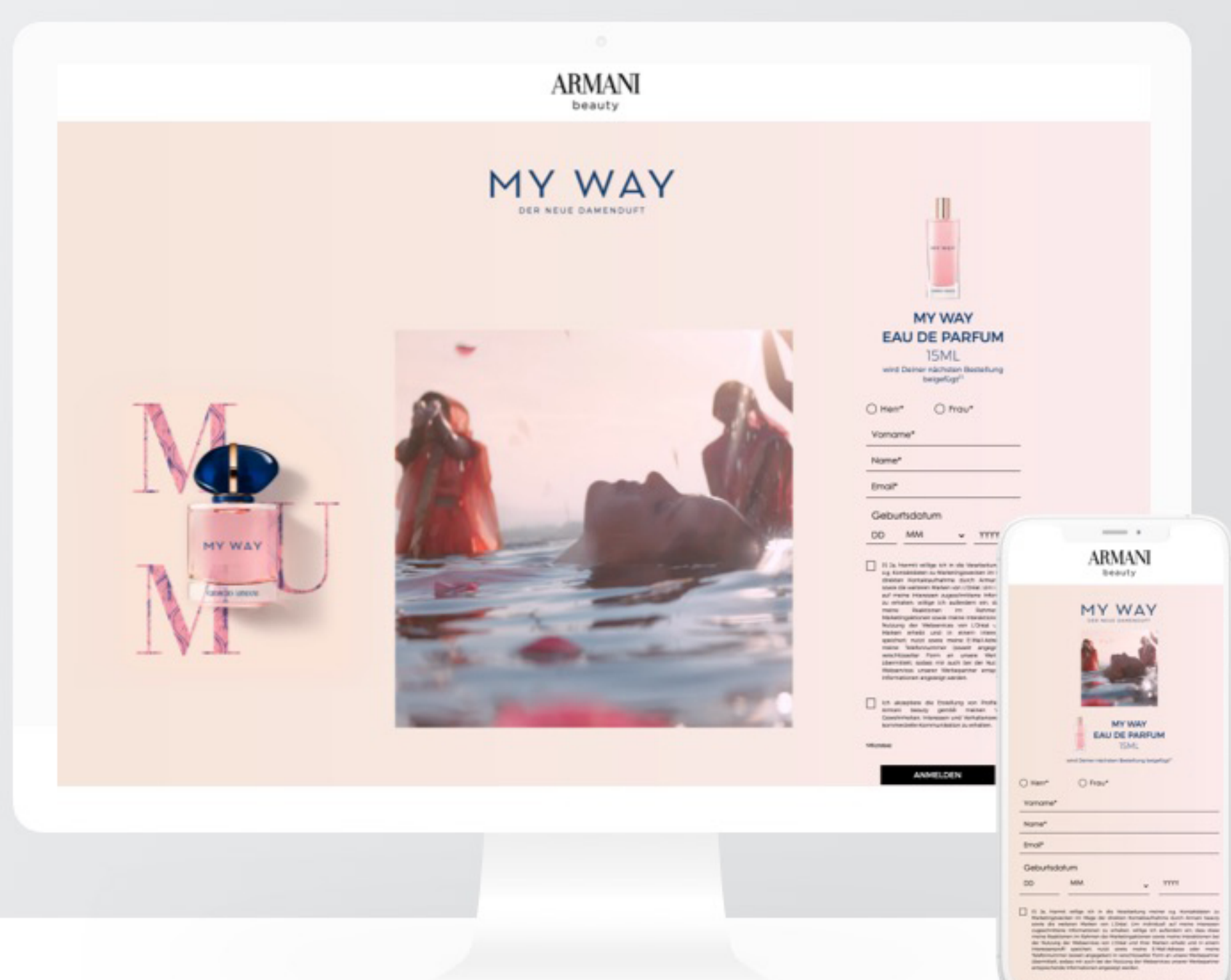


ARMANI
beauty

Review of campaign

April 2021



1 | MY WAY Recruitment campaign

Mail volume
sent

350 000

Mail volume



29 681

Openers

8.48%

Open rate

1 486

Clickers

5.01%

Click rate



Complete
leads

144

Objectives 4 800

9.7%

Transfo rate



Turnover

1 768.61 €

Sales

24

Average basket 73.70 €

Welcome
mail

144

Mail volume

35

Openers

24.31%

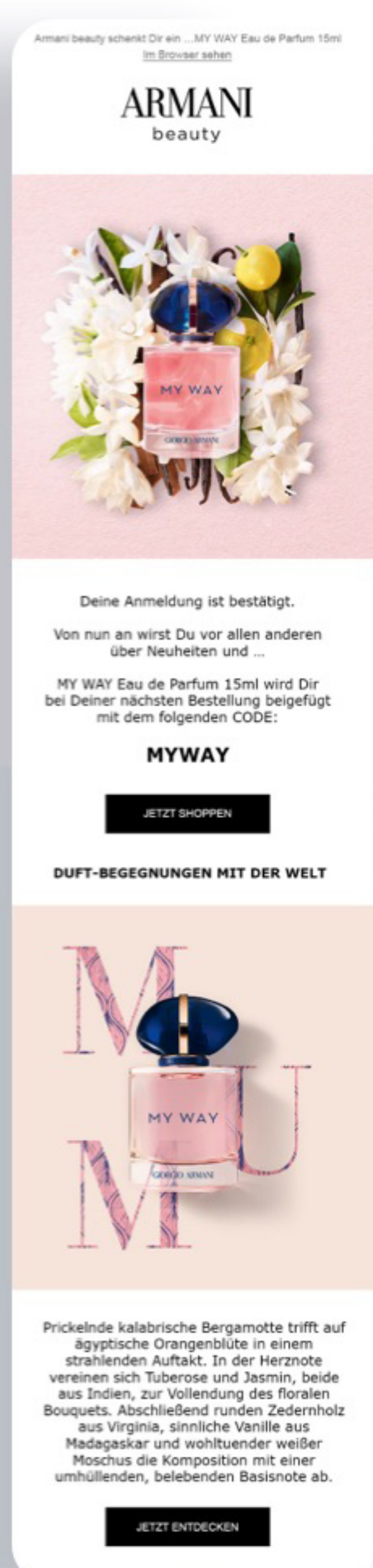
Open rate

6

Clickers

17.14%

Click rate



2 | MY WAY Traffic campaign

Welcome
mail

880 000

Mail volume

85 397

Openers

9.70%

Open rate

8 504

Clickers

9.96%

Click rate

Turnover

1 768 €

Ventes

23

Average basket 76.90 €

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