



Travel**South**  
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>



Atlas Obscura

x

**TENNESSEE**

SOUNDS PERFECT

**TENNESSEE**

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10/1/2025 - 12/31/2025

PROGRAM OVERVIEW

# What We Created

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## 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 Hot Slaw..

The article generated over 13K pageviews and received a strong **67% engagement rate, which is 1.08x 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.

13K

PAGEVIEWS



BRANDED CONTENT

## Distribution of Article

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

The Meta promotion generated over 2.5M impressions with a **1.03% CTR, which is 2.56x higher than the industry average.\*** The post also achieved a strong **10.6% engagement rate, outperforming the industry average by a whopping 35.3x.\*\***

The email inclusion delivered more than 218K impressions with a **0.34% CTR, which is 1.13x higher than the AO average.**

2.5M


META IMPRESSIONS

218K

EMAIL IMPRESSIONS

10.6%

ENGAGEMENT RATE

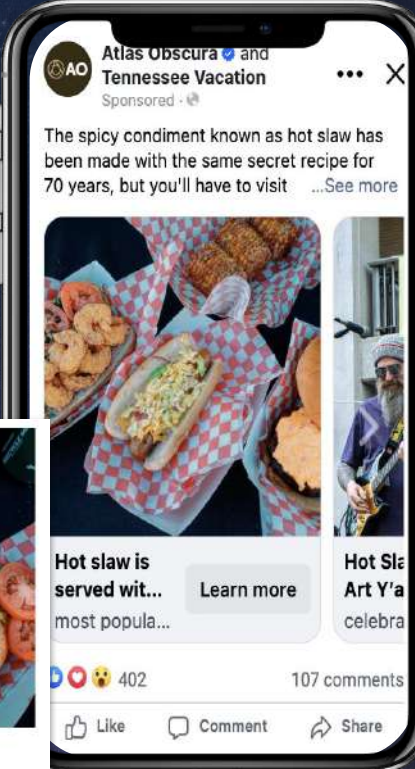


SPONSORED BY TENNESSEE TOURISM

### Tennessee's Secret Slaw That Packs Heat

Hot slaw is a delightful regional specialty found only in one Appalachian mountain town. Inspired by a condiment first served at a drive-in theater in the '50s, the recipe has been lovingly preserved by a local restaurant. But everyone in the town seems to have their own secret ingredient.

SEE WHERE COLESLAW COMES WITH A FIERY TWIST →



Atlas Obscura and Tennessee Vacation  
Sponsored · 🌐

The spicy condiment known as hot slaw has been made with the same secret recipe for 70 years, but you'll have to visit ...See more

Hot slaw is served wit... Learn more  
most popula...

Hot Slaw Art Y'a celebra

👍 🗨️ 📄 402 107 comments

👍 Like 🗨️ Comment ➦ Share

DISPLAY MEDIA

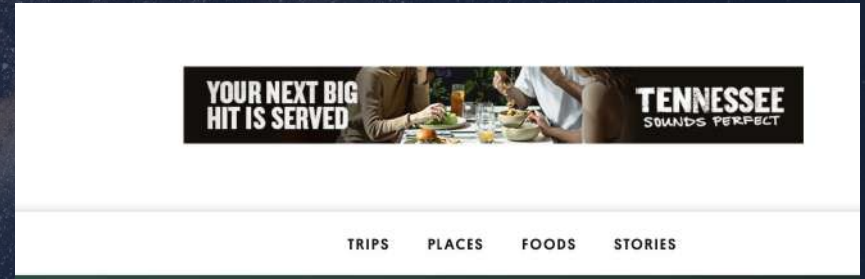
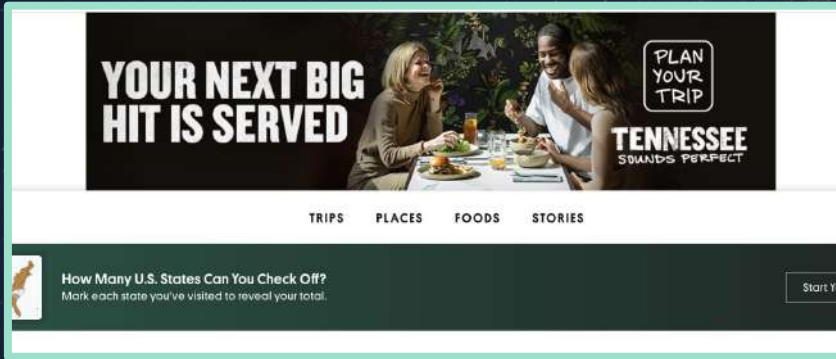
## Results

Run of site media was deployed across the Atlas Obscura website and delivered over 2.4M impressions, including 746K 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%.**

**2.4M**  
TOTAL DISPLAY  
IMPRESSIONS

**0.02%**  
CTR



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 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	13,961	140%	\$25,773
Meta Promotion of Recipe Article	2,350,000	2,510,067	100%	\$2,801
AV: Meta Promotion of Recipe Article	150,000			
(1) Daily Newsletter Inclusion	150,000	281,972	146%	\$1,515
ROS Media	1,666,667	1,749,730	105%	\$1,246

## CAMPAIGN OVERVIEW

# Plan Recap

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
AV: ROS Media	583,333	612,433	105%	\$9,187
AV: 100% SOV on Recipe Article	10,000	134,020	1340%	\$2,680
<b>TOTAL</b>	<b>4,910,000</b>	<b>5,239,183</b>	<b>107%</b>	<b>\$45,868</b>

# THANK YOU!

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**Atlas Obscura**

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