

COMPLIANCE WORKING RECORD

Claim substantiation checker

Fictional sample. Requires tailoring and responsible review.

Document control

Field	Value
Document type	Claim substantiation checker
Document reference	FICTIONAL-MARKETING-1
Jurisdiction	United States
Version	1
Status	Named marketing evidence workpaper prepared
Prepared by	Fictional responsible marketing reviewer
Prepared on	October 9, 2026
Rule pack	2026-10-09.marketing-evidence.1
Generated	October 9, 2026

Purpose and boundary

Assess actual express claims and customer-identified implied claims against approved evidence requirements.

Bind exact advertised text and every customer-identified implied meaning to supplied evidence. Compare numeric metrics, units, populations and periods, and the expressly advertised support level. Flag missing review coverage, contradictory observations and support reviewed after dissemination. Adequacy of the selected study and implied interpretation remains a responsible customer judgment.

This workpaper checks exact customer-supplied content, criteria, evidence and decisions. It does not establish legal applicability, adequate scientific support, clear-and-conspicuous presentation, valid consent, authenticity, identity or AI generation. No live message, call, unsubscribe link or provider is executed. Original files remain unchanged and browser-local unless explicitly saved through paid private cloud saving.

Approved scope and marketing evidence method

Fictional limited content and audience. Replace every fact and source before use.

Scope approval. FICTIONAL-CAMPAIGN-1

Approved method. Fictional approved marketing framework 1. Source. f1. Locator. Exact fictional method and requirements JSON. Approver. Fictional authorized method approver. Approval date. 2026-01-01

Population statement. Declared complete population. Customer-declared count. 1

Claim, support level and scope comparison inputs

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Item Id. I1 Brand. Fictional Northfield Channel. Fictional text campaign Content Version. 1 Content Text. Fictional Northfield process recovered 91% of the declared 100 test cases. Source File Id. f2 Source Locator. Exact original fictional text Text Binding. Exact UTF-8 excerpt First Published On. Owner. Fictional content owner Claim Type. Objective Implied Meanings. Fictional exact customer-reviewed implication within this selected benchmark only Claimed Metric. Recovered test case rate Claimed Value. 91 Claimed Unit. % Claimed Population. Declared 100-case test Claimed Period. 2026-10-01 test Expressed Support. Fictional exact 100-case operational test

Rules

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Rule Id. R1 Instrument. Fictional approved marketing criteria Provision. Fictional source-reviewed preparation criterion 1 Rule Version. Fictional approved marketing framework 1 Source Id. f1 Source Locator. criterion Question. Has the exact content and named observation been reviewed within the selected scope? Required Answer. Observed Approved By. Fictional authorized method approver Approved On. 2026-01-01

Answers

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Answer Id. ANS1 Item Id. I1 Rule Id. R1 Answer. Observed Reason. Fictional exact content and named observation were reviewed. Evidence Ids. ["E1"] Reviewer. Fictional responsible answer reviewer Reviewed On. 2026-10-08

Observations

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Observation Id. O1 Item Id. I1 Source File Id. f3 Source Pointer. /observations/0 Source Mode. Exact JSON observation Evidence Ids. ["E1"] Observed On. 2026-10-08 Reviewer. Fictional responsible observation reviewer Tested Object. Fictional Northfield process Metric. Recovered test case rate Observed Value. 91 Unit. % Population. Declared 100-case test Period. 2026-10-01 test Support Level. Fictional exact 100-case operational test Calculation. Success percentage Numerator. 91 Denominator. 100 Rounding Places. 0 Rounding Method. Half up Support State. Reviewed support Limitations. Fictional selected test only. Adequacy requires responsible review.

Decisions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Decision Id. D1 Item Id. I1 Decision. Prepare for release Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied. Conditions. Action Ids. [] Approved By. Fictional authorized publication reviewer Approved On. 2026-10-09 Review On. 2026-12-31 Evidence Ids. ["E1"]

Evidence

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Evidence Id. E1 Item Id. I1 Record Id. O1 File Id. f3 Source Sha256. 4b43e86325cd07d4dbf27feedd506b3599c25519fe58898f719e3d9f27759fd5 Locator. observations[0] Conclusion. Supports Reviewer. Fictional responsible evidence reviewer Observed On. 2026-10-08 Reviewed On. 2026-10-08

Actions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

Claim, support level and scope comparison

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Item. I1 Observation. O1 Task. Claim, support level and scope comparison Exact content text. Fictional Northfield process recovered 91% of the declared 100 test cases. Exact named input facts. {"itemId":"I1","brand":"Fictional Northfield","channel":"Fictional text campaign","contentVersion":"1","contentText":"Fictional Northfield process recovered 91% of the declared 100 test cases.", "sourceFileId":"f2","sourceLocator":"Exact original fictional text","textBinding":"Exact UTF-8 excerpt","firstPublishedOn":"","owner":"Fictional content owner","claimType":"Objective","impliedMeanings":"Fictional exact customer-reviewed implication within this selected benchmark only","claimedMetric":"Recovered test case rate","claimedValue":"91","claimedUnit":"%","claimedPopulation":"Declared 100-case test","claimedPeriod":"2026-10-01 test","expressedSupport":"Fictional exact 100-case operational test"} Exact source observations. {"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/ob [formal preview abridged]

Exact approved criteria and content answers

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Answer. ANS1 Item. I1 Criterion. R1 Required answer. Observed Observed answer. Observed Reason. Fictional exact content and named observation were reviewed. Result. Source-linked criterion answer prepared

Named marketing decision draft sections

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
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ID	Result
I1	<p>Item. I1 Decision. Prepare for release Result. Customer decision draft prepared Draft text. Claim, support level and scope comparison. Item I1. Exact revision 1</p> <p>Exact submitted content. Fictional Northfield process recovered 91% of the declared 100 test cases.</p> <p>Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference. FICTIONAL-CAMPAIGN-1</p> <p>Customer-selected method and criteria. Fictional approved marketing framework 1. [{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]</p> <p>Named comparison observations. [{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds":["E1"],"observedOn":"2026-10-08","reviewer":"Fictional responsible observation reviewer","testedObject":"Fictional Northfie [formal preview abridged]</p>

Exact numeric claim and evidence comparison

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	<p>Item. I1 Metric. Recovered test case rate Claimed value. 91 Observed value. 91 Unit. % Comparison. Exact measured percentage Formula. 91 / 100 * 100. Exact rational 91/1. Half up to 0 decimal places.</p>
I1	<p>Item. I1 Metric. Recovered test case rate Claimed value. 91 Observed value. 91 Unit. % Comparison. Exact numeric match Formula. Claim 91/1. Observed 91/1</p>

Owned responses and dependencies

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

Marketing decision draft. I1. Prepare for release

Complete exact draft text remains in Excel and JSON.

Claim, support level and scope comparison. Item I1. Exact revision 1

Exact submitted content. Fictional Northfield process recovered 91% of the declared 100 test cases.

Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference.
FICTIONAL-CAMPAIGN-1

Customer-selected method and criteria. Fictional approved marketing framework 1.

```
[{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]
```

Named comparison observations.

```
[{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds":["E1"],"observedOn":"2026-10-08","reviewer":"Fictional responsible observation reviewer","testedObject":"Fictional Northfield process","metric":"Recovered test case rate","observedValue":"91","unit":"%","population":"Declared 100-case test","period":"2026-10-01 test","supportLevel":"Fictional exact 100-case operational test","calculation":"Success percentage","numerator":"91","denominator":"100","roundingPlaces":"0","roundingMethod":"Half up","supportState":"Reviewed support","limitations":"Fictional selected test only. Adequacy requires responsible review."}]
```

Customer publication decision. Prepare for release. Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied.

Conditions and responses. . []

Approval. Fictional authorized publication reviewer, 2026-10-09. Review. 2026-12-31

Exact evidence references. ["E1"]

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Review findings

1 declared content items. 1 exact approved criteria. 0 unresolved findings.

The first 100 findings and 1000 characters per displayed field appear here. Complete findings remain in the data exports.

Selected exact attachments

ID	Filename	Bytes	SHA-256
f1	fictional-approved-marketing-method.json	186	548630e9021953221e221a843c8be871d6ac404fa1b54304ae6849b60003b632
f2	fictional-original-marketing-text.txt	74	c3696db3a9c82d5c54df948233087baab90e8c0279674c7a6a9478b83d01921a
f3	fictional-source-marketing-observations.json	527	4b43e86325cd07d4dbf27feedd506b3599c25519fe58898f719e3d9f27759fd5

Unresolved items and limitations

The first 100 unresolved items appear here, with 1000 characters per preview. Complete findings remain in Excel and JSON.

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Limitations

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Official sources

Source	Provision	Date	Link
Federal Trade Commission: FTC Policy Statement Regarding Advertising Substantiation	Reasonable basis and prior substantiation under Section 5 of the FTC Act. Advertised levels of support and express or implied objective claims require appropriate evidence before dissemination. This policy does not prescribe one study or authorize a customer claim.. Bind exact advertised text and every customer-identified implied meaning to supplied evidence. Compare numeric metrics, units, populations and periods, and the expressly advertised support level. Flag missing review coverage, contradictory observations and support reviewed after dissemination. Adequacy of the selected study and implied interpretation remains a responsible customer judgment. No automated applicability, authenticity, adequate substantiation or legal approval follows.	October 9, 2026	https://www.ftc.gov/legal-library/browse/ftc-policy-statement-regarding-advertising-substantiation