



Campaign 71

Belek's erste Adresse für Golf & Luxus

27,683

RECIPIENTS
27,131 TOTAL

98.0 %

DELIVERY RATE
MARKET AVG 97 %

42.8 %

OPEN RATE
MARKET AVG 23 %

11,601

OPENS

Unique clicks 587 · CTR 5.1 %

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 42.8 %, 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.kempinski.com		27 %
www.kempinski.com		26 %
nineteengolf.guide		16 %
nineteengolf.guide		7 %
nineteengolf.guide		6 %
www.kempinski.com		6 %



Campaign 71 · 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		4 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Chrome / Gmail		3,606
Firefox		604
Safari / Mozilla		400
Android		315
Mobile App		171

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

