Consent channel by channel — reachable and excluded

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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

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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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