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: _____

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-redaction-creation-contenu

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