Subscriber register — 3 origins, 440 regularisations

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14,200 subscribers, every line dated · 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. **An address with no recorded origin is not a lost address: it is an address to regularise.** This document shows the route applied and its measured result at six weeks.

Where your 14,200 subscribers come from

Origin	Number	What is recorded	Basis relied on
Website form	7,400	Date, page, sign-up IP address	Voluntary, verifiable sign-up
Trade shows and contracted clients	**2,400**	Event, date, stated job title	**Approach addressed in a professional capacity, about that profession**

Origin	Number	What is recorded	Basis relied on
Shop — box ticked	3,960	Order date, page, sign-up box	The person's agreement
Shop — before February 2024	**440**	Order only, no box at the time	**To be regularised — not included in the send**

The rule applied, in plain terms

Recipient	What the agent applies	What travels with every send
Professional or public body	**An approach about the person's own profession**, resting on the company's legitimate interest	Origin of the address stated, one-click objection
Consumer	**Prior agreement, dated and tied to a page**	Reminder of the sign-up date and channel
Anyone	Unsubscribe honoured within the second, on every future send	Unsubscribe link at the top and the foot

The notices carried by every issue

Notice	Placement	Why it is there
Sender identity and postal address	Footer	The recipient must know who is writing
One-click unsubscribe link	**Header and footer**	**A link that is hard to find produces a complaint, not loyalty**
Origin of the address	Footer	« You are receiving this because… » — the real, dated reason
Access and rectification	Footer	Contact address of the data officer

The 440: the route applied instead of a write-off

Action	Cost	Result at 6 weeks
One-click sign-up page	No additional send	Published, linked from the site
Invitation line in the order confirmation e-mail	**No additional approach — the message goes out anyway**	**180 of the 440 came back of their own accord**
Addresses still off the list	—	260, not approached, kept as customers only

> **A sign-up obtained by the person's own act beats any import.** The 180 who came back did so voluntarily, with a date and a page on record — and they are, statistically, the most active people on the list.

For the data officer to rule on

Retention period for an inactive address, in months: _____

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> 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-generation-de-newsletters

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