



October issue — selection, hooks and template

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

Document issued on 24/09/2026

9 items chosen from 25 candidates · 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. **This issue is composed, not sent.** Settling the selection and triggering the send belong to the editorial lead; the document below is what he receives in order to decide.

The selection, and the criterion that let each item in

Section	Item chosen	Criterion applied	Measured benchmark
Feature article	« What the new seating standard changes for your workstations »	Only substantive piece of the period	2.4 × the site's average reading time
Launches	Lisière range · Adret pedestal	Available to order, 2 at most	A 3rd costs 34 % of the clicks of everything else

Section	Item chosen	Criterion applied	Measured benchmark
Customer story	Vaulnay technical centre	Filed less than 3 months ago	Never published — the item about to be missed
Briefs	3 briefs	Under 90 days old	—
Diary	Public-sector show, 12 November	Upcoming date	—

Subject line and preheader — two versions built to be compared

Version	Subject line	Preheader	What it tests
A	« Seating standard: what changes on 1 January »	« And the references affected in your estate »	The regulatory deadline
B	« Vaulnay refitted 240 workstations in six weeks »	« The seating standard, the Lisière range and the diary »	Proof through the customer story

Proposed protocol: both subject lines go out at the same moment to **10 % of the list, 1,420 subscribers**, drawn at random, everything else identical. Two hours later the winner goes to the other 12,780. **Across the six 2025 issues, the gap between the best and the worst subject line was 9 points of open rate:** it is the most profitable act of the whole preparation.

The template applied, and what the layout corrected

Check	Result	Correction made
Header, colours, section order	Compliant	None
Rendering on a phone	2 hooks ran past 3 lines	Tightened, meaning unchanged

Check	Result	Correction made
Rendering on desktop mail	Compliant	None
Rendering in dark mode	Logo barely legible	Light version of the logo substituted
Links in the issue	9 links tested	1 link fixed (product page withdrawn the day before)

The time, item by item

Task	Share of the time of an issue, before	After
Collecting the period's content	45 %	10 %
Writing the hooks	35 %	12 %
Laying out the template	30 %	7 %
Total in hours	9 h 40 per issue	2 h 30

Nothing has gone out. The issue awaits the editorial lead's decisions: accept, remove, reorder, choose the subject line. **Triggering the send is a human act, and it stays one.**

Editorial lead's decisions

Items removed: _____

Subject line chosen (A, B or comparative test): _____

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 used.

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 10 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.