

ARMANI beauty

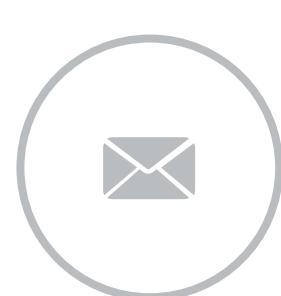
February Campaign

Review of Members Days Campaign : Germany

25/02/2022 - 14/03/2022



REVIEW OF MEMBERS DAYS CAMPAIGN II ARMANI II 2022 FEBRUARY



Volume of mails sent

Acquisition mail

4 100 000
mails

394 366
openers

9,62%
Open rate

22 704
Clickers

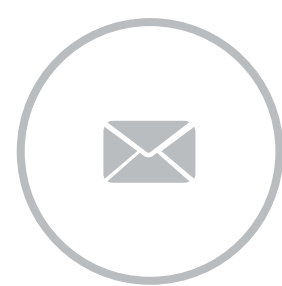
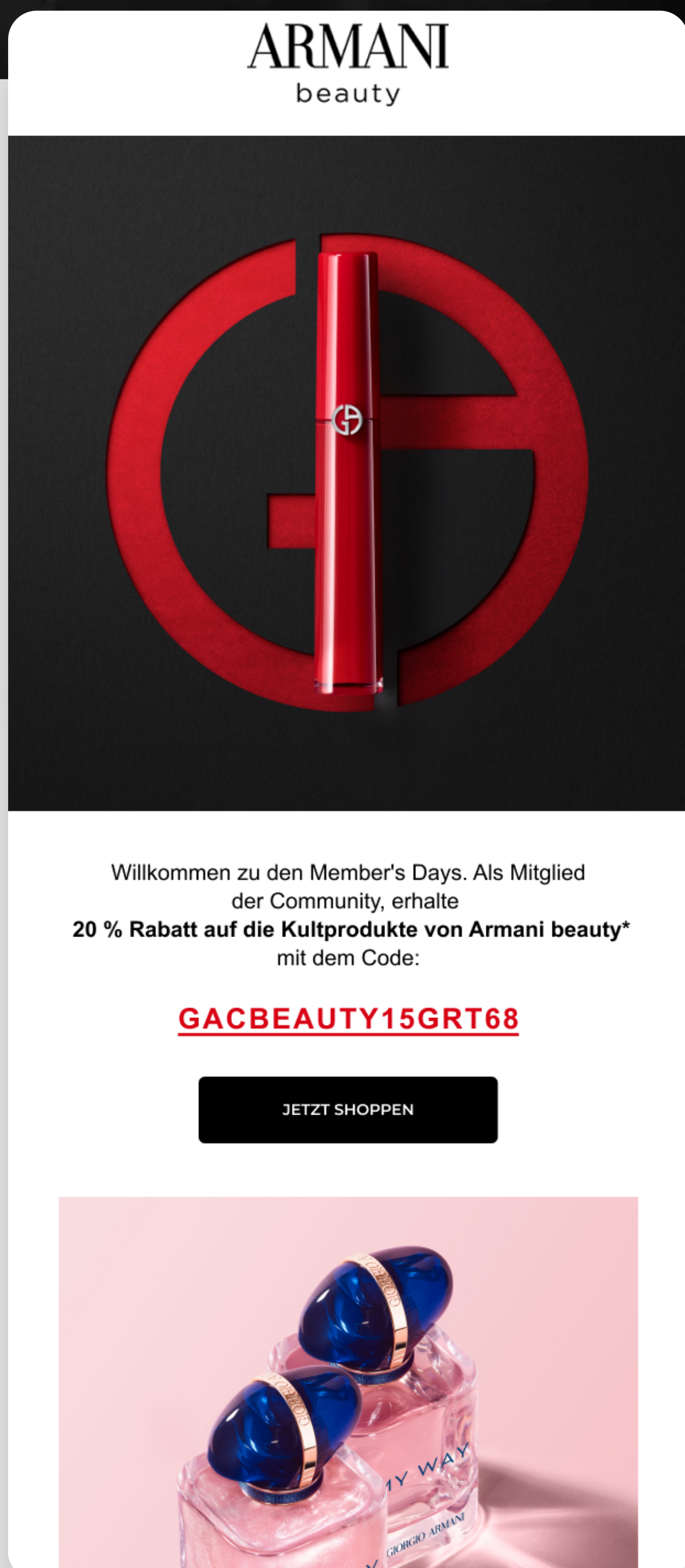
5,76%
Click rate



Collected leads

2 202
objective : 1550

9,7%
Transfo rate



Volume of mails sent

Acquisition mail

2 202
mails

561
Openers

25,48%
Open rate

117
Clickers

20,86%
Click rate