



Campaign 22

Belek's neue Adresse für Golf und Luxus:

14,873

RECIPIENTS
14,634 TOTAL

98.4 %

DELIVERY RATE
MARKET AVG 97 %

47.4 %

OPEN RATE
MARKET AVG 23 %

6,942

OPENS

Unique clicks 794 · CTR 11.4 %

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 47.4 %, 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

nineteengolf.guide		32 %
nineteengolf.guide		21 %
nineteengolf.guide		18 %
nineteengolf.guide		17 %
agc.com.tr		8 %
nineteengolf.guide		2 %





Campaign 22 · 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		90 %
Mobile		9 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		4,187
Firefox		711
Chrome / Gmail		708
Android		428
Mobile App		248

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

