



# 17 versions of the message, by segment and by channel

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Solane range launch · fictional document

## Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

**Fictional document**, produced for the demonstration. **The 17 versions are written in the company's editorial style**, measured across 54 approved campaigns: sentences of 13 words, price never in the subject line, the word « sale » absent, call to action in the infinitive.

## What changes from one segment to the next

| Segment            | Channels      | Argument used                                 | What changes in the writing                                    |
|--------------------|---------------|-----------------------------------------------|----------------------------------------------------------------|
| Trade painters     | E-mail + SMS  | Coverage per m <sup>2</sup> and drying time   | The subject line announces the job; the price sits in the body |
| Building firms     | E-mail + post | Compliance, availability in volume, lead time | Plain tone, no lifestyle imagery                               |
| In-store consumers | E-mail + SMS  | Finish and ease of application                | <b>Nearest store and opening hours inserted automatically</b>  |

| Segment                  | Channels      | Argument used                  | What changes in the writing                                                |
|--------------------------|---------------|--------------------------------|----------------------------------------------------------------------------|
| <b>Website customers</b> | E-mail        | <b>See the colour for real</b> | <b>Goal: the first store visit, not the immediate sale</b>                 |
| Reactivation             | E-mail + post | New range, short message       | <b>No reference to their absence — « we miss you » reads as a reproach</b> |

## What never changes, whatever the segment

| Element                               | Rule                             | Why                                                                  |
|---------------------------------------|----------------------------------|----------------------------------------------------------------------|
| Product name and characteristics      | Identical everywhere             | Two versions of a technical sheet always turn against the seller     |
| Price where it is written             | Identical everywhere             | A price that varies by recipient is always found out                 |
| <b>Sender identity and address</b>    | <b>In every message</b>          | <b>The recipient must know who is writing</b>                        |
| <b>One-click unsubscribe (e-mail)</b> | <b>Header and footer</b>         | <b>A link that is hard to find produces a complaint, not loyalty</b> |
| <b>STOP wording (SMS)</b>             | <b>Within the 160 characters</b> | <b>Not an option: the condition of the channel</b>                   |

## The SMS constraint, verified

| Fact                                | 2025                         | This campaign       |
|-------------------------------------|------------------------------|---------------------|
| SMS messages sent                   | 4                            | 5                   |
| <b>Messages over 160 characters</b> | <b>3 of 4 — billed twice</b> | <b>0 of 5</b>       |
| STOP wording counted in the length  | Not checked                  | Yes, systematically |

## The time, task by task

| Task                                    | Share of the time of a campaign, before | After        |
|-----------------------------------------|-----------------------------------------|--------------|
| Building the segments                   | 50 %                                    | 8 %          |
| <b>Adapting the message per segment</b> | <b>55 %</b>                             | <b>10 %</b>  |
| Checking consent                        | 30 %                                    | 4 %          |
| <b>Total in person-days</b>             | <b>6 days</b>                           | <b>1 day</b> |

**Nothing has been sent.** The 17 versions await review, starting with the five subject lines — **the only line 100 % of recipients will read.** Sending is approved by marketing management, wave by wave.

## Marketing management's review

Subject lines approved: \_\_\_\_\_

Versions to rewrite: \_\_\_\_\_

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.