

Campaign 23

Aruba One Happy Island: Öko-Resort trifft Golfparadies!

27,947	98.1 %	42.6 %	11,665
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
27,413 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 247 · CTR 2.1 %

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 42.6 %, 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.tierradelsol.com		22 %
www.bucuti.com		19 %
divilinks.com		15 %
nineteengolf.guide		10 %
youtu.be		10 %
www.aruba.com		8 %



Campaign 23 · 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		8,664
Firefox		847
Chrome / Gmail		585
Android		539
Mobile App		299

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

