



Campaign 7

Entdecke den versteckten Charme des portugiesischen Golf-Frühlings!

30,686

RECIPIENTS
29,736 TOTAL

96.9 %

DELIVERY RATE
MARKET AVG 97 %

40.4 %

OPEN RATE
MARKET AVG 23 %

12,019

OPENS

Unique clicks 463 · CTR 3.9 %

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 40.4 % 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

nineteengolf.guide		24 %
nineteengolf.guide		24 %
aroeiralisbonhotel.com		24 %
nineteengolf.guide		6 %
nineteengolf.guide		5 %
nineteengolf.guide		4 %





Campaign 7 · 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		91 %
Mobile		8 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		7,661
Chrome / Gmail		1,892
Firefox		689
Android		569
Mobile App		353

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

