A/B test — first-message subject line

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

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60 against 60, five days · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Everything is identical except the subject: same list, same body, same send time.** Without that the test measures nothing.

Results

	Subject A — “Your three sales hires”	Subject B — “How an agency doubled its meetings”
Sent	60	60
Opens	**41 %**	**25 %**
Clicks	11	6
Replies	**9**	**4**
of which positive	**5**	1
Unsubscribes	0	1

> **The gap on opens is clear; the gap on replies is thin.** The test is rerun on the next 120 before it becomes a rule — **two consistent tests beat one spectacular one.**

Hypothesis and next test

Hypothesis	What supports it	How it will be tested
The winning subject talks about the prospect; the losing one talks about us	41 % against 25 %	Rerun on 120 comparable prospects
The closing ask weighs as much as the subject	Not measured to date	**Next test: two fixed slots against an open question**

For the company to settle

Variant to test next: _____

> **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-ia-prospection-commerciale

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LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
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