

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 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.



A handwritten signature in black ink, appearing to read 'J. Meyer'.

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:

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.

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 distribution¹

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



- 5% 26 years and younger
- 4% 27 – 30 years
- 12% 31 – 40 years
- 10% 41 – 50 years
- 10% 50 years and older
- 59% not defined

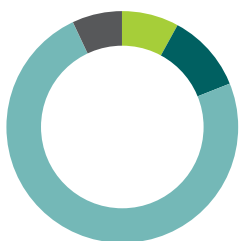
Career level¹

Highly qualified: mainly experts and executives.



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

Type of Employment¹



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

Age structure¹

	Gender	Work	Home
GER	♀	41%	37%
	♂	59%	63%
AT	♀	45%	38%
	♂	55%	62%
CH	♀	39%	32%
	♂	61%	68%



¹ Last updated: 01.2021, source: XING data

19 million members in D-A-CH.¹

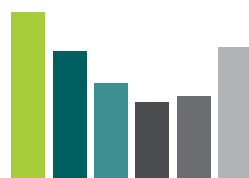
Monthly XING traffic data:

- Page impressions (PIs): **298 million¹**
- Unique visitors: **15 million¹**



Industries¹

XING members work in a number of different industries.

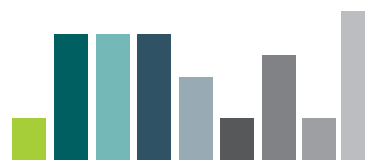


- 23%** IT and trade
- 18%** Industry
- 15%** Services
- 12%** Media
- 13%** Pharmaceuticals, construction
- 19%** Other

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.



- 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 use¹



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

Administration
 Analysis & Statistics
 Consulting
 Controlling & Planning
 Customer Service
 Engineering & Technical
 Finance, Accounting & Controlling
 Graphic Design & Architecture
 Health, Medical & Social
 HR
 IT & Software Development
 Law
 Management & Corporate Development
 Marketing & Advertising
 PR & Journalism
 Process Planning & QA
 Product Management
 Production & Manufacturing
 Project Management
 Purchasing, Materials Management & Logistics
 Sales & Commerce
 Teaching, R&D

Region

D-A-CH
 States
 Cities

Career level

Unemployed
 Student/Intern
 Entry Level
 Professional/Experienced
 Freelance/Self-employed
 Manager (Manager/Supervisor)
 Executive (VP, SVP, etc.)
 Senior Executive (CEO, CFO, President)
 Company owner & Partner

Job title and skills

Keyword search

Field of study and university*

Free text search

Job searcher*

Can be selected or deselected

Companies*

Free text search

Age

Freely selectable

Company size

Self-employed
 1–50 employees
 51–200 employees
 201–1,000 employees
 1,001–5,000 employees
 5,000 or more employees

Industry

Architecture & Planning
 Art, Culture & Sport
 Auditing, Tax & Law
 Automotive & Vehicle Manufacturing
 Banking & Financial Services
 Civil Service, Associations & Institutions
 Consulting
 Consumer Goods & Trade
 Education & Science
 Energy, Water & Environment
 Health & Social
 HR Services
 Industry & Mechanical Engineering
 Insurance
 Internet & IT
 Marketing, PR & Design
 Media & Publishing
 Medical Services
 Real Estate
 Telecommunication
 Tourism & Food Service
 Transport & Logistics

Gender

Male
 Female
 All

*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!
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."

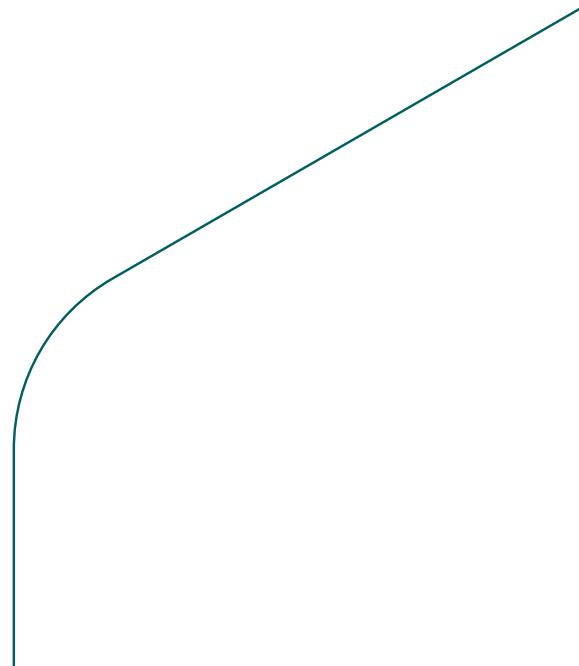
XING Marketing Solutions-Team



**Unfortunately, strong,
successful digital platforms
are rare in Europe.
Fortunately we have XING!“**

OmnicomGroup

**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

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