

Campaign 54

Golf & Genuss an der Costa Brava

26,163

RECIPIENTS
25,389 TOTAL

97.0 %

DELIVERY RATE
MARKET AVG 97 %

42.1 %

OPEN RATE
MARKET AVG 23 %

10,695

OPENS

Unique clicks 409 · CTOR 3.8 %

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 42.1 %, 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.camiral.com		16 %
www.empordagolf.com		14 %
www.golfdaro.com		13 %
www.camiral.com		12 %
golfcostabrava.com		10 %
www.lagavina.com		6 %



Campaign 54 · 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		5 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		6,953
Chrome / Gmail		2,025
Firefox		712
Android		333
Mobile App		191

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

