



Campaign 31

Golf in Austria: Hotels direkt am Fairway!

27,604

RECIPIENTS
26,689 TOTAL

96.7 %

DELIVERY RATE
MARKET AVG 97 %

42.3 %

OPEN RATE
MARKET AVG 23 %

11,280

OPENS

Unique clicks 1,035 · CTR 9.2 %

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.

Why these figures stand out: A curated, strictly opt-in readership of active golfers and travel-loving connoisseurs delivers exceptionally high relevance. At around 42.3 %, 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

www.dolomitengolf-suites.com		37 %
www.golfinfo.at		34 %
www.brandlhof.com		19 %
www.pachmair.com		5 %
nineteengolf.guide		2 %
instagram.com		1 %



Campaign 31 · 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

Chrome / Gmail		1,061
Firefox		746
Safari / Mozilla		677
Android		439
Mobile App		285

Chrome / Gmail and Firefox lead by a wide margin — an audience that opens email the classic way, at the computer.

