

Listing Source Audit

Fictional sample - not a client case study

Northline Hydration Flask | 750 mL | 1 SKU + 2 colors

01 SOURCE SNAPSHOT

Package front
750 mL; stainless steel; hand wash only

Existing listing
24 oz; dishwasher safe; cold for 36 hours

Specification sheet
750 mL; 304 stainless steel; cold for 24 hours

02 PRIORITY FINDINGS

P0

Capacity mismatch
750 mL equals about 25.4 fl oz, while the listing says 24 oz. Select one approved consumer value.

P0

Unsupported duration
The listing claims 36 hours, but the supplied specification supports 24 hours. Remove 36 hours.

P1

Care instruction conflict
Package says hand wash only; listing says dishwasher safe. Do not publish either until the owner confirms.

03 CLAIM DECISION TABLE

CLAIM	SOURCE	STATUS	ACTION
750 mL	Package + spec	VERIFIED	Use 750 mL; add fl oz only after approval
304 stainless steel	Specification	VERIFIED	Use as material statement
Cold for 36 hours	Listing only	REJECT	Replace with approved 24-hour claim
Dishwasher safe	Listing vs package	HOLD	Ask owner for care validation

04 APPROVED DRAFT DIRECTION

Recommended title

Northline 750 mL Insulated Stainless Steel Water Bottle, 304 Steel, Hand-Wash Care

Bullet direction

- State the verified 750 mL capacity.
- Name 304 stainless steel from the specification.
- Use the 24-hour cold claim only after brand approval.
- Keep hand-wash care until dishwasher validation exists.

Questions before final copy

1. Should the US page show 750 mL, 25.4 fl oz, or both?
2. Is the 24-hour cold test approved for public use?
3. Is any dishwasher validation available?

Paid delivery after approval

Fact table + 3 title options + 5 bullets + description + FAQ + SKU table + 1 revision

To request a quote

Send the public URL, marketplace, variant count, and required date.