



Atlas Obscura

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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
TOTAL	22,575,000	25,444,925	113%	\$192,887



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WEST
VIRGINIA

WEST VIRGINIA



10/01/25 – 12/31/25

PROGRAM OVERVIEW

What We Created

CONTENT & DISTRIBUTION

- (3) Places of the Day Features
- Meta Promotion of Places of the Day
- AV: Meta Promotion
- (3) Daily Email Content Inclusions of Places of the Day

MEDIA

- ROS Media
- AV ROS Media
- AV: 100% SOV on campaign content

BRANDED CONTENT

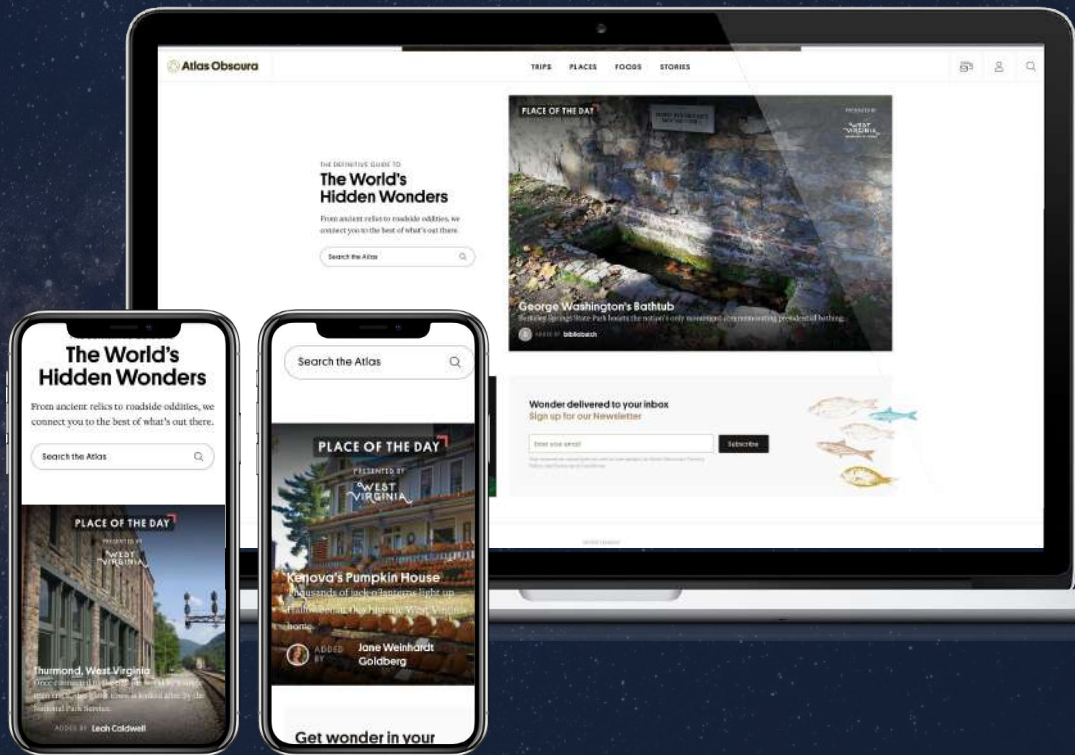
Places of the Day Features

This campaign included three Places of the Day Features of existing West Virginia Place Pages: *Kenova's Pumpkin House*, *George Washington's Bathtub*, and *Thurmond, West Virginia*.

Collectively, the Place Pages had an on-site engagement rate (ER) of 51.70%, **just above the industry average***.

Of the three, *Thurmond, West Virginia* had the highest ER of 62.53%, **20% higher than the industry average***.

25K
PAGE VIEWS



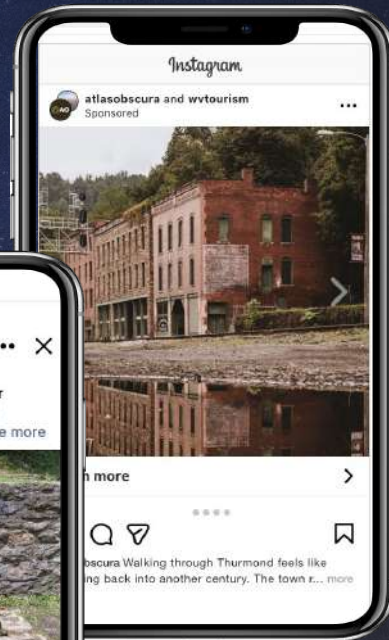
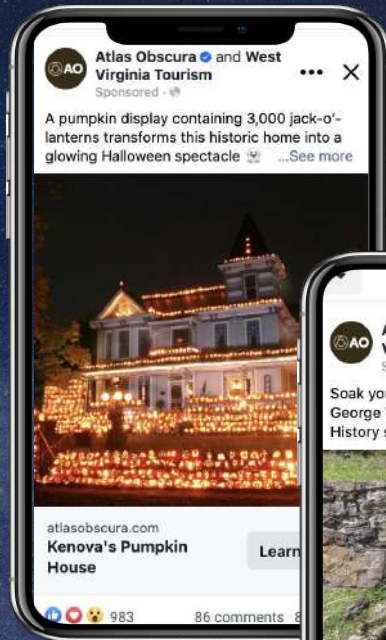
DISTRIBUTION

Meta Distribution of Places of the Day

The combined Meta distribution saw 2.5M impressions and 55K clicks.

The *Kenova's Pumpkin House* feature had the highest ER of 3.31%, **11x the Industry average***, and the *George Washington's Bathtub* feature had the highest click-through rate (CTR) of 2.48%, **over 4x the Industry average***.

2.5M
COMBINED
IMPRESSIONS



DISTRIBUTION

Audience Response

The Meta distribution of all campaign content saw over 5.5K reactions, 239 comments, **365 shares** and a total collective engagement rate across all Meta posts of 3.17%, **10.5x higher than the industry average of 0.30%***.



Barry Muha

One of my favorite small towns to stay at or visit.



Cheri Kicker

I wanna go live there!!



Mary Gall Wright

Love visiting this place!!



Rich Karpinski

Thurmond is worth the visit



Betsy Orndoff-Sayers

On my bucket list to see. Such a beautiful sight 🍁



Marion Hardy Markham

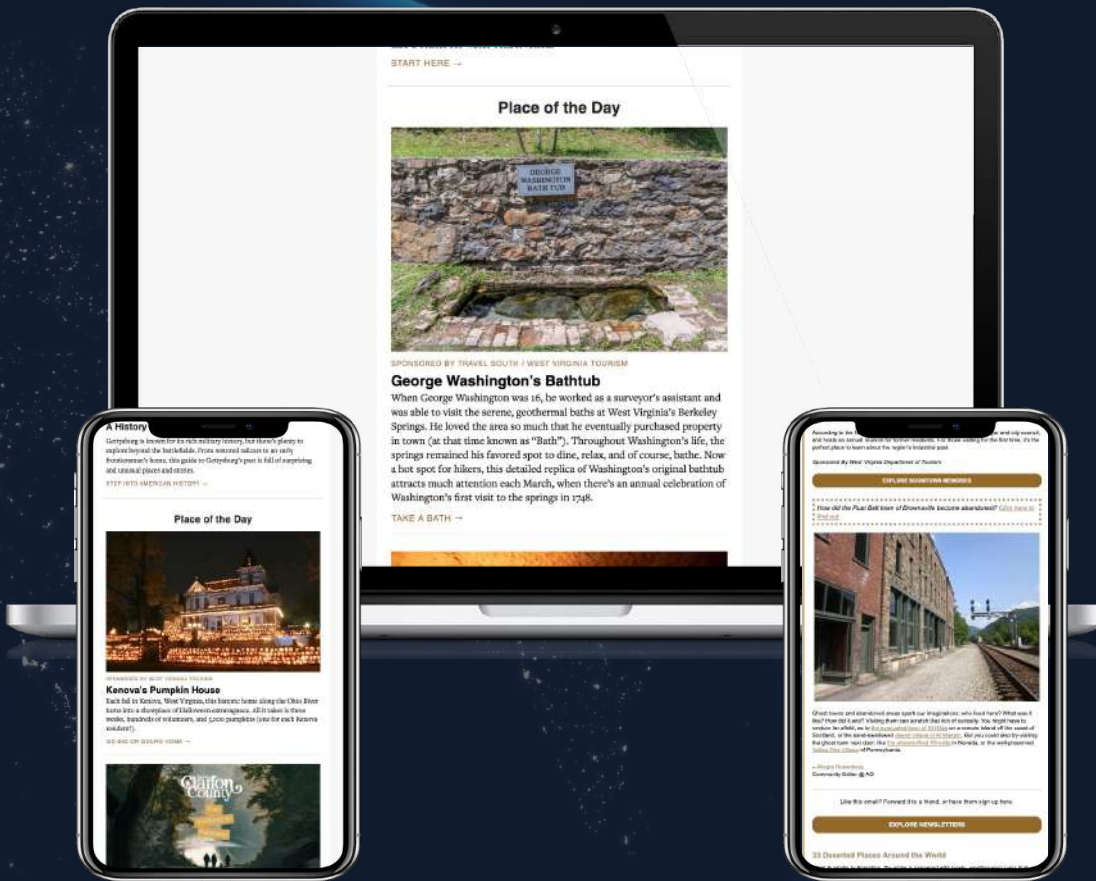
Absolutely beautiful

DISTRIBUTION

Newsletter Inclusions

The Places of the Day Features were included in the Atlas Obscura Daily Emails to drive traffic back to the Place Pages. The inclusions had a combined average CTR of 0.83%, **4x the Atlas Obscura average.**

The inclusion of the *Thurmond, West Virginia* in particular performed very well with a very high CTR of 2.04%, **almost 10x the Atlas Obscura average.**





DISPLAY MEDIA

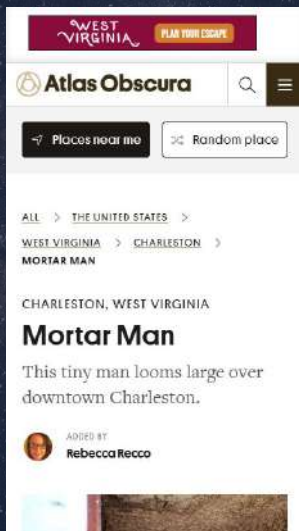
Onsite Media

Display media was deployed across the Atlas Obscura website and delivered over 1.7M impressions, including the additional 510K impressions of added value.

The top performing ad sizes were 320x50 with the highest impressions and clicks, and 300x600 with the highest CTR of 0.03%, **on par with the Atlas Obscura average.**

1.7M
TOTAL IMPRESSIONS

\$10K
ADDED VALUE



CAMPAIGN OVERVIEW

Plan Recap

We had a successful campaign that delivered strong awareness, consideration, and conversion. Over delivery and added value placements amounted to a **total added value that is equal to 72% of the plan cost.**

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
(3) Places of the Day Features	15,000	25,358	169%	\$17,751
Meta Promotion of Places of the Day	1,500,000	2,503,053	125%	\$17,553
AV: Meta Promotion	500,000			
(3) Daily Email Content Inclusions	450,000	507,732	113%	\$1,123
ROS Media	1,000,000	1,048,572	105%	\$729
AV: ROS Media	500,000	524,233	105%	\$7,864
AV: 100% SOV on Place Pages	10,000	86,983	870%	\$1,740
TOTAL	3,960,000	4,695,931	118%	\$46,758

THANK YOU!



Atlas Obscura

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Travel**South**
USA