



Campaign 92

Golfreise? Gourmetreise? Warum nicht beides.

25,988

RECIPIENTS
25,481 TOTAL

98.1 %

DELIVERY RATE
MARKET AVG 97 %

36.9 %

OPEN RATE
MARKET AVG 23 %

9,402

OPENS

Unique clicks 375 · CTR 4.0 %

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.

Why these figures stand out: a carefully tended, strictly opt-in readership delivers solid, clearly above-average relevance. At around 36.9 %, the open rate sits noticeably above the travel & lifestyle industry average of roughly 21–25 %.

CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS

www.mittelthurgau.ch		32 %
www.excellence.ch		23 %
nineteengolf.guide		22 %
nineteengolf.guide		16 %
instagram.com		7 %



Campaign 92 · 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 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		6,174
Chrome / Gmail		1,959
Firefox		604
Android		177
Mobile App		105

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

