

Campaign 84

Chilipulver auf den Grüns

Und Michelin-Niveau auf dem Teller.

26,068

RECIPIENTS
25,592 TOTAL

98.2 %

DELIVERY RATE
MARKET AVG 97 %

38.8 %

OPEN RATE
MARKET AVG 23 %

9,938

OPENS

Unique clicks 343 · CTR 3.5 %

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 38.8 % 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.marriott.com		27 %
www.argentarioresort.it		26 %
www.argentarioresort.it		19 %
www.argentarioresort.it		19 %
instagram.com		8 %



Campaign 84 · 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		91 %
Mobile		8 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		6,310
Chrome / Gmail		2,194
Firefox		638
Android		204
Mobile App		126

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

