



Campaign 1

Frühlingszauber auf Mallorca, in Mijas und Meran

39,903

RECIPIENTS
30,012 TOTAL

75.2 %

DELIVERY RATE
MARKET AVG 97 %

36.8 %

OPEN RATE
MARKET AVG 23 %

11,038

OPENS

Unique clicks 1,388 · CTOR 12.6 %

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.

For context: an open rate of 36.8 % sits clearly above what the travel & lifestyle market averages (21–25 %) — a sign that the opt-in readership genuinely reads the issue, not just receives it.

CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS

nineteengolf.guide		31 %
www.canailuluxuryretreat.com		17 %
nineteengolf.guide		17 %
lazambrahotel.com		8 %
www.lindenhof.it		8 %
nineteengolf.guide		5 %





Campaign 1 · 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		89 %
Mobile		10 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		1,007
Android		670
Firefox		477
Chrome / Gmail		461
Other		385

Safari / Mozilla and Android lead by a wide margin — an audience that opens email the classic way, at the computer.

