Quarter review — what the studio won back

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Time returned, performance by format, figure the agent publishes about itself included · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for the demonstration. **A person-day is one working day of one person.** The measures below come from the studio's activity records and the approval log, not from an estimate.

The three measured tasks

Task	Today, by hand	Prepared by the agent, to approve
Adapting a campaign across 10 formats	**60 %**	**18 %**
Resizing a visual for the networks	32 %	**8 %**
Preparing A/B variants of an ad	18 %	**6 %**
Total returned to the studio	—	**7 person-days a month**

What those hours became

Line	Change	Comment
Art direction and concept	**+38 %**	Per the studio's activity records
Seasonal catalogues produced in house	**2, instead of being outsourced**	**The only figure on this list that shows up in the budget**
Visuals published without human approval	**0 across 980 logged approvals**	**Not a setting — it is how the agent is wired in**

Creative performance of the campaign, format by format

Format	Share of impressions	Share of interactions	Reading
Instagram 4:5	9 %	**41 %**	**The most profitable format in the plan**
Instagram 1:1	18 %	22 %	In line
Display 300×250	24 %	21 %	In line
Display 728×90	22 % of display budget	**3 %**	**Removal from the plan proposed, budget moved to the 300×250**

A/B result

Variant	Impressions	Result	Next
“This summer, let's act together”	180,000	Baseline	Stopped
“One small act, one big difference”	180,000	**1.6 times the clicks**	**Kept — the next two headlines already written in that angle**

> **The figure the agent publishes about itself:** of 980 visuals prepared this quarter, **138 were reworked by more than half by the art director — 14 %. Two brands**

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account for 96 of those 138: the two partner brands, with 40 visuals of history each against 4,100 for the retail brand. **The guidelines drawn from them therefore rest on a hundred times fewer examples.**

What is proposed to correct it

Action	Effect already measured	On which brand
Supply 10 approved visuals per brand and rebuild its working guidelines	**Rework fell from 29 % to 8 % in 5 weeks**	**Aubevert Pro, where it has already been done**
Apply the same correction	Comparable outcome expected	The 2 partner brands

For the company to decide

Date for supplying the 10 approved visuals per partner brand: _____

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https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-creation-visuelle

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