

Targeted advertising with XING.

Draw more attention to your campaigns.

With the business network XING we have a strong partner at our side that provides a professional environment where we can realize the advertising goals of our clients.

Both the collaborative partnership and the possibility of precisely defining the target groups of our clients make XING a valuable network for successful campaigns.“

esome[™]

Esome Advertising Technologies GmbH

Dear Sir or Madam,

We're all facing great challenges at the moment: skills shortages, digitalisation and changing values are all driving a fundamental and lasting transformation throughout the working world. This change presents a number of challenges, ranging from defining and communicating an employer brand to the introduction and establishment of entirely new work models.

At XING, a NEW WORK SE brand, we aim to deliver a suite of solutions that give you a competitive edge. To this end, we offer features and services that help you master the challenges of the new working world, coupled with modern advertising formats allowing you to promote your portfolio in a professional environment.

Home to 18 million members, XING is the largest online business network in German-speaking countries. The hallmarks of our platform are a professional environment, affluent members and above-average activity rates.

This brochure introduces you to our marketing solutions, which we developed for you to position your brand credibly and effectively within our professional platform. Tailored to your individual advertising objectives and budgets, we support you in developing effective communication strategies that range from native advertising to integrated marketing campaigns. In a nutshell, we offer you the perfect place for you to position your brand.

For further details, please read through the following pages. We hope that the sheer number of options, impressive performance data, and positive customer feedback are a source of inspiration for you. We look forward to supporting you in your future marketing activities.



Kind regards,

Jens Meyer

Managing Director, XING Marketing Solutions GmbH

Boost your marketing message with XING Marketing Solutions.

XING Marketing Solutions offers you target-group-specific advertising formats so you can successfully convey your messages in a professional environment. We advise and support you in putting together an effective communication strategy – ranging from native advertising to integrated campaigns – that’s tailored to your advertising aims and available budget.

Accurate targeting means that your content is displayed among your intended target group on XING without any wastage. Your contact person at XING constantly monitors your campaigns’ performance and helps you optimise them. That way you always reach the right people and achieve maximum campaign success.

Achieve marketing success with our extensive portfolio.



XING Sponsored Articles

Provide first-rate editorial content in XING News without any other distracting advertising. Your articles appear in XING News and the daily XING industry newsletter.



XING Sponsored Posts

Boost the reach and draw more visitors to your corporate website, campaign landing page or XING profiles with XING Sponsored Posts – ads that appear on members’ XING start page.

 XING Sponsored Posts

 XING Sponsored Articles

 XING Sponsored Video Posts

 XING Sponsored Mailings

How you benefit:

- **Appealing ad formats**

Take advantage of the various formats on offer and spread your messages effectively either in a conventional or editorial environment, or even with XING co-branding.

- **Accurate targeting**

Targeting on XING is based on real user data rather than probabilities.

- **Professional environment**

XING has an active and professional user base, making it a highly appealing environment for your targeting.

- **Affluent target group**

Reach out to well-heeled XING members by offering bespoke added value to win them over as new customers.

- **Advertising exclusivity**

XING serves very little advertising, meaning that your marketing message will draw far more attention than on other platforms.

- **Tailored concept**

Your XING campaign can comprise multiple ad formats aimed at helping you meet your goals. Only a few select XING partners have access to this kind of cooperation.



XING Sponsored Mailings

Use XING as a trusted sender and convey your marketing messages straight to your target group’s e-mail inbox. Exclusive co-branded mailings help you target XING members in a professional and appealing manner.



XING Sponsored Video Posts

Use videos to draw maximum attention among your intended target audience. Your videos will be displayed on the XING start page and grab people’s attention thanks to their autoplay feature.

Convincing facts and figures.

XING is the leading online business network in German-speaking countries with 18 million members there, which gives you unique reach among highly relevant target audiences. Filter your target groups, e.g. by educational level, career level, industry distribution, region and age distribution. That way you can target high-income potential customers with your messages.

18 million members in D-A-CH¹.

Monthly XING traffic data:

- Page impressions (PIs): **312 million¹**
- Unique visitors: **15 million¹**

Age distribution¹

23 % of XING members are aged between 31 and 50.



- 5% 26 years and younger
- 4% 27 – 30 years
- 13% 31 – 40 years
- 10% 41 – 50 years
- 10% 50 years and older
- 58% not defined

Career level¹

Highly qualified: mainly experts and executives.



- 47% Professional/experienced
- 16% Executive
- 18% Manager
- 12% Senior executive
- 5% Entry level
- 2% Student, intern

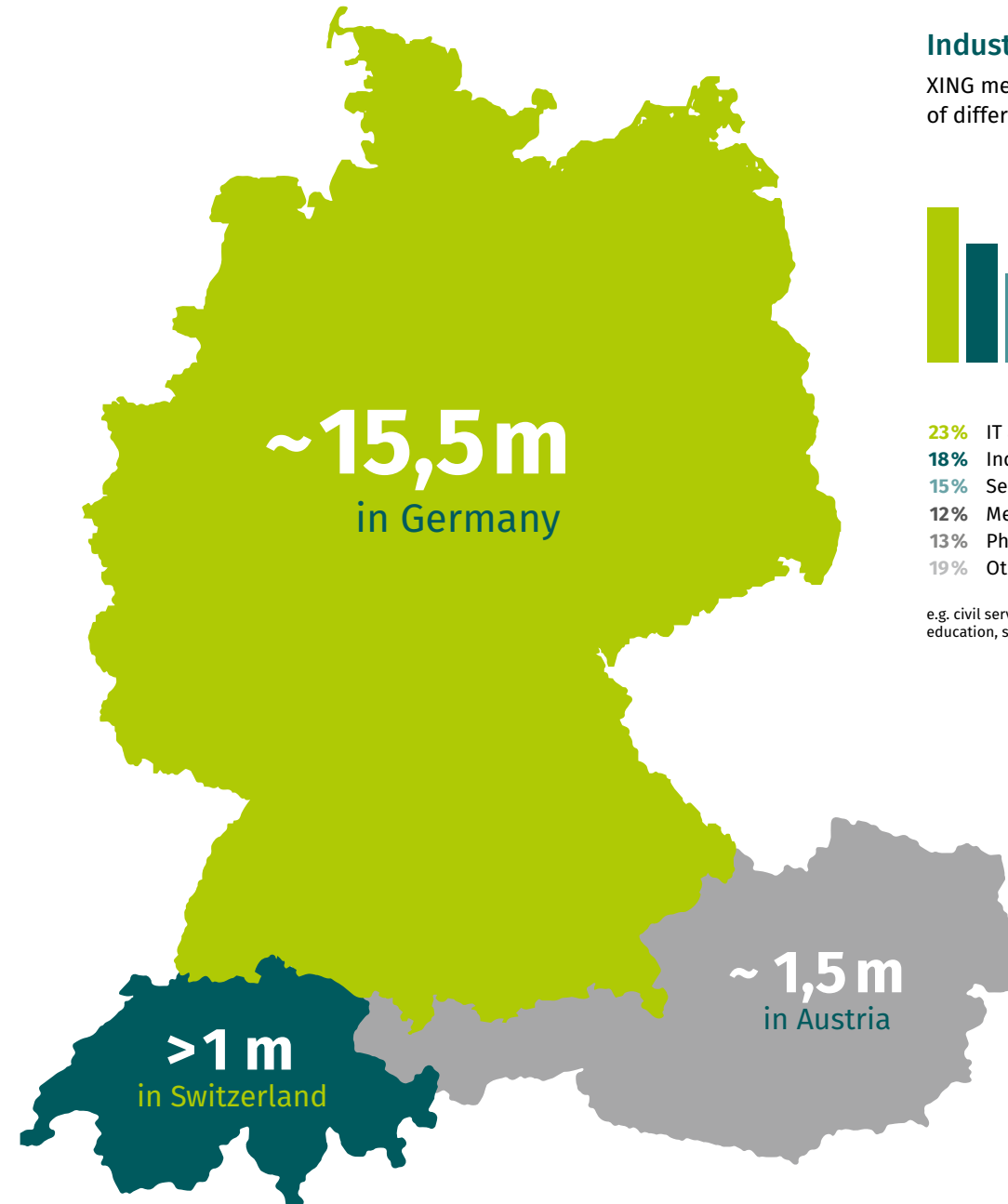
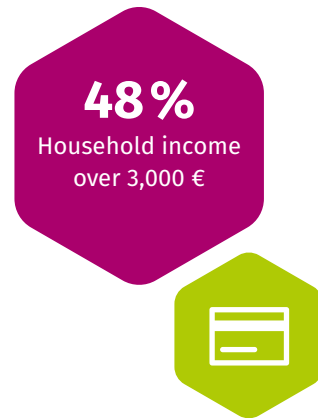
Educational level²

58 % have at least a high school diploma and university qualification.



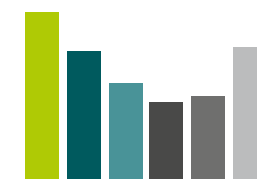
- 35% University degree
- 23% High school diploma and university qualification
- 25% Secondary school
- 16% Vocational education
- 1% No/lower school qualifications

Net household income²



Industries¹

XING members work in a number of different industries.

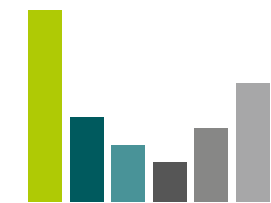


- 23% IT and trade
- 18% Industry
- 15% Services
- 12% Media
- 13% Pharmaceuticals, construction
- 19% Other

e.g. civil service, associations, institutions, education, science and health

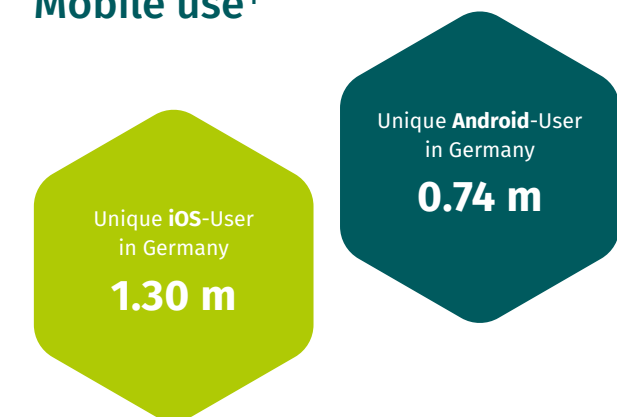
Company size (employees)¹

XING has companies of all sizes, ranging from sole proprietorships to large corporations.



- 34% 1 – 50
- 15% 51 – 200
- 10% 201 – 500
- 7% 501 – 1.000
- 13% 1,001 – 5,000
- 21% 5,001 or more

Mobile use¹



¹ Last updated: 04.2020, source: XING data
² Last updated: 06.2019, source: AGOF

Detailed parameters provide accurate targeting.

Detailed criteria based on member data let you accurately select your target group and who should see your campaigns. XING can also use SQL database queries to select all member profile entries, such as interests, hobbies, activity, degrees and skills.

Discipline	Career level		Industry
Administration	Unemployed		Architecture & Planning
Analysis & Statistics	Student/Intern		Art, Culture & Sport
Consulting	Entry Level		Auditing, Tax & Law
Controlling & Planning	Professional/Experienced		Automotive
Customer Service	Freelance/Self-employed		& Vehicle Manufacturing
Engineering & Technical	Manager (Manager/Supervisor)		Banking & Financial Services
Finance, Accounting & Controlling	Executive (VP, SVP, etc.)		Civil Service, Associations & Institutions
Graphic Design & Architecture	Senior Executive (CEO, CFO, President)		Consulting
Health, Medical & Social HR	Company owner & Partner		Consumer Goods & Trade
IT & Software Development	Job title and skills		Education & Science
Law	Keyword search		Energy, Water & Environment
Management & Corporate Development	Field of study and university*		Health & Social
Marketing & Advertising	Free text search		HR Services
PR & Journalism	Job searcher*		Industry & Mechanical Engineering
Process Planning & QA	Can be selected or deselected		Insurance
Product Management	Companies*		Internet & IT
Production & Manufacturing	Age		Marketing, PR & Design
Project Management	Free text search	Freely selectable	Media & Publishing
Purchasing, Materials Management & Logistics			Medical Services
Sales & Commerce			Real Estate
Teaching, R&D			Telecommunication
			Tourism & Food Service
			Transport & Logistics
Region	Company size		Gender
D-A-CH	Self-employed	201–1,000 employees	Male
States	1–50 employees	1,001–5,000 employees	Female
Cities	51–200 employees	5,000 or more employees	Both

*Available only with AdManager-access for agencies and companies

Satisfied customers speak for themselves.

“The users we won over on XING are extremely valuable to us. We also saw a considerable increase in retention rate, i.e. the number of users who continue to use our product after 30 days, when comparing the XING campaign to other channels.”

Dr Jost Schwaner, Managing Director Cliqz GmbH

“This was the first Marketing Solutions campaign we rolled out on XING, and we’re really happy as it exceeded our expectations. Within a short space of time we received hundreds of applications from engineers wanting to attend our recruiting events. Our XING campaign generated far more traffic for our careers site and for our recruiters’ XING profiles than we expected to see.”

Michael Bütow, Head of Employer Branding Deutsche Bahn

“XING Sponsored Articles provide direct access to B2B target audiences that are difficult to approach. It’s definitely a useful channel for our reports.”

Philipp Westermeyer,
Managing Director Ramp 106 GmbH, Online Marketing Rockstars

“XING’s content marketing products are an excellent way to boost awareness and foster trust in a company as new as VisualVest and its innovative product (Robo Advisor) which requires some explanation. Sponsored Articles helped us to gain a foothold in the tricky FinTech industry.”

Katja Speck, Digital Market Expert Marketing & Strategy VisualVest GmbH

A team that's as unique as your needs.

Meet the team. We're here to help!



Tom Adebahr

VP Sales
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Sonja Eisenberg

Head of Sales
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"We see our customers as partners who we help achieve sustainable success by providing them with long-term guidance. Understanding our customers' goals within the overall marketing mix is of utmost importance to us, and we enjoy our job most when we see our customers' messages reaching the right target groups via the right channels. Indeed, few things are more satisfying than looking back and taking stock of a successful campaign."

XING Marketing Solutions-Team

"Unfortunately, strong, successful digital platforms are rare in Europe. Fortunately we have Xing!"

OmnicomGroup

Omnicom Media Group Germany GmbH,
Sascha Jansen, CDO

Choose the right marketing solutions for your communication.



XING Sponsored Posts



XING Sponsored Video Posts



XING Sponsored Articles



XING Sponsored Mailings

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