



Campaign 39

Fairway trifft Fine Dining

*Dein Golf-Wochenende im Öschberghof.***27,238**RECIPIENTS
26,781 TOTAL**98.3 %**DELIVERY RATE
MARKET AVG 97 %**31.1 %**OPEN RATE
MARKET AVG 23 %**8,326**

OPENS

Unique clicks 285 · CTOR 3.4 %

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 carefully tended, strictly opt-in readership delivers solid, clearly above-average relevance. At around 31.1 %, the open rate sits noticeably above the travel & lifestyle industry average of roughly 21–25 %.

CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS

www.oeschberghof.com		32 %
www.oeschberghof.com		21 %
www.oeschberghof.com		21 %
nineteengolf.guide		19 %
instagram.com		6 %





Campaign 39 · 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		93 %
Mobile		6 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		5,872
Firefox		873
Chrome / Gmail		469
Android		274
Mobile App		267

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

