



# 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 or Company Profile. 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, job title, skills 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.

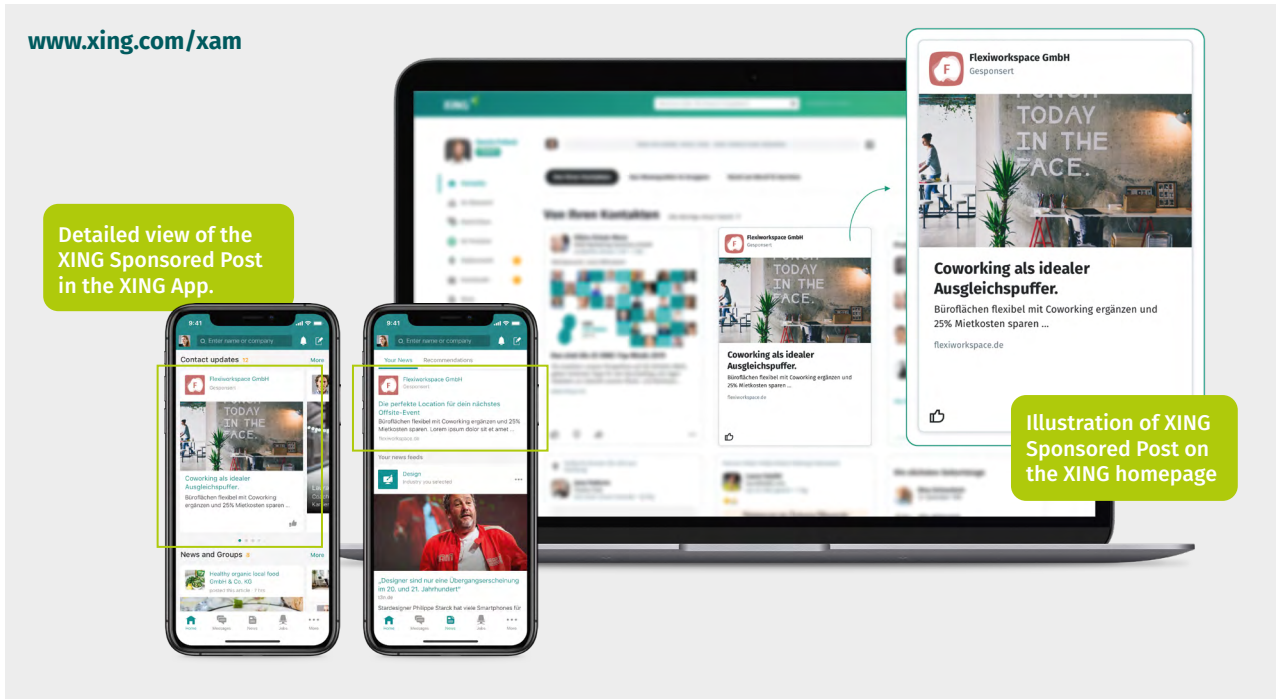
### Excellent value for money

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.

### AdManager

Get access to the AdManager for companies and agencies to swiftly and simply manage your ad campaigns and those of your customers.

**XING**<sup>Y</sup>  
Marketing  
Solutions



## 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, group, event, news page, or job ad.

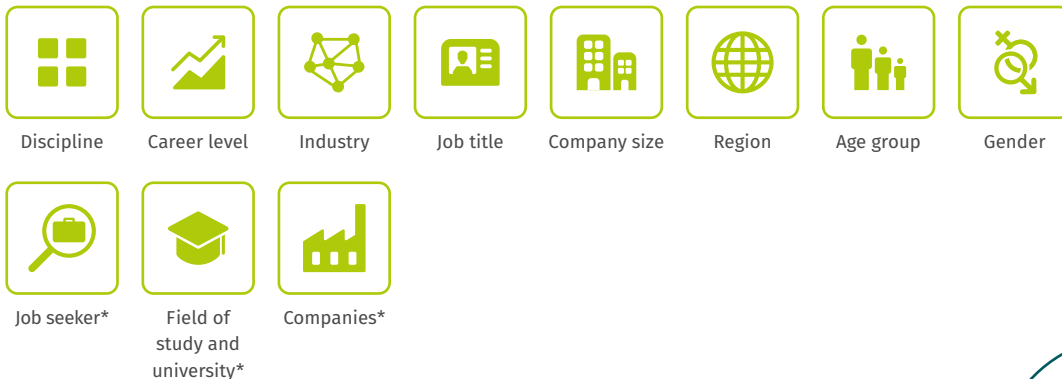
### 2. Define your target group

Narrow down your target audience using the following criteria: country and region, age and gender, industry, skills and job title, career level, discipline and company size, universities and field of study, companies and job seeker.

### 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:



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