



Campaign 20

# Putten wie die PGA-Profis | Golf dreifach genial

*Willkommen in Fancourt!*

30,191

RECIPIENTS  
29,496 TOTAL

97.7 %

DELIVERY RATE  
MARKET AVG 97 %

37.7 %

OPEN RATE  
MARKET AVG 23 %

11,128

OPENS

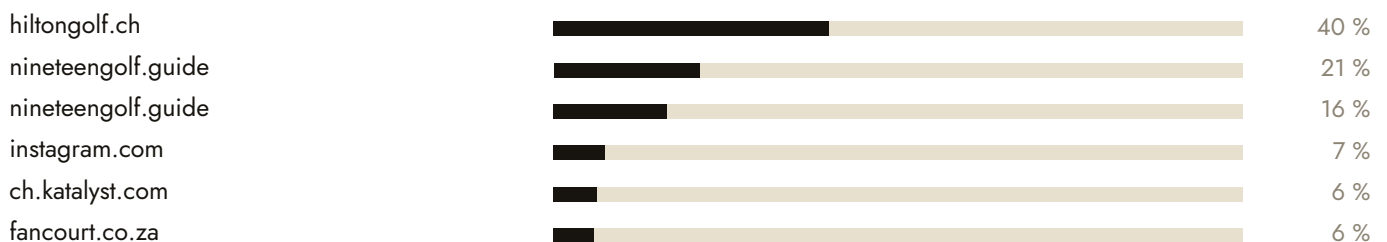
Unique clicks 256 · CTOR 2.3 %

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 37.7 %, the open rate sits noticeably above the travel & lifestyle industry average of roughly 21–25 %.*

## CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS





Campaign 20 · 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 | <div><div></div></div> | 92 % |
| Mobile  | <div><div></div></div> | 8 %  |
| Tablet  | <div><div></div></div> | 1 %  |

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

## OPENS BY MAIL CLIENT

|                  |                        |       |
|------------------|------------------------|-------|
| Safari / Mozilla | <div><div></div></div> | 7,856 |
| Firefox          | <div><div></div></div> | 895   |
| Chrome / Gmail   | <div><div></div></div> | 577   |
| Android          | <div><div></div></div> | 552   |
| Other            | <div><div></div></div> | 333   |

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

