

Campaign 74

Warum Österreich im Golfsommer einfach passt

26,752

RECIPIENTS
25,334 TOTAL

94.7 %

DELIVERY RATE
MARKET AVG 97 %

46.0 %

OPEN RATE
MARKET AVG 23 %

11,661

OPENS

Unique clicks 712 · CTOR 6.1 %

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 46.0 % 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.golfinfo.at		45 %
www.weissenhof.at		20 %
www.golfinfo.at		8 %
www.hotel-sportalm.at		7 %
nineteengolf.guide		4 %
www.hotel-sportalm.at		3 %





Campaign 74 · 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		6,107
Chrome / Gmail		3,730
Firefox		946
Android		266
Mobile App		150

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

