The sub-segment that failed, and the rule it produced

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Consumers inactive 14 to 24 months · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for the demonstration. **This document is published by the agent itself**: it is the one place in the campaign where it destroyed value in the base, and the rule that comes out of it applies to all 18 campaigns a year.

What happened

Indicator	Sub-segment 14–24 months	Campaign average
Size	3,400	—
Click rate	**0.6 %**	**2.1 % — three and a half times less**
Orders	4	—
Unsubscribes	**41**	**Ten unsubscribes per order**

Indicator	Sub-segment 14–24 months	Campaign average
Share of the reachable base lost	0.08 %	—

The explanation, checked against history

Sub-segment	Click rate	Reading
14 to 18 months	**1.9 %**	Almost the average — this audience is still addressable
Over 18 months	**0.6 %**	**The break is sharp between 18 and 19 months, across 3,400 people: that is not noise**

The cause: the sub-segment was built on age alone. Among consumers, however, **inactivity beyond 18 months is not lukewarmth: it is the end of the job.** Someone who repainted their living room two years ago is not inactive — **they are served**, and a launch message offers them a product they have no use for.

What the agent does about it, unprompted

Correction	Detail	Reversible
Reactivation threshold moved from 14 to 18 months	**The « over 18 months » leave every product acquisition wave**	**Yes — it is a figure**
Dedicated message	Maintenance and touch-ups: small tins, matching shades	Yes
Channel for the test	**Post, on 1,200 people**	**Nobody unsubscribes from it in one click, and it does not degrade sender reputation**

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Correction	Detail	Reversible
Stop threshold for the test	Under 1.2 % response	**Then this audience does not reactivate through product, and the agent will say so**

What the mistake cost: 41 unsubscribes, 0.08 % of the reachable base. **What it returns:** a measured age rule that applies to all 18 campaigns a year — and it appeared in none of the company's reports before this campaign.

For the CRM manager to settle

Reactivation threshold retained, in months: _____

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