



Campaign 73

Aruba für Golfer

Adults-Only Luxury im Bucuti & Tara.

26,465

RECIPIENTS
26,014 TOTAL

98.3 %

DELIVERY RATE
MARKET AVG 97 %

40.6 %

OPEN RATE
MARKET AVG 23 %

10,551

OPENS

Unique clicks 634 · CTR 6.0 %

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 40.6 % 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.bucuti.com		42 %
divilinks.com		16 %
nineteengolf.guide		13 %
www.aruba.com		12 %
www.bucuti.com		9 %
www.terraaruba.com		7 %





Campaign 73 · 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		95 %
Mobile		4 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Chrome / Gmail		2,714
Firefox		692
Safari / Mozilla		381
Android		257
Mobile App		203

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

