

## Travel South 2025 Campaigns Through 11/06/25

### Alabama

- The recipe article for [Angel Biscuits](#) has over 10k pageviews at 77% engagement rate - 1.24x higher than our AO average
- Meta distribution of the article has over 1.0M impressions at an ER of 0.31% which is 1.03x higher than the industry average.

