Campaign 28

Golfen & geniessen, wie es nur Italien kann!

27,460	98.5 %	45.6 %	12,330
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
27,045 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 1,016 · CTOR 8.2 %

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.

Why these figures stand out: A curated, strictly opt-in readership of active golfers and travel-loving connoisseurs delivers exceptionally high relevance. At around 45.6 %, the open rate sits far above the travel & lifestyle industry average of roughly 21–25 %, with virtually complete delivery.

CLICK DISTRIBUTION BY DESTINATION	SHARE OF ALL LINK CLICKS
www.marriott.com	32 %
www.argentarioresort.it	24 %
nineteengolf.guide	14 %
www.argentarioresort.it	13 %
nineteengolf.guide	12 %
www.argentarioresort.it	4 %

Campaign 28 · 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	7 %
Tablet	1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla	8,823
Chrome / Gmail	1,153
Firefox	790
Android	467
Mobile App	302

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