

Campaign 57

Von Kapstadt bis Kruger: Luxusreisen mit Golfflair

26,080

RECIPIENTS
25,674 TOTAL

98.4 %

DELIVERY RATE
MARKET AVG 97 %

45.3 %

OPEN RATE
MARKET AVG 23 %

11,623

OPENS

Unique clicks 571 · CTR 4.9 %

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 45.3 %, 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.theroyalportfolio.com		27 %
nineteengolf.guide		16 %
www.theroyalportfolio.com		13 %
nineteengolf.guide		9 %
nineteengolf.guide		7 %
nineteengolf.guide		6 %





Campaign 57 · 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		93 %
Mobile		6 %
Tablet		1 %

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

OPENS BY MAIL CLIENT

Safari / Mozilla		7,891
Chrome / Gmail		1,774
Firefox		699
Android		410
Mobile App		291

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

