

CASE STUDY

Reaching Members of the LGBTQ+ Community Using App Retargeting

How Q1Media reached a niche audience through a unique targeting approach

Campaign Quick Facts

638K

Total Impressions
Delivered

97%

Video Completion
Rate

617K

Completed Video
Views

**Here's what our client has to say:**

Q1Media has an exceptional understanding of our agency's media requirements and objectives. They develop a customized media strategy based on the client's unique needs. Working with public health campaigns, Q1Media consistently takes a proactive approach to ensure our advertising efforts remain relevant, engaging, and deliver maximum impact.



About the Client

A public health department dedicated to improving the health status of every resident and ensuring access to quality health care.

The Campaign Goal

Reach consumers in the state of Maryland at risk for HIV and drive brand awareness for PrEP, or pre-exposure prophylaxis, an FDA-approved preventative medication.

Strategy

Targeting sexually active individuals within the LGBTQ+ community has historically been challenging because traditional audience categories to identify this group do not exist. To address this, Q1Media researched dating apps specific to the LGBTQ+ community to pinpoint an audience of dating and/or sexually active individuals vulnerable to contracting HIV and likely to have a need for the client's product.

A list of 11+ dating apps was curated to align with the client's target audience. Through app downloads and retargeting, Q1Media identified Device IDs of active users (those who spent time on an app within the past 90 days) and matched them to IP addresses to build the desired audience for a CTV/OTT awareness campaign.

To further refine the reach, Q1Media layered on additional demographic targeting and segmented the audience into English-speaking and Spanish-speaking groups. Given Maryland's population size and to address potential scale challenges, the campaign was geo-targeted to both Baltimore County and the entire state of Maryland.

Results + Success

The campaign employed **CTV/OTT** as an awareness tactic to promote the client's product to the unique target audience. Performance was strong with **full impression delivery** and a **high video completion rate of 97%**.

In addition, by leveraging **app retargeting** and **IP matching tactics**, Q1Media successfully overcame the client's unique challenge of **identifying members of the LGBTQ+ community** who are dating and more likely to be sexually active.