

Campaign 56

Rovos Rail: Golf & Safari in Südafrika

26,363	93.5 %	44.1 %	10,859
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
24,640 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 407 · CTR 3.8 %

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 44.1 %, 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

nineteengolf.guide		34 %
issuu.com		28 %
samara.co.za		23 %
instagram.com		14 %



Campaign 56 · 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		1 %

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

OPENS BY MAIL CLIENT

Chrome / Gmail		1,121
Firefox		758
Safari / Mozilla		559
Android		406
Mobile App		260

Chrome / Gmail and Firefox lead by a wide margin — an audience that opens email the classic way, at the computer.

