



# Armani Exchange Launches Amplify Mobile Campaign in EYE Malls for Holiday Season



## Overview:

**16 Targeted Malls** across the country over a six week period

## Results:

- Total Engagements: **995**
- Most Popular O/S: **Android**
- NFC: **60.5%**
- QR: **28.4%**
- SMS: **6.13%**
- SMS Clicks: **4.92%**



Tel 877 393 6671 | info@eyecorpmedia.com | eyecorpmedia.com

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