



# XING Lead Ads

Generate first-rate leads for your business.



**Over 16 million members from the German-speaking world use XING to network, to showcase themselves, and much more. You can use lead ads via sponsored posts to generate first-rate contacts from a number of different industries. Select your specific target groups and reach out to the right people. You can customise the integrated contact form for your lead ad so you get all the data you need about interested users and generate great leads.**

## Focus on the following business aims:

### 1. Generate leads

Boost the number of contact requests within your target group.

### 2. Market products and services

Showcase your offers among specific target groups.

### 3. Simple ad creation and management

Create lead ads easily with the AdManager.

## Benefits overview:

### Serve ads via your AdManager

We'll set you up with a free login so you can easily manage your lead ads individually or as a team.

### Target individual audiences

With over 16 million members in the German-speaking market, the XING network gives you access to professional target groups so you can effectively position your products and services.

### Create customised ads

Design the look of your advertisement, contact form, call-to-action and confirmation page to suit your specific needs.

### Integrate a call-to-action

Use your customised call-to-action button to get your target group's attention and foster their curiosity for your products.

### Request specific user data

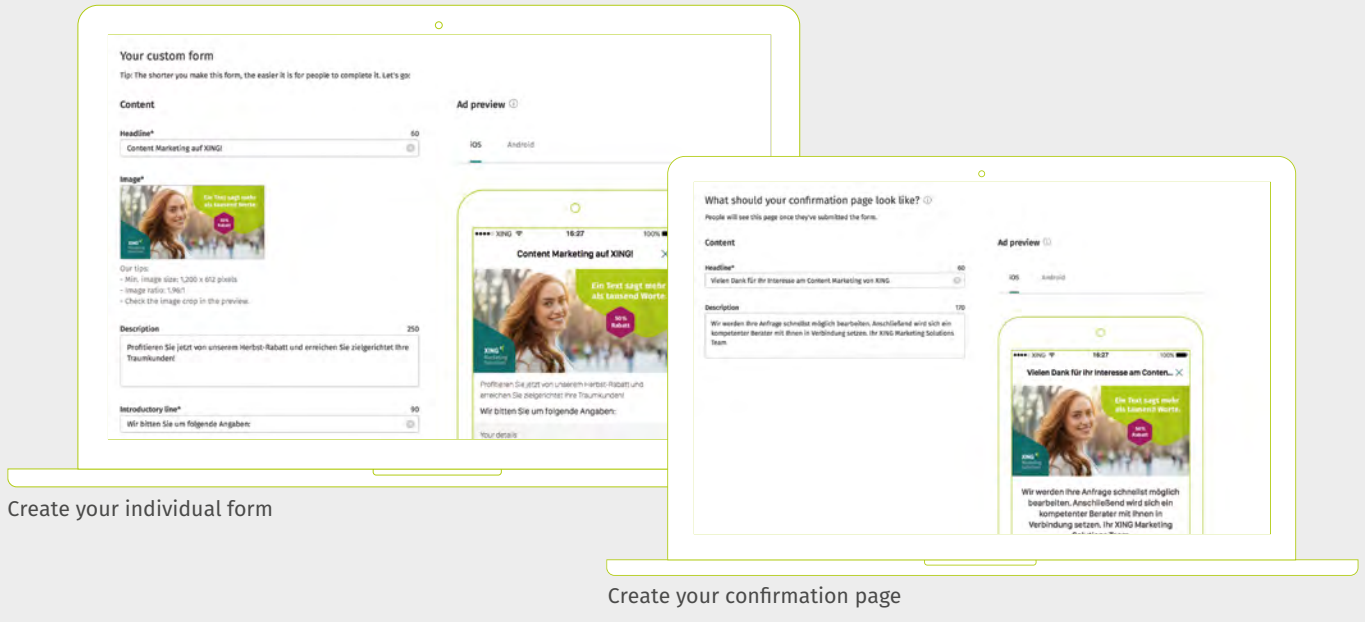
Ask up to three customised questions to gain additional relevant information about interested users.

### Collect lead data the easy way

Contact details provided by leads are available as a CSV file. You can download this file via your AdManager-access for agencies and companies and transfer it to your CRM in full compliance with the General Data Protection Regulation (GDPR).

**XING**<sup>Y</sup>  
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www.xing.com/xam



Create your individual form

Create your confirmation page

## The three steps to success:

### 1. Define your target group

Our targeting is based on real user data. Choose the targeting criteria you need and select your intended target group.

### 2. Design a lead ad

Shape your advertisement to suit your given needs and to generate first-rate user data. Customise your headline, the body copy, your campaign motif, the call-to-action button and, of course, the questions in your form.

### 3. Generate leads

You can access the data that leads submit via the contact form in your dashboard or by downloading the CSV file. You can then transfer and save all of the details from the CSV file to your CRM or other systems.

## Precise parameters guarantee effective targeting:



Discipline



Career level



Industry



Job title



Company size



Region



Age group



Gender



Job searcher\*



Field of study and university\*



Companies\*

\*Available only with AdManager-access for agencies and companies