



Campaign 85

# Golf, Seen und Quiet Luxury

26,171

RECIPIENTS  
25,604 TOTAL

97.8 %

DELIVERY RATE  
MARKET AVG 97 %

38.4 %

OPEN RATE  
MARKET AVG 23 %

9,829

OPENS

Unique clicks 364 · CTOR 3.7 %

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.

*What sets this issue apart: an open rate of 38.4 % 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

|                           |  |      |
|---------------------------|--|------|
| www.falkensteiner.com     |  | 23 % |
| www.sonne-klopeinersee.at |  | 20 % |
| www.sonne-klopeinersee.at |  | 19 % |
| www.falkensteiner.com     |  | 15 % |
| www.falkensteiner.com     |  | 8 %  |
| www.falkensteiner.com     |  | 7 %  |



Campaign 85 · 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> | 96 % |
| Mobile  | <div><div></div></div> | 3 %  |
| Tablet  | <div><div></div></div> | 0 %  |

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> | 6,202 |
| Chrome / Gmail   | <div><div></div></div> | 2,243 |
| Firefox          | <div><div></div></div> | 613   |
| Android          | <div><div></div></div> | 222   |
| Mobile App       | <div><div></div></div> | 134   |

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

