Campaign 35

Belek's neue Adresse für Golf und Luxus:

14,508	99.8 %	46.2 %	6,690
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
14,483 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 707 · CTOR 10.6 %

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 46.2 % 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	28 %
nineteengolf.guide	21 %
www.kempinski.com	19 %
nineteengolf.guide	15 %
agc.com.tr	10 %
instagram.com	3 %

Campaign 35 · 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	4,173
Chrome / Gmail	677
Firefox	451
Android	407
Mobile App	263

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