Results of the October issue

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

Document issued on 09/11/2026

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**

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**

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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): _____

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

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