

Campaign 53

Besser als Indian Summer: Herbstgolf am Monte Argentario

26,257	97.4 %	43.0 %	10,997
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
25,566 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 454 · CTOR 4.1 %

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.

What sets this issue apart: an open rate of 43.0 % is no accident — it reflects a strictly opt-in readership that chose golf travel and lifestyle content on purpose. That is well above the 21–25 % industry average, with delivery that arrives almost in full.

CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS

www.argentarioresort.it		33 %
www.argentarioresort.it		23 %
nineteengolf.guide		16 %
www.argentarioresort.it		14 %
www.argentarioresort.it		9 %
nineteengolf.guide		4 %



Campaign 53 · 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		94 %
Mobile		6 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Chrome / Gmail		1,152
Firefox		946
Safari / Mozilla		558
Android		352
Mobile App		254

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

