



Campaign 45

Dolce far niente mit Drive

*Dein Golfurlaub in Cervia.***27,140**RECIPIENTS
26,444 TOTAL**97.4 %**DELIVERY RATE
MARKET AVG 97 %**42.6 %**OPEN RATE
MARKET AVG 23 %**11,257**

OPENS

Unique clicks 334 · CTR 3.0 %

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 42.6 % 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.discovercervia.com		34 %
www.emiliaromagnagolf.com		21 %
nineteengolf.guide		16 %
www.discovercervia.com		13 %
www.discovercervia.com		13 %
instagram.com		3 %





Campaign 45 · 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		92 %
Mobile		7 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		8,204
Firefox		990
Chrome / Gmail		565
Android		517
Mobile App		301

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

