

Make.org sees crosschannel, international success with We Europeans campaign

CASE STUDY



Make.org is a **European civic tech organization** whose mission is to mobilize citizens to positively transform society.

Ahead of the European Parliamentary elections in May 2019, Make.org launched the **non-partisan We Europeans** project to engage with EU citizens around the question of, **“How can we reinvent Europe?”** They reached out to citizens of 26 countries in the EU to **hear their ideas** about Europe’s future and to allow them to vote on other citizens’ solutions. The ten most popular proposals would be submitted directly to political parties and civil society organizations.

Working across networks for a broad reach

To launch their campaign, Make.org turned to the **Paragone Managed Service team** to run an integrated campaign across **Facebook, Instagram, Snapchat, and Twitter**. They leveraged the strength of each of these networks to reach a maximum number of Europeans. Facebook and Instagram offered a **broad reach**, Twitter gave Make.org access to audiences likely to **engage with political content**, and Snapchat enabled them to reach a **younger audience**, and one that wasn’t accessible via other channels.

The We Europeans campaign was organized in **two phases**. The first phase focused on **conversion, aiming to reach a broad base** of citizens and collecting as many votes and proposals as possible across the EU. Paragone tested different ad formats that Make.org had not leveraged previously, including videos and stories. The one that worked best on Facebook and Instagram was **Dynamic Creative Optimization (DCO)**. DCO was able to identify and deliver the best-performing combinations of creative, with great results.

After receiving **thousands of submissions and votes**, the participating citizens chose the 10 final proposals. The second phase focused on **driving traffic to the website** and getting as much exposure for the final proposals as possible before they were presented to the European Commission.

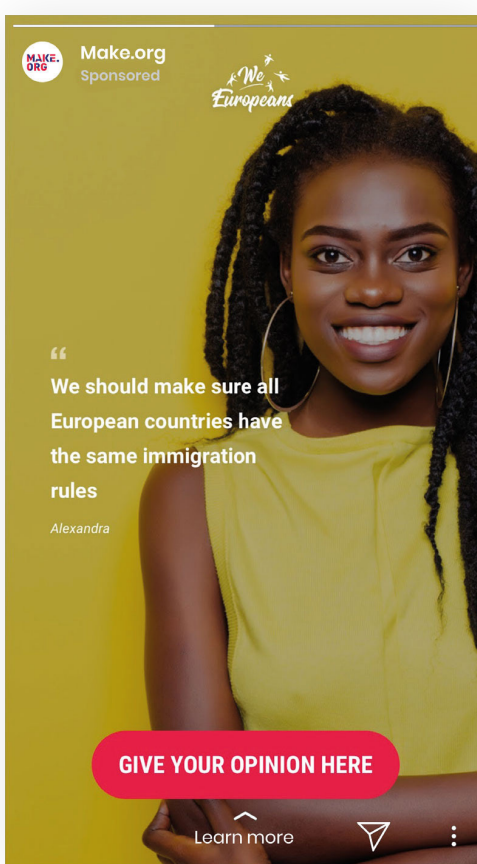


Navigating political ads

As social networks have imposed **more regulations on political ads in the EU**, running this type of campaign has become trickier, but Paragone was there to guide Make.org through the **entire process**. To make sure the We Europeans campaigns ran smoothly, Paragone was in contact with **representatives from each channel to ensure there would be no blockers**.

The results

The results of the campaign exceeded Make.org’s expectations all around. With the ability to track performance and optimize ads across networks in real time on Paragone, Make.org were able to reach **people at a lower cost**: their CPA was **50% lower** than the average goal they set. Thanks to their solid cross-channel strategy, Make.org succeeded in reaching **38 million Europeans, with 1.7 million of them participating** directly in the consultation. They received **30,000 proposals throughout their campaign, far exceeding their initial goal** of 19,000 proposals, and a total of 11.3 million votes. Over 200 political parties took a position on the 10 final proposals they submitted.



Watch the impact of We Europeans



Axel Dauchez, CEO at Make.org.

“Working with the Paragone team and using their platform has been key to set up, deliver and optimize campaigns in 26 countries simultaneously. We have been able to test various creatives very easily and quickly eliminate the lesser performing ones to always focus on decreasing our CPA. The tool is also very powerful to analyze results and deliver new insights on performances.”