Campaign 37

HotelCard: Günstiger übernachten, mehr fürs Golfbudget übrig.

27,308	98.1 %	41.1 %	11,001
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
26,792 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 828 · CTOR 7.5 %

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 41.1 % 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
hotelcard.ch	24 %
www.radissonhotels.com	21 %
hotelcard.ch	17 %
www.cransambassador.ch	12 %
hotelcard.ch	8 %
hotelcard.ch	7 %

Campaign 37 · 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	92 %
Mobile	8 %
Tablet	1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla	8,194
Firefox	720
Android	501
Chrome / Gmail	489
Mobile App	310

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