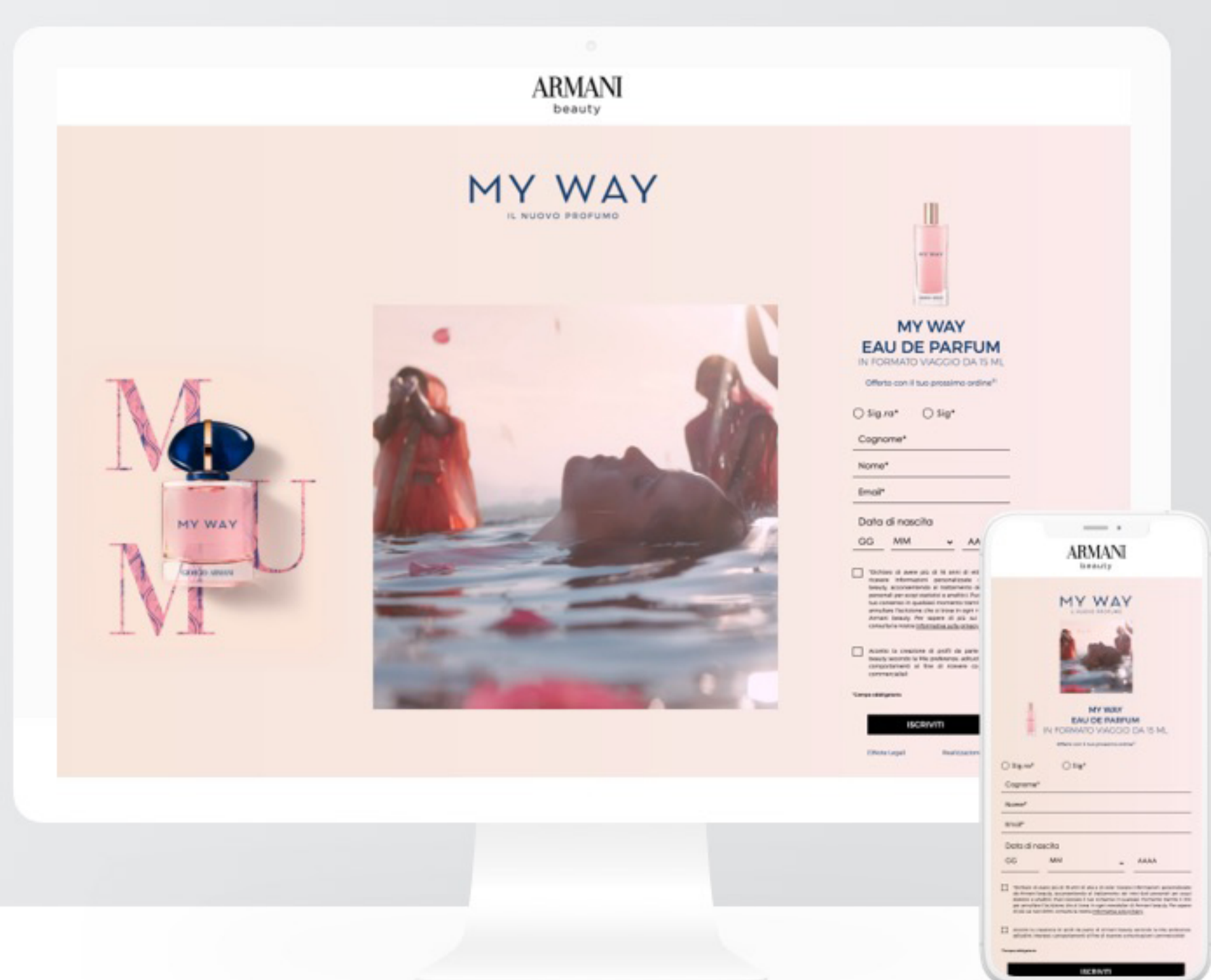


ARMANI  
beauty

# Review of campaign

April 2021



## MY WAY Recruitment campaign

REVIEW OF CAMPAIGN II ARMANI II APRIL 2021

Mail volume  
sended

**4 200 000**

Mail volume



**389 160**  
Openers

**9.27%**  
Open rate

**23 886**  
Clickers

**6.14%**  
Click rate



Complete  
leads

**4 290**

Objectives 4 211

**18.0%**

Transfo rate



Turnover

**2 172 €**

Sales

**37**

Average basket 58.70 €



Welcome  
mail

**4 290**

Mail volume

**1 141**  
Openers

**26.60%**  
Open rate

**209**  
Clickers

**18.32%**  
Click rate

