Campaign 102

Mauritius

Raus aus dem Grau, rein ins Türkis.

25,118	97.8 %	49.3 %	12,117
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
24,556 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 549 · CTOR 4.5 %

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 49.3 %, 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
nineteengolfguide.com	32 %
news.nineteengolfguide.com	17 %
nineteengolfguide.com	10 %
nineteengolfguide.com	10 %
news.nineteengolfguide.com	9 %
www.flyedelweiss.com	9 %

Campaign 102 · 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	92 %
Mobile	7 %
Tablet	1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla	6,301
Chrome / Gmail	4,021
Firefox	931
Android	256
Mobile App	172

Safari / Mozilla and Chrome / Gmail lead by a wide margin — an audience that opens email the classic way, at the computer.