

Freeze the original

FICTIONAL WORKED EXAMPLE

Case ID

NR-014

Publication

Example Field Notes (fictional)

Sponsor / campaign

Example Desk / Autumn tools

Internal case owner

A. Chen

Original issue / date / timezone

Issue 42 / Oct 12, 2026 / 9:00 AM America/New_York

Booked slot / quantity

Primary slot / 1 placement

Approval date / approver

Oct 9, 2026 / R. Davis

Original approved creative + exact version reference

Autumn tools v3 / archive item CR-42-v3. Preserve this original; do not replace it with the correction.

Original approved destination URL / tracking reference

https://example.com/autumn?utm_campaign=issue42 (fictional destination)

Booking / terms reference

IO-42 + sponsor email Oct 9

Source location / access owner

Campaign folder NR-014 / A. Chen

What was promised? Separate placement from performance

One primary slot in Issue 42. No click or sales guarantee recorded. Check actual signed terms; this example creates none.

Manual record only. No automatic checks, sends, booking, metrics, refunds or entitlement decisions.
Original terms and authorized decisions control. Unknown is not zero; a sent issue is not proof of sales.
Keep subscriber lists, credentials, payment data and sensitive personal information out of this packet.

Capture the exception

FICTIONAL WORKED EXAMPLE

Review date / timezone	Reviewer
Oct 12, 2026 / America/New_York	A. Chen
Actual send / issue reference	Placement result
Issue 42 sent Oct 12, 9:00 AM	Ran with wrong destination URL
Original sent evidence - archive / screenshot / capture time	
Archive capture EV-42-A / full sent email screenshot EV-42-B / Oct 12 at 9:20 AM. Keep a copy, not only a changing URL.	
Detected by / when	Exception / decision status
Publisher link check / Oct 12, 9:18 AM	WRONG LINK / OWNER REVIEW
Expected vs actual - facts only, not an entitlement decision	
Expected autumn landing page from approved v3. Sent link opened the spring page. Primary position and copy matched. No subscriber data retained here.	
Actual destination / version and evidence reference	
https://example.com/spring?utm_campaign=issue42 / exported link map EV-42-C. Do not overwrite the approved URL on page 1.	
Metrics source / reporting window	Unknowns / next check
ESP export EV-42-D / first 48 hours	Clicks not yet available; check Oct 14
Sponsor notified / reference + assigned next action	
Oct 12, 10:00 AM / thread NR-014. A. Chen to request an authorized correction decision. No remedy promised before review.	

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Approve one recovery plan

FICTIONAL WORKED EXAMPLE

Plan version / case ID	Decision owner
Plan v2 / NR-014	A. Chen
Proposed recovery type	Original placement being addressed
One no-charge rerun (see approvals)	Issue 42 / primary slot / 1 placement
Proposed issue / slot / quantity + capacity check evidence	
Issue 44 / Oct 26, 9:00 AM America/New_York / primary slot / 1. Inventory checked Oct 12, 11:00 AM; tentatively held until Oct 14.	
Approval state	Offer / creative validity review by
APPROVED - NOT YET RUN	Oct 23, 2026 / recheck landing page
Current creative + destination + offer validity	
Use corrected Autumn tools v4, saved CR-44-v4; https://example.com/autumn . Sponsor confirmed the offer is valid through Oct 31.	
Sponsor approval + internal authorization references	
Sponsor R. Davis email Oct 13, 2:00 PM + A. Chen approval NR-014-P2. Do not treat silence as approval.	
Superseded plan / released slot	Billing / credit record owner
v1 Oct 19 slot released; log INV-43	A. Chen / no new charge authorized
Agreed treatment / record reference - not calculated here	
One rerun, no new invoice, per approved plan v2. No credit or refund calculated by this kit. Keep original invoice history and separately record any authorized adjustment.	

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Prove delivery, then close

FICTIONAL WORKED EXAMPLE

Case ID / plan version used	Actual rerun issue / sent at
NR-014 / plan v2	Issue 44 / Oct 26, 9:00 AM Eastern
Actual slot / quantity	Checked by / at
Primary / 1 placement	A. Chen / Oct 26, 9:25 AM
Rerun proof - sent capture, link test, current creative	
EV-44-A sent email + EV-44-B screenshot, captured Oct 26. Checked v4, primary position, sponsor label and autumn URL. Preserve captures in campaign folder.	
Report source / measurement window	Report shared / reference
ESP export EV-44-C / first 48 hours	Oct 28 / report NR-014-R2
Results / unknowns - do not infer sales or add reach totals	
Original and rerun reports kept separately, each at 48 hours. See actual ESP files for numbers. Unique combined readers and sponsor sales remain unknown; no invented totals.	
Sponsor response / acceptance reference	
Oct 29 / R. Davis email: corrected placement received. This is the fictional sponsor response, not an automatic legal release.	
Status / internal close owner	Close / next review date
CLOSED - agreed work evidenced / A. Chen	Oct 29, 2026 / no open action
Remaining action / prevention + original evidence retained	
No open action in this fictional case. Add approved-link comparison to pre-send QA. Preserve original, superseded and final plan records together; do not delete history.	

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