



XING Business Pages

Approach customers professionally without any wastage.

Boost your brand awareness and acquire new customers!



XING puts you in touch with an appealing target group of 14 million members in German-speaking countries alone who network within a business environment. Your XING Business Page gives you access to this active community and lets you add high-calibre contacts.

Focus on the following business goals:

1. Market products and services

Showcase your services via multiple media channels.

2. Generate and qualify leads

Add contacts and qualify them.

3. Boost brand awareness

Draw attention to your brand and boost your reach.

How you benefit:

Create a Business Page in just a few clicks

Setting up your very own Business Page is child's play: add your graphics, photos and videos together with your corporate design.

Develop in line with your customers

See in detail which XING members take an interest in your company, and how they interact with your offering.

Offer your expertise

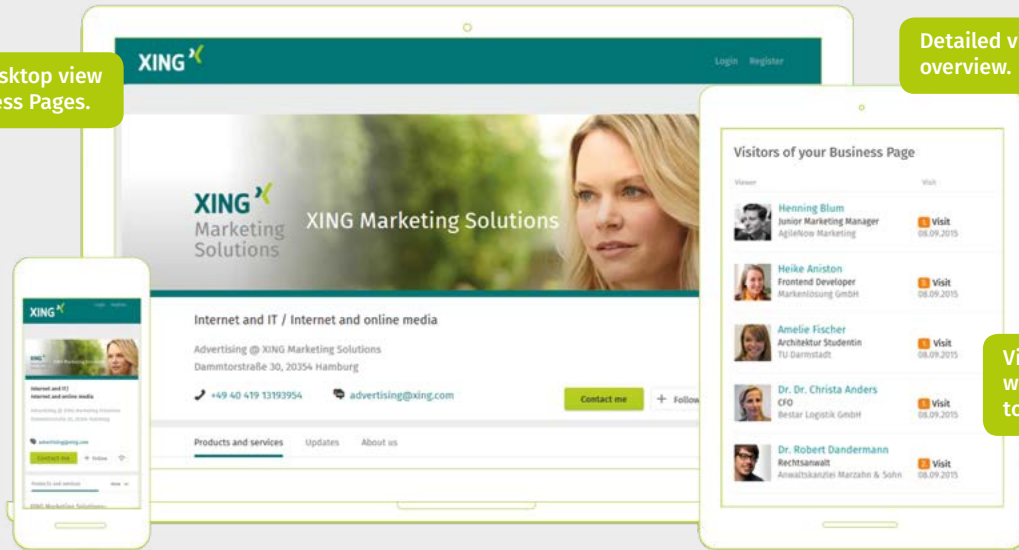
Provide downloads and contact persons for certain topics so people can get in touch with them if they have any questions.

Get the right people's attention

The XING AdManager helps you efficiently and effectively promote your XING Business Page. Various targeting options ensure you reach just the right target audience.

www.xing.com/xbp

Mobile and desktop view of XING Business Pages.



Detailed visitor overview.

Visitors can state whether they'd like to be contacted.

The three steps to success:

1. Professionally showcase your products and services.

Create your Business Page in just two minutes by adding copy, images, videos, documents and contact persons.

2. Target potential leads without any wastage.

Direct visitors and potential leads to your new XING Business Page by specifically approaching your intended target group via the XING AdManager.

3. Acquire new customers proactively.

In contrast to other platforms, you can see who visited your page and get in touch with them directly.

XING Business Pages Professional highlights:

- With the Professional version you receive a monthly credit of €149* for you to promote your Business Page.
- Appoint up to ten editors and share ad management and analysis duties with several colleagues.
- You can browse a detailed overview of visitors and filter them for potential customers you can get in touch with.

Select your preferred term:

3 months
€199 per month **

12 months
€149 per month **

*During your term you'll receive a monthly credit of €149 for you to use with the XING AdManager to promote your Business Page.

**After your first term ends your contract will be automatically renewed by the same term. The regular XING Business Page Professional price of €199 per month applies following your contract renewal. Displayed prices are net.