Campaign 93

Sonne, Fairways und Kempinski-Gefühl

25,432	97.6 %	37.9 %	9,414
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
24,824 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 349 · CTOR 3.7 %

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
www.kempinski.com	34 %
nineteengolf.guide	18 %
nineteengolf.guide	17 %
agc.com.tr	15 %
nineteengolf.guide	14 %
instagram.com	1 %

Campaign 93 · 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	96 %
Mobile	3 %
Tablet	0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla	5,732
Chrome / Gmail	2,193
Firefox	758
Android	210
Mobile App	112

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