




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



Volume of mails sent


Acquisition mail

14 260 330



1 492 403
Openers

10.73%
Opening Rate



113 091
Clickers

7.52%
Reactivity rate



Collected leads

29 495

Objective : 27 300

27.62%

Transformation Rate



Turnover

21 316 €

 **329** sales

 **64.79 €** average basket