



Campaign 81

Andalusien oder Tirol

*Wo schlägt dein Herz zuerst ab?***26,300**RECIPIENTS
25,505 TOTAL**97.0 %**DELIVERY RATE
MARKET AVG 97 %**40.2 %**OPEN RATE
MARKET AVG 23 %**10,242**

OPENS

Unique clicks 442 · CTOR 4.3 %

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 40.2 %, 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

so-hotels.com		27 %
nineteengolf.guide		25 %
www.post-lermoos.at		23 %
altogolfclub.com		11 %
www.post-lermoos.at		10 %
nineteengolf.guide		2 %



Campaign 81 · 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		97 %
Mobile		3 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Chrome / Gmail		3,021
Firefox		499
Safari / Mozilla		355
Android		213
Mobile App		118

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

