



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

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.

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: _____

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.