



**Atlas Obscura**

x

**TravelSouth**  
USA

# TRAVEL SOUTH 2025 CAMPAIGN

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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>



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Visit North Carolina



# VISIT NORTH CAROLINA

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10/1/2025 - 12/31/2025

PROGRAM OVERVIEW

# What We Created

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## CONTENT & DISTRIBUTION

- (1) Custom List included in America Obscura package
- Meta Promotion of List
- AV: Meta Promotion
- (2) Daily Email Content Inclusions
- Sponsorship of America Obscura Dedicated Email

## ONSITE MEDIA

- Ads running on the America Obscura Hub
- ROS Media
- AV: ROS Media
- AV: 100% SOV on List and Place Pages from List

BRANDED CONTENT

# Custom List

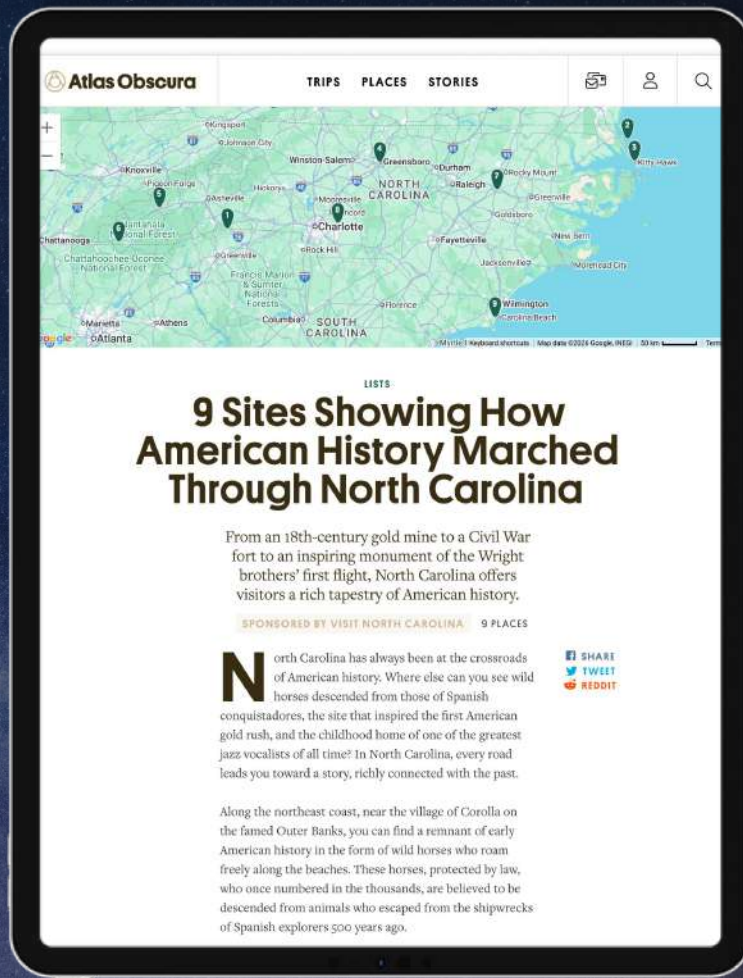
For this campaign, we created a custom list centered on [9 Sites Showing How American History Marched Through North Carolina.](#)

The list generated over 18K pageviews and received a strong **63% engagement rate.**

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

**18K**

PAGEVIEWS



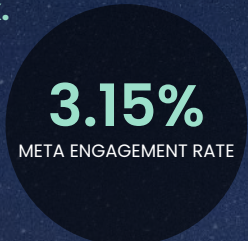
BRANDED CONTENT

# Distribution of List

The List was promoted through paid Meta distribution and portions of the Places integrated into the List were featured in the Atlas Obscura daily email to our subscribers.

The Meta promotion generated over 2.6M impressions with a **0.64% CTR, which is 1.04x higher than the industry average.\*** The post also achieved a strong **3.15% engagement rate, outperforming the industry average by 10.5x.\*\***

The email inclusions delivered more than 308K impressions with the wild horses inclusion as the strongest performer at a **0.36% CTR which is 1.2x higher than our AO benchmark.**



SPONSORED BY VISIT NORTH CAROLINA

**The House Where Nina Simone Found Her Voice**

In a small, wooden house in Tryon, North Carolina, a three-year-old girl once taught herself to play the piano. Her name was Eunice Waymon, the world would come to know her as Nina Simone. Decades later, this modest home still stands, worn and weathered but unforgotten. Saved from collapse by a collective of Black artists, it's being reimaged as a creative sanctuary, one that honors the legacy born within its walls.

[TAKE A LOOK INSIDE →](#)



SPONSORED BY VISIT NORTH CAROLINA

**The Wild Horses of North Carolina's Outer Banks**

Long before beachgoers and lighthouses, wild horses ruled North Carolina's Outer Banks. The Corolla wild horses, or "Bankers," as locals call them, are descendants of Spanish mustangs that escaped shipwrecks or were left behind by conquistadors centuries ago. Small, sturdy, and impossibly resilient, these rare Colonial Spanish Mustangs still wander the dunes and waves as their ancestors did, manes whipping in the Atlantic wind. Today, visitors can glimpse them from afar on guided beach tours, but strict laws protect their space, and their mystery. After all, some legends are best admired from a distance.

[MEET NORTH CAROLINA'S WILDEST LOCALS →](#)



BRANDED CONTENT

# Audience Response



**Kathy Tatum**

I went there and saw the wild horses!! It was an amazing trip.It's well worth it



**Michele Clark**

NC is a beautiful state, with mountains, the ocean and the piedmont in between!



**Taryn Hanson Eldredge**

Went there for family reunion--what a blast!



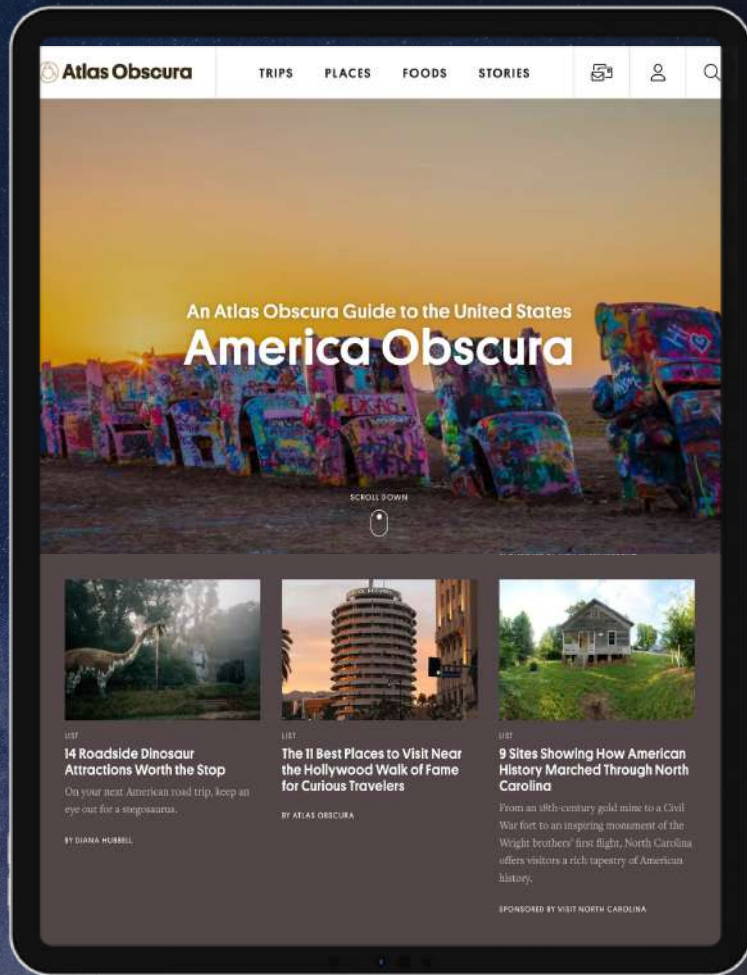
**Beth Pollhammer**

So much history in our state.so many historical and physically beautiful to behold

BRANDED CONTENT

# America Obscura Hub

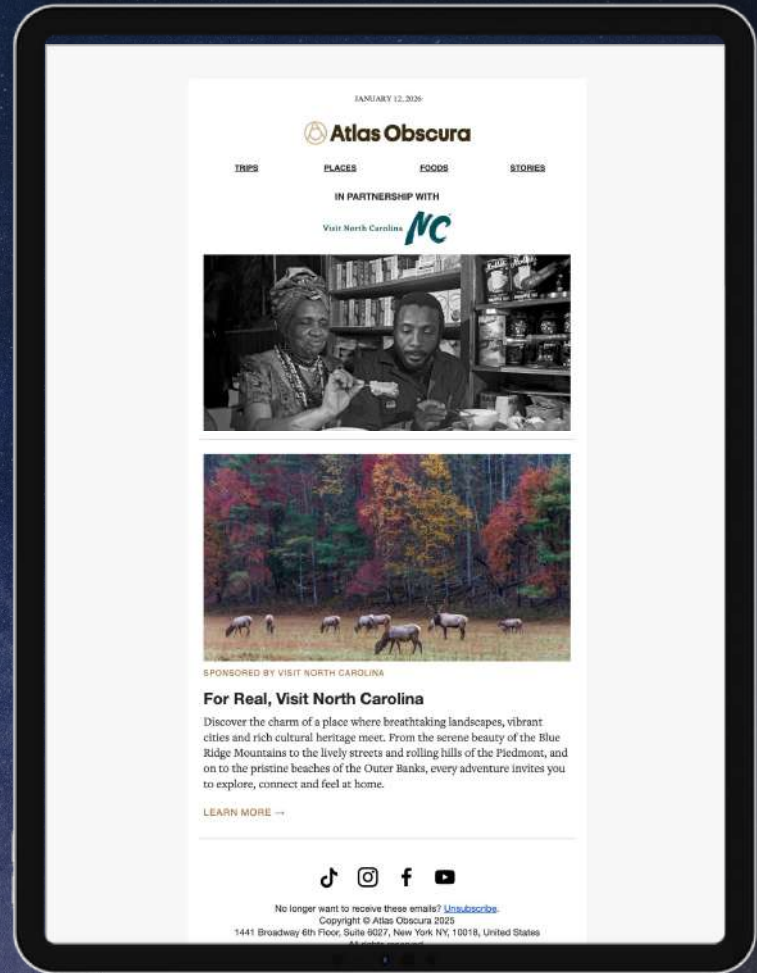
We created an America Obscura Hub and included the new Visit North Carolina Custom List on the hub.



BRANDED CONTENT

# Sponsorship of America Obscura Email

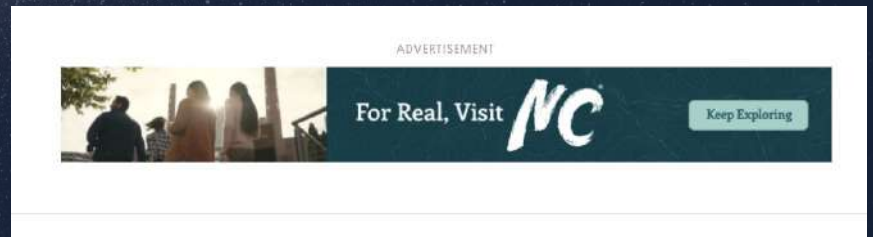
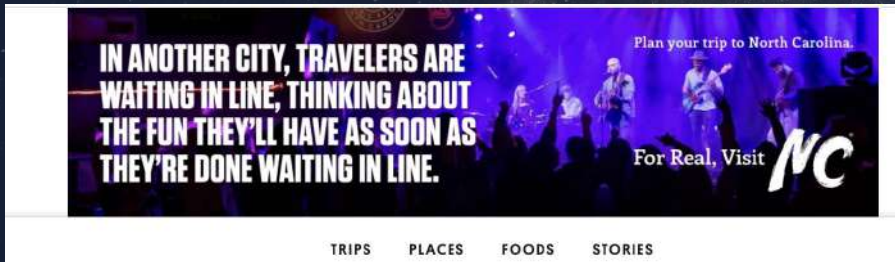
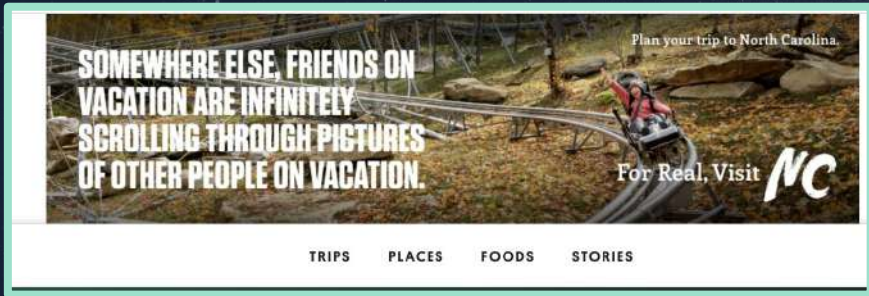
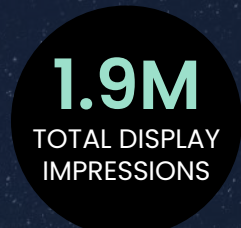
Visit North Carolina received full sponsorship of our America Obscura Email during this campaign. Which included partnership at the top and a newsletter ad directing to the clients site at the bottom. The email received over **178K impressions with the newsletter ad receiving over 188 clicks to the VNC site.**



# Results

Run of site media was deployed across the Atlas Obscura website and delivered over 1.9M impressions, including 296K impressions of added value and 48k impressions of display featured on the America Obscura Hub.

The top performing ad size for this campaign was **970x250 highlighted in green to the right with the highest CTR of 0.05% which is 1.67x higher than our AO benchmark.**



CAMPAIGN OVERVIEW

# 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 67% of the plan cost.**

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
1 Custom List	5,000	18,882	378%	\$2,800
Meta Promotion of Recipe Article	1,500,000	2,610,335	149%	\$19,431
AV: Meta Promotion of Recipe Article	250,000			
(2) Daily Email Content Inclusions	300,000	308,234	103%	\$220
Sponsorship of America Obscura Dedicated Email	150,000	178,410	119%	\$8,718
Ads running on the America Obscura Hub	25,000	148,395	194%	\$468

CAMPAIGN OVERVIEW

# Plan Recap

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
ROS Media	1,500,000	1,575,301	105%	\$1,130
AV: ROS Media	250,000	262,505	105%	\$3,938
AV: 100% SOV on List & Place Pages in List	10,000	34,208	342%	\$684
<b>TOTAL</b>	<b>3,985,000</b>	<b>5,036,268</b>	<b>126%</b>	<b>\$37,387</b>

# THANK YOU!

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**Atlas Obscura**

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Travel**South**  
USA