



**Atlas Obscura**

x

**TravelSouth**  
USA

# TRAVEL SOUTH 2025 CAMPAIGN

---

10/1/2025 - 12/31/2025

FULL CAMPAIGN OVERVIEW

# Plan Recap

We exceeded all goals in our media plan, delivering strong awareness, consideration, and conversion.

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
Custom Content	50,000	87,699	175%	\$101,639
Meta Promotion of Content	10,050,000	12,772,642	127%	\$28,217
AV: Meta Promotion	1,200,000			
Daily Email Content Inclusions of Content	1,200,000	1,449,870	121%	\$5,826
ROS Media	7,525,000	7,922,005	105%	\$6,072
AV: ROS Media	2,500,000	2,624,155	105%	\$39,362
AV: 100% SOV	50,000	588,554	1177%	\$11,771
<b>TOTAL</b>	<b>22,575,000</b>	<b>25,444,925</b>	<b>113%</b>	<b>\$192,887</b>

 **Atlas Obscura** x

*Sweet Home*  
**Alabama**

# ALABAMA



**10/1/2025 - 12/31/2025**

PROGRAM OVERVIEW

# What We Created

---

## CONTENT & DISTRIBUTION

- Special ""Southern Flavors"" Section of Recipe Hub
- (1) Recipe Article
- Meta Promotion of Recipe Article
- AV: Meta Promotion of Recipe Article
- (1) Daily Email Inclusion

## ONSITE MEDIA

- ROS Media
- AV: ROS Media
- AV: 100% SOV on Recipe Article

BRANDED CONTENT

## Recipe Article

For this campaign, we created a custom recipe article centered on [Angel Biscuits](#).

The article generated over 14K pageviews and received a strong **75% engagement rate, which is 1.20x higher than the Atlas Obscura benchmark.**

The piece was also distributed across Meta, featured in the Atlas Obscura daily email, and included in a [Recipe Article hub](#) alongside other Travel South partners.

14K

PAGEVIEWS

### These Biscuits Reach All the Way Up to Heaven

The angel biscuits at this Alabama restaurant are a chef's way of paying tribute to his grandmothers.

SWEET HOME ALABAMA • OCTOBER 1, 2025



Angel biscuits get their signature lift from three kinds of leavening. ELISE FERRER

#### [Jump to recipe](#)

"BISCUITS ARE THE BREAD OF the South," says the Alabama-born chef Rob McDaniel. "They're not something just for breakfast." In a region where opinions about who bakes the best from scratch can get heated, McDaniel pays homage to his grandmothers by serving hot biscuits fresh out of the oven with whipped cane syrup butter at [Helen](#), his family-style restaurant in Birmingham.



[Learn more](#)

Sweet Home Alabama  
SPONSORED BY  
SWEET HOME ALABAMA

CTE

BRANDED CONTENT

## Distribution of Article

The article was promoted through paid Meta distribution and featured in the Atlas Obscura daily email to subscribers.

The Meta promotion generated over 2.5M impressions with a **0.68% CTR, which is 1.08x higher than the industry average.\*** The post also achieved a strong **0.39% engagement rate, outperforming the industry average by 1.3x.\*\***

The email inclusion delivered more than 231K impressions with a **0.51% CTR, which is 1.7x higher than the AO average.**

2.5M

META IMPRESSIONS

231K

EMAIL IMPRESSIONS

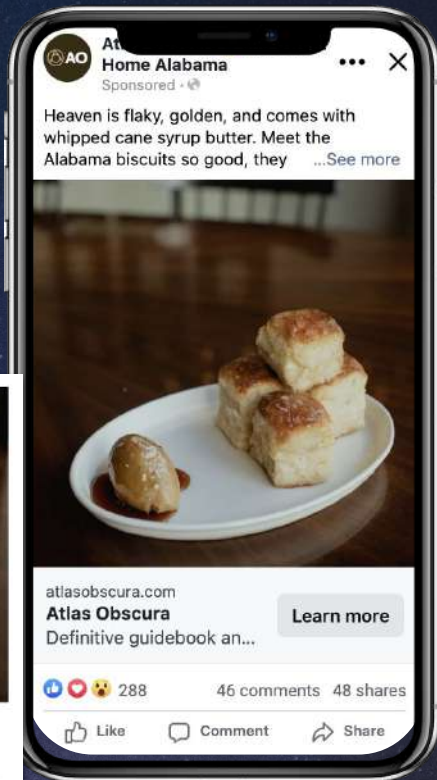


SPONSORED BY ALABAMA TRAVEL

### The Biscuits That Rise to Heaven

In Birmingham, chef Rob McDaniel honors his grandmothers with biscuits that truly live up to their name: angel biscuits. Light as clouds and layered with love, these Southern classics blend tradition, creativity, and a trifecta of leavening agents that make them rise sky-high. But these aren't your ordinary breakfast biscuits. With a history that stretches back centuries, and a recipe perfected in McDaniel's kitchen, they're a bite of Alabama's soul. And yes, you can try them at home.

TASTE FAMILY HISTORY →



BRANDED CONTENT

## Audience Response



**Ellaine Spivak**

Love love these. And for all those with questions, try it. No going back

12w

Like

Reply

5



**Clare Brett**

I'm curious and will try them. Could be interesting!



**Lorenn Dailey**  
Yummiest



**Carolyn Keane**

I've never used yeast in biscuits but these sound delicious.

# Top Interacted Locations

## Meta Distribution:

- Wallonia
- Scotland
- British Columbia
- Dublin
- New Zealand
- Northern Ireland
- Texas
- Tennessee
- Wales
- England

## Content:

- California
- Texas
- Ontario
- British Columbia
- Alabama
- Florida
- New York
- Washington
- Illinois
- Virginia

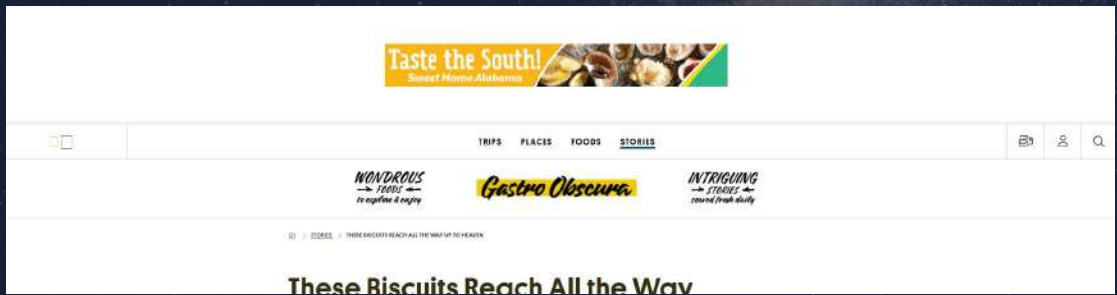
## Results

Run of site media was deployed across the Atlas Obscura website and delivered over 2.5M impressions, including 841K impressions of added value.

The top performing ad size for this campaign was **970x250 highlighted in green to the right with the highest CTR of 0.02%.**

**2.5M**  
TOTAL DISPLAY  
IMPRESSIONS

**0.02%**  
CTR



## Plan Recap

We exceeded all goals in our media plan, delivering strong awareness, consideration, and conversion. Over delivery and added value placements amounted to a **total added value that is equal to 78% of the plan cost.**

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
Southern Flavors Section of Recipe Hub	-	-	100%	-
Recipe Article	10,000	14,222	142%	\$26,955
Meta Promotion of Recipe Article	2,350,000	2,556,139	102%	\$3,607
AV: Meta Promotion of Recipe Article	150,000			
(1) Daily Newsletter Inclusion	150,000	231,524	154%	\$2,106
ROS Media	1,666,667	1,750,004	105%	\$1,250

## Plan Recap

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
AV: ROS Media	583,333	612,597	105%	\$9,189
AV: 100% SOV on Recipe Article	10,000	228,836	2288%	\$4,577
<b>TOTAL</b>	<b>4,910,000</b>	<b>5,393,322</b>	<b>110%</b>	<b>\$46,685</b>

# THANK YOU!

---



**Atlas Obscura**

x

Travel**South**  
USA