

BRF-2025-025-FA-001 • 2025-10-20 • Obraval Group Inc.

Title (Axis): Facebook Ads — Tracking Coverage (UTM on Paid)

What happened

Creative tests rolled out across multiple ad sets. Weekly recap could not segment performance by campaign/surface because destination URLs lacked consistent UTMs.

Why it matters

Without validated UTMs, paid media is indistinguishable from organic/other sources in analytics. Spend cannot be reconciled to outcomes; containment decisions degrade into opinion.

Executive Box Score

- **Tracking Coverage (UTM on Paid): Red** — policy default (**no enforcement evidence = Red**).
- **Attribution Match (Accuracy): Amber** — pending reconciliation (OEM vs. GA4/CRM not aligned).
- **Consent Proof (Lineage): Green** — not implicated in this event.
- **Response Speed (Detection Lag): Amber** — anomaly noticed ad-hoc; no docket until now.
- **Post-Fix Stability (Residual): N/A** pre-fix.

Your Numbers, Your Motion (formulas + policy defaults)

- Coverage = Valid UTM / Total Paid × 100 → **Red** when <95% or enforcement missing.
- Match = ABS(OEM – Reconciled) / Reconciled × 100 → **Amber** if 3–5%.
- **Motion:** Initiate governed containment on Coverage; freeze creative/placement changes until Coverage = **100%** and daily Match ≤ **±3%**.

Decision Rule Outcome

Any Red → Signal Brief. Single-surface Coverage Red → **Brief (Lite)** unless additional Reds surface; escalate to **Full** if multi-Red or legal/finance exposure emerges.

5-Minute Self-Check

- Are all paid placements carrying **consistent UTMs** (source/medium/campaign/content)?
- Is there an **auto-UTM template** at the ad tool or tag manager layer?
- Can we produce a **daily coverage report**?
- Is publish **blocked on fail**?

Evidence Ask / Disconfirmers / Provenance

- Ad account export (last 14 days) with final URLs.
- Tag manager config (screenshots or export).
- Analytics landing page report split by **utm_medium=paid** (last 14 days).
- Disconfirmers: independently verified daily report shows Coverage = **100%** for the period.

Minutes-Ready Board Motion (excerpt)

Authorize a governed containment to reach **UTM Coverage = 100%** across all paid surfaces before further creative or budget shifts. Require daily coverage reporting; block publish on fail; maintain freeze until **Attribution Match $\leq \pm 3\%$** for 7 consecutive days.

Footer: BRF-2025-025-FA-001 • 2025-10-20 • SLA: Docket $\leq 1\text{bd}$; Delivery $\leq 3\text{bd}$; Breach → fee -10%.

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