



Campaign 58

Warum Algarve? Weil Golf hier zuhause ist.

25,959

RECIPIENTS
25,496 TOTAL

98.2 %

DELIVERY RATE
MARKET AVG 97 %

41.5 %

OPEN RATE
MARKET AVG 23 %

10,579

OPENS

Unique clicks 870 · CTR 8.2 %

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 41.5 % 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.sanahotels.com		28 %
www.sanahotels.com		16 %
visitalgarve.pt		15 %
nineteengolf.guide		8 %
www.valedolobo.com		7 %
www.wilson.com		7 %



Campaign 58 · 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		94 %
Mobile		6 %
Tablet		1 %

Read almost entirely on the large screen — a sign of long-form content enjoyed at leisure.

OPENS BY MAIL CLIENT

Safari / Mozilla		7,617
Firefox		945
Chrome / Gmail		834
Android		342
Mobile App		251

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

