



Campaign 98

Vorarlberg oder St. Leon-Rot

*Wohin zieht's dich in den Golfherbst?***25,537**RECIPIENTS
24,965 TOTAL**97.8 %**DELIVERY RATE
MARKET AVG 97 %**42.3 %**OPEN RATE
MARKET AVG 23 %**10,570**

OPENS

Unique clicks 482 · CTR 4.6 %

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.

What sets this issue apart: an open rate of 42.3 % 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

nineteengolfguide.com		17 %
news.nineteengolfguide.com		15 %
www.golfinfo.at		13 %
www.golfinfo.at		11 %
www.golfinfo.at		9 %
www.golfinfo.at		9 %



Campaign 98 · 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		3 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		5,904
Chrome / Gmail		3,614
Android		237
Firefox		226
Mobile App		136

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

