



Campaign 38

Algarve neu entdecken

*Mehr Power fürs Golfspiel! + Gewinnchance sichern!***27,505**RECIPIENTS
27,016 TOTAL**98.2 %**DELIVERY RATE
MARKET AVG 97 %**43.9 %**OPEN RATE
MARKET AVG 23 %**11,870**

OPENS

Unique clicks 1,114 · CTR 9.4 %

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 43.9 %, 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

www.viceroyhotelsandresorts.com		36 %
www.ombria.com		18 %
katalyst.com		13 %
katalyst.com		12 %
hotelcard.ch		10 %
friend.nineteengolf.guide		7 %



Campaign 38 · 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		92 %
Mobile		7 %
Tablet		1 %

Opened on desktop in almost every case — this issue gets read, not skimmed on the side.

OPENS BY MAIL CLIENT

Safari / Mozilla		8,797
Firefox		784
Chrome / Gmail		696
Android		470
Mobile App		323

Safari / Mozilla leads by a wide margin — an audience that reads its mail mostly in one place.

