

# 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			IT	
Engineering	<b>Job title</b>	<b>Company size</b>		Media
IT and software development	Business (decision-maker)	Sole proprietorship	Medical and pharma	
Marketing and advertising	Controller	2 - 10 employees	Civil service	
HR	Purchaser	11 - 50 employees	Manufacturing	
PR	Financial expert	51 - 20 employees	Travel	
Manufacturing and craft	IT (decision-maker)	201 - 500 employees	Telecommunications	
Product management	Marketing (decision-maker)	501 - 1000 employees	Transport	
Project management	Media consultant	1.001 - 5.000 employees		
Process planning and QA	HR decision-maker	5.001 - 10.000 employees	<b>Gender</b>	
Law	Project manager	> 10.000 employees	Female	Male
Corporate development	Sales manager		<b>Region (Geo-based user ID)</b>	
Sales and commerce	Software developer		<b>Age group</b>	
	Management consultant	D-A-CH	< 20 years	40-49 years
		States, cities	20-29 years	> 50 years
			30-39 years	