



Results of the October issue

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

Document issued on 24/09/2026

48 hours after the send · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Sections are judged on clicks, never on opens**: an open is only counted if images load, a click is an act.

The issue, against your six 2025 issues

Indicator	October	2025 average	Reading
Sends	14,200	13,600	List growing
Delivered	13,940	13,210	260 addresses failed, handled
Open rate	38.2 %	29.4 %	Best figure in two years
Clicks	1,640	1,020	—
Documentation enquiries	61	32	Tied to the newsletter within 48 h
Quote requests	9	4	The only figure that shows up in revenue

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 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.

Indicator	October	2025 average	Reading
Unsubscribes	17 (0.12 %)	42 (0.31 %)	People unsubscribe less from a letter they expect

What carried the issue, section by section

Section	Share of clicks	Share of surface	Conclusion
Customer story — Vaulnay	41 %	11 %	The item asleep on the drive
Feature article	26 %	50 %	Carries credibility and the quote requests
Launches	21 %	24 %	In line with expectations
Briefs and diary	12 %	15 %	The show produced 14 registrations

Reading: subscribers click on what looks like their own situation before clicking on what teaches them. **That is not a reason to drop the feature article** — the quote requests come from its readers — **it is a reason to put a customer story in every issue**. Six are in reserve.

The 260 failed addresses

Cause	Number	Handling
Closed mailbox	214	Removed from the next send
Domain no longer exists	31	Removed for good
Full mailbox	15	Kept for 3 months — a full mailbox empties, a closed company does not

Why this matters beyond those 260: a list that keeps its dead addresses degrades the reputation of the sending domain, and therefore delivery for **everyone**. The clean-up protects the other 13,940.

Decision proposed for November

Position of the customer story in the running order (rank 2 or rank 4): _____

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.