



# XING Sponsored Mailings

Message your marketing campaign to XING users.

Take the direct route to potential customers



**E-mail your marketing message to potential customers. We help you choose the right target together an appealing standalone mailing for you. That way your marketing message is sent directly to your potential customers' e-mail account.**

## Focus on the following business goals:

### 1. Boost brand awareness

Your brand will make a lasting impact on just the right target group.

### 2. Generate and qualify leads

Induce a high level of demand among valuable potential customers.

### 3. Market products and services

Showcase your portfolio within a professional business network.

## How you benefit:

### Professional environment

Thanks to its professional, active user base, XING is the ideal place for you to reach out to potential customers.

### Advertising exclusivity

XING displays very little advertising, meaning that your message always captures people's attention.

### Real data

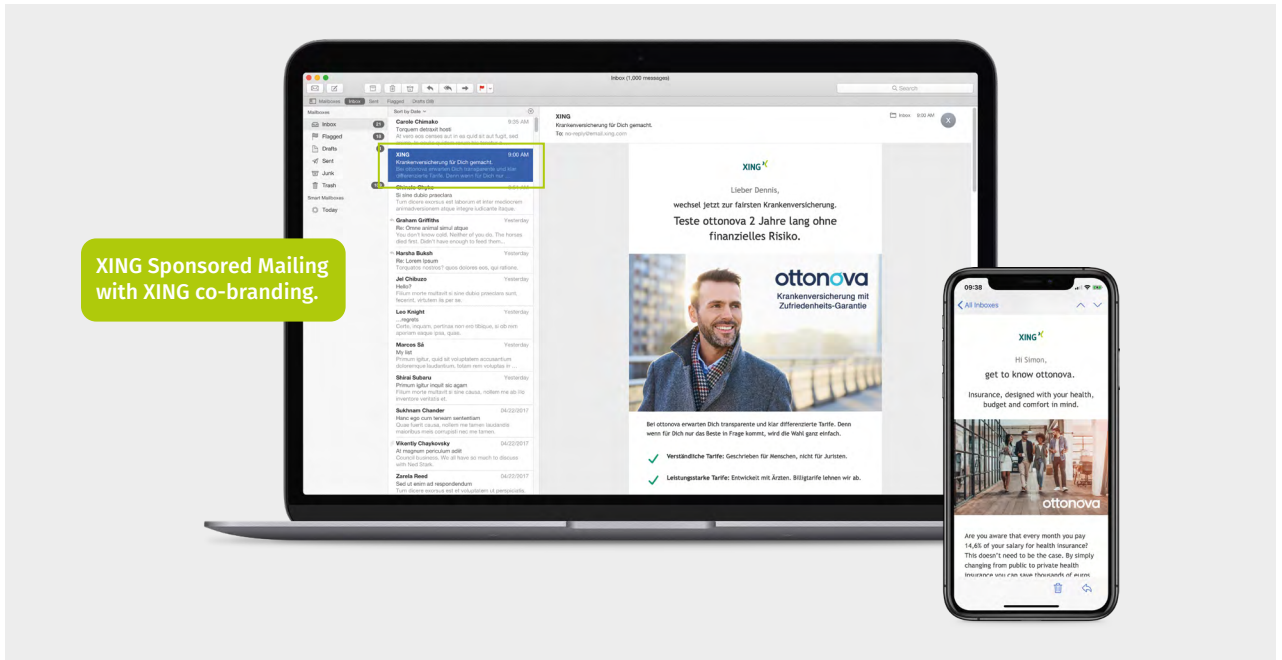
Targeting is based on real data rather than probabilities.

### Offer for XING users

Offer XING users specific added value to win them over as new customers.

### Bespoke concept

Only a few select XING partners enjoy this kind of cooperation, meaning that your campaign is one of the exclusive few.



### The three steps to your XING Sponsored Mailings:

#### Exclusive e-mail marketing with XING

We help you put together an effective, cross-digital advertising campaign coupled with exclusive offers for XING members.

Your XING Sponsored Mailings are sent out with XING co-branding to foster trust, in turn ensuring greater acceptance and interest among your potential customers.

#### Tailored targeting for your target groups












Focus your communication thanks to a broad range of target group parameters and individual clustering.

#### Newsletter with video integration

Include videos in your mailings. Your videos are also added to a customised landing page.

Location data and industry help you ensure your personalised video is shown to the right target group along with calls to action.

### Detailed parameters guarantee accurate targeting:

							
Discipline	Career level	Industry	Job title	Company size	Region	Age group	Gender
							
Job seeker*	Field of study and university*	Companies*	*Available only with AdManager-access for agencies and companies				

SQL database queries allow XING to select any member profile details, including interests, activity, qualifications and skills. Special companies can also be identified and targeted by campaigns.