

Freeze the original

ONE CASE / ONE ORIGINAL PLACEMENT / MANUAL REVIEW

Case ID

Publication

Sponsor / campaign

Internal case owner

Original issue / date / timezone

Booked slot / quantity

Approval date / approver

Original approved creative + exact version reference

Original approved destination URL / tracking reference

Booking / terms reference

Source location / access owner

What was promised? Separate placement from performance

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

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Review date / timezone	Reviewer
Actual send / issue reference	Placement result
Original sent evidence - archive / screenshot / capture time	
Detected by / when	Exception / decision status
Expected vs actual - facts only, not an entitlement decision	
Actual destination / version and evidence reference	
Metrics source / reporting window	Unknowns / next check
Sponsor notified / reference + assigned next action	

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Approve one recovery plan

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Plan version / case ID

Decision owner

Proposed recovery type

Original placement being addressed

Proposed issue / slot / quantity + capacity check evidence

Approval state

Offer / creative validity review by

Current creative + destination + offer validity

Sponsor approval + internal authorization references

Superseded plan / released slot

Billing / credit record owner

Agreed treatment / record reference - not calculated here

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Prove delivery, then close

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Case ID / plan version used

Actual rerun issue / sent at

Actual slot / quantity

Checked by / at

Rerun proof - sent capture, link test, current creative

Report source / measurement window

Report shared / reference

Results / unknowns - do not infer sales or add reach totals

Sponsor response / acceptance reference

Status / internal close owner

Close / next review date

Remaining action / prevention + original evidence retained

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