



Helianthe client review — March

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

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3 decisions, each with its figure · 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 demonstration. **The pack is prepared automatically the night before the monthly review**, from CMS analytics, the search console, the e-mail platform, the ad account and the quote request forms. **It is waiting only for a review.**

What the content did, 8 weeks after going live

Content	Measurement	Previous month	Reading
Article “solar power for small businesses”	4,200 visits	—	6th on “solar panels for small business” (1,300 searches/month)
Newsletter	34 % open rate	22 %	Subject line B from the A/B test wins by 9 points
3 LinkedIn posts	3,200 impressions, 41 clicks	—	Click rate 1.3 %

Content	Measurement	Previous month	Reading
Quote requests	41	26	Cost per request: €68 then €39

*Cost per request is the budget spent divided by the number of requests received. **It is the only figure the advertiser compares month to month** — so it opens the pack rather than closing it.*

The 3 decisions to get taken

Decision	The figure that justifies it	What is already prepared	Who settles it
Shift the budget onto the “financial support” angle	64 % of clicks for 28 % of the budget	Recalculated split	The account team
Raise the March budget from €1,200 to €2,000	62 requests instead of 41 at a constant cost per request	Detailed simulation	The advertiser
Open up to farm businesses	19 % of requests already coming in unprompted	3 search ads written, 7 negative keywords	The advertiser

The 3 search ads written for the new audience

Ad	Angle	Benefit rewritten for the audience
A	Financial support	The amount, then the process
B	The bill	The cost line specific to a farm
C	Grid connection	The waiting time on farmland

Negative keywords set	What they avoid
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second-hand, self-build, free, plans, tutorial, consumer grant, kit

€210 of useless clicks last month

What is not in the pack, and how we fix it: the share of requests coming from another channel. **The advertiser's form carries no origin field** — nobody knows what search brings in against word of mouth. **The line for their webmaster to add is written; next month the split is clean.**

Media budget agreed for April: _____

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.