

Campaign 90

Der Süden Teneriffas ist Golfers Paradies

25,877	96.5 %	44.9 %	11,229
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
24,984 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 307 · CTR 2.7 %

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 curated, strictly opt-in readership of active golfers and travel-loving connoisseurs delivers exceptionally high relevance. At around 44.9 %, 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

www.abamagolf.com		24 %
www.golfcostaadeje.com		14 %
www.flyedelweiss.com		9 %
www.ritzcarlton.com		8 %
www.1881tenerifemadrigueraasgolfhotel.com		7 %
www.golfdelsur.es		7 %





Campaign 90 · 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		98 %
Mobile		2 %
Tablet		0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		5,783
Chrome / Gmail		4,006
Firefox		825
Android		181
Mobile App		76

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

