



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

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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