

Campaign 76

Andalusien trifft Schwarzwald: Golf zwischen High Luxury und Heimatgefühl

26,486

RECIPIENTS
25,629 TOTAL

96.8 %

DELIVERY RATE
MARKET AVG 97 %

42.1 %

OPEN RATE
MARKET AVG 23 %

10,800

OPENS

Unique clicks 755 · CTOR 7.0 %

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 42.1 % 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.fincacortesin.com		20 %
www.schwarzwaldplus.de		18 %
nineteengolf.guide		14 %
www.fincacortesin.com		13 %
nineteengolf.guide		11 %
nineteengolf.guide		11 %



Campaign 76 · 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		4 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Chrome / Gmail		2,962
Firefox		639
Safari / Mozilla		383
Android		250
Mobile App		156

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

