Two letters a month — the arithmetic before the decision

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Request from marketing management · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The agent can compose two issues a month from November.** This document sets out why it advises against that form, and the alternative that gives management what it is after.

The arithmetic, from your own volumes

Figure	Value	Consequence at two issues a month
Items published per month	13 on average	—
Items meeting the editorial criteria	**About 4**	**4 or 5 items per issue instead of 9**
Catalogue launches per month	2	1 per issue
Reserve available	14 items	Lasts 3 months, then the problem returns whole

The risk, measured on your six 2025 issues

Type of issue	Items	Unsubscribes	Clicks
Full issues	8 to 10	Baseline	Baseline
The two thin issues of 2025	**5**	**× 2.7**	**- 33 %**

The alternative: more presence, not more volume

Send	Recipients	Content	Frequency
General issue	14,200	9 items, running order unchanged	Monthly
Short segmented letter	**2,400 public bodies, then 7,400 companies**	**3 items, a subject line written for them, their sector's diary**	Alternating, in between issues

What the history says: the public sector segment clicks **1.6 times more** when the subject concerns it directly. Every subscriber does get two letters a month, but the second one talks about their job — that is the presence being sought, without the thin issue.

What it costs in human work

Task	Today	With the short letter
Composition	Agent	Agent — no extra human time
Review and settling	**2 h 30 a month**	**3 h 20 a month**
Triggering	1 act	2 acts

> **Trial protocol:** November and December, two measures — unsubscribes and clicks per segment. **If the short letter does worse than silence, it stops after two issues**, and the monthly cadence will not have been committed.

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Marketing management's decision

Trial approved for November and December (yes / no): _____

Request a demo with your own documents

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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