Quarterly review — the appointment kept

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

Document issued on 09/11/2026

3 issues, 12 prepared versions · 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. The hours come from **marketing's timesheets**, the results from the sending platform and the CRM. **The figure the agent publishes about itself on page 2 is published by the agent itself.**

The cadence, before and after

Indicator	2025	The quarter just ended
Issues out on the planned date	**6 of 11**	**3 of 3**
Preparation per issue	9 h 40	**2 h 30**
Items per issue	7 on average	9
Published items never circulated	3 in 4	1 in 4

The three tasks measured, as a share of the time of an issue

Task	Before	After	Nature of the gain
Collecting the period's content	45 %	**10 %**	Mechanical and immediate
Writing the hooks	35 %	**12 %**	Review included
Laying out the template	30 %	**7 %**	Mobile rendering checked every time
Total across three issues	**29 hours**	**7 h 30**	**21 h 30 returned**

What those hours became

Use of the time returned	Volume	Effect
Customer stories written	2	**Two more issues secured — the gain pays for itself**
« Public sector references » page	1	Asked for by sales for a year

What the regularity earned

Indicator	Last 3 issues of 2025	The 3 issues of the quarter
Documentation enquiries	96	**174**
Quote requests	**11**	**27**
Net subscribers	+ 120	**+ 610, including 180 who came back of their own accord**
Unsubscribes	0.31 %	0.12 %

The figure the agent publishes about itself

Measure	Value	Explanation	What was done

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Hooks rewritten by more than half	**8 of 27 — 30 %**	**7 of the 8 were about catalogue launches**	3 approved hooks reused as models
Rewriting on editorial sections	4 %	The voice is learned on 6 issues and 3 years of articles	—
Rewriting on launches, last two issues	**9 %**	**The product vocabulary existed in no editorial form**	**3 product sheets to rewrite in the voice — one hour, once**

Treating the cause rather than the effect: product sheets can be written directly in the editorial style by a dedicated writing agent, upstream. The catalogue pages would benefit as much as the newsletter.

> **The measure that did not exist before:** zero sends went out without human approval, across **3 sends and 12 prepared versions**, each traced with its author, its reviewer and the time of departure. That is not a setting — it is how the agent is wired.

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-generation-de-newsletters

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