Campaign 104

Algarve im Winter

Das neue Jahr beginnt am Fairway.

27,122	96.5 %	42.1 %	11,023
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
26,184 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 669 · CTOR 6.1 %

Only unique, human clicks are counted — automated requests from bots, security scanners and email preview services are filtered out. The Monthly Edition is moreover not a click-optimised newsletter, but a fully crafted editorial feature read directly in the inbox; a click is the deliberate exception, not the goal. Every single click therefore reflects genuine, active interest.

Why these figures stand out: A curated, strictly opt-in readership of active golfers and travel-loving connoisseurs delivers exceptionally high relevance. At around 42.1 %, the open rate sits far above the travel & lifestyle industry average of roughly 21–25 %, with virtually complete delivery.

CLICK DISTRIBUTION BY DESTINATION	SHARE OF ALL LINK CLICKS
news.nineteengolfguide.com	29 %
nineteengolfguide.com	16 %
www.sanahotels.com	15 %
news.nineteengolfguide.com	14 %
www.sanahotels.com	14 %
www.sanahotels.com	5 %

Campaign 104 · Additional Metrics

How this edition was read

A closer look at devices and mail clients — revealing a readership that deliberately takes its time with the Monthly Edition.

OPENS BY DEVICE

Desktop	96 %
Mobile	3 %
Tablet	0 %

Read almost entirely on the large screen — a sign of long-form content enjoyed at leisure.

OPENS BY MAIL CLIENT

Safari / Mozilla	5,733
Chrome / Gmail	3,558
Firefox	895
Android	220
Mobile App	171

Safari / Mozilla and Chrome / Gmail lead by a wide margin — an audience that opens email the classic way, at the computer.