



Campaign 64

2026 ist jung

Und genau richtig, um Reisen neu zu denken.

25,441

RECIPIENTS
24,927 TOTAL

98.0 %

DELIVERY RATE
MARKET AVG 97 %

42.9 %

OPEN RATE
MARKET AVG 23 %

10,703

OPENS

Unique clicks 642 · CTOR 6.0 %

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 42.9 % 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.viceroyhotelsandresorts.com		16 %
www.ombria.com		13 %
www.ombria.com		13 %
www.mittelthurgau.ch		10 %
www.ombria.com		7 %
www.mittelthurgau.ch		7 %



Campaign 64 · 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		7,716
Chrome / Gmail		1,018
Firefox		750
Android		399
Mobile App		272

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

