

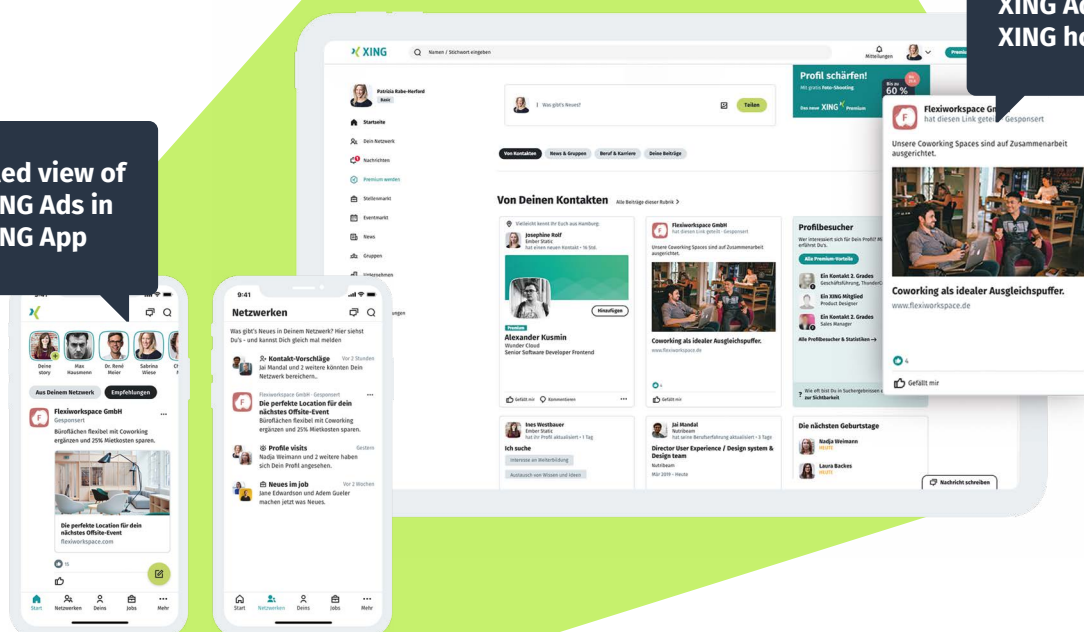


XING Ads

Get the attention your content deserves.

Illustration of XING Ads on the XING homepage

Detailed view of the XING Ads in the XING App



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

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.

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.

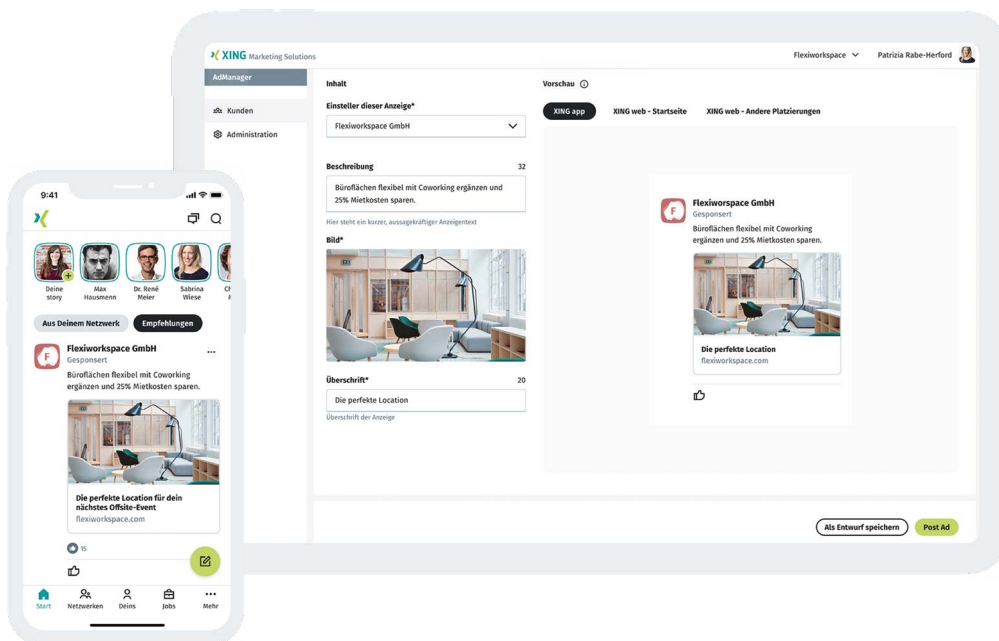
Excellent value for money

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 Ad Manager Business Account for companies and agencies to swiftly and simply manage your ad campaigns and those of your customers.

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Follow the 3 steps to success:

1. Choose your content

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


2. Define your target group


Narrow down your target audience using the criteria below, e.g. career level, job title, or gender.


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 display options.


Detailed parameters guarantee accurate targeting:

 Discipline


 Career level


 Industry


 Job title


 Company size


 Region

 Age group

 Gender

 Job seeker*

 Companies*

 Field of study and university

* Available only with an AdManager Business Account for agencies and companies