Campaign 103

Portugal ruft. Herbstgolf an der Algarve

Von Vilamoura nach Palmares.

26,848	97.0 %	45.0 %	11,725
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
26,038 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 1,023 · CTOR 8.7 %

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.

Why these figures stand out: A curated, strictly opt-in readership of active golfers and travel-loving connoisseurs delivers exceptionally high relevance. At around 45.0 %, the open rate sits far above the travel & lifestyle industry average of roughly 21–25 %, with virtually complete delivery.

CLICK DISTRIBUTION BY DESTINATION	SHARE OF ALL LINK CLICKS
news.nineteengolfguide.com	15 %
nineteengolfguide.com	10 %
nineteengolfguide.com	10 %
nineteengolfguide.com	8 %
nineteengolfguide.com	8 %
www.flyedelweiss.com	8 %

Campaign 103 · 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 %

Opened on desktop in almost every case — this issue gets read, not skimmed on the side.

OPENS BY MAIL CLIENT

Safari / Mozilla	6,595
Chrome / Gmail	3,225
Firefox	949
Android	234
Mobile App	228

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