



Press review — five qualified mentions

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

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312 items, 12 kept, 198 syndications counted · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. Titles, journalists and items are invented. **Syndication is kept out of the summary but counted**: the number of syndications measures how far a subject has travelled, and that measure exists nowhere else.

The month in figures

Measure	Value
Titles tracked	14
Items this month	312
Kept	12
Mentions of Norélia	5
Discarded: identical wire syndication	198
Discarded: outside scope	74

Measure	Value
Discarded: promotional with no fact	28

The five mentions, by nature

Nature	Volume	What it brings	Handling
Expert citation	2	Syndicated 7 times by other titles	Passed on, syndications counted
Mention in a market overview	1	The only one of five manufacturers whose production capacity is not stated	Action proposed: complete the press kit
Indirect mention	1	A customer cites your range in an article about its own practices	The one nobody would have seen: your name is not in the headline
Critical mention	1	Specific point challenged, reasoned article	Handled in its own attachment

What comes with every mention

Element	Why
Title, date, author as signed	Placing the item
Link to the original item	Going back to the source before acting
Three quoted lines at most	Never a summary: a summary distorts, and it excuses you from reading
Number of syndications	Measures actual reach

The time this replaces

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.

Before	After
4 hours a week of reading that nobody took	12 items received instead of 312

For the company to decide

Production capacity to publish in the press kit: _____

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