Twelve paused campaigns — what they are worth

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

Document issued on 09/11/2026

4 to reopen, 6 to archive, 2 to test · 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 paused campaign spends nothing, but it is not neutral:** when it is switched back on, its audiences may overlap live campaigns and push up the price paid. **The agent reopens and archives nothing: reopening commits spend, archiving erases a measurement history.**

The four to reopen — an oversight, not a choice

Campaign	Pause reason recorded	Historical cost per acquisition	State of the reason
Washed linen — acquisition	Stock shortage	**€28**	**Resolved 12 March**
Washed linen — remarketing	Stock shortage	€26	Resolved 12 March

Campaign	Pause reason recorded	Historical cost per acquisition	State of the reason
Washed linen — search	Stock shortage	€31	Resolved 12 March
Washed linen — video	Stock shortage	€30	Resolved 12 March
Together	—	**€29 on average**	**€3,200 a month, around 110 orders**

The six that cost while asleep — self-competition

Finding	Measure	Consequence
Overlap of their audiences with live campaigns	**over 70 %**	**Two of the house's campaigns target the same person**
Two-day switch-on in June	Recorded in the log	Bids rose without either winning an extra order
Overbidding measured over those two days, scaled to the month	**€1,340**	**Money paid to yourself**
Associated creatives	17 visuals	**Kept: archiving destroys nothing**

The two to test — and the test funds itself

Item	Value
Target	Belgium, range added to the catalogue in April
Test budget	**€800 over three weeks**
Source of the budget	**Drawn from the €3,200 the four reopened campaigns give back**
Stop threshold	**€50 cost per acquisition**

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

What is proposed so the case does not recur

Rule proposed	What it would have given
Any pause going past 30 days is escalated, with the reason recorded at the moment of pausing	**The four washed-linen campaigns would have reopened on 12 March, not six months later**
Every pause carries a due date when created	No campaign sleeps by oversight

For the marketing director to decide

Campaigns to reopen, to archive, to test: _____

> **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-publicitaires-optimisation

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.

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