



Campaign 50

Golf & Safari

Südafrika von seiner schönsten Seite.

26,527

RECIPIENTS
25,719 TOTAL

97.0 %

DELIVERY RATE
MARKET AVG 97 %

38.3 %

OPEN RATE
MARKET AVG 23 %

9,852

OPENS

Unique clicks 329 · CTOR 3.3 %

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.

What sets this issue apart: an open rate of 38.3 % 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.theroyalportfolio.com		33 %
nineteengolf.guide		20 %
skukuza-golf.co.za		15 %
www.krugershalati.com		14 %
nineteengolf.guide		10 %
nineteengolf.guide		4 %





Campaign 50 · 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

Safari / Mozilla		7,335
Firefox		835
Chrome / Gmail		505
Android		384
Mobile App		200

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

