The *check.*

Fictional Northline Studio

SPECIMEN · SYNTHETIC DATA · NOT A CLIENT RESULT

PAIRS CHECKED	WITHIN TOLERANCE	OPEN ITEMS
12 of 50 max	7 6 exact	5 3 numeric
One report / one window	1 nonzero difference	1 date / 1 missing source

Source to report, pairs 01-06

ADDITIVE COUNTS / SUPPLIED ROWS

PAIR / METRIC	SOURCE	REPORT	ALLOWED	DELTA
P01 Search impressions	42,000	42,000	42	+0
P02 Search clicks	1,300	1,300	1.3	+0
P03 Social impressions	28,500	28,500	28.5	+0
P04 Social clicks	920	920	1	+0
P05 Display impressions	10,000	10,005	10	+5
P06 Display clicks	175	175	1	+0

WHAT THE CHECK SHOWS

Seven within tolerance: P01-P07. P01-P04 and P06-P07 match exactly. P05: report 10,005 versus source 10,000 impressions; +5 is within allowed 10.

MATCHING DECLARATIONS

Oct 1-31 inclusive; America/New_York. All campaigns, test traffic excluded. Event occurrence date; no cross-channel credit allocation. Refresh Nov 1 at 9:00 AM ET. P11 dates conflict.

Next checks before approval

01 COMPARE P08-P10

Inspect three differences on page 2; obtain matching extracts and reconcile the reported totals.

02 ALIGN P11-P12

Resolve the date conflict and supply missing source evidence before a numeric verdict.

03 DECIDE OWNER

Agree actual tolerances, rerun affected pairs, then request authorized owner approval.

Method. Delta = report - source. Every pair: synthetic absolute tolerance 1 unit, relative tolerance 0.001. Allowed = max(1, |source| × 0.001). P05: max(1, 10,000 × 0.001) = 10.

On *hold.*

Approval unresolved.

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NUMERIC FLAGS	NOT COMPARABLE	MISSING SOURCE
3 **P08-P10**	1 **P11**	1 **P12**
No cause asserted	Date conflict	Not treated as zero

Source to report, pairs 07-12

ADDITIVE COUNTS / SUPPLIED ROWS

PAIR / METRIC	SOURCE	REPORT	ALLOWED	DELTA
P07 Form submissions	64	64	1	+0
P08 Email link clicks	200	260	1	+60
P09 Download events	80	100	1	+20
P10 Video start events	1,500	1,400	1.5	-100
P11 Landing-page views	2,100	2,100	n/a	n/a
P12 Phone-click events	missing	37	n/a	n/a

THREE NUMERIC FINDINGS

P08 email clicks: 260 - 200 = +60; allowed 1. P09 downloads: 100 - 80 = +20; allowed 1. P10 video starts: 1,400 - 1,500 = -100; absolute 100 exceeds allowed 1.5.

TWO EVIDENCE FINDINGS

P11 views: both 2,100, but source ends Oct 31; report ends Oct 30. Not comparable. P12 phone-click events: report 37; no source. Neither receives a numeric verdict.

Acceptance record: HOLD

01 RECONCILE P08-P10

Allowed=max(1, |source| × 0.001). Check matching extracts; no explanation of causes is asserted.

02 RESOLVE P11-P12

Confirm intended dates and obtain the source total with matching metric, units and declarations.

03 HOLD UNSIGNED

Actual approval unresolved. No signature or approval to issue a report. Rerun, then seek owner approval.

Limits. 23 fictional rows: 11 source / 12 report. P01 maps S01/R01 through P11; P12 has R12 only. No live access, authentication or raw-event review. Counts only: no rates, ratios, averages or distinct people. $99: findings + Acceptance Record; excludes implementation/fixes and financial assurance. No SLA.