

A recovery case, in four pages

Use one copy per original placement. Make another copy for the next case.

1

Start from the evidence, not a promised remedy

Download, open in a form-capable PDF reader, then Save As a case copy. Read the fictional example. Confirm your real agreement and who can authorize a response.

2

Page 1: freeze the original

Keep the booked issue, slot, approved creative, destination and booking reference intact. Never replace these with the corrected assets.

3

Page 2: record what actually happened

Separate expected from observed. Capture the sent issue and links. Put unknown metrics in words; do not enter invented numbers or subscriber-level data.

4

Page 3: propose, approve, then reserve

Check inventory and current offer validity. Name a decision owner and retain both approval references. Release superseded tentative slots. Silence is not approval.

5

Page 4: verify and close

After a real rerun, preserve proof and report each issue with a stated measurement window. Share the report, record the sponsor response and leave unresolved work open.

6

Save, reopen and share only what is needed

Reopen the saved PDF and inspect every field. Text is bounded and does not auto-flow; shorten to a reference or attach a case note. Use the editable text version if your reader cannot save forms.

This packet does not decide whether a make-good, credit or refund is owed. Follow the actual terms, platform rules and authorized decision. Internal closure is not a legal release, a sales result or sponsor satisfaction guarantee.