



Campaign 51

Golf, wo der Sommer bleibt

*Lieblingsziele.***26,322**RECIPIENTS
25,756 TOTAL**97.8 %**DELIVERY RATE
MARKET AVG 97 %**43.4 %**OPEN RATE
MARKET AVG 23 %**11,187**

OPENS

Unique clicks 613 · CTOR 5.5 %

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 43.4 %, 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

www.roccofortehotels.com		36 %
www.puresaltportadriano.com		12 %
www.roccofortehotels.com		11 %
www.roccofortehotels.com		11 %
www.roccofortehotels.com		10 %
www.roccofortehotels.com		9 %



Campaign 51 · 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		6 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		7,919
Chrome / Gmail		1,257
Firefox		715
Android		415
Mobile App		266

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

