



Campaign 5

Genuss und Erholung pur: Wellnesshotel auf der Seiser Alm

Ideal für Feinschmecker, Aktivurlauber und Naturfreunde!

31,088

RECIPIENTS
29,345 TOTAL

94.4 %

DELIVERY RATE
MARKET AVG 97 %

40.6 %

OPEN RATE
MARKET AVG 23 %

11,908

OPENS

Unique clicks 597 · CTOR 5.0 %

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 40.6 % 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.sensoriadolomites.com		25 %
nineteengolf.guide		21 %
nineteengolf.guide		12 %
golfrastenmoos.ch		8 %
nineteengolf.guide		7 %
nineteengolf.guide		7 %





Campaign 5 · 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		92 %
Mobile		7 %
Tablet		1 %

Read almost entirely on the large screen — a sign of long-form content enjoyed at leisure.

OPENS BY MAIL CLIENT

Safari / Mozilla		7,610
Chrome / Gmail		1,958
Android		565
Firefox		416
Other		331

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

