



# Solane launch segments — criteria, headcounts, exclusions

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

Document issued on 24/09/2026

4 segments built from 70,400 contacts · 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. **Every headcount quoted is a REACHABLE headcount**, with consent verified channel by channel — never a theoretical one. The excluded headcount sits alongside, with its reason.

## Why four segments rather than two

| Fact measured across 54 campaigns     | Value      | Reading                                               |
|---------------------------------------|------------|-------------------------------------------------------|
| Segments per campaign, on average     | 2          | The constraint is not conviction, it is time to adapt |
| Campaigns run with 4 segments or more | 6          | Click rate × 2.4 against single-segment campaigns     |
| Budget compared                       | Equivalent | The gain does not come from spending                  |

| Fact measured across 54 campaigns | Value                          | Reading                    |
|-----------------------------------|--------------------------------|----------------------------|
| Time spent building segments      | 50 % of the time of a campaign | <b>Brought down to 8 %</b> |

## The four segments

| Segment                                          | Criteria                         | Size   | Reachable by e-mail | Excluded                                         |
|--------------------------------------------------|----------------------------------|--------|---------------------|--------------------------------------------------|
| <b>Active trade painters</b>                     | Trade account, order 6 months    | 6,400  | <b>5,780</b>        | 620 — objections, invalid addresses              |
| Building firms                                   | Trade account, buying for sites  | 3,900  | 3,410               | 490 — contacts who left the company              |
| In-store consumers                               | In-store purchase 12 months      | 18,700 | 13,260              | <b>5,440 — no agreement obtained before 2023</b> |
| <b>Website customers who never visit a store</b> | Online order, 0 till transaction | 9,200  | 6,490               | 2,710 — no agreement obtained                    |

## The three criteria used, and what they predict here

| Criterion      | What it measures       | What it predicts — measured on your base                                          |
|----------------|------------------------|-----------------------------------------------------------------------------------|
| <b>Recency</b> | Date of the last order | <b>Tradesperson under 6 weeks: 71 % reorder within 6 weeks. At 14 months: 4 %</b> |
| Frequency      | Orders per year        | Above 8, the contact responds to product information; below, to price             |
| Monetary value | Average basket         | <b>Does not sort good from bad: it chooses the channel</b>                        |

## Overlaps and the priority rule

| Situation                                   | Number | Rule applied                 | Why                                                               |
|---------------------------------------------|--------|------------------------------|-------------------------------------------------------------------|
| Tradesperson also buying for their own home | 2,840  | The trade segment wins       | A consumer offer to a professional says you do not know who he is |
| Contact in two consumer segments            | 410    | The most recent segment wins | Avoids two contradictory messages the same morning                |

**Every definition changes with one criterion, and the headcount recalculates in front of the CRM manager.** The agent builds and proposes; **which segments actually go out is marketing management's choice.**

## For the CRM manager to settle

Recency threshold for an active trade account, in months: \_\_\_\_\_

Priority rule in case of dual membership: \_\_\_\_\_

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.