The *result.*

Weekly performance summary

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Reviewed control

EVIDENCE · FROZEN SYNTHETIC INPUTS

Reviewed control	Supporting figures
$30.00 cost per purchase	$1,800 spend | 60 purchases on the 7-day-click basis

FINDING AND EVIDENCE

DECISION: OPEN - DO NOT ACCEPT THE DRAFT
Hold the weekly handoff until the cost-per-purchase denominator matches its 7-day-click heading and the owner approves the final outputs.

REVIEW DETAIL

What the review establishes. The draft displays $40.00 because it divides $1,800 by 45 purchases from the separate 1-day-click column. The 7-day-click headline has 60 purchases, giving $30.00. The cost difference is $10.00.

Before the report is released

01 DEFINE OWNER
Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER
Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER
Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *result.*

Weekly performance summary · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

The recorded problem is a report formula selecting a different window. This review does not establish a platform attribution defect or propose changes to campaign settings.

REVIEW DETAIL

What remains unresolved. The packet reproduces one deliberate draft failure and records six passing checks. Two checks remain OPEN: a named, dated definitions approval and evidence that the corrected report and exported copy agree. No live correction or implementation has occurred.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *result.*

Weekly performance summary · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Six deliverables in this report. Deliverable: Decision and metric interpretation; Where to read it: Executive decision and Reporting basis: issue, magnitude, definitions and meaning Deliverable: Source evidence and controls; Where to read it: Reporting basis and Source evidence: frozen basis, aggregate rows and control values

REVIEW DETAIL

Deliverable: Prioritized findings; Where to read it: Prioritized findings: supported diagnosis, implications and limits Deliverable: Reproducible check register; Where to read it: Check register: all nine checks, evidence and next action

Before the report is released

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03 APPROVE — OWNER

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The *result.*

Weekly performance summary · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Deliverable: Source-to-output map and patch plan; Where to read it: Source mapping and Patch recommendations: fields, row IDs and ordered recommendations Deliverable: Acceptance decision and scope; Where to read it: Acceptance and scope: explicit criteria, missing approvals and exclusions

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

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02 COMPARE REVIEWER

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The *basis.*

Agree the reporting basis

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Campaign

EVIDENCE · FROZEN SYNTHETIC INPUTS

Campaign	Spend	Impressions	Clicks	7d / 1d
Prospecting A	$900	45,000	900	36 / 28
Prospecting B	$600	30,000	450	18 / 14
Retargeting C	$300	15,000	150	6 / 3
Weekly control	$1,800	90,000	1,500	60 / 45

FINDING AND EVIDENCE

How to read the result. The two purchase columns are alternative attributed views of the same fictional reporting window. They must not be added together. Attributed purchases do not establish unique customers, incrementality or cash collected.

REVIEW DETAIL

A frozen cutoff describes the synthetic snapshot, not completeness of any actual platform. All field names, rows and calculation logs below are fictional evidence; no customer system was accessed. Definition: Reporting period; Reviewed basis: 2026-10-12 inclusive / 2026-10-19 exclusive

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *basis.*

Agree the reporting basis · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Definition: Time zone and frozen cutoff; Reviewed basis: America/New_York | 2026-10-21T12:00:00Z

REVIEW DETAIL

Definition: Scope of source; Reviewed basis: USD; one fictional ad account; three disjoint campaigns split into nine ad sets. Fixture purchase action; separate 7-day-click and 1-day-click columns. Impression-time reporting, same frozen cutoff, no view-through results.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *basis.*

Agree the reporting basis · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Definition: Approval status; Reviewed basis: OPEN — named definitions approver and approval date absent

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *source.*

The source rows, made readable

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Row / campaign

EVIDENCE · FROZEN SYNTHETIC INPUTS

Row / campaign	Spend	Impr.	Clicks 7d / 1d
ME-A01 / Prospecting A	$400	20,000	400 16 / 12
ME-A02 / Prospecting A	$300	15,000	300 12 / 10
ME-A03 / Prospecting A	$200	10,000	200 8 / 6
ME-A04 / Prospecting B	$250	12,500	200 8 / 6

FINDING AND EVIDENCE

All nine rows use fixture_purchase as the purchase action and impression_time as the reporting clock. The 7d and 1d columns mean 7-day-click and 1-day-click purchase views respectively; there are no view-through results. Each row is one disjoint synthetic ad set.

REVIEW DETAIL

The fixed reporting basis is deliberate fixture metadata. It does not assert any actual account defaults or the availability of these windows in a particular account.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *source.*

The source rows, made readable · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Row / campaign

EVIDENCE · FROZEN SYNTHETIC INPUTS

Row / campaign	Spend	Impr.	Clicks	7d / 1d
ME-A05 / Prospecting B	$200	10,000	150	6 / 5
ME-A06 / Prospecting B	$150	7,500	100	4 / 3
ME-A07 / Retargeting C	$150	7,500	70	3 / 1
ME-A08 / Retargeting C	$100	5,000	50	2 / 1

FINDING AND EVIDENCE

Evidence boundary. These rows are fully fabricated aggregate evidence. They explain this demonstration without requiring a live export, customer record or separate spreadsheet. The source CSV and field mappings are optional supporting artifacts, not required reading for this report.

REVIEW DETAIL

Row IDs are stable references used in the check register and mapping. A range such as ME-A01–ME-A09 means every sequential row in that range.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *source.*

The source rows, made readable · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Row / campaign

EVIDENCE · FROZEN SYNTHETIC INPUTS

Row / campaign	Spend	Impr.	Clicks 7d / 1d
ME-A09 / Retargeting C	$50	2,500	30 1 / 1

FINDING AND EVIDENCE

Frozen synthetic rows only; no live account or customer evidence.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *findings.*

What needs attention

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

PRIORITY 1 | FAIL · Wrong window selected in the cost calculation. The synthetic log names purchases_1day_click as the denominator under a 7-day-click heading. Meaning: $40.00 draft vs $30.00 control; $10.00 difference for this label. Recommended response: Recommend using the 7-day-click column consistently with the 60-purchase headline.

REVIEW DETAIL

Evidence: ME-D02; ME-M22; ME-C03
PRIORITY 2 | PASS · Campaign and weekly controls reconcile. Nine disjoint synthetic ad-set rows preserve the original three campaign totals, including both separate purchase views. Meaning: The additive totals pass; the documented issue is in the labeled calculation.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *findings.*

What needs attention · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Recommended response: Retain field-level mappings and show a separate labeled 1-day comparison only if required. Evidence: ME-C01; ME-C02 PRIORITY 3 | OPEN · Action/window authorization and final outputs remain absent. No authorized decision or corrected output has been provided; window values do not establish causal lift.

REVIEW DETAIL

Meaning: Acceptance remains unresolved. Recommended response: Obtain the definitions decision and final-output sign-off without changing attribution settings. Evidence: ME-C07; ME-C08

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *findings.*

What needs attention · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Priority reflects the correction and handoff sequence in this fictional workflow. PASS is evidence that a specified calculation meets its control; it is not an approval to release the report. OPEN items cannot be resolved by arithmetic alone.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *checks.*

Check the calculation

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

ME-C01 | PASS | Disjoint campaign/ad-set rollup. Result: Sum three ad sets each: A 900/45000/900/36/28; B 600/30000/450/18/14; C 300/15000/150/6/3 (spend/impressions/clicks/7d/1d). Evidence: source.csv ME-A01..ME-A09; ME-M01..15 Next action: Retain unique ad-set grain and campaign mapping.

REVIEW DETAIL

ME-C02 | PASS | Weekly additive controls. Result: Sum all nine rows: $1800 spend, 90000 impressions, 1500 link clicks, 60 7-day-click purchases, 45 1-day-click purchases. Evidence: ME-M16..20 Next action: Compare each required output to these controls.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

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The *checks.*

Check the calculation · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

ME-C03 | FAIL | Draft cost denominator matches heading. Result: The 7-day heading selects purchases_1day_click=45; 1800/45=$40.00. Evidence: ME-D02; ME-M22 Next action: Recommend selecting purchases_7day_click for this labeled output. ME-C04 | PASS | Agreed 7-day cost control. Result: 1800/60=$30.00; arithmetic difference to draft=$10.00.

REVIEW DETAIL

Evidence: ME-M21 Next action: Retain the exact purchase-action and window labels beside the cost. ME-C05 | PASS | Attribution windows remain separate. Result: The 7-day view contains 60 purchases and the 1-day view contains 45. They remain separate: no mapped output incorrectly combines them into 105 purchases.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

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The *checks.*

Check the calculation · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Evidence: source.csv window columns; ME-D01
Next action: Label any 1-day comparison explicitly; do not present combined results.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

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The *gaps.*

Close the evidence gaps

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

ME-C06 | PASS | Clock and snapshot are explicit. Result: All nine rows use impression_time. The October 12-18 account-local period and October 21 frozen cutoff are explicitly recorded in Reporting basis. Evidence: metadata.json; source.csv reporting_clock Next action: Carry the same clock and cutoff into final definitions.

REVIEW DETAIL

ME-C07 | OPEN | Metric definitions approval. Result: Named approver/date absent for fixture_purchase, 7-day click, clock and cutoff. Evidence: metadata.json; acceptance-record.txt Next action: Obtain written definitions approval; do not assume account defaults.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

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03 APPROVE OWNER

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The *gaps.*

Close the evidence gaps · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

ME-C08 | OPEN | Corrected output evidence. Result: No regenerated report or export supplied. Evidence: acceptance-record.txt Next action: Owner to supply both, verify $1800/60/$30 and retain dated approval.

REVIEW DETAIL

ME-C09 | PASS | Formula cause supported within fixture only. Result: The invented calculation log explicitly selects purchases_1day_click for the draft cost denominator. This supports a reporting-field selection error only; no live tracking or attribution-setting fault is claimed. Evidence: draft-calculation-log.csv ME-D02

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

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03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

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The *gaps.*

Close the evidence gaps · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Next action: Keep the proposed correction at the report formula layer. Register disposition. 6 PASS / 1 FAIL / 2 OPEN. The deliberately incorrect draft remains unacceptable. Passing source controls narrow the demonstrated issue; they do not remove the need for a corrected report, exported-copy comparison and authorized, dated approval.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

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The *mapping.*

Follow each headline to evidence

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Output / source rows

EVIDENCE · FROZEN SYNTHETIC INPUTS

Output / source rows	Exact input fields	Transformation and result
Campaign table ME-A01-03; ME-A04-06; ME-A07-09	spend_usd; impressions; link_clicks; purchases_7day_click; purchases_1day_click	Group each triplet; results shown in Reporting basis
Weekly additive totals ME-A01-ME-A09	Same five fields above	1,800 / 90,000 / 1,500 / 60 / 45

FINDING AND EVIDENCE

What the transformation log adds. The fixture supplies an explicitly invented draft calculation log, so the reported cause is evidenced within the example. It is not inferred from the size of a difference. The draft displays $40.00 because it divides $1,800 by 45 purchases from the separate 1-day-click column.

REVIEW DETAIL

The 7-day-click headline has 60 purchases, giving $30.00. The cost difference is $10.00. These mappings use the same period, time zone and frozen cutoff in Reporting basis. They do not validate real export completeness, connector behavior or platform configuration.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *mapping.*

Follow each headline to evidence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Output / source rows

EVIDENCE · FROZEN SYNTHETIC INPUTS

Output / source rows	Exact input fields	Transformation and result
Purchase headline ME-A01-ME-A09	purchases_7day_click	Sum = 60, labeled 7-day click
Correct cost line ME-A01-ME-A09	spend_usd; purchases_7day_click	1,800 / 60 = $30.00

FINDING AND EVIDENCE

Frozen synthetic rows only; no live account or customer evidence.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *mapping.*

Follow each headline to evidence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Output / source rows

EVIDENCE · FROZEN SYNTHETIC INPUTS

Output / source rows	Exact input fields	Transformation and result
Incorrect draft cost line ME-A01-ME-A09	spend_usd; purchases_1day_click	1,800 / 45 = $40.00 under wrong 7-day label

FINDING AND EVIDENCE

Frozen synthetic rows only; no live account or customer evidence.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *patch.*

A practical correction sequence

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

STEP 1 | Definitions approver Confirm purchase action, window, reporting clock, time zone and frozen cutoff with the definitions approver. Evidence needed to close: A dated action/window decision: fixture_purchase, 7-day click, impression-time clock, USD, account time zone and cutoff. STEP 2 | Report owner / analyst

REVIEW DETAIL

Recommend selecting purchases_7day_click in the cost formula used under the 7-day-click heading; keep any 1-day comparison separate. Evidence needed to close: The cost formula visibly references purchases_7day_click; any 1-day comparison is separately labeled. STEP 3 | Report owner / reviewer

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *patch.*

A practical correction sequence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Recommend regenerating the summary and required export and comparing campaign rollups plus $1800/60/$30 controls. Evidence needed to close: Both outputs show $1,800 spend, 60 purchases and $30.00 cost under the same 7-day-click heading. STEP 4 | Final-output approver

REVIEW DETAIL

Owner to retain corrected-output evidence and dated approval. This plan does not change platform attribution, tracking or campaigns. Evidence needed to close: Named, dated acceptance with campaign controls, formula and both final outputs saved.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *patch.*

A practical correction sequence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Implementation decision: NO-GO. No implementation or release is authorized by this specimen. An authorized owner may proceed only after approving definitions and agreeing the correction scope; report release remains NO-GO until corrected-output checks pass and dated final approval is recorded.

REVIEW DETAIL

Handoff rule. Complete the definition decision before changing a formula. After correction, compare the report and each required exported copy with the controls in this review. A reviewer then records acceptance against the criteria in Acceptance and scope.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *decision.*

Acceptance remains OPEN

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Decision field

EVIDENCE · FROZEN SYNTHETIC INPUTS

Decision field	Current status
Review disposition	OPEN - draft fails; corrected outputs absent
Definitions approver / approval date (ET)	UNRESOLVED / UNRESOLVED

FINDING AND EVIDENCE

Required acceptance criteria. 1. Named approver/date approves fixture purchase action, 7-day-click basis, impression-time clock, period, USD and cutoff. 2. All nine ad sets reconcile to the three campaign controls and weekly $1800/90000/1500/60/45 totals.

REVIEW DETAIL

3. Final report and exported copy show $1800 spend / 60 7-day-click purchases / $30.00 cost on that same basis. 4. Any 1-day comparison is labeled separately and never added to 7-day results. 5. Frozen source, formula and dated final-output decision retained; status OPEN until supplied.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *decision.*

Acceptance remains OPEN · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Decision field

EVIDENCE · FROZEN SYNTHETIC INPUTS

Decision field	Current status
Final-output approver / approval date (ET)	UNRESOLVED / UNRESOLVED
Corrected report and exported copy	NOT PROVIDED

FINDING AND EVIDENCE

Review scope and exclusions. The $500 review covers one existing reporting workflow: definitions, field and row mappings, calculations including clearly defined rates, evidence gaps and a recommended patch plan. The $99 additive totals check does not review rates, attribution definitions or workflow causes.

REVIEW DETAIL

- Live account validation, connectors and tracking implementation - Guarantees of business results or performance - Customer claims or evidence of a paid engagement - Attribution repair, campaign/budget changes, causal lift or incremental results - Unique-customer, cross-platform deduplication or cash-collected claims

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *decision.*

Acceptance remains OPEN · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT COST	CORRECT COST	COST DIFFERENCE
$40	$30	+$10
1,800 / 45 · 1-day view	1,800 / 60 · 7-day view	33.3% of correct $30 cost

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

- Assertions about platform defaults or window availability in any actual account All figures, logs and findings are fabricated. No live account or customer data was accessed. No results guarantee, tracking implementation or financial assurance is provided.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

ReportPatch

AC1 · RP-META-WEEK-01
UNSIGNED · DATE OPEN

RECORD OF

Acceptance

Meta Ads workflow review · cost per purchase

HOLD
DRAFT · NOT ACCEPTED

SOURCE CONTROL	DRAFT / TARGET	VARIANCE
$30	~~$40~~ $30	+$10
USD1,800 / 60 purchases	Target only · not implemented	different denominator against control

REGISTER DISPOSITION

- 6 PASS / 1 FAIL / 2 OPEN in the full register
- Source controls reproduce on synthetic rows
- One draft error remains; correction is recommended
- Definitions approval and both outputs remain missing
- Full criteria are in Acceptance and scope

LIMITS CARRIED FORWARD

! No live account validation or implementation
! No results guarantee or financial assurance
! Corrected report/export not provided
! No acceptance or source certification implied

This unsigned specimen does not accept a report. Release remains NO-GO until the named definitions approver approves the basis, corrected report and exported copy match the controls, and the final-output approver records a dated decision. A later refresh requires its own check.

UNSIGNED

DEFINITIONS APPROVER · DATE OPEN

UNSIGNED

FINAL OUTPUT APPROVER · DATE OPEN

HELLO@REPORTPATCHHQ.COM