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 Advertising Technologies GmbH
Dear advertisers and partner,

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 round about 19 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
Do you follow a specific goal - we offer you the right target group. Advertising on XING.

Would you like to direct your messages to specific target groups in a professional environment? From native advertising to integrated campaigns, we advise and support you in putting together an effective communication strategies and advertising formats that are individually tailored to your goals and budget.

Precise targeting enables your messages to be placed without wastage. And your personal contact person will continuously support you with the control and evaluation of the measures, so that you can make adjustments at any time.

**How you benefit:**

<table>
<thead>
<tr>
<th>Appealing ad formats</th>
<th>Accurate targeting</th>
<th>Professional environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Targeting on XING is based on real user data rather than probabilities.</td>
<td>XING has an active and professional user base, making it a highly appealing environment for your targeting.</td>
</tr>
<tr>
<td>Affluent target group</td>
<td>Advertising exclusivity</td>
<td>Tailored concept</td>
</tr>
<tr>
<td>Reach out to well-heeled XING members by offering bespoke added value to win them over as new customers.</td>
<td>XING serves very little advertising, meaning that your marketing message will draw far more attention than on other platforms.</td>
<td>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.</td>
</tr>
</tbody>
</table>
Build on powerful marketing solutions for your marketing message.

**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 Ads**
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 Mailing**
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 Video Ads**
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 19 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.

**Age distribution**
22% of XING members are aged between 31 and 50.

26% 26 years and younger
27% 27 – 30 years
31% 31 – 40 years
41% 41 – 50 years
50% 50 years and older
59% not defined

**Career level**
Highly qualified: mainly experts and executives.

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

**Type of Employment**

8% Students
11% Freelancer & Self-employed
74% Employed
7% Retired / unemployed

**Age structure**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Work</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Female</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>&gt; Male</td>
<td>59%</td>
<td>63%</td>
</tr>
<tr>
<td><strong>AT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Female</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>&gt; Male</td>
<td>55%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>CH</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Female</td>
<td>39%</td>
<td>32%</td>
</tr>
<tr>
<td>&gt; Male</td>
<td>61%</td>
<td>68%</td>
</tr>
</tbody>
</table>

1 Last updated: 01.2021, source: XING data
19 million members in D-A-CH.

Monthly XING traffic data:
- Page impressions (Pls): 298 million
- Unique visitors: 15 million

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

- 5% just me
- 15% 1 – 10
- 14% 11 – 50
- 15% 51 – 200
- 10% 201 – 500
- 7% 501 – 1,000
- 13% 1,001 – 5,000
- 5% 5,001 – 10,000
- 16% 10,001 or more

Mobile use
- ~1.5 m in Austria
- ~16 m in Germany
- 1.4 m Unique iOS-User in Germany
- 0.76 m Unique Android-User in Germany
**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.

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Career level</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>Unemployed</td>
<td>Architecture &amp; Planning</td>
</tr>
<tr>
<td>Analysis &amp; Statistics</td>
<td>Student/Intern</td>
<td>Art, Culture &amp; Sport</td>
</tr>
<tr>
<td>Consulting</td>
<td>Entry Level</td>
<td>Auditing, Tax &amp; Law</td>
</tr>
<tr>
<td>Controlling &amp; Planning</td>
<td>Professional/Experienced</td>
<td>Automotive &amp; Vehicle Manufacturing</td>
</tr>
<tr>
<td>Customer Service</td>
<td>Freelance/Self-employed</td>
<td>Banking &amp; Financial Services</td>
</tr>
<tr>
<td>Engineering &amp; Technical</td>
<td>Manager (Manager/Supervisor)</td>
<td>Civil Service, Associations &amp; Institutions</td>
</tr>
<tr>
<td>Finance, Accounting &amp; Controlling</td>
<td>Executive (VP, SVP, etc.)</td>
<td>Consulting</td>
</tr>
<tr>
<td>Graphic Design &amp; Architecture</td>
<td>Senior Executive (CEO, CFO, President)</td>
<td>Consumer Goods &amp; Trade</td>
</tr>
<tr>
<td>Health, Medical &amp; Social</td>
<td>Company owner &amp; Partner</td>
<td>Education &amp; Science</td>
</tr>
<tr>
<td>HR</td>
<td></td>
<td>Energy, Water &amp; Environment</td>
</tr>
<tr>
<td>IT &amp; Software Development</td>
<td></td>
<td>Health &amp; Social</td>
</tr>
<tr>
<td>Law</td>
<td></td>
<td>HR Services</td>
</tr>
<tr>
<td>Management &amp; Corporate Development</td>
<td></td>
<td>Industry &amp; Mechanical Engineering</td>
</tr>
<tr>
<td>Marketing &amp; Advertising</td>
<td></td>
<td>Insurance</td>
</tr>
<tr>
<td>PR &amp; Journalism</td>
<td></td>
<td>Internet &amp; IT</td>
</tr>
<tr>
<td>Process Planning &amp; QA</td>
<td></td>
<td>Marketing, PR &amp; Design</td>
</tr>
<tr>
<td>Product Management</td>
<td></td>
<td>Media &amp; Publishing</td>
</tr>
<tr>
<td>Production &amp; Manufacturing</td>
<td></td>
<td>Medical Services</td>
</tr>
<tr>
<td>Project Management</td>
<td></td>
<td>Real Estate</td>
</tr>
<tr>
<td>Purchasing, Materials Management &amp; Logistics</td>
<td></td>
<td>Telecommunication</td>
</tr>
<tr>
<td>Sales &amp; Commerce</td>
<td></td>
<td>Tourism &amp; Food Service</td>
</tr>
<tr>
<td>Teaching, R&amp;D</td>
<td></td>
<td>Transport &amp; Logistics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Companies*</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>D-A-CH</td>
<td>Free text search</td>
<td>Male</td>
</tr>
<tr>
<td>States</td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td>Cities</td>
<td></td>
<td>All</td>
</tr>
</tbody>
</table>

*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.”

A team that’s as unique as your needs.

Meet the team. We’re here to help! Send us an e-mail to advertising@xing.com

Tom Adebahr  
VP Sales

Sonja Eisenberg  
Head of Sales

Philip Wulff  
Senior Pre Sales Consultant

“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!“

Omnicom Group
Omnicom Media Group Germany GmbH, Sascha Jansen, CDO
Choose the right marketing solutions for your communication.

- XING Ads
- XING Sponsored Articles
- XING Video Ads
- XING Mailings

advertising@xing.com • advertising.xing.com

XING Marketing Solutions GmbH
Dammtorstr. 30 • 20354 Hamburg