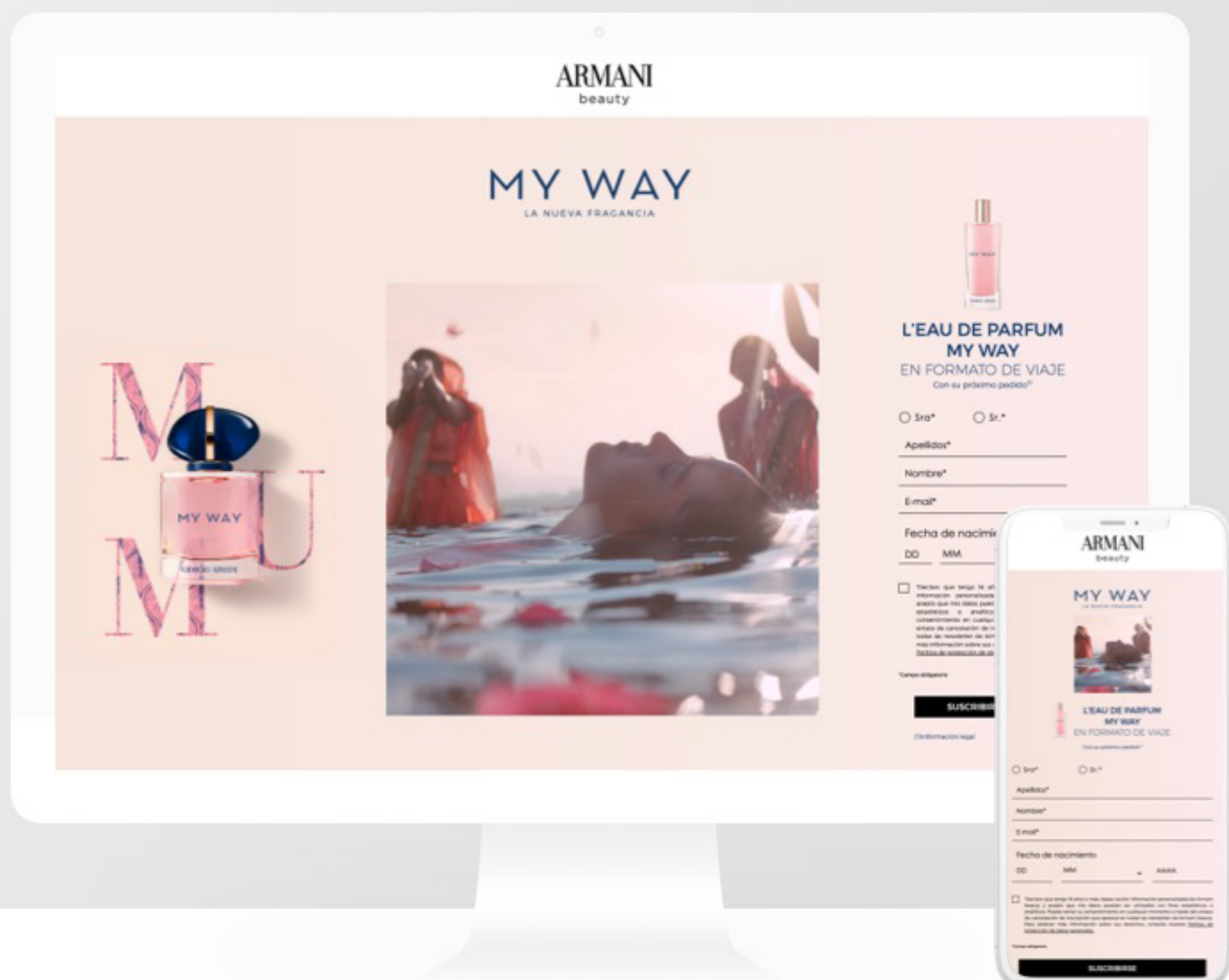


ARMANI  
beauty

# Review of campaign

April 2021



REVIEW OF CAMPAIGN || ARMANI || APRIL 2021

## 1 | MY WAY Recruitment campaign

Mail volume sented  
**1 500 000**  
Mail volume

149 734  
Openers  
**9.98%**  
Open rate



Complete leads  
**2 006**  
Objectives 5 263



Turnover **1 182 €** Sales **16**  
Average basket 73.90 €

Welcome mail

**2 006**  
Mail volume

639  
Openers  
**31.9%**  
Open rate



109  
Clickers  
**17.1%**  
Click rate

## 2 | MY WAY Traffic campaign

Welcome mail

**700 000**  
Mail volume

73 685  
Openers  
**10.53%**  
Open rate

Objectives clic **10 315**  
9 225  
Clickers  
**12.52 %**  
Click rate

Turnover **558 €** Ventas **8**  
Average basket 69.80 €

REVIEW OF CAMPAIGN || ARMANI || APRIL 2021