



ARMANI  
beauty

# Review of acquisition campaign : Deutschland

From April 10th to May 15th



REVIEW OF ACQUISITION CAMPAIGN || ARMANI || APRIL-MAY 2022



Volume of mails sent

Acquisition mail

1 539 000

172 930  
Openers

11.24%  
Opening Rate

14 065  
Clickers

8.13%  
Reactivity rate



Collected leads

3 828

Objective : 3 500

27.22%

Transformation Rate



Turnover

2 628 €

44 sales

59.72 € average basket