

Campaign 49

Was haben Kärnten und der Rhein gemeinsam? Blick auf See, Fluss und Fairway!

26,760

RECIPIENTS
26,295 TOTAL

98.3 %

DELIVERY RATE
MARKET AVG 97 %

42.9 %

OPEN RATE
MARKET AVG 23 %

11,274

OPENS

Unique clicks 204 · CTOR 1.8 %

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.

What sets this issue apart: an open rate of 42.9 % 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.hotel-forelle.at		46 %
www.mittelthurgau.ch		43 %
golfquant.ch		6 %
instagram.com		3 %
nineteengolf.guide		2 %



Campaign 49 · 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		79 %
Mobile		20 %
Tablet		1 %

Read mostly on desktop, with a noticeable mobile share alongside it — the issue travels too.

OPENS BY MAIL CLIENT

Safari / Mozilla		8,186
Chrome / Gmail		943
Firefox		777
Android		451
Mobile App		270

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

