



XING Sponsored Posts

Get the attention your content deserves.

Attract more visitors
and boost your reach
on XING!



Are you looking to draw more visitors to your corporate website, campaign landing page, XING profile, Company Profile or XING Business Page? Boost your reach with XING Sponsored Posts – ads that are displayed on the XING start page. You can also use them to promote your website, group, job ad or event among a specific target audience on XING.

Focus on the following business goals:

1. More efficiency

Create and manage your own ads.

2. More attention for your content

Enjoy prominent ad placements on the XING start page.

3. Excellent posting prices

Get the most out of your advertising budget.

How you benefit:

Simple ad posting

The XING AdManager lets you create and manage your ads and campaigns on your own so you can tailor them to suit your specific needs.

Accurate targeting

Use detailed targeting criteria to determine who will see your ad, and narrow down your target audience by region, industry and career level, for example.

Top placement

Ads will be displayed on your target group's start page, both on desktops and in mobile apps.

Complete cost control

Choose how long you want ads to run, the amount of your budget you'd like to use, and whether to pay per click or per ad impression.

Excellent value for money

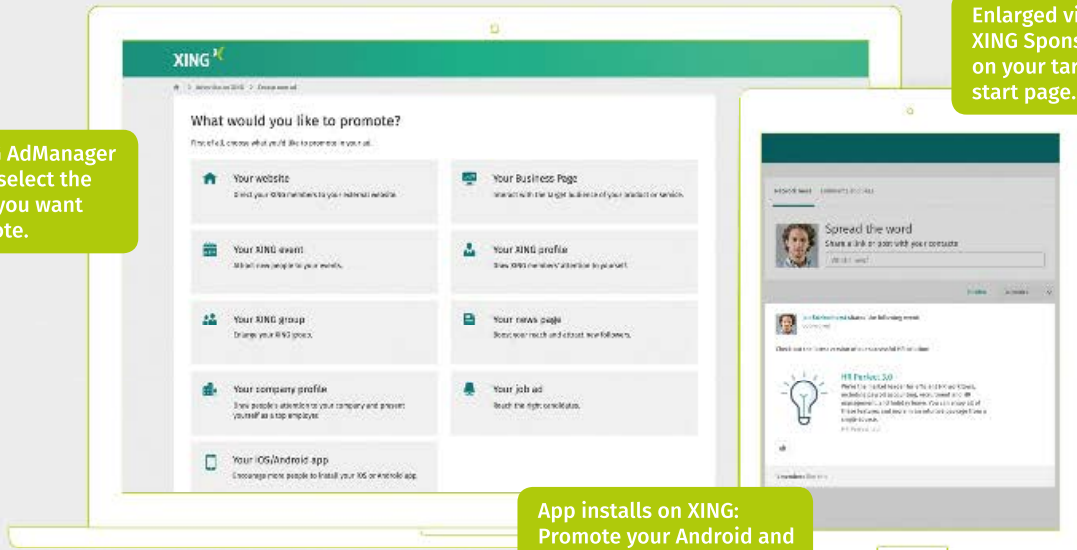
We always post your ad at the lowest rate, meaning that you always get excellent value for money and make the most of your daily or total budget.

Agency Login

With our Agency Login you are able to manage your customers campaigns easily and efficiently. Set up now: advertising@xing.com

www.xing.com/xas

The XING AdManager lets you select the content you want to promote.



Enlarged view of a XING Sponsored Post on your target audience's start page.

App installs on XING: Promote your Android and iOS apps directly among your selected target group.

The three steps to your XING Sponsored Posts:

1. Choose your content

What do you want to promote? Choose between a corporate website, campaign landing page, XING profile, Company Profile, XING Business Page, group, event, news page, or job ad.

2. Define your target group

Narrow down your target audience using the following criteria: country and region, age and gender, industry, career level, discipline and company size.

3. Design your ad

Just enter your copy, upload a photo, and then use the preview feature to optimise your layout in line with the various available display options.

Detailed parameters guarantee accurate targeting:



Career level



Discipline



Industries



Company size



Country



Age



Gender