

**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%**