



Campaign 97

# La Dolce Vita auf Schienen

*Die wohl schönste Art, Golf in Italien zu erleben.*

## 25,622

RECIPIENTS  
25,032 TOTAL

## 97.7 %

DELIVERY RATE  
MARKET AVG 97 %

## 41.2 %

OPEN RATE  
MARKET AVG 23 %

## 10,308

OPENS

Unique clicks 552 · CTOR 5.4 %

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 41.2 %, 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.orient-express.com     |  | 29 % |
| www.orient-express.com     |  | 20 % |
| news.nineteengolfguide.com |  | 19 % |
| nineteengolfguide.com      |  | 14 % |
| news.nineteengolfguide.com |  | 13 % |
| news.nineteengolfguide.com |  | 5 %  |



Campaign 97 · 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 | <div><div></div></div> | 96 % |
| Mobile  | <div><div></div></div> | 3 %  |
| Tablet  | <div><div></div></div> | 0 %  |

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

### OPENS BY MAIL CLIENT

|                  |                        |       |
|------------------|------------------------|-------|
| Safari / Mozilla | <div><div></div></div> | 6,484 |
| Chrome / Gmail   | <div><div></div></div> | 2,432 |
| Firefox          | <div><div></div></div> | 658   |
| Android          | <div><div></div></div> | 220   |
| Mobile App       | <div><div></div></div> | 127   |

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

