



Campaign 29

Weil wir Golf in Spanien lieben!

27,731

RECIPIENTS
27,193 TOTAL

98.1 %

DELIVERY RATE
MARKET AVG 97 %

43.5 %

OPEN RATE
MARKET AVG 23 %

11,830

OPENS

Unique clicks 955 · CTOR 8.1 %

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 43.5 % 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.puresaltportadriano.com		40 %
nineteengolf.guide		13 %
nineteengolf.guide		13 %
nineteengolf.guide		12 %
nineteengolf.guide		6 %
nineteengolf.guide		4 %





Campaign 29 · 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		7 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		8,354
Firefox		977
Chrome / Gmail		942
Android		514
Other		293

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

