Reactivation segment — 8,700 contacts, two routes

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

Document issued on 09/11/2026

Customers with no order for 14 months or more · 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. **A contact unreachable by e-mail is not a lost contact:** it is a contact to be addressed another way, where the law of that channel allows it and the arithmetic justifies it.

What the segment represents

Figure	Value	Reading
Contacts with no order for 14 months or more	8,700	**31 % of the base — no approach for over a year**
Reachable by e-mail	**6,240**	Agreement recorded, with date and page
Not reachable by e-mail	2,460	Agreement never obtained, or objection since
Of which customers whose postal address is known	**1,980**	**Addressable by post**

The rule differs by channel

Channel	What the rule requires	What the agent applies
E-mail or SMS to a consumer	**Prior agreement of the person**	No send without a dated agreement tied to a page
E-mail to a professional	Approach about their profession, information and the ability to object	Origin stated, one-click objection
Letter to a customer	**Information and a right to object**	Objection notice printed on the document

The arithmetic of the postal route, before deciding

Item	Value	Source
Copies	1,980	Customers with a postal address, less 340 objectors
Unit cost	€0.74	Printer's quote in hand
Total cost	**€1,465**	—
Expected response rate	2.8 %	**Your March postal campaign**
Customers reactivated, expected	55	—
Expected revenue	**€8,140**	€148 average in-store basket

What the agent advises against, and why: trying to recover those 1,980 people with a « have you forgotten us? » e-mail. They have not agreed to that channel — **the send would be both outside the rules and counter-productive**, an unsolicited reminder producing more objections than orders.

> **The arithmetic is the company's, and so is the decision.** If marketing management would rather address nothing to those 1,980 contacts, the campaign

LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
Legal notice (in French): bluelemonagent.ai/mentions-legales

goes out without them and nothing else changes.

Marketing management's decision

Postal route approved for the 1,980 contacts (yes / no): _____

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

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.