

Where tracking lives.

What each component owns.

Operating reference · Illustrative state after the repair · Revision 1.1. Account links and personal names are replaced with role and component labels.

SAMPLE STORE · SUBSCRIPTION NUTRITION · USD

Storefront + checkout → event collection → custom purchase feed → reporting dataset
Order + refund exports → reconciliation view · Customer history → first / repeat / unknown

Component	Location / owner	Responsibility / boundary
Store order source	Commerce admin → Orders Store operations	Paid orders, amounts, refund records and order references. Source for the reporting cohort.
Web collection	Web GTM → Commerce folder Tracking engineer	Product and cart events. Does not independently resend completed purchases into the audited custom feed.
Checkout collection	Customer events → Purchase collector Tracking engineer	Completed checkout signal and order reference. Only its documented route feeds this purchase dataset.
Purchase service	Services → purchase-feed → release 1.1 Tracking engineer	Stable sale identity, delivery attempts, response status and retry handling.
Reporting destination	Reporting workspace → Purchase records Data analyst	Purchase rows, delivery reconciliation and corrected reporting view. Raw history retained.
Revenue model	Reporting workspace → Revenue definitions Finance + data analyst	Product revenue, cohort refunds and net product revenue at a visible cutoff.
Customer classification	Data workspace → Customer history Customer-data owner	First paid order, repeat order or unknown. Renewals checked against available history.
Ad / affiliate destinations	Register → Destination mapping Media / affiliate lead + engineer	Separate action and payload map per destination. Do not infer their counting rules from this dataset.

Change ownership

The engineer owns collection and delivery behaviour. Finance approves revenue definitions. The affiliate lead approves commission rules. The analyst maintains report views. Any new sender or destination is added to this register before release.

A full client register includes exact account links, access owners, active / paused status, verification date and evidence per component. This is a filled excerpt of that format.

Purchase: one sale, one identity, a traceable record.

Event specification EVT-01 · Used by the custom purchase service and its receiving reporting dataset. Internal field names below are illustrative, not a vendor API schema.

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Field / rule	Definition	Verification
order_ref	Stable source order reference.	Matches the source and every delivery attempt.
sale_key	Stable order + destination identity; preserved on retries.	A timeout followed by a retry creates one sale row.
occurred_at	Time of the eligible order event, stored in UTC.	Retry time does not move the sale into a new cohort.
value / currency	Product revenue after discounts, before refunds; tax and shipping excluded.	Matches the order calculation; USD in this sample.
customer_status	First paid order / repeat / unknown, based on available history.	Check known first, known repeat and missing-history cases.
refund adjustment	Separate order-linked monetary adjustment.	Reduces net revenue; never sends a second purchase.

When it fires

An eligible paid order is confirmed. A reload, a delivery retry or a refund does not represent a new purchase. Consent and permitted identifiers follow the recorded collection and destination policy.

Routine check	Pass / escalation
After a collector or feed change	Trace an approved test order to one destination row. Repeat the retry test; preserve the logs and release reference.
Scheduled reconciliation	Compare the same settled order cohort and definitions. List missing orders, repeated orders, value mismatches and unknown classifications separately.
When a number looks wrong	Record the report, date range, timezone, order references and expected definition. Open an issue linked to this event record.
Before closing a change	Attach before/after evidence, update this record and the system register, and record rollback and unresolved limits.

Related records: A-01 audit finding · R-01 definition clarification · R-02 retry repair · release 1.1. Coverage hours and support response targets are agreed separately.