



ResearchGate

SUCCESS STORY

Supporting the internationalization of University of Potsdam's prestigious Voltaire Prize

Doubling the number of nominations to the university's academic prize with ResearchGate

The University of Potsdam is a public university in Potsdam, the capital of the German state of Brandenburg. With more than 8,000 people working in scholarship and science, it is Brandenburg's largest university, and the fourth largest in the Berlin-Brandenburg metropolitan area. Karina Jung, Executive Assistant for Fundraising and Marketing, was looking for ways to reach a wider pool of applicants for the university's prestigious Voltaire Prize, which honors researchers committed to freedom in research and education.

Before ResearchGate – the challenge

Every year, the University of Potsdam awards the Voltaire Prize for Tolerance, International Understanding and Respect for Differences to a young researcher or



scientist whose work embodies these ideals. The prize is named after the French philosopher and writer François Marie Arouet de Voltaire, whose principles of enlightenment and tolerance have inspired the University of Potsdam, especially in the quality of its research output and its dedication to academic freedom.

The university identified the internationalization of its faculty and researcher base as a crucial component of its overall strategy. A greater diversity of faculty backgrounds is expected to help improve the quality and competitiveness of research, study, and teaching at the institution, while also promoting intercultural exchange and a welcoming culture. The university was therefore keen to ensure an international and diverse cohort of applicants for its Voltaire Prize.

First contact with ResearchGate

To reach a wider pool of potential applicants, the fundraising team had been contacting institutions around the globe to encourage them to nominate candidates for the prize. However, even with this time-consuming direct outreach, they struggled to increase the number of international nominations.

The University of Potsdam realized that tapping into [ResearchGate's](#) member base of more than 20 million members worldwide could be an effective way to reach early-career academics and extend their reach beyond European institutions. Karina got in touch with ResearchGate to find out how they could promote the prize on the platform.



After ResearchGate – the results

[ResearchGate](#) worked with University of Potsdam to develop a tailored advertisement through the [Employer Branding solution](#) promoting the Voltaire Prize that would target an international audience and encourage applicants from diverse research backgrounds to apply.

“Working with ResearchGate was a very simple process,” Karina explains. “We provided them with the information needed for the Voltaire Prize advertisement and told them how long we needed it to run and which regions we needed to reach. Afterwards, they provided us with a full evaluation report on how the campaign had performed.”

Working closely together with their dedicated ResearchGate account manager, the University of Potsdam was able to evaluate their activities with access to sophisticated metrics that validated that the ad was reaching the right audience. In fact, it found that all the applicants for the prize had seen the university's advertisement on ResearchGate. "Using ResearchGate, we managed to double the number of applications for the Voltaire Prize," Karina says. "We were very pleased with the results and will certainly use the platform again for further outreach."

Key stats

2x Number of nominations

950K+ Ad impressions

2,731 Clicks

0.29% Click-through rate

Top 3 countries by clicks

- 1. India**
- 2. United States**
- 3. Brazil**



"The University of Potsdam is very committed to the principles of tolerance and international cooperation, and the Voltaire Prize represents our commitment to these values. We intend the prize to be used to encourage further research and innovation that upholds academic freedom and improves society.

"That's why it was so important for us to reach a wider range of talented applicants. We're so pleased that working with ResearchGate helped us achieve this goal."

Karina Jung

Executive Assistant for Fundraising and Marketing