



Campaign 63

Was macht Luxus aus?

25,645

RECIPIENTS
25,036 TOTAL

97.6 %

DELIVERY RATE
MARKET AVG 97 %

42.9 %

OPEN RATE
MARKET AVG 23 %

10,753

OPENS

Unique clicks 761 · CTOR 7.1 %

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

nineteengolf.guide		14 %
clhgu.r.ag.d.sendibm3.com		12 %
nineteengolf.guide		9 %
nineteengolf.guide		9 %
nineteengolf.guide		8 %
nineteengolf.guide		7 %



Campaign 63 · 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		7,706
Chrome / Gmail		967
Firefox		911
Android		361
Mobile App		251

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

