

# Targeted advertising with XING.

Draw more attention to your campaigns.

**Ladies and Gentlemen,**

Nowadays marketers and advertisers are faced with a plethora of platforms and media where they can promote their brand messages. But some channels are more effective than others, and not all of them convey a feeling of trust. Some channels simply don't fit in with the given brand.

XING, the leading online business network in German-speaking countries, provides exactly the right environment for you to position your brand. First, the target audience on offer is unique as you simply won't find 13 million members in one place who are as active and affluent as those on XING. Second, XING is a highly professional environment where advertisers can impart their marketing messages. Third, the products and services we have to offer enable you to effectively and credibly promote your brand in an editorial environment and various other sections of our platform.

All of this is backed up by a highly seasoned team of experts who are happy to help you with accurate targeting so your campaigns are as efficient and successful as possible.

This brochure contains all of our marketing solutions so you can form a clear idea of how they can help you with your campaigns.

I hope you enjoy learning all about our extensive portfolio and services along with testimonials from satisfied customers. We look forward to helping you master your marketing challenges.



Kind regards,  
**Alastair Bruce**  
CSO, Chief Sales Officer, XING AG

# Boost your marketing message with XING Marketing Solutions.

XING Marketing Solutions offers you target-group-specific advertising formats so you can successfully convey your messages in a professional environment. We advise and support you in putting together an effective communication strategy – ranging from native advertising to integrated campaigns – that's tailored to your advertising aims and available budget.

Accurate targeting means that your content is displayed among your intended target group on XING without any wastage. Your contact person at XING constantly monitors your campaigns' performance and helps you optimise them. That way you always reach the right people and achieve maximum campaign success.

 <b>XING Sponsored Posts</b>	 <b>XING Sponsored Articles</b>
 <b>XING Sponsored Video Posts</b>	 <b>XING Sponsored Mailings</b>
 <b>XING Business Pages</b>	 <b>Display</b>

**How you benefit:**

- Appealing ad formats**  
Take advantage of the various formats on offer and spread your messages effectively either in a conventional or editorial environment, or even with XING co-branding.
- Accurate targeting**  
Targeting on XING is based on real user data rather than probabilities.
- Professional environment**  
XING has an active and professional user base, making it a highly appealing environment for your targeting.
- Affluent target group**  
Reach out to well-heeled XING members by offering bespoke added value to win them over as new customers.
- Advertising exclusivity**  
XING serves very little advertising, meaning that your marketing message will draw far more attention than on other platforms.
- Tailored concept**  
Your XING campaign can comprise multiple ad formats aimed at helping you meet your goals. Only a few select XING partners have access to this kind of cooperation.



# Achieve marketing success with our extensive portfolio

### Display

Showcase your brand effectively in a professional environment. Our top-calibre display formats, such as billboards, wallpapers and mobile content ads, help you reach an affluent target group.

### XING Sponsored Mailings

Use XING as a trusted sender and convey your marketing messages straight to your target group's e-mail inbox. Exclusive co-branded mailings help you target XING members in a professional and appealing manner.

### XING Sponsored Articles

Provide first-rate editorial content in XING News without any other distracting advertising. Your articles appear in XING News and the daily XING industry newsletter.

### XING Sponsored Posts

Boost the reach and draw more visitors to your corporate website, campaign landing page or XING profiles with XING Sponsored Posts – ads that appear on members' XING start page.

### XING Sponsored Video Posts

Use videos to draw maximum attention among your intended target audience. Your videos will be displayed on the XING start page and grab people's attention thanks to their autoplay feature.

### XING Business Pages

Enhance your brand awareness with a Business Page and use multimedia to present your products and services. Your XING Business Page is a great way to attract potential new customers you can get in touch with.



# Convincing facts and figures.

XING is the leading online business network in German-speaking countries with 14 million members there, which gives you unique reach among highly relevant target audiences. Filter your target groups, e.g. by educational level, career level, industry distribution, region and age distribution. That way you can target high-income potential customers with your messages.

## 13 million members in D-A-CH<sup>1</sup>

### Monthly XING traffic data:

- Page impressions (PIs): 191,1 million<sup>3</sup>
- Unique visitors: 10,1 million<sup>4</sup>

### Age distribution<sup>1</sup>

25% of XING members are aged between 31 and 50.



- 10% 26 years and younger
- 13% 26 – 30 years
- 32% 31 – 40 years
- 26% 41 – 50 years
- 19% 50 years and older

### Career level<sup>1</sup>

Highly qualified: mainly experts and executives.



- 40% Professional/experienced
- 17% Manager
- 26% Senior executive
- 11% Executive
- 5% Entry level
- 1% Student, intern

### Educational level<sup>2</sup>

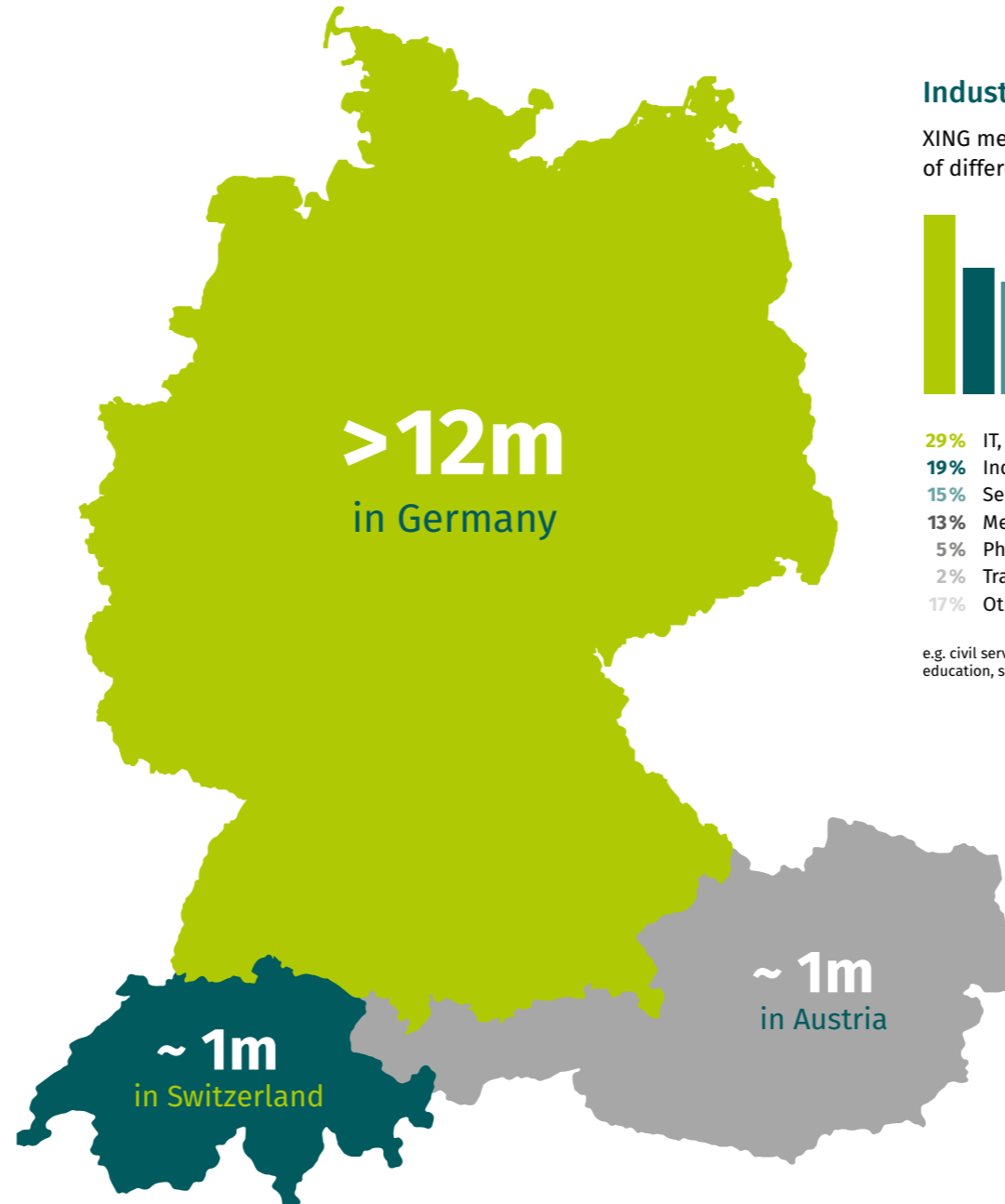
59% have at least a high school diploma and university qualification.



- 36% University degree
- 24% Secondary school
- 22% High school diploma and university qualification
- 17% Vocational education
- 1% No/lower school qualifications

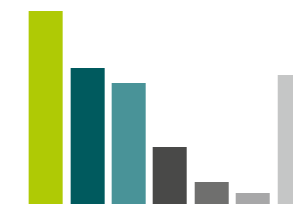
### Net household income<sup>2</sup>

Almost half of XING members have a net monthly household income of €3,000 or more.



### Industries<sup>1</sup>

XING members work in a number of different industries.

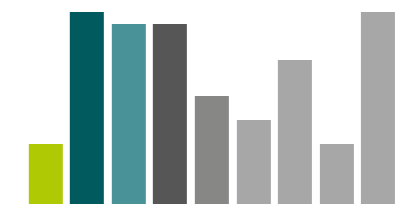


- 29% IT, finance, trade
- 19% Industry
- 15% Services
- 13% Media
- 5% Pharmaceuticals, construction
- 2% Transport
- 17% Other

e.g. civil service, associations, institutions, education, science and health

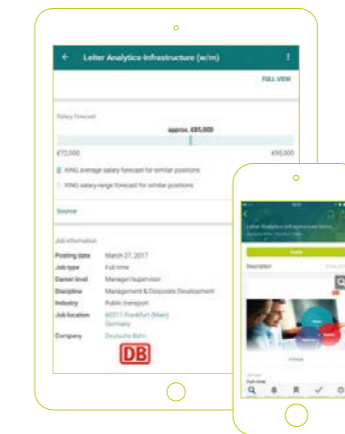
### Company size (employees)<sup>1</sup>

XING has companies of all sizes, ranging from sole proprietorships to large corporations.



- 5% Sole proprietorship
- 15% 2 – 10
- 14% 11 – 50
- 15% 51 – 200
- 10% 201 – 500
- 7% 501 – 1.000
- 13% 1.001 – 5.000
- 5% 5.001 – 10.000
- 16% 10,000 or more

### Mobile use<sup>2</sup>



**About one third** of platform traffic is now generated by smartphones and tablets.

**1,820,000** Unique users per device in Germany: iOS: 1,140,000 Android: 680,000

<sup>1</sup> Last updated: Aug. 2018, source: XING data  
<sup>2</sup> Last updated: June 2018, source: AGOF

<sup>3</sup> Last updated: June 2018, source: IVW | June 2018, source: XING data  
<sup>4</sup> Last updated: June 2018, source: AGOF | June 2018, source: XING data

## Detailed parameters provide accurate targeting

Detailed criteria based on member data let you accurately select your target group and who should see your campaigns. XING can also use SQL database queries to select all member profile entries, such as interests, hobbies, activity, degrees and skills.

Discipline	Career level	Industry	
Administration	Student / graduate	Banking and insurance	
Consulting	Entry-level employee with 3-5 years of experience	Construction	
Customer service	Employee with at least 3-5 years of experience	Consulting	
Purchasing and logistics	Manager / Supervisor/ Group head	Services	
Finance and controlling	Self-employed / Director	Trade	
R&D	Freelancer / Jobseeker / Civil servant	Academia	
Health and medical	Retired	Industry	
Graphic design and architecture	<b>Job title</b>	IT	
Engineering		Media	
IT and software development	<b>Company size</b>	Medical and pharma	
Marketing and advertising		Civil service	
HR	Business (decision-maker)	2 - 10 employees	Manufacturing
PR	Controller	11 - 50 employees	Travel
Manufacturing and craft	Purchaser	51 - 20 employees	Telecommunications
Product management	Financial expert	201 - 500 employees	Transport
Project management	IT (decision-maker)	501 - 1000 employees	<b>Gender</b>
Process planning and QA	Marketing (decision-maker)	1.001 - 5.000 employees	
Law	Media consultant	5.001 - 10.000 employees	<b>Age group</b>
Corporate development	HR decision-maker	> 10.000 employees	
Sales and commerce	Project manager	<b>Region (Geo-based user ID)</b>	20-29 years > 50 years
	Sales manager		D-A-CH
	Software developer	States, cities	
	Management consultant		

## Satisfied customers speak for themselves

*"The users we won over on XING are extremely valuable to us. We also saw a considerable increase in retention rate, i.e. the number of users who continue to use our product after 30 days, when comparing the XING campaign to other channels."*

Dr. Jost Schwaner, Managing Director Cliqz GmbH

*"This was the first Marketing Solutions campaign we rolled out on XING, and we're really happy as it exceeded our expectations. Within a short space of time we received hundreds of applications from engineers wanting to attend our recruiting events. Our XING campaign generated far more traffic for our careers site and for our recruiters' XING profiles than we expected to see."*

Michael Bütow, Head of Employer Branding Deutsche Bahn

*"XING Sponsored Articles provide direct access to B2B target audiences that are difficult to approach. It's definitely a useful channel for our reports."*

Philipp Westermeyer,  
Managing Director Ramp 106 GmbH, Online Marketing Rockstars

*"XING's content marketing products are an excellent way to boost awareness and foster trust in a company as new as VisualVest and its innovative product (Robo Advisor) which requires some explanation. Sponsored Articles helped us to gain a foothold in the tricky FinTech industry."*

Katja Speck, Digital Market Expert Marketing & Strategy VisualVest GmbH

# A team that's as unique as your needs

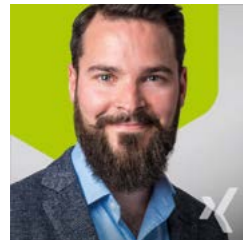
Meet the team. We're here to help!



**Tom Adebahr**  
Sales Director  
tom.adebahr@xing.com



**Sonja Eisenberg**  
Head of Direct Sales  
sonja.eisenberg@xing.com



**Boris Gerasimon**  
Client Partner  
boris.gerasimon@xing.com



**Saskia Grott**  
Senior Agency Partner  
saskia.grott@xing.com



**Daniela Heins**  
Senior Client Partner  
daniela.heins@xing.com

*"As a Client Partner at XING Marketing Solutions I help customers achieve their objectives. I relish the task of putting together the right campaign and using the right channels to target the right audience. There's nothing better than being able to look back on a successful campaign based on collaboration."*

Boris Gerasimon, Client Partner

*"We provide a wide range of marketing solutions. I advise customers on a daily basis and work with them to create and implement successful concepts and campaigns targeted at the right audiences."*

Saskia Grott, Senior Agency Partner

*"As an ethnologist I specialise in identifying and analysing the characteristics of different peoples, and I really enjoy applying my expertise when working with customers by putting together an individual strategy to help companies achieve their goals as efficiently as possible."*

Daniela Heins, Senior Client Partner

*"XING is a really exciting platform that offers lucrative advertising environments in which we can accurately select target groups for our customers. As a salesman at heart I love helping customers achieve success while working with them to build lasting positive relationships."*

Tom Adebahr, Sales Director

*"I see our customers as partners I support on an ongoing basis with the aim of ensuring their long-term success. I set great store on understanding our customers' goals within the entire marketing mix. I really value the flexible options I have available to meet each of our customer's needs."*

Sonja Eisenberg, Head of Direct Sales

# Choose the right marketing solutions for your communication.



XING Sponsored Posts



XING Sponsored Video Posts



XING Business Pages



XING Sponsored Articles



XING Sponsored Mailings



Display