

# Decision-Grade Attribution Review

[Company Name Redacted for Client Confidentiality]

<b>Report Date:</b>	November 2025
<b>Prepared By:</b>	ScalifyGrowth
<b>Client Type:</b>	B2B SaaS Company
<b>Engagement Duration:</b>	3 days (intensive assessment)

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## Client Profile (Redacted)

**Company:** [Redacted B2B SaaS Company]

**Industry:** B2B SaaS - Marketing Analytics Platform

**Stage:** Post-Series A, Scaling Growth

**ARR:** ~\$12M

**Team Size:** ~50 employees

**Monthly Adspend:** ~\$18,000 (\$12k Meta, \$6k Google)

**Primary Funnel:** Website → Free Trial → Paid Subscription (\$299-\$999/month plans)

**Sales Cycle:** 7-21 days (SMB) to 30-60 days (Mid-Market)

## Engagement Context

This company engaged ScalifyGrowth after a Q3 board meeting where investors questioned CAC trends showing conflicting signals across platforms.

The CMO reported a 3.2x ROAS and recommended scaling to \$35k/month in Q4.

The CFO flagged that:

- Contribution margin declined 6% quarter-over-quarter despite stable reported ROAS
- Stripe revenue was consistently 22-28% lower than platform-reported conversions

The CEO paused scaling decisions pending external measurement validation.

The question: *"Are our numbers safe to scale on, or are we flying blind?"*

## How to Read This Report

### **If you're an executive in a hurry:**

- Read the Executive Verdict - this tells you whether to scale, pause, or fix.
- If the verdict concerns you, read Failure Mode Analysis to understand why.
- Skip to Action Hierarchy to see what to do first.

### **If you're deciding whether to invest in fixes:**

- Read Capital-at-Risk Analysis to see the financial exposure.
- Read Attribution ROI Model to see what unlocks after fixes.

### **If you're implementing fixes:**

- Read Action Hierarchy for prioritization.
- Read Decision Playbook for ongoing monitoring.

### **If you're presenting this to your board/CFO:**

- Start with Executive Verdict.
- Use Methodology to explain how this was assessed.
- Reference Comparative Baseline to show peer context.

# EXECUTIVE VERDICT

## ■ DIRECTIONAL ONLY

Your attribution provides useful signals but has 3 critical blind spots that make scaling above \$25k/month dangerous without fixes.

## Primary Risk

### Server-side revenue event validation is broken.

Conversion events fire on free trial signup, not payment. This creates a 25% gap between platform-reported revenue and actual Stripe revenue, causing Meta and Google to optimize for free trial seekers rather than paying customers.

**Impact:** ~\$4,500/month in misallocated spend (25% of \$18k budget).

At \$35k/month target spend, this becomes ~\$8,750/month misallocated.

## Financial Exposure (12-Month Horizon)

Risk Category	Conservative	Base	Adverse
Signal Loss Cost	\$42k	\$64k	\$89k
Compounding Drift	\$18k	\$31k	\$52k
Opportunity Cost	\$95k	\$156k	\$240k
Decision Tax	\$22k	\$38k	\$58k
<b>TOTAL ANNUAL RISK</b>	<b>\$177k</b>	<b>\$289k</b>	<b>\$439k</b>

At current \$18k/month spend, your capital-at-risk ranges from **\$177k-\$289k annually**.

If you scale to \$35k/month without fixes, this exposure increases to **\$340k-\$560k annually**.

## Recommended Action

**DO NOT scale above \$25k/month until Critical issues are resolved.**

### Critical Fixes (must complete before scaling):

1. Server-side revenue event validation (fire on payment, not signup)
2. Cross-device identity resolution (web → app tracking)

3. iOS signal loss mitigation (Enhanced Conversions implementation)

**Timeline:** 2-4 weeks to implement Critical fixes, then re-assess.

**After fixes:** Safe scaling ceiling expands to \$45k-\$60k/month with Medium-High confidence.

# ROAS Confidence Scorecard

Assessment across 8 dimensions:

## 1. Attribution Model Transparency

*Rating: Medium Confidence*

You don't know how credit is being assigned, making it impossible to interpret changes.

## 2. Data Completeness & Loss Profile

*Rating: Low Confidence*

Platform algorithms are optimizing away from your best customers because they're invisible.  
~\$5,000/month in misallocated spend.

## 3. Stability Across Measurement Shocks

*Rating: Medium-Low Confidence*

Apparent stability masks deteriorating measurement quality. True economic ROAS likely 2.6x-2.8x, not 3.2x.

## 4. Platform Learning Dependency

*Rating: Low Confidence*

Platform learning amplifies measurement errors. Estimated 15-20% of budget misallocated.

*[Full scorecard includes 8 dimensions - see complete report for details]*

## Capital-at-Risk Analysis

**Purpose:** Quantify the financial cost of operating with current attribution confidence.

**Approach:** Scenario-based ranges (Conservative / Base / Adverse), not false precision.

### Why This Review Exists

This assessment required ~12 hours of senior-level analysis across GA4, Meta, Google, and Stripe, plus peer benchmarking across ~85 comparable SaaS companies.

**The value is not in the data — it is in judgment.**

### Key Insight

Inaction accelerates risk. Each quarter of delay costs an additional \$8k-\$12k.

You're leaving **\$95k-\$240k/year** in profitable growth on the table because measurement confidence limits scaling.

### ROI of This Review

This review costs \$1,600.

If it prevents even one month of misallocation at current spend, it pays for itself 3-4x.

If it prevents scaling on unsafe attribution, it saves **\$100k-\$300k over 12 months**.

**ROI: 60-200x over 12 months.**

## Failure Mode Analysis (Forensic)

Purpose: Show HOW the system lies, not just THAT it lies.

### Failure Mode #1: Server-Side Revenue Event Misfire

**The Lie:** "Revenue is tracking correctly. ROAS is 3.2x."

**The Reality:** Conversion events fire on free trial signup, not payment. 25% of signups never convert to paid. Platforms optimize for signups, not customers.

#### Propagation Chain:

1. Event fires on trial signup → User creates account → "Purchase" event fires
2. 25% of trials never pay → Platform thinks "revenue" occurred → Stripe shows no revenue
3. Platform learning optimizes for signups → Budget shifts toward free trial seekers
4. Reported ROAS inflates → 3.2x (platform) vs 2.4x (true ROAS)
5. Finance ≠ Marketing → Trust erodes, decisions delay

**Quantified Impact:** ~\$4,500/month misallocated = \$54,000/year

### Failure Mode #2: iOS Cohort Invisibility

**The Reality:** iOS signal loss increased from 18% → 28% over last 6 months. Your highest-LTV cohort (iOS users, \$420 LTV vs \$280 Android) is becoming invisible.

**Impact:** Platform learning now optimizes away from them.

**Quantified Impact:** \$43,000/year + \$95k/year in missed growth opportunity

*[Full forensic analysis includes 3 critical failure modes with propagation chains and counterfactual tests]*

# Prioritized Action Hierarchy

Purpose: What to fix first, not just everything that's imperfect.

## ■ CRITICAL (Blocks Scaling Safety)

These issues make current ROAS dangerously misleading. Must fix before scaling above \$25k/month.

### 1. Server-Side Revenue Event Validation

Timeline: 1-2 weeks | Impact: \$54k/year at risk

### 2. iOS Signal Loss Mitigation

Timeline: 2-3 weeks | Impact: \$43k/year at risk

### 3. Cross-Device Identity Resolution

Timeline: 3-4 weeks | Impact: Journey visibility

## ■ IMPORTANT (Degrades Over Time)

These issues compound but don't block immediate decisions. Address within 1-2 quarters.

- Attribution Window Extension (7-day → 28-day for B2B)
- Platform Learning Feedback Control
- ROAS Confidence Documentation

# Safe-to-Scale Verdict (Expanded)

Classification: ■ DIRECTIONAL ONLY

## What "Directional Only" Means

### You CAN:

- ✓ Trust ROAS directionally (it's not random noise)
- ✓ Make tactical optimizations (creative tests, audience tests)
- ✓ Scale cautiously to \$22k-\$25k/month with weekly validation

### You CANNOT (yet):

- ✗ Scale aggressively to \$35k+ without high misallocation risk
- ✗ Trust platform learning to self-optimize correctly
- ✗ Rely on ROAS as the primary scaling decision metric

## Path to Decision-Grade

After Critical fixes (2-4 weeks):

Attribution confidence improves to: **MEDIUM-HIGH**

You CAN then:

- ✓ Scale to \$45k-\$60k/month with confidence
- ✓ Trust platform learning with validation
- ✓ Use ROAS as a primary (but not sole) decision metric

## Comparative Baseline (Peer Benchmarking)

Purpose: Understand if this is normal growing pains or a real problem.

### Your Position

Metric	Your Company	Peer Median	Peer 90th %ile
Signal Loss %	28%	19%	9%
ROAS Confidence	Low-Medium	Medium	High
Fin/Mkt Alignment	Weak (25% gap)	Moderate (8%)	Strong (1%)

**Verdict:** You are in the **bottom quartile** for attribution safety at your spend level.

**Trend:** Deteriorating. Your attribution risk is growing ~14 percentage points faster than peers.

## Attribution ROI Model (What Becomes Possible)

Purpose: Show what unlocks AFTER fixes, not just what's broken NOW.

Attribute	Current State	After Fixes
Adspend capacity	\$18k/month	\$45k-\$60k/month
ROAS confidence	Low-Medium	Medium-High
Safe scaling ceiling	\$25k/month	\$60k/month
Growth constraint	Measurement uncertainty	Market demand

The unlock: Ability to make confident capital allocation decisions.

### Total Upside Summary (12-Month Horizon)

Unlock	Conservative	Base	Optimistic
Additional confident spend	\$240k	\$360k	\$480k
Avoided low-LTV allocation	\$35k	\$43k	\$58k
Expanded scale ceiling value	\$400k	\$550k	\$700k
Decision velocity gain	\$30k	\$45k	\$60k
<b>TOTAL UPSIDE</b>	<b>\$705k</b>	<b>\$998k</b>	<b>\$1.3M</b>

ROI: 30-50x over 12 months

# Decision Playbook (Operating Manual)

Purpose: Turn this analysis into operational guidance that extends value for months.

## Scaling Decision Framework

### ■ When to Scale (Green Light)

- ROAS confidence: Medium-High or High
- Critical issues: Resolved
- Action: Scale spend by 20-30% per month

### ■ When to Scale Cautiously (Yellow Light)

- ROAS confidence: Medium
- Important issues: Present but bounded
- Action: Scale by 10-15% per month with weekly validation

### ■ When NOT to Scale (Red Light)

- ROAS confidence: Low or Very Low
- Critical issues: Unresolved
- Action: Pause scaling. Fix Critical issues. Re-assess.

## Drift Detection Checklist

### Monthly Review (15 minutes):

- Has ROAS changed >10% without explanation?
- Has signal loss increased >3%?
- Do Finance and Marketing numbers still align?

### Quarterly Review (2 hours):

- Re-validate server-side event accuracy
- Check iOS signal loss trend
- Stress-test platform ROAS against Stripe/CRM

# Methodology & Confidence

How this assessment was conducted:

## Data Sources Reviewed

### Full access:

- ✓ Google Analytics 4 (6 months history)
- ✓ Meta Ads Manager (12 months history)
- ✓ Google Ads (12 months history)
- ✓ Stripe (revenue, subscriptions, 12 months)

## What We Tested

- Spot-checked 50 conversion events (signup, trial, payment)
- Compared platform-reported conversions vs Stripe transactions
- Tested cross-platform conversion overlap
- Validated identity resolution (web → app → CRM)

## Confidence Levels

**High confidence (±5-10%):** Server-side validation failure, attribution window mismatch

**Medium confidence (±15-20%):** iOS signal loss impact, opportunity cost calculations

**Low confidence (±30-40%):** Compounding cost projections, decision tax quantification

## Time Investment

This assessment required ~12 hours of senior-level analysis at \$350-500/hour rates.

**Labor value: \$4,200-\$6,000**

## Next Steps

### Immediate (This Week):

1. Share this report with CFO and CEO
2. Align leadership on verdict: "Directional Only" = don't scale above \$25k/month yet
3. Prioritize Critical fixes (server-side validation, iOS mitigation, cross-device tracking)

### Short-term (2-4 Weeks):

1. Implement Critical fixes
2. Validate fixes (platform revenue matches Stripe within 5%)
3. Request re-assessment (light review to confirm Decision-Grade achieved)

### Medium-term (Q1 2026):

1. Scale to \$30k-\$35k/month with weekly validation
2. Monitor signal loss, Fin/Mkt alignment monthly
3. Implement Important fixes (attribution window, platform learning control)

### Long-term (Q2 2026+):

1. Scale to \$45k-\$60k/month with confidence
2. Quarterly attribution health checks
3. Annual Decision-Grade review

### Questions or Concerns?

If you have questions about specific failure modes, implementation guidance, or re-assessment timing, reach out to ScalifyGrowth.

This assessment is valid for 3-6 months. After that, platform changes and business evolution may require re-assessment.

Report prepared by  
**ScalifyGrowth**  
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<https://scalifygrowth.com>

**Note on Confidentiality:**

This report contains client-specific findings and has been redacted to protect client confidentiality. All data points, failure modes, and recommendations in this document are based on actual assessment work. Company details, identifying metrics, and proprietary information have been removed or anonymized.

This report structure represents our standard Decision-Grade Attribution Review methodology. Each engagement follows this framework while remaining fully customized to the client's specific attribution infrastructure, business model, and growth context.

**End of Report**