

CAI Mpox Initiative: Communications Activities



Overview

CAI was funded for a 1-year supplemental project to the STOP STDs cooperative agreement, in collaborative partnership with CDC, to increase access to, and awareness and uptake of, mpox vaccines and other prevention services among populations at increased risk for mpox. One of the key components of the project was focused on communication and dissemination.

From June through October 2025, the communications component of the initiative focused on increasing awareness of mpox and related services within at-risk populations in identified “high-priority” jurisdictions as well as in the areas surrounding large events for the MSM community.

Campaign Parameters

June 2025: NYC and Chicago Pride

- **Campaign goal:** To raise awareness among potential attendees of Pride events in New York and Chicago via full-screen ads on the dating app Grindr.
- **Campaign languages:** English
- **Campaign dates:** June 13 – July 3, 2025
- **Campaign locations:** New York, NY; Chicago, IL
- **Daily spend cap:** \$125 (≈ 8,333 impressions)

July 2025: High-Priority Jurisdictions

- **Campaign goal:** To raise awareness among MSM populations events in high-risk jurisdictions identified in CDC analysis via full-screen ads on the dating app Grindr.
- **Campaign languages:** English & Spanish
- **Campaign dates:** July 11 – August 1, 2025
- **Campaign locations:** Austin, TX; Cincinnati, OH; Dallas, TX; Detroit, MI; Fort Worth, TX; Houston, TX; Jacksonville, FL; Memphis, TN; Palm Beach, FL; and Tampa, FL.
- **Daily spend cap:** \$30 (≈ 2,000 impressions)

August 2025: Southern Decadence

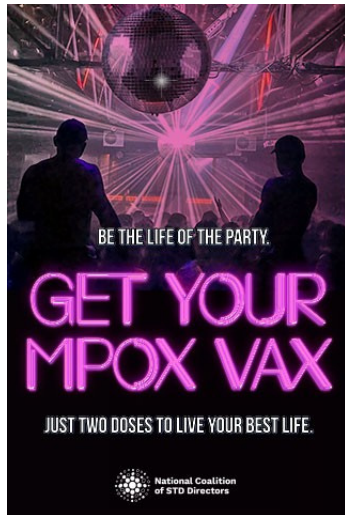
- **Campaign goal:** To raise awareness among potential attendees of the Southern Decadence event in New Orleans via full-screen ads on the dating app Grindr.
- **Languages:** English & Spanish
- **Campaign dates:** August 5 – September 9, 2025
- **Campaign locations:** Louisiana & Mississippi (weeks leading up to event); New Orleans (week of event)
- **Daily spend cap:** \$90 (≈ 6,000 impressions)

Sep/Oct 2025: High-Priority Jurisdictions

- **Campaign goal:** To raise awareness among MSM populations in identified high-priority jurisdictions via full-screen ads on the dating app Grindr.
- **Languages:** English & Spanish
- **Campaign dates:** September 26 – October 27, 2025
- **Campaign locations:** Atlanta, GA (and Gwinnett, Cobb & DeKalb Counties); Austin, TX; Chicago, IL; Cleveland, OH; Dallas/Fort Worth, TX; Detroit, MI; Houston, TX; Los Angeles and Orange County; Palm Beach, FL; Phoenix, AZ; and San Antonio, TX
- **Daily spend cap:** \$25 (≈ 1,600-1,700 impressions)

June Campaign: NYC and Chicago Pride

Key takeaway: Highest number of clicks was towards beginning of the campaign, steadily declining as time passed.



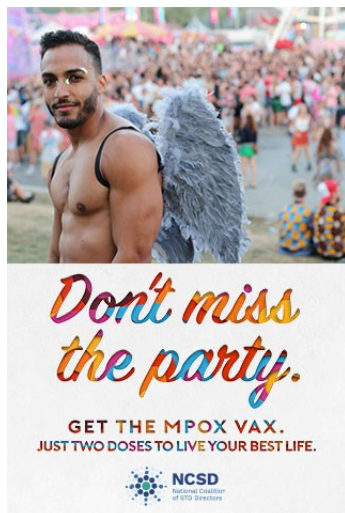
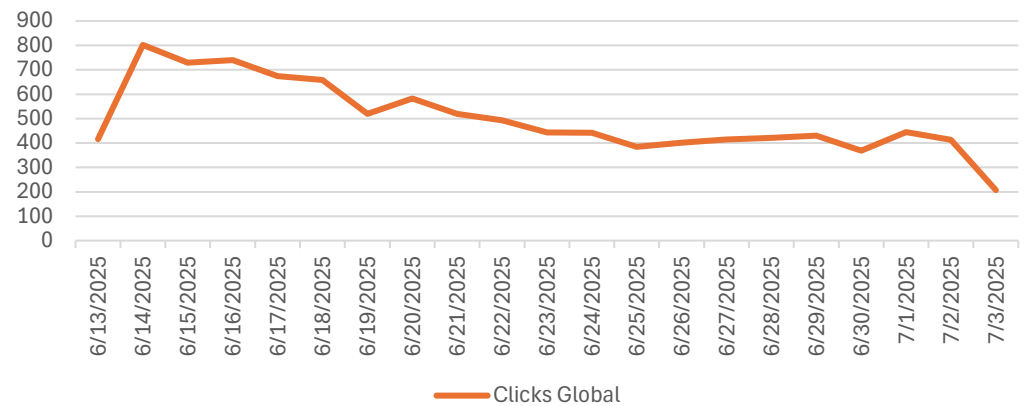
Total impressions:
166,597

Total clicks:
10,507

Average click rate:
6.35%

Total spent:
\$2,498.95

"Be the Life of the Party" Clicks over Time



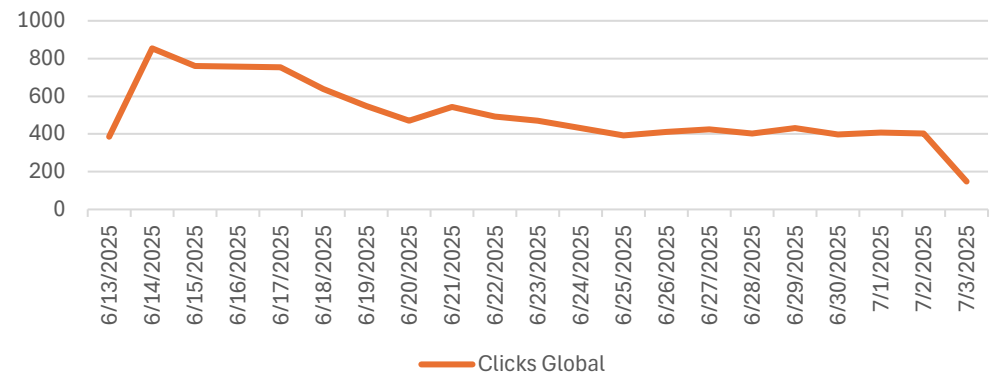
Total impressions:
166,587

Total clicks:
10,527

Average click rate:
6.30%

Total spent:
\$2,498.80

"Don't Miss the Party" Clicks over Time



June Campaign: NYC and Chicago Pride

Be the Life of the Party Campaign:

Date	Impressions	Clicks Global	CTR	Advertiser Cost
6/13/2025	5,034	416	8.26%	\$75.51
6/14/2025	8,356	802	9.60%	\$125.34
6/15/2025	8,351	729	8.73%	\$125.26
6/16/2025	8,347	740	8.87%	\$125.20
6/17/2025	8,347	674	8.07%	\$125.20
6/18/2025	8,337	659	7.90%	\$125.05
6/19/2025	8,337	519	6.23%	\$125.05
6/20/2025	8,334	583	7.00%	\$125.01
6/21/2025	8,339	520	6.24%	\$125.08
6/22/2025	8,331	493	5.92%	\$124.96
6/23/2025	8,338	444	5.33%	\$125.07
6/24/2025	8,330	442	5.31%	\$124.95
6/25/2025	8,332	384	4.61%	\$124.98
6/26/2025	8,336	402	4.82%	\$125.04
6/27/2025	8,339	415	4.98%	\$125.08
6/28/2025	8,329	421	5.05%	\$124.93
6/29/2025	8,330	430	5.16%	\$124.95
6/30/2025	8,347	369	4.42%	\$125.20
7/1/2025	8,336	445	5.34%	\$125.04
7/2/2025	8,347	413	4.95%	\$125.20
7/3/2025	3,120	207	6.63%	\$46.80

Don't Miss the Party Campaign:

Date	Impressions	Clicks Global	CTR	Advertiser Cost
6/13/2025	5,053	386	7.64%	\$75.79
6/14/2025	8,348	854	10.23%	\$125.22
6/15/2025	8,351	761	9.11%	\$125.26
6/16/2025	8,369	757	9.05%	\$125.53
6/17/2025	8,373	753	8.99%	\$125.59
6/18/2025	8,332	639	7.67%	\$124.98
6/19/2025	8,334	549	6.59%	\$125.01
6/20/2025	8,336	471	5.65%	\$125.04
6/21/2025	8,331	543	6.52%	\$124.96
6/22/2025	8,328	493	5.92%	\$124.92
6/23/2025	8,337	471	5.65%	\$125.05
6/24/2025	8,331	432	5.19%	\$124.96
6/25/2025	8,335	393	4.72%	\$125.02
6/26/2025	8,337	411	4.93%	\$125.05
6/27/2025	8,336	424	5.09%	\$125.04
6/28/2025	8,333	403	4.84%	\$124.99
6/29/2025	8,337	431	5.17%	\$125.05
6/30/2025	8,347	398	4.77%	\$125.20
7/1/2025	8,328	407	4.89%	\$124.92
7/2/2025	8,343	403	4.83%	\$125.14
7/3/2025	3,068	148	4.82%	\$46.02

July Campaign: High-Priority Jurisdictions

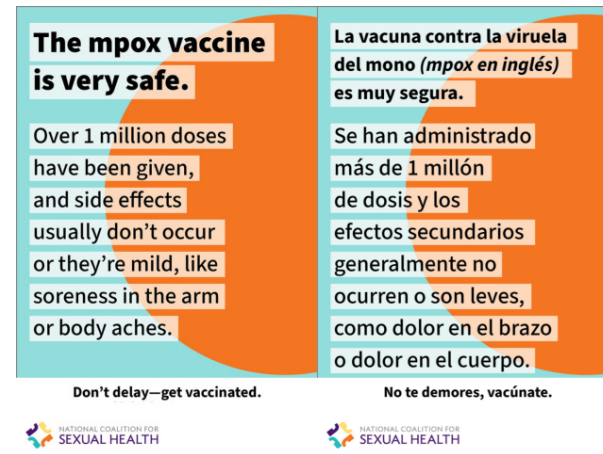
Key takeaways: Standard engagement in most jurisdictions was at a $\approx 6.4\%$ click rate. Highest engagement was in Cincinnati at a $\approx 7.4\%$ click rate. Lowest engagement was in Dallas/Ft. Worth at a $\approx 6\%$ click rate.

Ad creatives (and jurisdictions where they appeared):



Dallas / Ft. Worth, TX

Palm Beach, FL / Jacksonville, FL



Houston, TX

Memphis, TN



Detroit, MI

Tampa, FL



Austin, TX

Cincinnati, OH

July Campaign: High-Risk Jurisdictions

AVERAGES	Total Impressions	Total Clicks	Average Click Rate	Total Spent
Austin English	41,600	2,798	6.73%	\$624.00
Austin Spanish	41,599	2,877	7.09%	\$623.98
Cincinnati English	41,599	3,083	7.40%	\$623.98
Cincinnati Spanish	41,604	3,075	7.42%	\$624.06
Dallas Ft. Worth English	41,599	2,656	6.39%	\$623.98
Dallas Ft. Worth Spanish	41,602	2,493	5.99%	\$624.03
Detroit English	41,607	3,026	7.29%	\$624.10
Detroit Spanish	41,608	2,906	6.99%	\$624.12
Houston English	41,602	2,667	6.44%	\$624.03
Houston Spanish	41,603	2,550	6.14%	\$624.04
Memphis English	41,602	2,640	6.40%	\$624.03
Memphis Spanish	41,602	2,751	6.65%	\$624.03
Palm Beach English	41,600	2,775	6.68%	\$624.00
Palm Beach Spanish	41,600	2,665	6.42%	\$624.00
Tampa English	41,600	2,923	7.03%	\$624.00
Tampa Spanish	41,602	2,733	6.27%	\$624.03
Grand Total	665,629	44,618	6.71%	\$9,984.43

CLICKS OVER TIME	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul	16-Jul	17-Jul	18-Jul	19-Jul	20-Jul	21-Jul	22-Jul	23-Jul	24-Jul	25-Jul	26-Jul	27-Jul	28-Jul	29-Jul	30-Jul	31-Jul	1-Aug	Grand Total
Austin English	121	144	112	124	113	122	138	128	140	142	140	123	118	131	142	165	129	145	128	115	178	0	2,798
Austin Spanish	122	114	129	121	118	130	134	174	116	152	149	125	164	130	139	167	134	140	151	145	120	3	2,877
Cincinnati English	120	130	109	166	113	128	125	159	142	159	156	118	190	123	157	137	179	144	177	145	139	67	3,083
Cincinnati Spanish	142	134	129	139	141	144	152	119	161	142	129	143	161	158	127	156	134	122	146	150	156	90	3,075
Dallas Ft. Worth English	106	96	135	133	142	108	140	142	134	155	142	114	133	105	144	138	115	120	113	134	107	0	2,656
Dallas Ft. Worth Spanish	100	114	114	105	103	132	119	119	131	120	134	105	122	132	125	139	129	119	124	117	90	0	2,493
Detroit English	169	107	129	131	147	161	170	162	154	125	151	130	124	160	146	139	136	157	149	145	134	0	3,026
Detroit Spanish	117	131	133	98	141	128	149	154	170	145	124	146	150	146	147	146	126	154	135	143	123	0	2,906
Houston English	110	111	113	123	137	133	142	121	113	126	124	127	137	127	128	122	132	120	137	136	148	0	2,667
Houston Spanish	94	80	98	116	105	115	137	128	123	145	129	128	136	131	123	160	127	108	117	131	119	0	2,550
Memphis English	109	102	121	135	92	180	135	118	136	113	118	114	91	130	105	129	159	130	114	139	133	37	2,640
Memphis Spanish	77	109	124	110	109	122	116	149	136	125	109	128	139	127	111	131	186	147	151	126	181	38	2,751
Palm Beach English	95	118	106	100	111	146	142	171	121	120	102	143	132	122	152	136	136	109	148	123	163	79	2,775
Palm Beach Spanish	93	113	105	116	127	108	156	124	110	127	126	119	103	106	126	144	139	122	143	145	128	85	2,665
Tampa English	135	104	134	129	134	149	144	124	159	148	130	170	133	151	145	150	150	105	132	136	161	0	2,923
Tampa Spanish	108	120	126	119	122	127	136	132	138	141	141	122	125	105	133	133	149	150	132	143	131	0	2,733
Grand Total	1,818	1,827	1,917	1,965	1,955	2,133	2,235	2,224	2,184	2,185	2,104	2,055	2,158	2,084	2,150	2,292	2,260	2,092	2,197	2,173	2,211	399	44,618

August Campaign: Southern Decadence

Key takeaway: Highest engagement was with the English ad for Louisiana & Mississippi (double the click rate of other campaigns).



Louisiana; Mississippi

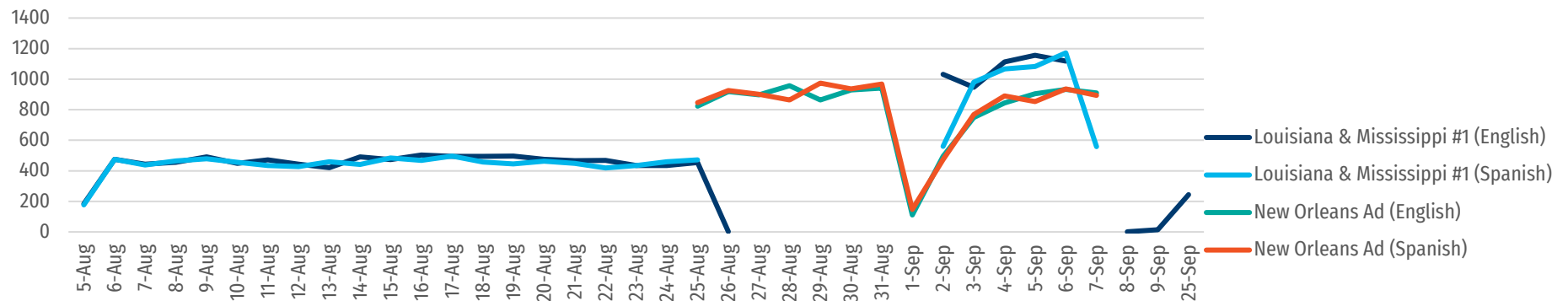


New Orleans

Campaign	Total Impressions	Total Clicks	Total Cost	Average Click Rate
Louisiana & Mississippi #1 (English)	188,949	15,142	\$2,834.23	14.52%
Louisiana & Mississippi #1 (Spanish)	186,079	14,721	\$2,791.18	7.80%
New Orleans Ad (English)	147,611	11,277	\$2,214.16	7.62%
New Orleans Ad (Spanish)	147,605	11,378	\$2,214.07	7.83%
Grand Total	670,244	52,518	\$10,053.66	10.15%

August Campaign: Clicks Over Time

Sum of Clicks Global					
Date	Louisiana & Mississippi #1 (English)	Louisiana & Mississippi #1 (Spanish)	New Orleans Ad (English)	New Orleans Ad (Spanish)	Grand Total
5-Aug	184	177			361
6-Aug	476	475			951
7-Aug	443	439			882
8-Aug	455	465			920
9-Aug	491	478			969
10-Aug	448	456			904
11-Aug	471	435			906
12-Aug	443	427			870
13-Aug	421	460			881
14-Aug	491	442			933
15-Aug	473	484			957
16-Aug	504	468			972
17-Aug	495	497			992
18-Aug	494	457			951
19-Aug	496	446			942
20-Aug	475	462			937
21-Aug	466	449			915
22-Aug	468	419			887
23-Aug	434	434			868
24-Aug	435	460			895
25-Aug	454	472			926
26-Aug	2		823	846	2,595
27-Aug			919	925	1,846
28-Aug			898	901	1,799
29-Aug			957	863	1,820
30-Aug			863	974	1,837
31-Aug			929	937	1,866
1-Sep			942	968	1,910
2-Sep			111	147	258
3-Sep	1,031	560	495	473	2,559
4-Sep	946	980	749	769	3,444
5-Sep	1,113	1,066	845	891	3,915
6-Sep	1,156	1,082	904	854	3,996
7-Sep	1,118	1,172	932	937	4,159
8-Sep	1	559	910	893	2,362
9-Sep	14				14
25-Sep	244				244
Grand Total	15,142	14,721	11,277	11,378	52,518



September/October Campaign: High-Priority Jurisdictions

Key takeaway: Standard engagement in most jurisdictions was a $\approx 7.2\%$ click rate. Highest engagement was in Detroit at a $\approx 9\%$ click rate. Lowest engagement was in Phoenix at a $\approx 7.15\%$ click rate.

Ad creatives:



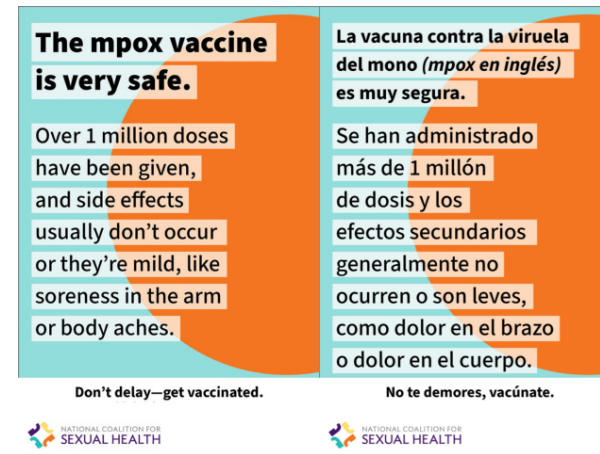
Chicago, IL

Dallas/Ft. Worth, TX;

Palm Beach/Jacksonville, FL

Phoenix, AZ;

Remaining funds (English only)



Atlanta, GA

Houston, TX



Cleveland, OH

Detroit, MI



Austin/San Antonio, TX

Orange County/Los Angeles County, CA

September/October Campaign: High-Risk Jurisdiction Averages






Campaign	Total Impressions	Total Clicks	Total Spent	Average Click Rate
Atlanta English	49,977	3,830	\$749.65	7.64%
Atlanta Spanish	50,001	3,806	\$750.01	7.62%
Austin English	49,957	3,952	\$749.35	7.92%
Austin Spanish	49,967	4,088	\$749.50	8.18%
Chicago English	49,957	3,711	\$749.35	7.43%
Chicago Spanish	49,951	3,646	\$749.26	7.31%
Cleveland English	49,938	4,312	\$749.07	8.63%
Cleveland Spanish	49,938	4,181	\$749.07	8.37%
Dallas Ft. Worth English	30,326	2,205	\$454.89	7.27%
Dallas Ft. Worth Spanish	49,943	3,589	\$749.14	7.20%
Detroit English	49,950	4,557	\$749.25	9.12%
Detroit Spanish	49,898	4,433	\$748.47	8.88%
Houston English	49,954	3,653	\$749.31	7.30%
Houston Spanish	49,949	3,684	\$749.23	7.37%
Orange County/LA County English	49,953	3,774	\$749.29	7.54%
Orange County/LA County Spanish	46,604	3,724	\$699.06	7.99%
Palm Beach English	47,849	3,473	\$717.73	7.26%
Palm Beach Spanish	49,868	3,590	\$748.02	7.20%
Phoenix English	49,944	3,592	\$749.16	7.19%
Phoenix Spanish	49,936	3,559	\$749.04	7.12%
Remaining Funds- CHI, OC/LA, ATL, CLE, PHX	23,722	1,722	\$355.83	7.26%
Grand Total	997,582	77,081	\$14,963.73	7.73%

Note: Seattle, WA, was initially included in this campaign but ads were ultimately not served by Grindr in this jurisdiction. Grindr notified that it has adopted a policy to restrict self-service ad delivery in Washington due to compliance challenges with the "Washington My Health My Data Act."

September/October Campaign: High-Risk Jurisdictions Clicks over Time

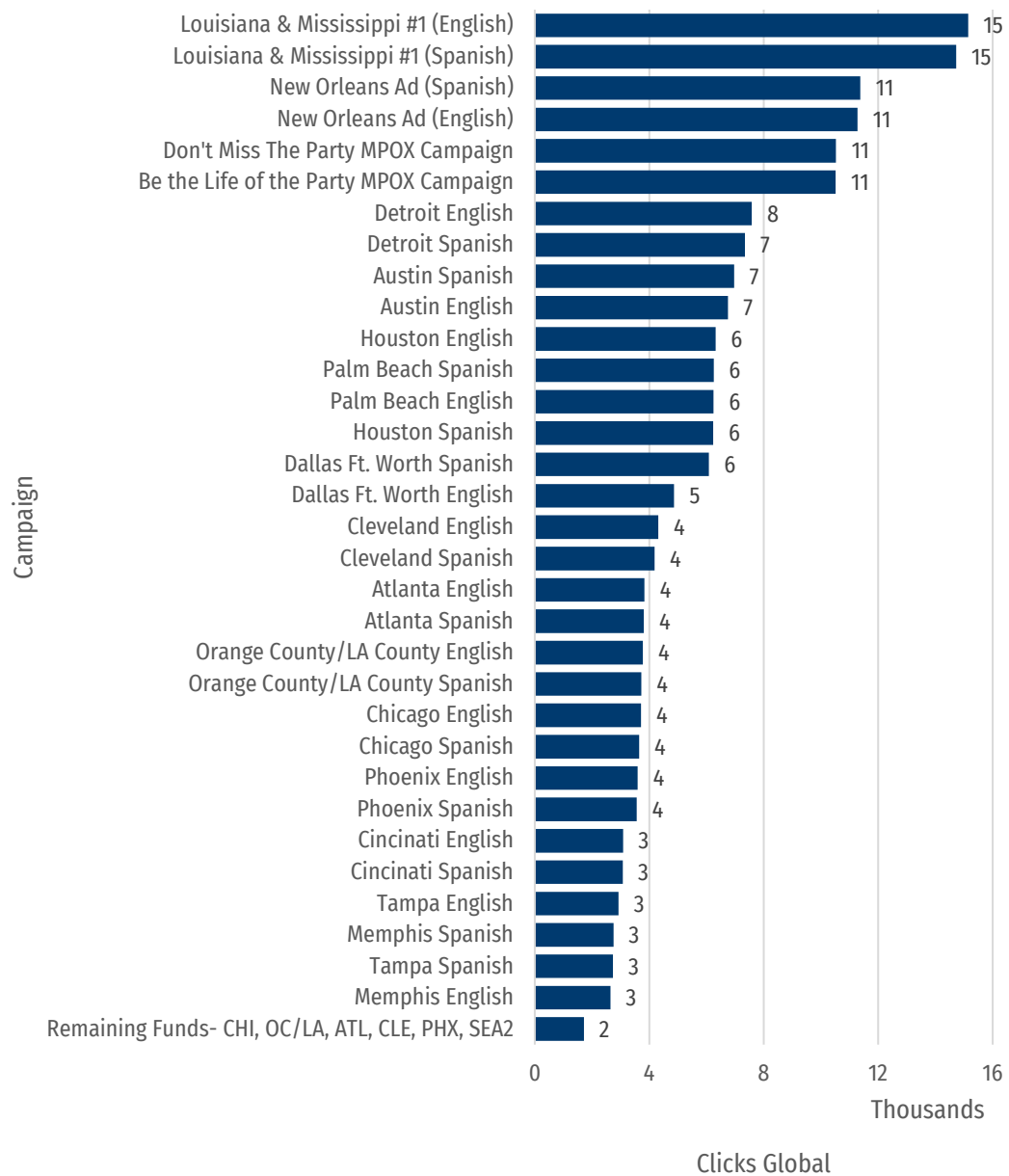
Date	Atlanta English	Atlanta Spanish	Austin English	Austin Spanish	Chicago English	Chicago Spanish	Cleveland English	Cleveland Spanish	Dallas Ft. Worth English	Dallas Ft. Worth Spanish	Detroit English	Detroit Spanish	Houston English	Houston Spanish	Orange County/LA English	Orange County/LA Spanish	Palm Beach English	Palm Beach Spanish	Phoenix English	Phoenix Spanish	Remaining Funds- CHI, OC/LA, ATL, CLE, PHX, SEA	Grand Total	
26-Sep			176	159	157	127	133	139	62	129	166	187	136	153	126	128	115	130	147	139		2,509	
27-Sep	160	181	164	135	111	142	161	190	71	169	172	168	148	137	146	131	133	135	145	138		2,937	
28-Sep	142	149	142	150	137	151	163	164	94	109	155	176	92	142	160	136	141	166	124	117		2,810	
29-Sep	131	136	112	134	129	112	149	149	75	119	167	126	123	135	108	124	117	114	107	124		2,491	
30-Sep	134	149	126	138	139	134	129	142	80	106	148	153	166	122	122	145	118	138	128	164		2,681	
1-Oct	153	152	130	140	142	110	143	154	69	123	166	159	131	115	151	123	128	92	131	127		2,639	
3-Oct	140	124	142	138	117	122	144	140	69	114	172	149	125	131	112	150	109	124	112	111		2,545	
4-Oct	135	145	135	147	122	121	148	110	87	138	160	140	162	135	127	145	127	133	141	115		2,673	
5-Oct	125	128	127	126	112	133	173	153	94	114	173	151	136	120	131	121	131	152	121	116		2,637	
6-Oct	154	105	127	117	118	128	121	140	72	156	152	159	133	146	122	109	131	104	131	129		2,554	
7-Oct	112	143	136	134	158	119	136	134	78	109	141	167	145	111	110	125	137	123	138	125		2,581	
8-Oct	134	146	138	154	113	105	159	141	71	110	172	162	131	134	116	131	97	117	137	122		2,590	
9-Oct	147	126	148	128	114	114	145	125	66	120	164	162	167	141	129	87	112	125	118	113		2,551	
10-Oct	127	139	125	148	120	140	168	150	80	141	173	145	122	127	136	111	149	130	108	146		2,685	
11-Oct	137	128	117	145	131	135	160	135	75	104	138	147	128	115	116	104	163	127	113	114		2,532	
12-Oct	148	152	148	162	127	116	141	112	77	101	149	145	112	114	142	135	107	107	138	124		2,557	
13-Oct	143	127	128	145	126	132	142	130	60	103	159	120	107	125	123	137	125	126	103	112		2,473	
14-Oct	127	111	139	139	136	119	138	156	63	106	124	148	107	107	126	122	78	111	106	80		2,343	
15-Oct	133	127	115	141	95	107	157	172	54	115	133	157	106	125	135	133	106	93	117	111		2,432	
16-Oct	130	116	153	109	124	110	137	113	68	122	149	126	121	119	118	109	116	100	106	110		2,356	
17-Oct	140	126	143	114	133	106	161	145	81	119	138	148	89	104	120	120	102	100	117	100		2,406	
18-Oct	97	146	145	137	104	126	108	124	78	112	130	105	131	132	123	108	124	117	117	103		2,367	
19-Oct	120	115	107	131	132	132	180	133	83	107	146	154	120	107	143	133	93	154	106	87		2,483	
20-Oct	160	129	97	150	112	126	150	147	69	113	124	147	77	106	108	129	125	120	116	115		2,420	
21-Oct	139	135	127	138	116	113	128	124	52	136	145	135	107	101	131	117	77	114	110	121		2,366	
22-Oct	130	123	124	133	116	105	125	121	78	121	174	148	108	122	146	129	98	106	105	132		2,444	
23-Oct	126	145	130	130	125	110	116	135	67	139	184	151	116	123	132	138	90	97	110	137		2,501	
24-Oct	137	95	128	152	120	123	136	136	73	119	130	162	106	111	129	101	98	119	119	118		2,412	
25-Oct	56	92	133	131	137	130	134	125	79	138	160	147	121	142	131	122	113	92	123	122		2,428	
26-Oct			90	83	88	98	127	142	80	77	93	89	80	82	55	121	113	124	98	87		1,727	
27-Oct																						1,722	1,722
Grand Total	3,717	3,690	3,952	4,088	3,711	3,646	4,312	4,181	2,205	3,589	4,557	4,433	3,653	3,684	3,774	3,724	3,473	3,590	3,592	3,559	1,722	76,852	

Performance By Ad Image

image	Sum of Impressions	Sum of Clicks Global	Average of CTR	Sum of Advertiser Cost
	741,169	58,934	8.71%	\$11,117.53
	366,290	25,581	7.03%	\$5,494.35
	658,099	50,026	7.61%	\$9,871.48
	166,597	10,507	6.35%	\$2,498.95
	166,587	10,527	6.30%	\$2,498.80
	567,897	39,676	7.02%	\$8,518.45
Grand Total	2,666,639	195,251	7.54%	\$39,999.58

Overall Clicks Per Campaign

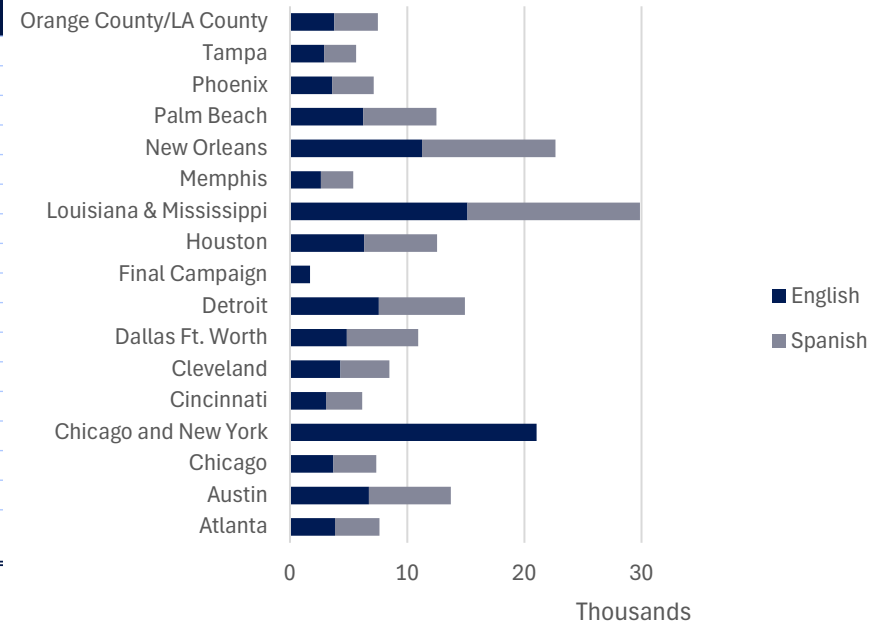
Clicks Global by Campaign (Thousands)



Campaign	Sum of Clicks Global
Louisiana & Mississippi #1 (English)	15,142
Louisiana & Mississippi #1 (Spanish)	14,721
New Orleans Ad (Spanish)	11,378
New Orleans Ad (English)	11,277
Don't Miss The Party MPOX Campaign	10,527
Be the Life of the Party MPOX Campaign	10,507
Detroit English	7,583
Detroit Spanish	7,339
Austin Spanish	6,965
Austin English	6,750
Houston English	6,320
Palm Beach Spanish	6,255
Palm Beach English	6,248
Houston Spanish	6,234
Dallas Ft. Worth Spanish	6,082
Dallas Ft. Worth English	4,861
Cleveland English	4,312
Cleveland Spanish	4,181
Atlanta English	3,830
Atlanta Spanish	3,806
Orange County/LA County English	3,774
Orange County/LA County Spanish	3,724
Chicago English	3,711
Chicago Spanish	3,646
Phoenix English	3,592
Phoenix Spanish	3,559
Cincinnati English	3,083
Cincinnati Spanish	3,075
Tampa English	2,923
Memphis Spanish	2,751
Tampa Spanish	2,733
Memphis English	2,640
Remaining Funds- CHI, OC/LA, ATL, CLE, PHX	1,722
Grand Total	195,251

Clicks/Click Rate by Language

Sum of Clicks Global			
Location	English	Spanish	Grand Total
Atlanta	3,830	3,806	7,636
Austin	6,750	6,965	13,715
Chicago	3,711	3,646	7,357
Chicago and New York	21,034		21,034
Cincinnati	3,083	3,075	6,158
Cleveland	4,312	4,181	8,493
Dallas Ft. Worth	4,861	6,082	10,943
Detroit	7,583	7,339	14,922
Remaining Funds	1,722		1,722
Houston	6,320	6,234	12,554
Louisiana & Mississippi	15,142	14,721	29,863
Memphis	2,640	2,751	5,391
New Orleans	11,277	11,378	22,655
Palm Beach	6,248	6,255	12,503
Phoenix	3,592	3,559	7,151
Tampa	2,923	2,733	5,656
Orange County/LA County	3,774	3,724	7,498
Grand Total	108,802	86,449	195,251



Average of Click Rate			
Location	English	Spanish	Grand Total
Atlanta	7.64%	7.62%	7.63%
Austin	7.43%	7.72%	7.58%
Chicago	7.43%	7.31%	7.37%
Chicago and New York	6.33%		6.33%
Cincinnati	7.40%	7.42%	7.41%
Cleveland	8.63%	8.37%	8.50%
Dallas Ft. Worth	6.91%	6.70%	6.80%
Detroit	8.37%	8.10%	8.24%
Remaining Funds	7.26%		7.26%
Houston	6.95%	6.86%	6.91%
Louisiana & Mississippi	14.52%	7.80%	11.34%
Memphis	6.40%	6.65%	6.53%
New Orleans	7.62%	7.83%	7.72%
Palm Beach	7.01%	6.87%	6.94%
Phoenix	7.19%	7.12%	7.16%
Tampa	7.03%	6.27%	6.64%
Orange County/LA County	7.54%	7.99%	7.77%
Grand Total	7.70%	7.36%	7.54%

