



Campaign 86

Steiermark

*Österreichs grünes Herz schlägt für Golfer.***26,251**RECIPIENTS
25,719 TOTAL**98.0 %**DELIVERY RATE
MARKET AVG 97 %**38.2 %**OPEN RATE
MARKET AVG 23 %**9,820**

OPENS

Unique clicks 746 · CTOR 7.6 %

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 38.2 %, 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.steiermark.com		12 %
www.steiermark.com		11 %
schlosspichlarn.at		11 %
www.murhof-hotel.at		8 %
www.steiermark-golf.at		8 %
www.steiermark.com		8 %



Campaign 86 · 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		96 %
Mobile		3 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		6,198
Chrome / Gmail		2,321
Firefox		546
Android		201
Mobile App		150

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

