



Quarter review — what the studio won back

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

Document issued on 24/09/2026

Time returned, performance by format, unflattering figure included · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

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

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.

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 that does not flatter the agent: of 980 visuals prepared this quarter, **138 were reworked by more than half by the art director — 14 %. Two brands**

account for 96 of those 138: the two partner brands, with 40 visuals of history each against 4,100 for the retail brand. **The working guidelines are thin where the material is thin.**

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: _____

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.