Ops lead.
- **Budget Guardrails:** No shifts from variance-exceeding models.
- **Operational Controls:** Block boost on failed UTM; route to governed landing.
- **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-2025-023-TW • SLA: Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach $\rightarrow$ fee -10% .

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

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