



Consent channel by channel — reachable and excluded

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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70,400 contacts, 4 channels · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **There is not one answer to « how many can we reach? », there are four:** the applicable rule differs by channel, and according to whether the person is approached in a professional or a personal capacity.

What is reachable, channel by channel

Channel and audience	Base	Reachable	Excluded	Main reason for exclusion
E-mail — trade and business	22,400	19,850	2,550	Objections, invalid addresses, people who left
E-mail — consumers	48,000	34,100	13,900	Including 8,200 customers from before 2023, when no checkout box existed

Channel and audience	Base	Reachable	Excluded	Main reason for exclusion
SMS — all audiences	70,400	16,400	54,000	No mobile number, or no SMS agreement
Post — customers	61,200	60,860	340	Objection to postal approaches

The rule applied, in plain terms, channel by channel

Situation	What the rule requires	What travels with the send
Approaching a professional about their profession	May rest on the company's legitimate interest	Origin of the address stated, one-click objection
E-mail or SMS to a consumer	Prior, dated agreement	Reminder of the sign-up date and page
Letter to a customer	Information and a right to object	Objection notice printed on the document
Anyone, at any time	Objection honoured without delay	Applied within the second on the channel concerned

The 8,200 pre-2023 customers: the route applied

Action	Cost	Result at 6 weeks
Sign-up box added at checkout	No additional send	Live
Invitation line in the order confirmation	No additional approach — the message goes out anyway	460 dated agreements obtained
Still without agreement	—	7,740, kept as customers, not approached by e-mail

What checking used to cost, and what it costs now

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Indicator	Before	After
Share of the time of a campaign	30 %	4 %
Method	By hand, before each campaign	Continuous
Excluded headcount shown before approval	Never	Every time, with its reason

It is the excluded figure that was missing from decisions, not the reachable one. A marketing team approving a campaign must know who it is not reaching, and why — that is what allows those people to be reached another way instead of being forgotten.

For the CRM manager to settle

Automatic production of this table whenever a campaign opens (yes / no): _____

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