



Campaign 4

Ein exklusiver Golfplatz direkt vor der Tür

Auf einem mystischen Schlossgelände oder einem idyllischen Gutshof.

31,514	95.6 %	37.9 %	11,426
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
30,113 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 593 · CTOR 5.2 %

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.

For context: an open rate of 37.9 % sits clearly above what the travel & lifestyle market averages (21–25 %) — a sign that the opt-in readership genuinely reads the issue, not just receives it.

CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS

nineteengolf.guide		16 %
nineteengolf.guide		16 %
nineteengolf.guide		15 %
www.gutkaden.de		13 %
ls-golf.ch		12 %
www.kilkeacastle.ie		11 %





Campaign 4 · 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		89 %
Mobile		10 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		8,126
Android		750
Chrome / Gmail		469
Other		423
Mobile App		390

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

