

Campaign 48

## Golfgenuss mit Zugspitzblick & Longevity

26,668

RECIPIENTS  
26,166 TOTAL

98.1 %

DELIVERY RATE  
MARKET AVG 97 %

40.7 %

OPEN RATE  
MARKET AVG 23 %

10,642

OPENS

Unique clicks 308 · CTOR 2.9 %

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 40.7 % 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.post-lermoos.at         | <div><div></div></div> | 36 % |
| avea-life.com               | <div><div></div></div> | 29 % |
| www.golfschule-ortner.at    | <div><div></div></div> | 18 % |
| nineteengolf.guide          | <div><div></div></div> | 9 %  |
| www.tiroler-zugspitzgolf.at | <div><div></div></div> | 7 %  |
| instagram.com               | <div><div></div></div> | 1 %  |





Campaign 48 · 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 | <div><div></div></div> | 93 % |
| Mobile  | <div><div></div></div> | 7 %  |
| Tablet  | <div><div></div></div> | 1 %  |

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

## OPENS BY MAIL CLIENT

|                  |                        |       |
|------------------|------------------------|-------|
| Safari / Mozilla | <div><div></div></div> | 8,036 |
| Firefox          | <div><div></div></div> | 752   |
| Chrome / Gmail   | <div><div></div></div> | 485   |
| Android          | <div><div></div></div> | 458   |
| Mobile App       | <div><div></div></div> | 264   |

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

