



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



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

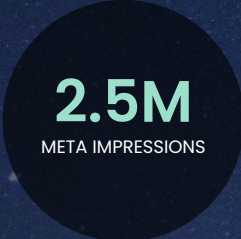
BRANDED CONTENT

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.**



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

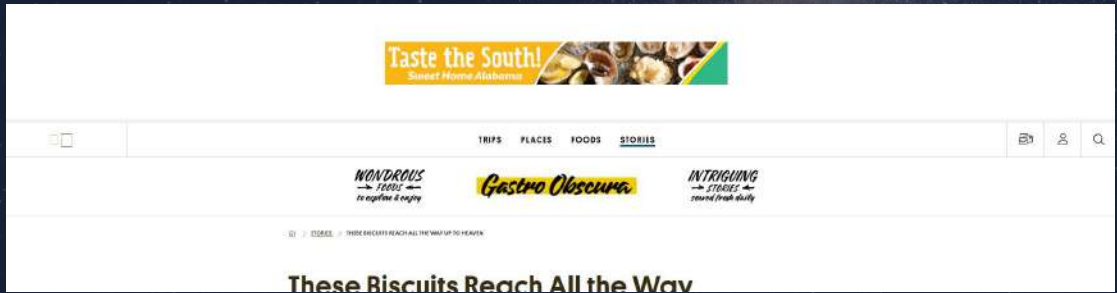
Results

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
TOTAL	4,910,000	5,393,322	110%	\$46,685



Atlas Obscura

x

Visit North Carolina



VISIT NORTH CAROLINA

10/1/2025 - 12/31/2025

PROGRAM OVERVIEW

What We Created

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

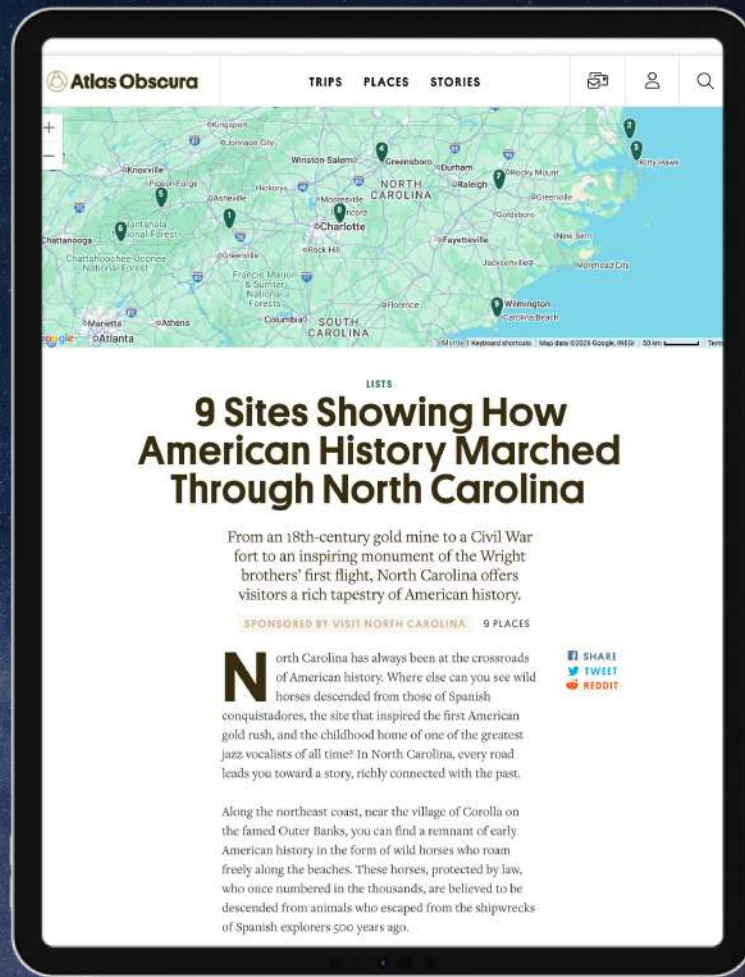
For this campaign, we created a custom list centered on [9 Sites Showing How American History Marched Through North Carolina.](#)

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





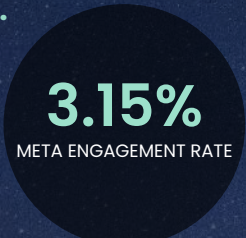
BRANDED CONTENT

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.**



*Source: Brafton. **Source: Rivaliq



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!



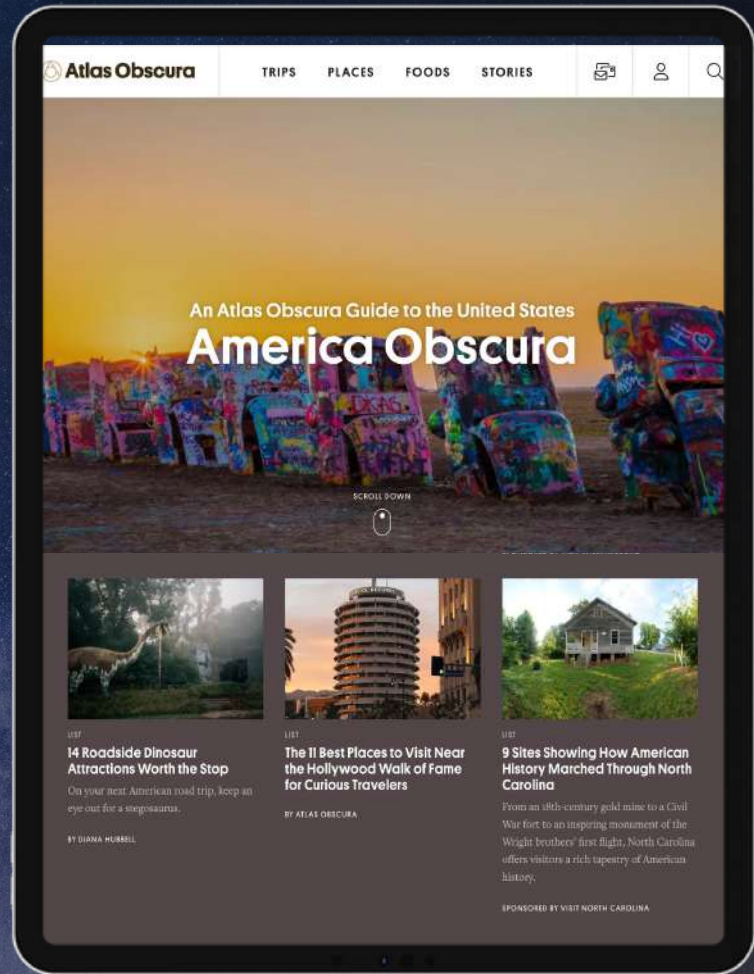
Beth Pollhammer

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

BRANDED CONTENT

America Obscura Hub

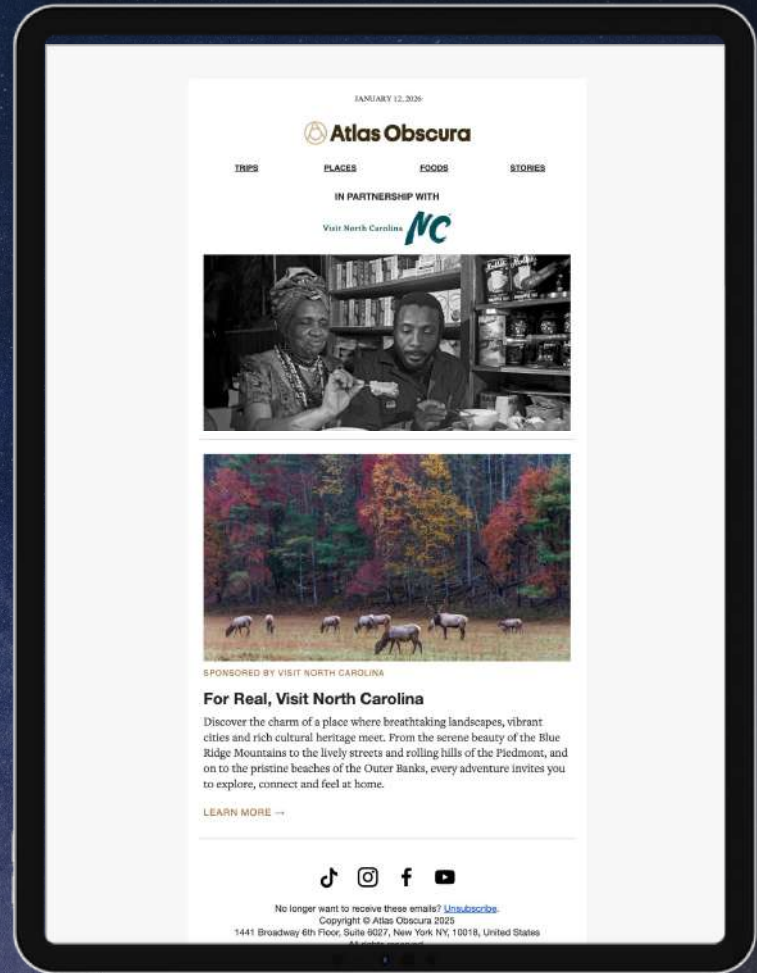
We created an America Obscura Hub and included the new Visit North Carolina Custom List on the hub.



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.**



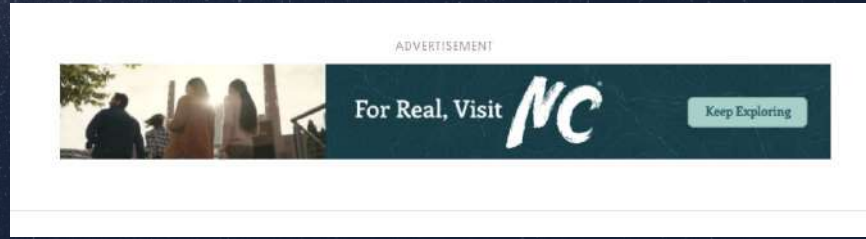
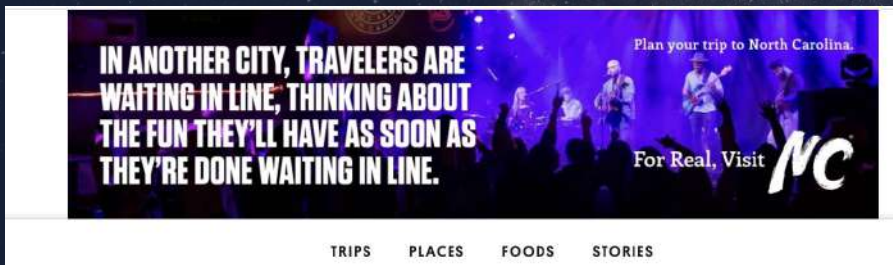
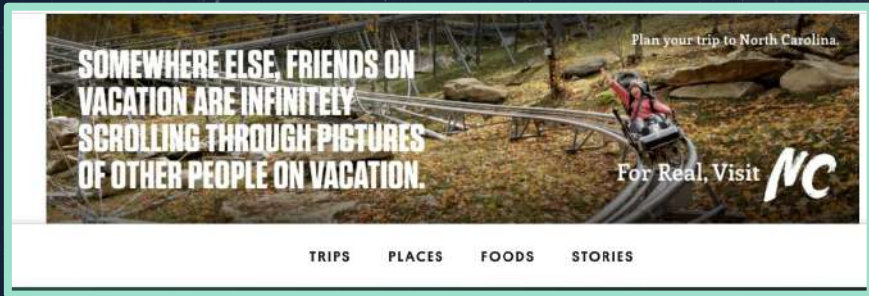
Results

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.**

1.9M
TOTAL DISPLAY
IMPRESSIONS

0.03%
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 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
TOTAL	3,985,000	5,036,268	126%	\$37,387



Atlas Obscura

x

THERE'S ALWAYS SOMETHING NEW TO

DISCOVER

in South Carolina

SOUTH CAROLINA



10/1/2025 - 12/31/2025

PROGRAM OVERVIEW

What We Created

CONTENT & DISTRIBUTION

- Special ""Southern Flavors"" Section of Recipe Hub that will feature the (3) multi-state Recipe Articles (Alabama, South Carolina, Tennessee)
- (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 South Carolina's Frogmore Stew..

The article generated over **15K pageviews** and delivered a strong **52% engagement rate**.

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.

15K

PAGEVIEWS



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 **1.7% CTR, which is 3x higher than the industry average.*** The post also achieved a strong **1.02% engagement rate, outperforming the industry average by 3.4x.****

The email inclusion delivered more than 183K impressions with a **0.72% CTR, which is 2.4x higher than the AO average.**

2.5M

META IMPRESSIONS

183K

EMAIL IMPRESSIONS



Audience Response



Liz Blum

Sooooo good and easy to do. Really good eatin'!



Patricia Castellon

We lived in South Carolina and fresh shrimp right off the boats make the most fabulous Frogmore Stew. Great sausage, delicious little potatoes all cooked together is beyond delicious!

10w Like Reply 35  



Katherine Tylee Craig

I love frogmore Stew! We would have cook offs on the dock in Port Royal, SC. Just pour it out on a sheet of plywood and dig in.



Natalie Martin

I live in Mesa AZ lol I am so interested in trying this but i def need someone that knows how to really cook this frogmore stew !



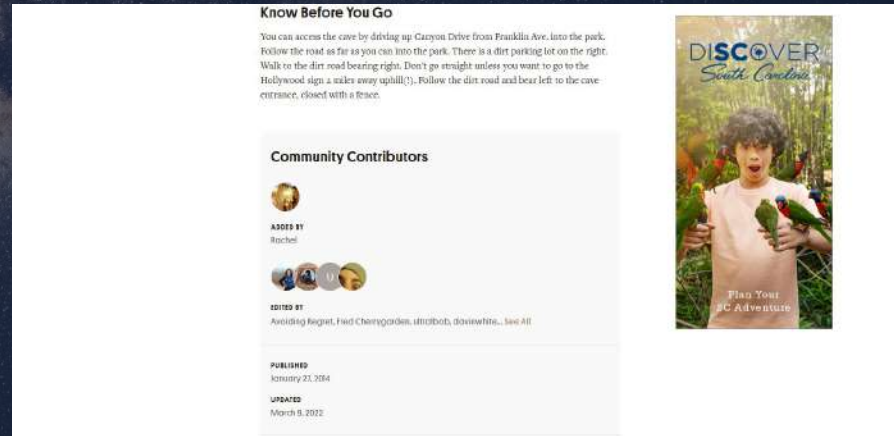
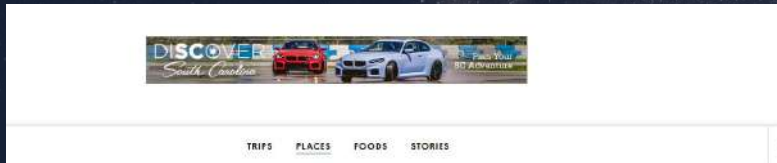
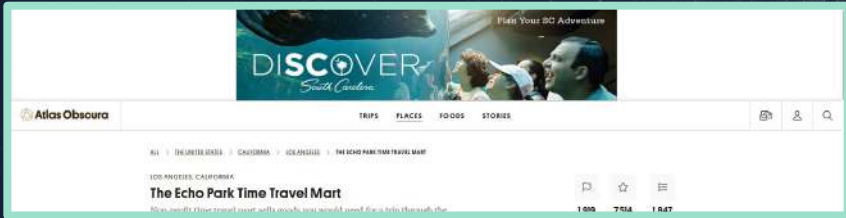
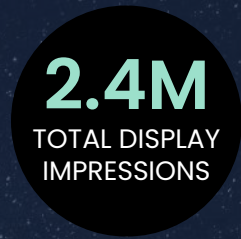
Barbara Gaitley Wyant
Made for dinner today!

DISPLAY MEDIA

Results

Run of site media was deployed across the Atlas Obscura website and delivered over 2.4M impressions, including 716K 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 0.04%**.



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 75% 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	15,276	153%	\$26,693
Meta Promotion of Recipe Article	2,350,000	2,593,048	104%	\$4,253
AV: Meta Promotion of Recipe Article	150,000			
(1) Daily Newsletter Inclusion	150,000	183,408	122%	\$863
ROS Media	1,666,667	1,750,003	105%	\$1,250

CAMPAIGN OVERVIEW

Plan Recap

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
AV: ROS Media	583,333	612,387	105%	\$9,185
AV: 100% SOV on Recipe Article	10,000	104,509	1045%	\$2,090
TOTAL	4,910,000	5,258,631	107%	\$44,336



Atlas Obscura

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TENNESSEE

SOUNDS PERFECT

TENNESSEE

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 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

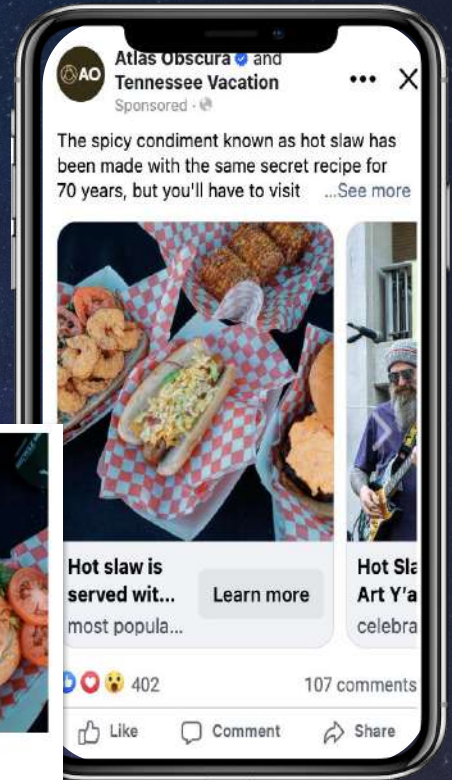


SPONSORED BY TENNESSEE TOURISM

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 →



DISPLAY MEDIA

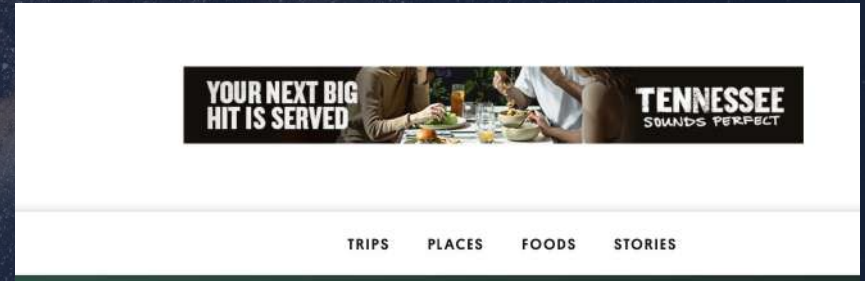
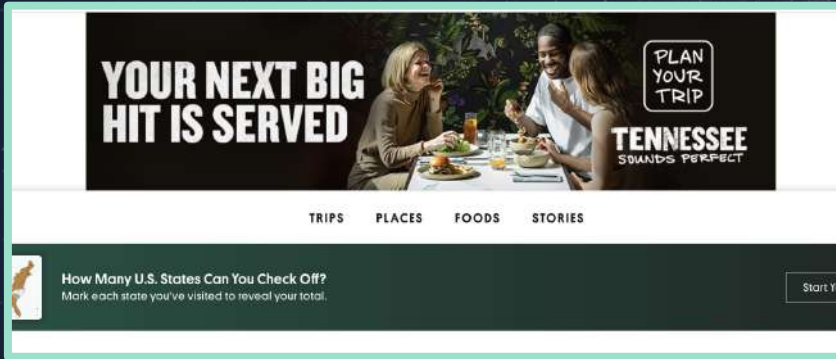
Results

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
TOTAL	4,910,000	5,239,183	107%	\$45,868



Atlas Obscura x

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

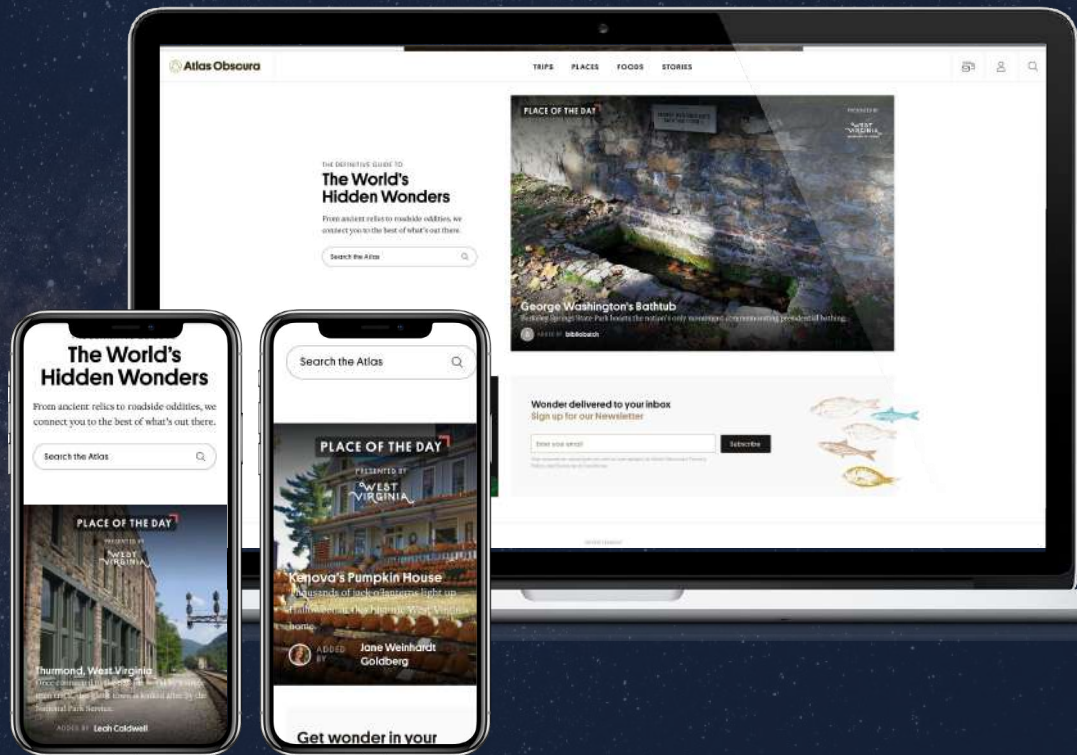
Places of the Day Features

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



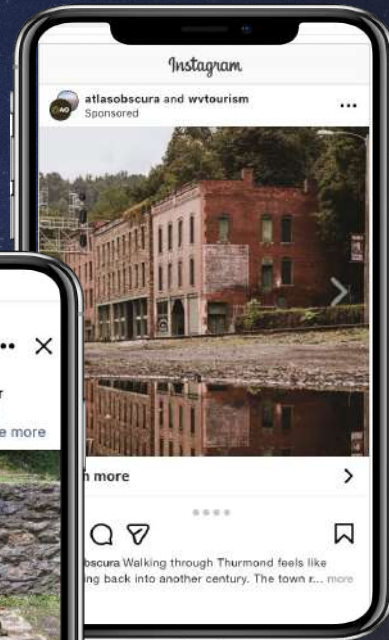
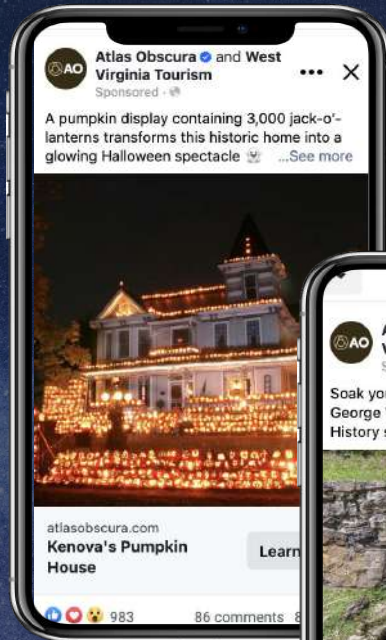
DISTRIBUTION

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

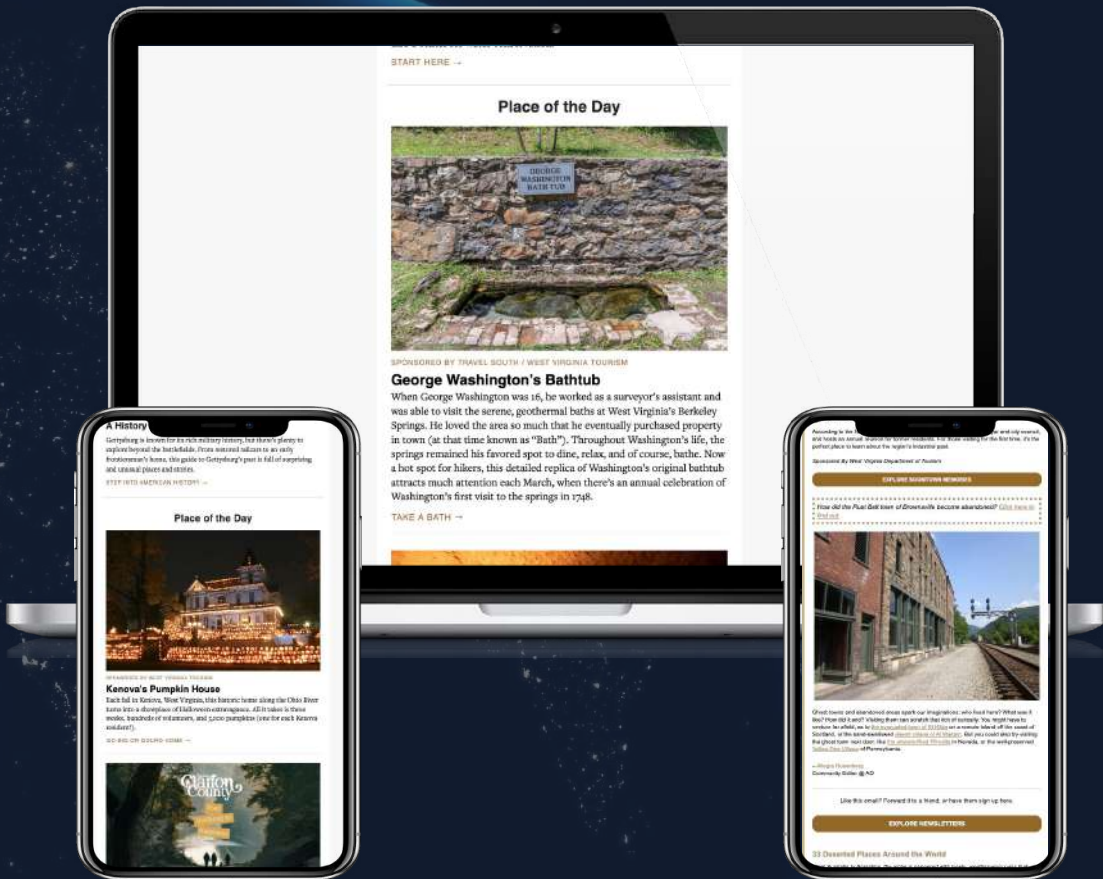
Absolutely beautiful

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

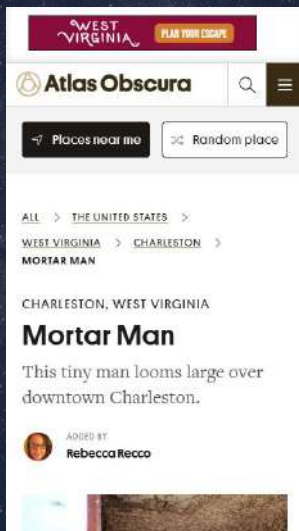
Onsite Media

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

x

Travel**South**
USA