



Campaign 19

Bucketlist Golf in Ireland

Hidden Treasure Golf in Portugal – Rookie Golf auf Mallorca.

30,245

RECIPIENTS
29,219 TOTAL

96.6 %

DELIVERY RATE
MARKET AVG 97 %

39.3 %

OPEN RATE
MARKET AVG 23 %

11,484

OPENS

Unique clicks 388 · CTR 3.4 %

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 39.3 %, 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

nineteengolf.guide		24 %
nineteengolf.guide		17 %
nineteengolf.guide		16 %
nineteengolf.guide		13 %
www.oldhead.com		11 %
portosantogolfe.com		10 %



Campaign 19 · 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		72 %
Mobile		26 %
Tablet		2 %

Read mostly on desktop, with a noticeable mobile share alongside it — the issue travels too.

OPENS BY MAIL CLIENT

Safari / Mozilla		8,328
Firefox		907
Android		599
Mobile App		406
Chrome / Gmail		362

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

