

ATTRIBUTION EVIDENCE

# Palette Studio attribution evidence example

A fictional view of the records reconciled from referral through to the confirmed statement.

|                              |                    |
|------------------------------|--------------------|
| PREPARING FOR PUBLIC RELEASE | Created 2026-09-25 |
|------------------------------|--------------------|

Release and operating status

Production operation of the referral route has not been verified. This is the expected shape of evidence, not a production log. Refer only after your issued link is available for use.

## Evidence chain

| Stage            | Fictional record                               | What to verify                                              |
|------------------|------------------------------------------------|-------------------------------------------------------------|
| 1 Referral       | 2026-09-03 10:00 / REF-DEMO-07 / CLICK-DEMO-A1 | Issued link, timestamp, and referral code                   |
| 2 Registration   | 2026-09-05 14:10 / PS-ACCT-DEMO-001            | Within 30 days; the first referral remains fixed            |
| 3 Paid plan      | 2026-09-12 09:20 / CHARGE-DEMO-101             | Paid charge confirmed; free use is excluded                 |
| 4 Revenue ledger | LEDGER-DEMO-501 / actual_paid_total=53.90 USD  | Actual paid total, source currency, charge and refund state |
| 5 Reconciliation | MATCH-DEMO-81 / attributed / 20%               | Join account, referral and charge; confirm rate             |
| 6 Statement      | PS-PAYOUT-DEMO-2026Q3 / reconciling            | Quarter close, adjustments, conversion, threshold           |

## Attribution priority

| Priority | Evidence                                                                                                                              |
|----------|---------------------------------------------------------------------------------------------------------------------------------------|
| 1        | Registration through the referral link, including an explicit code or carry-over by a valid cookie on the same device within 30 days. |
| 2        | Match a pre-registration made through the link by the release date to the later user registration.                                    |
| 3        | Once available, the user's answer in the registration survey naming the referral source.                                              |
| 4        | A written manual claim within 30 days of registration, supported by time-stamped evidence.                                            |

## Example evidence fields

| Area         | Identifiers and state                                        | Public-document treatment                 |
|--------------|--------------------------------------------------------------|-------------------------------------------|
| Referral     | ref code, click/event ID, received_at, link version          | Do not publish a real code                |
| Registration | account ID, registered_at, first fixed ref                   | Do not show email or shop domain          |
| Billing      | charge ID, product, plan, paid total, currency, confirmed_at | Use fictional IDs only                    |
| Adjustment   | refund / chargeback / unpaid, amount, charge, confirmed_at   | State the reason for deduction            |
| Decision     | matched rule, rate, decision_at, review status               | State the priority and basis              |
| Statement    | period, carry-over, conversion status, threshold test        | Never label an unsettled amount confirmed |

## Conflicts and missing evidence

- If more than one partner's claim conflicts, Mumu Labo's decision based on time-stamped evidence is final.
- A registration with no supporting referral evidence is organic; it is not assigned later by guesswork.
- A manual claim must be made within 30 days of registration. Do not send third-party personal data.
- If attribution is settled after billing began, commission is not paid retroactively for earlier confirmed charges.

## Not established by this example

- That the production referral link, cookie, and outcome ingestion are publicly operational
- The USD-to-JPY conversion method or an actual payout amount
- The existence of any real customer or transaction corresponding to these fictional IDs and amounts

## Sources and status

- Mumu Labo Partner Program Terms, 9th edition, last updated 2026-08-21: <https://mumulabo.com/en/legal/partners/>
- Palette Studio public page for pricing and feature references: <https://palette-studio.app/>

**Important**

This document is an explanatory summary. The formal terms and any individual written conditions prevail. Pricing and release status may change before launch.