

Campaign 15

Der Reiz der Schweiz! Luxushotels am Golfplatz

30,518

RECIPIENTS
29,616 TOTAL

97.0 %

DELIVERY RATE
MARKET AVG 97 %

36.9 %

OPEN RATE
MARKET AVG 23 %

10,919

OPENS

Unique clicks 448 · CTR 4.1 %

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.

For context: an open rate of 36.9 % sits clearly above what the travel & lifestyle market averages (21–25 %) — a sign that the opt-in readership genuinely reads the issue, not just receives it.

CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS

nineteengolf.guide		16 %
nineteengolf.guide		14 %
suvrettahouse.ch		12 %
www.guardaval.ch		12 %
ch.katalyst.com		8 %
nineteengolf.guide		7 %





Campaign 15 · 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		92 %
Mobile		7 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		7,357
Chrome / Gmail		1,070
Firefox		702
Android		488
Other		343

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

