



ARMANI
beauty

Review of acquisition campaign : Italy

From April 10th to May 15th



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



Volume of mails sent

Acquisition mail

2 700 000

287 100
Openers

10.63%
Opening Rate

22 845
Clickers

7.96%
Reactivity rate



Collected leads

6 187

Objective : 5 500

27.08%

Transformation Rate



Turnover

1 789 €

36 sales

49.69 € average basket