



ARMANI
beauty

Review of acquisition campaign : Spain

From April 10th to May 15th



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



Volume of mails sent

Acquisition mail

2 820 000

310 391
Openers

11.01%
Opening Rate

18 748
Clickers

6.04%
Reactivity rate



Collected leads

6 200

Objective : 5 500

33.07%

Transformation Rate



Turnover

2 329 €

38 sales

61.28 € average basket