



Sending plan — 5 waves over 12 days

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Document issued on 24/09/2026

Built inside your tools, nothing activated · 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. **Everything is built, nothing is activated.** Marketing management approves wave by wave; approving one wave does not commit the next, and each wave can be stopped up to the second before it leaves.

The five waves

When	Segment	Channels	Size	Angle of the message
Day 0, 7:30 a.m.	Trade painters	E-mail, then SMS on day 1	5,780 + 1,640 SMS	The job: coverage per m ² , drying
Day 0, 8 a.m.	Building firms	E-mail + post	3,410 + 3,900	Compliance, volume, lead time
Day 1, 10 a.m.	In-store consumers	E-mail	1,326 in test, then 11,934	Finish and ease of application

When	Segment	Channels	Size	Angle of the message
Day 3	Website customers	E-mail	6,490	Colour card to collect in store
Day 7	Reactivation	E-mail + post subject to decision	6,240 + 1,980	New range, short message
Day 12	Follow-up to non-openers, waves 1 and 3	E-mail	Calculated afterwards	Subject line rewritten in the winning angle

The pressure caps applied

Rule	Current value	Effect on this campaign
Maximum approaches per contact per month	3, across all channels	1,120 contacts removed from the campaign, counted by name
What happens to those removed	—	Picked up in the day-12 follow-up, next month
Minimum gap between two waves for one contact	48 hours	Trade SMS moved to the following day

Cross-exclusions, and what they prevent

Exclusion	Number	What it prevents
Dual trade / consumer membership	2,840	Two contradictory messages the same morning
Postal objectors	340	An objection not honoured
Customers who already ordered Solane	410	Paying to convince someone who has already bought — the commonest leak in a campaign

Exclusion	Number	What it prevents
Contacts at the pressure cap	1,120	One approach too many, therefore an unsubscribe

Preparation time

Indicator	Before	This campaign
Total preparation	6 person-days	1 day
Of which adaptations	3 days	Half a day of choosing
Segments handled	2	4 + 1 reactivation
Channels handled	1 to 2	4

Sending commits the company's reputation with tens of thousands of people, in one second and with no undo. That is why it is approved wave by wave by marketing management, and never triggered by the agent.

Marketing management's approval

Waves approved: _____

Pressure cap retained for this launch: _____

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.