

Campaign 42

Zugspitzgolf: Dein Sommer mit Aussicht, Abschlag und 30 % Greenfee

26,966

RECIPIENTS
25,429 TOTAL

94.3 %

DELIVERY RATE
MARKET AVG 97 %

42.7 %

OPEN RATE
MARKET AVG 23 %

10,861

OPENS

Unique clicks 263 · CTOR 2.4 %

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 42.7 % 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.tiroler-zugspitzgolf.at		39 %
www.post-lermoos.at		24 %
www.post-lermoos.at		23 %
www.hotelthaneller.at		6 %
zugspitzarena.com		5 %
nineteengolf.guide		3 %





Campaign 42 · 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		93 %
Mobile		6 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		7,906
Chrome / Gmail		861
Firefox		806
Android		420
Mobile App		283

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

