Campaign 100

Teneriffas wilde Seite für Golfer:innen

25,254	97.5 %	48.7 %	11,990
RECIPIENTS	DELIVERY RATE	OPEN RATE	OPENS
24,616 TOTAL	MARKET AVG 97 %	MARKET AVG 23 %	

Unique clicks 666 · CTOR 5.6 %

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 48.7 %, 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.melia.com	20 %
news.nineteengolfguide.com	17 %
www.buenavistagolf.es	15 %
www.jardin-tecina.com	13 %
news.nineteengolfguide.com	12 %
www.webtenerife.de	11 %

Campaign 100 · 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	97 %
Mobile	3 %
Tablet	0 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla	6,271
Chrome / Gmail	3,932
Firefox	968
Android	239
Mobile App	142

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