



Campaign 82

Mauritius

Zwei Resorts, zwei Golfwelten, ein Traum.

25,760

RECIPIENTS
25,170 TOTAL

97.7 %

DELIVERY RATE
MARKET AVG 97 %

40.6 %

OPEN RATE
MARKET AVG 23 %

10,232

OPENS

Unique clicks 596 · CTOR 5.8 %

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 40.6 % 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

www.fourseasons.com		23 %
nineteengolf.guide		12 %
nineteengolf.guide		9 %
nineteengolf.guide		8 %
www.flyedelweiss.com		8 %
www.fourseasons.com		6 %



Campaign 82 · 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 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		6,303
Chrome / Gmail		2,324
Firefox		799
Android		232
Mobile App		152

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

