

Campaign 80

Mit Excellence von Green zu Green

26,598

RECIPIENTS
25,629 TOTAL

96.4 %

DELIVERY RATE
MARKET AVG 97 %

41.5 %

OPEN RATE
MARKET AVG 23 %

10,635

OPENS

Unique clicks 504 · CTOR 4.7 %

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 41.5 % 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.mittelthurgau.ch		23 %
www.mittelthurgau.ch		14 %
www.mittelthurgau.ch		13 %
www.mittelthurgau.ch		12 %
www.mittelthurgau.ch		8 %
www.mittelthurgau.ch		6 %



Campaign 80 · 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		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		5,941
Chrome / Gmail		3,075
Firefox		785
Android		247
Mobile App		146

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

