BRONTIO

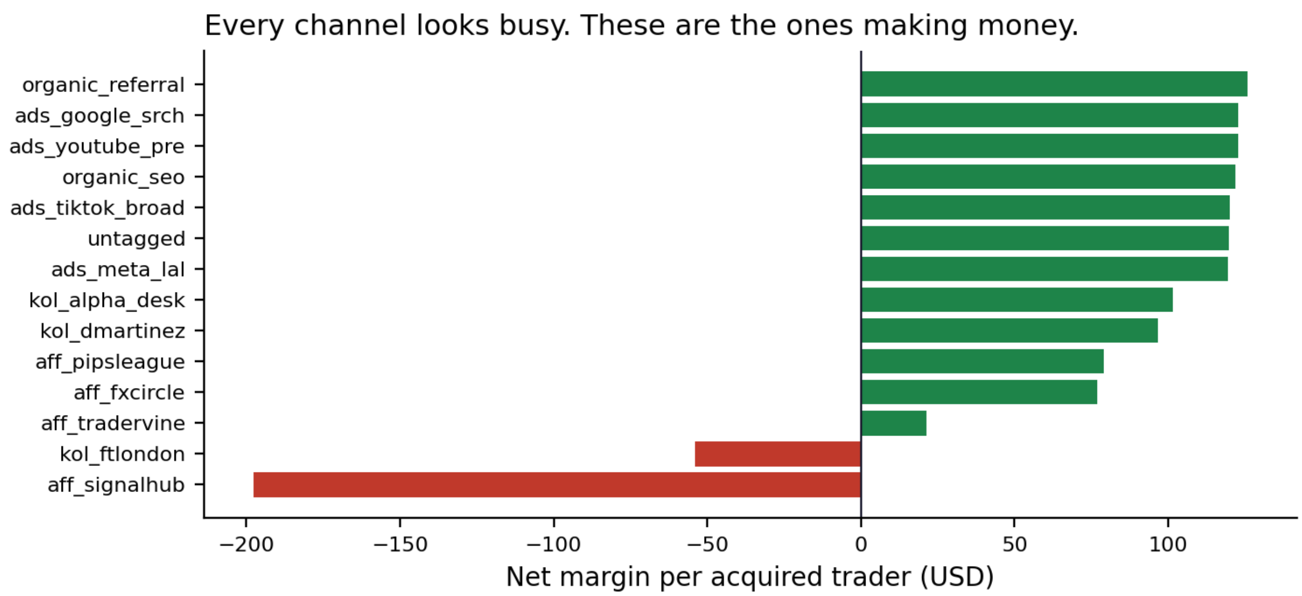
# Acquisition Channel Liability Audit

SAMPLE PROP FIRM · 17,000 trader accounts · DEMONSTRATION ON SIMULATED DATA

Your risk stack scores traders. Nobody scores the channels that deliver them. When we attributed every fee, refund, chargeback, payout and affiliate commission back to its acquisition source:

**$168,190**

in annualized channel-level leakage, across four distinct failure modes, invisible on volume-based marketing dashboards.




| FINDING | CHANNEL | COST | WHAT VOLUME DASHBOARDS SHOW |
|---|---|---|---|
| Coordinated fraud ring | aff_signalhub | $82,627 | 'Top affiliate': 33% pass rate |
| No-clawback payout drain | kol_ftlondon | $43,094 | 'Great engagement, big wins' |
| RevShare overpayment | aff_tradervine | $12,204 | 'Reliable volume partner' |
| Junk-traffic chargebacks | ads_tiktok_broad | $11,725 | 'Cheapest cost-per-signup' |

Just as important: your best-looking expensive channel may be fine. In this sample, the highest-payout KOL (kol_alpha_desk) is net-profitable and correctly NOT flagged. The point is not 'cut big payouts', it is knowing which big payouts you are buying profitably.

# The four failure modes

### 1 · Coordinated fraud ring, clustered by source

418 accounts from one affiliate show a 33% challenge pass rate (house average ~10%), shared devices and IPs across rotating hardware, and mirrored trades: same symbol, same direction, within minutes, across five or more accounts, repeatedly. Ring signal score 0.77 vs 0.11 for the next channel. Individually each account passes your risk rules. As a cohort they cost $82,627.

### 2 · No-clawback payout drain

One KOL's traders pass at normal rates but withdraw at nearly twice the house rate with heavy-tailed payout sizes, then blow the account. Fees never catch up. The channel runs at $-54 per acquired trader while looking like a marketing success.

### 3 · RevShare overpayment

aff_tradervine is net-positive, which is exactly why nobody looks at it. But commission consumes 67% of the gross margin its cohort creates (healthy affiliates: ~35-40%). You keep the risk; the affiliate keeps the value. Combined with commission paid into the net-negative ring channel, total recoverable revshare: $30,744.

### 4 · Junk-traffic chargebacks

The channel with your cheapest cost-per-signup (ads_tiktok_broad) carries a 7.5% chargeback rate, roughly 4x house average, adding $11,725 in reversed fees and dispute costs, plus processor-relationship risk that does not show up on any dashboard until the processor acts on it.

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### What this audit needs from you

Three read-only CSV exports, PII stripped (opaque account IDs, no names, emails or KYC fields; device/IP hashed): **(1)** accounts with acquisition tag and challenge outcome, **(2)** trade history (id, symbol, direction, time), **(3)** financial ledger (fees, refunds, chargebacks, payouts, revshare). No platform integration, no system access, nothing installed. Output: this report, on your real channels, with dollar figures you can act on the same week.