

Campaign 79

Dein nächster Gourmetabend liegt am Flussufer

26,330	97.1 %	42.3 %	10,810
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
25,556 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 615 · CTOR 5.7 %

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

www.mittelthurgau.ch		41 %
www.mittelthurgau.ch		24 %
www.mittelthurgau.ch		17 %
youtu.be		6 %
www.mittelthurgau.ch		6 %
nineteengolf.guide		4 %



Campaign 79 · 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		8 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		6,125
Chrome / Gmail		3,019
Firefox		813
Android		266
Mobile App		131

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

