

CASE STUDY

Securing Success for One of the Largest PACs in the U.S.

How Q1Media helped a political action committee deliver victories in 24 U.S. elections.

Campaign Quick Facts

92%

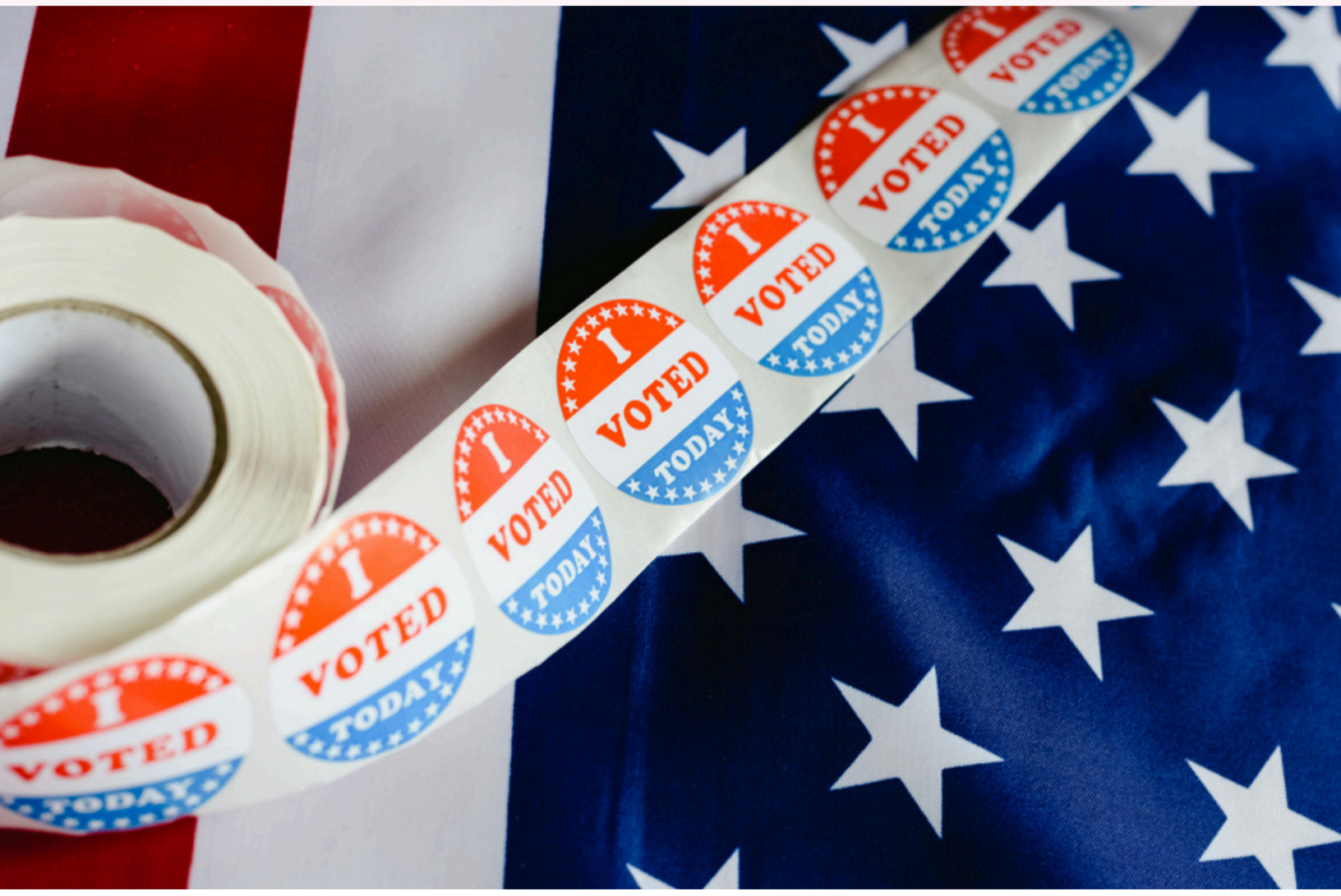
Candidate
Victory Rate

86%

Avg. Video
Completion Rate

6.4M

Impressions
Delivered

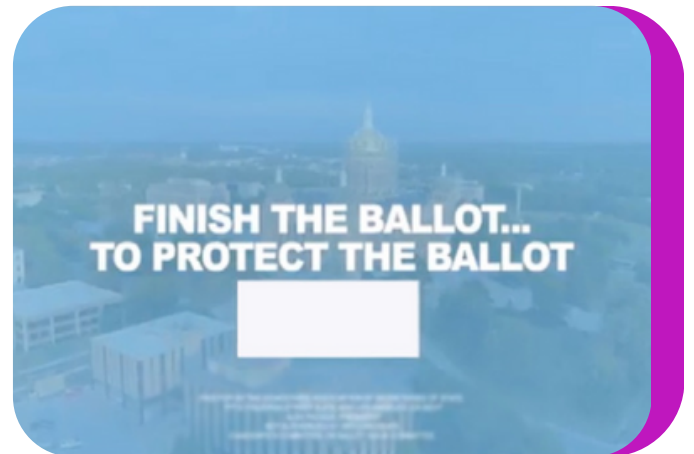


About the Client

A political action committee (PAC) focused on the success and wellbeing of their industry.

The Campaign Goal

Increase voter consideration for candidates aligned with the PAC's goals in 26 House and Senate races across the U.S..



Sample Creative

Strategy

Q1Media developed and defined the client's target audiences with select voter registration data indicating partisanship and/or voter turnout. List-matching was reserved for more niche groups.

To maximize performance & drive efficiencies, Q1Media recommended dedicating the media budget to display & re-roll tactics. This strategic approach provided a cost-effective alternative to higher-cost broadcast media channels in saturated advertising markets like congressional districts. The campaign spanned eight consecutive months, and during this time, Q1Media oversaw both the strategy development & execution of media buys for the PAC's 26 preferred candidates.

Results + Success

Video content was delivered in 15- and 30-second formats and achieved an 86% average completion rate across 6.4 million impressions. In addition, the voting results confirmed that 24 of the 26 supported candidates emerged victorious in their respective races.

The client was very pleased with the outcome and praised Q1Media's ability to swiftly launch same or next-day campaigns and provide granular reporting, which fueled timely optimizations throughout the flight.

Since the campaign's conclusion, the agency has continued to partner with Q1Media on various campaigns for the same client. In addition, they have teamed up with Q1Media on upcoming projects for several other PACs, candidates, and advocacy organizations.