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 m² 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	**Nearest store and opening hours inserted automatically**

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

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
Sender identity and address	**In every message**	**The recipient must know who is writing**
One-click unsubscribe (e-mail)	**Header and footer**	**A link that is hard to find produces a complaint, not loyalty**
STOP wording (SMS)	**Within the 160 characters**	**Not an option: the condition of the channel**

The SMS constraint, verified

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

The time, task by task

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

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: _____

Request a demo with your own documents

This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-campagnes-marketing-creation-envoi

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