

ARMANI beauty

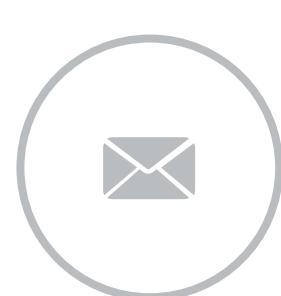
February Campaign

Review of Members Days Campaign : Italy

25/02/2022 - 14/03/2022



REVIEW OF MEMBERS DAYS CAMPAIGN II ARMANI II 2022 FEBRUARY



Volume of mails sent

Acquisition mail

3 000 000
mails

297 765
openers

9,93%
Open rate

19 988
Clickers

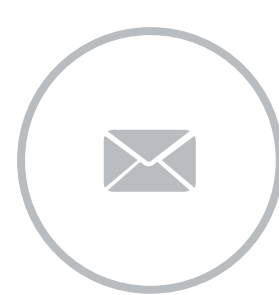
6,71%
Click rate



Collected leads

3 950
objective : 3 500

19,8%
Transfo rate



Volume of mails sent

Acquisition mail

3 950
mails

1129
Openers

28,58%
Open rate

262
Clickers

23,21%
Click rate

