

# Appeal Dispute - Pinpoint Scaling Limited

## Table of Contents:

1. Service Provider Information
2. Overview of purchased service
3. Client & transaction information
4. Legally binding agreement
5. No Refund Policy
6. Services Provided to Client
7. Proof of service delivered
8. Proof of communication & Payment Authorization
9. Summary

## Introduction

To Whom It May Concern,

We are writing to address an unjustified chargeback initiated by **[CLIENT NAME]**, concerning a transaction of US**[DISPUTE AMOUNT]** dated 02/09/2023 (DD/MM/YYYY), under the **[REASON FOR DISPUTE]**.

This document rigorously counters this claim, presenting indisputable evidence of the complete and satisfactory provision of services by Pinpoint Scaling Limited (Service Provider) to **[CLIENT NAME]** (Client). The comprehensive details enclosed herein unequivocally demonstrate that the services for which **[CLIENT NAME]** was charged were not only delivered in full but also adhered to the highest standards of quality and professionalism.

We firmly believe that the facts and documentation provided will unequivocally establish the validity of the transaction and the groundlessness of the chargeback claim.



## Service Provider Information

Business Name:	Pinpoint Scaling Limited
Business Owner Name:	Cameron Jay England
Email:	cam@pinpointscaling.co.uk
Phone Number:	+447495135674
Business Address:	24 Cottesmore Road, Cleethorpes, North East Lincolnshire, DN350RY

## Overview of Purchased Service

The client engaged Pinpoint Scaling Limited for our comprehensive "Clinic Accelerator System" - a specialized Facebook Lead Generation System. This service encompasses a suite of digital marketing solutions, tailored to meet the specific needs of our clients. The key components of this service include:

- **Creation and Setup of Facebook Campaigns:** We design and implement customized Facebook advertising campaigns, tailored to the client's business objectives and target audience.
- **Monitoring and Optimization of Campaigns:** Our team continuously monitors campaign performance, making data-driven adjustments to ensure optimal results and return on investment.
- **Extensive Follow-Up and Lead Nurture Within the Custom-Built CRM:** We employ a sophisticated Customer Relationship Management (CRM) system, specifically developed to track and nurture leads efficiently. This system allows for detailed tracking and management of client interactions and engagement. We also train and place one of our patient concierge team members into this CRM to manage all lead communication via text, email, and phone calls 7 days a week.
- **Weekly Client Check-In Calls:** Regular communication is maintained with the client through bi-weekly check-in calls. These calls are essential for discussing campaign progress, making necessary adjustments, and ensuring alignment with the client's evolving marketing goals.

Each element of the Clinic Accelerator system is meticulously crafted to deliver a holistic and effective lead generation and client management solution, ensuring a seamless and productive marketing experience for our clients.



## Client & Transaction Information

### Client Information:

Business Name:	<b>[CLIENT NAME]</b>
Business Owner Name:	<b>[CLIENT FULL PERSONAL NAME]</b>
Email:	<b>[CLIENT EMAIL]</b>
Phone Number:	<b>[CLIENT PHONE]</b>
Business Address:	<b>[CLIENT ADDRESS]</b>

### Payment details:

Statement	PINPOINT SCALING
descriptor Amount	US <b>[AMOUNT DISPUTED]</b>
Description	Marketing Investment - Clinic Accelerator

### Payment method:

ID	<b>[ID]</b>
Date (DD/MM/YYYY)	<b>[DATE]</b>
Card Number Used	<b>[CARD NUMBER USED]</b>
Fingerprint ID	<b>[FINGERPRINT ID]</b>
Card Expires	<b>[EXPIRATION DATE]</b>
Type	<b>[CARD TYPE]</b>
Issuer	<b>[CARD ISSUER]</b>
Postal code	<b>[POSTAL CODE]</b>
Origin	<b>[ORIGIN]</b>
CVC check	Passed
Zip check	Passed



## Legally Binding Agreement

Both parties, the Service Provider and the Client entered into a legally binding agreement on **[DATE SIGNED]**. (Confirmation of the completion attached below)

PICTURE OF THEIR SIGNATURE AND PROOF OF DATE CONTRACT SIGNED

The agreement can be found uploaded to a web-accessible portal that can be accessed **[HERE PROVIDE LINK TO VIEW THE CONTRACT]**. As per Section 2 of the agreement, the Service Provider is responsible for the following:

### *2. SERVICES AND RESPONSIBILITIES*

**2.1 Agent's Responsibilities:** The Agent shall perform the following services on behalf of the Company:

2.1.1 Set up and maintain advertising campaigns on the Company's behalf.

2.1.2 Optimize all campaigns on a daily basis.

2.1.3 Follow up with leads via phone call, text, and email on the Company's behalf.

2.1.4 Provide the Company booked lead appointments within 30 days

In addition to this, the Service Provider provided the client with a no refund and no chargeback policy clearly stated in section 1 of the guarantee as shown below:

## 2. REFUND POLICY

**\*\*No refunds will be issued once payment has been processed. Also, to be very clear all ad spend goes directly to Facebook/Instagram so that will be directly connected to their platform.**

### No Chargebacks Notice

By entering into this agreement, both parties acknowledge and agree that chargebacks are not an acceptable means of dispute resolution. Any disputes regarding services rendered by Pinpoint Scaling Limited shall be resolved through direct communication and negotiation. Initiating chargebacks without prior attempt to resolve disputes may result in legal action to recover disputed funds and associated costs. Both parties agree to refrain from initiating chargebacks for payments made pursuant to this agreement.

*Below are extracts of the communication between the Client & the Service Provider in regards to the new campaign, where the Service Provider constantly adhered to the Clients requests, specifically for the creatives used for the launch of the second campaign.*

PROVIDE PROOF OF COMMUNICATION

**[GO OVER IN DETAIL THE CLIENTS COMPLAIN REASON AND PROVIDE MORE POOF THAT WE ARE IN THE RIGHT]**

PROVIDE PROOF OF US BEING IN THE RIGHT

This serves as a clear indication that the chargeback is unlawful and serves as one of many pieces of **evidence** that the Client is indeed requesting a fraudulent chargeback.



## The Services Provided

As per the Legally Binding Agreement, the services which the Service Provider provides to the Client are the following, having a focus in generating leads through Facebook Ads:

1.1 Agent's Responsibilities: The Agent shall perform the following services on behalf of the Company:

1.1.1 *Set up and maintain advertising campaigns on the Company's behalf.*

1.1.2 Optimize all campaigns on a daily basis.

1.1.3 Follow up with leads via phone call, text, and email on the Company's behalf.

1.1.4 Provide the Company booked lead appointments within 30 days

In regards to delivering the services & the client receiving these services, the Service Provider has setup and actively managed **[NUMBER OF CAMPAIGNS]** Separate Facebook Advertising Campaign 's' with a goal of Lead-Generation and promoting the business services of the Client.

The campaigns which the Service Provider setup can be seen on the image below, which is a Lead Funnel Campaign.

It is also important to note, that in **red box** in the top left of the image clearly indicates that the Facebook Ad Account belongs to the Client.

In addition to this, both of the campaigns highlighted below in the **red box** were setup and managed by our team at Pinpoint Scaling.

Moreover, the **[ADDRESS NAMING STRUCTURE]** abbreviations on the campaign indicate that a marketing professional has set up these campaigns, such as the Service Provider, since these are common practices used by marketers specifically.

The abbreviations can be uncoded as:

**[INDICATE WHAT ABBREVIATIONS MEAN]**

Moreover, it's also clearly visible that both of the campaigns have generated leads, which can be seen under the Results tab.

PROVIDE PROOF OF ADS SPENDING AND BEING LIVE

The forementioned makes the Service Provider meet the criteria of point 1.1.1.

*1.1.1 Set up and maintain advertising campaigns on the Company's behalf.*

To further confirm the setup on the campaigns, we can specifically analyse both of the campaigns in detail.

When opening the “[CAMPAIGN NAME]” campaign, it’s clear that the Service Provider has not only setup the campaign, but also tested different ad creative strategies within the ad sets, such as [EXAMPLES OF TEST ADS].

It’s also clear on the image that forementioned ad sets have been disabled, which was done specifically by the Service Provider as part of **optimizations for performance**, since the testing of these ad sets indicated that the “Broad” targeting is performing better, which lead the Service Provider to make these changes with a goal of maximising results from the advertising budget provided.

Not only this shows professionalism, but also makes the Service Provider meet the criteria of point 1.1.2, as clear **optimizations were made** to improve performance, showing another clear indication that the services were indeed provided to the client.

#### 1. SERVICES AND RESPONSIBILITY

##### 1.1.2 Optimize all campaigns on a daily basis. (Part 1)

PROVIDE PROOF OF ADS BEING TESTED

PROVIDE PROOF OF ADS BEING TESTED

PROVIDE PROOF OF ADS BEING TESTED

Not only that, **[PROVIDE CHECK IN CALL RECORDINGS AND PICTURES OF OUR TEAM ON CALLS WITH THE CLIENT]**

- **ALSO PULL FATHOM TRANSCRIPTS IF NEEDED TO SHOW SPECIFIC THINGS SAID ON THE CALL**

PROVIDE PROOF OF BEING ON A CALL OR TRANSCRIPT IMAGE

PROVIDE PROOF OF BEING ON A CALL OR TRANSCRIPT IMAGE

**Underlined**, you can see the date and the main key points which were made in the meeting. I

Moreover, the image in the top right corner shows **[CSM NAME]** (Team Member With Service Provider) and the Client (**CLIENT NAME**) analysing the Client's **[GO INTO WHAT YOU WERE COVERING WITH MORE PROOF BELOW IF NEEDED]**.



The Service Provider also set up the Client up on Service Provider's CRM software and used this application in order to fulfil points 1.1.3 & 1.1.4.

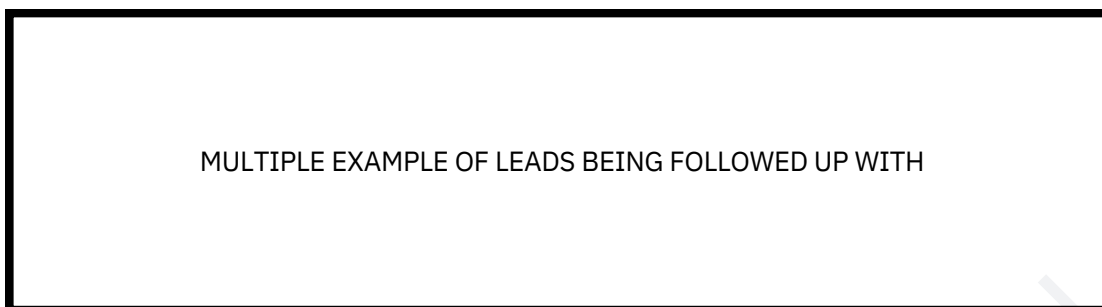
**1. SERVICES AND RESPONSIBILITY**

*1.1.3 Follow up with leads via phone call, text, and email on the Company's behalf. 1.1.4 Provide the Company qualified enquiries within a given period of 30 day*

Here is the evidence of the account being created for the Client by the Service provider CRM on **[DATE LOGIN CREATED]** (DD/MM/YYYY).

PROVIDE PICTURE OF CRM LOGIN SENT TO CLIENT ON EMAIL

Within the CRM, the Service Provider continued to work in order to fulfil points 1.1.3 & 1.1.4 for the client. The image below shows a Provider's work in action, where leads were followed up with and nurtured.



The explanation of the highlighted elements within the live screenshot of the CRM are as follows:

- In the top left red box, you can clearly see that this account was setup for the client, as it features the business name and location, all under the Service Providers branding (Pinpoint Scaling Limited branding)
- The big box highlighting the blue message shows an active example of point 1.1.3 of the agreement, where the Service Provider follows up with the leads generated for the client.
- In the following message indicated by the red arrow, we can also see a live example of a real lead who is generally interested in the service, **[SHOW PROOF WE GOT THEM A BOOKED APPOINTMENT]**. This can be classed as a Qualified-Appointment and also makes the Service Provider fulfil point 1.1.4 of the agreement.
- In the small box on the right hand side, the lead source also says "facebook form lead" which was setup for the client above.

On top of that, there is further evidence below to show that lead information was sent over directly to the Client by the Service Provider's CRM via SMS.

This can be clearly seen in the image below, where the CRM sends lead notifications to **[CLIENT PHONE NUMBER]**, which is infact is the Client's phone number.

Once again, not only were the leads generated, but they were followed up with and then passed over to the Client, once again indicating that the **services were indeed provided to the client.**

SHOW EXAMPLES OF BOOKING NOTIFICATIONS GOING TO THE CLIENT

**Here is proof of client communication below:**

SHOW PROOF OF CLIENT COMMUNICATION ON CALLS, SLACK ETC ETC

**Here is proof of payment authorization:**

SCREENSHOT PAYMENT AUTHORIZATION

## Summary

In conclusion, this **document presents irrefutable evidence** that Pinpoint Scaling Limited has fully honoured its contractual commitments with **[CLIENT NAME]** and **[CLIENT BUSINESS NAME]**. The detailed accounts of service delivery, including meticulous campaign management, consistent optimization, and proactive client engagement, unequivocally demonstrate Pinpoint Scaling Limited's adherence to the agreed terms.

Key highlights include the **ongoing collaboration** for additional marketing initiatives, which directly counter the basis of the chargeback claim. This dispute is not merely about a financial transaction but underscores the principles of **ethical business practices** and contractual integrity.

Given the **overwhelming evidence and the clear demonstration of service provision as per the contractual agreement**, it is imperative that the chargeback be re-examined and reversed.

**Upholding this chargeback would be unjust and violate the essence of fair and lawful business dealings. Therefore, reversing this chargeback is not just warranted but necessary to preserve the integrity of business commitments and justice.**

Cameron England  
Founder - Pinpoint Scaling Limited  
(DD/MM/YYYY)

*Cameron England*

