



Campaign 65

Golf & Winter

Ganz oben in Tirol.

25,797

RECIPIENTS
25,337 TOTAL

98.2 %

DELIVERY RATE
MARKET AVG 97 %

46.5 %

OPEN RATE
MARKET AVG 23 %

11,772

OPENS

Unique clicks 438 · CTR 3.7 %

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 46.5 % 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

nineteengolf.guide		24 %
www.hotel-riml.com		17 %
www.hotel-riml.com		17 %
www.hotel-riml.com		15 %
nineteengolf.guide		14 %
www.hotel-riml.com		8 %



Campaign 65 · 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		95 %
Mobile		5 %
Tablet		0 %

Opened on desktop in almost every case — this issue gets read, not skimmed on the side.

OPENS BY MAIL CLIENT

Safari / Mozilla		7,542
Chrome / Gmail		2,489
Firefox		669
Android		314
Mobile App		209

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

