

Campaign 46

Südkärnten: Golf mit Aussicht und Auszeit

26,357

RECIPIENTS
25,214 TOTAL

95.7 %

DELIVERY RATE
MARKET AVG 97 %

45.8 %

OPEN RATE
MARKET AVG 23 %

11,541

OPENS

Unique clicks 419 · CTR 3.6 %

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 45.8 % 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.sonne-klopeinersee.at		59 %
www.kaernten.at		11 %
www.sonne-klopeinersee.at		8 %
www.sonne-klopeinersee.at		8 %
www.alpe-adria-trail.com		8 %
www.hilde-und-lola.com		4 %



Campaign 46 · 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 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		7,696
Chrome / Gmail		1,799
Firefox		778
Android		420
Mobile App		277

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

