



Campaign 67

Golf auf den Kanaren

Mal anders...

25,689

RECIPIENTS
25,143 TOTAL

97.9 %

DELIVERY RATE
MARKET AVG 97 %

33.1 %

OPEN RATE
MARKET AVG 23 %

8,316

OPENS

Unique clicks 553 · CTOR 6.7 %

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 carefully tended, strictly opt-in readership delivers solid, clearly above-average relevance. At around 33.1 %, the open rate sits noticeably above the travel & lifestyle industry average of roughly 21–25 %.

CLICK DISTRIBUTION BY DESTINATION

SHARE OF ALL LINK CLICKS

slicedgolf.ch		27 %
nineteengolf.guide		16 %
nineteengolf.guide		14 %
lanzarotesportsdestination.com		13 %
nineteengolf.guide		12 %
ch.tumi.com		8 %



Campaign 67 · 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		94 %
Mobile		5 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		5,602
Firefox		885
Chrome / Gmail		876
Android		223
Mobile App		209

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

