Campaign 99

# Lustica Bay

*Golf & Lifestyle an der Adria.*

| 25,360 | 97.3 % | 41.3 % | 10,200 |
|---|---|---|---|
| RECIPIENTS | DELIVERY RATE | OPEN RATE | OPENS |
| 24,667 TOTAL | MARKET AVG 97 % | MARKET AVG 23 % | |

Unique clicks 320 · CTOR 3.1 %

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.

*What sets this issue apart: an open rate of 41.3 % 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 |
|---|---|
| nineteengolf.guide | 26 % |
| nineteengolfguide.com | 17 % |
| news.nineteengolfguide.com | 15 % |
| news.nineteengolfguide.com | 14 % |
| nineteengolfguide.com | 11 % |
| news.nineteengolfguide.com | 4 % |

Campaign 99 · 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 | 97 % |
| Mobile | 3 % |
| Tablet | 0 % |

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

## OPENS BY MAIL CLIENT

| | |
|---|---|
| Safari / Mozilla | 6,113 |
| Chrome / Gmail | 2,765 |
| Firefox | 602 |
| Android | 197 |
| Mobile App | 128 |

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