



XING Lead Ads

Generate first-rate leads
for your business.

Create your individual form.

Illustration of the XING Lead Ad within the XING App

More than 20 million members from the German-speaking world use XING to network, to showcase themselves, and much more. You can use lead ads to generate first-rate contacts from a number of different industries. Select your specific target groups and reach out to the right people. You can customise the integrated contact form for your lead ad so you get all the data you need about interested users and generate great leads.

How you benefit:

Serve ads via your AdManager

We'll set you up with a free login so you can easily manage your lead ads individually or as a team.

Target individual audiences

With about 20 million members in the German-speaking market, the XING network gives you access to professional target groups so you can effectively position your products and services.

Collect lead data the easy way

Contact details provided by leads are available as a CSV file. You can download this file via your AdManager Business Account for agencies and companies and transfer it to your CRM in full compliance with the General Data Protection Regulation (GDPR).

Request specific user data

Ask up to three customised questions to gain additional relevant information about interested users.

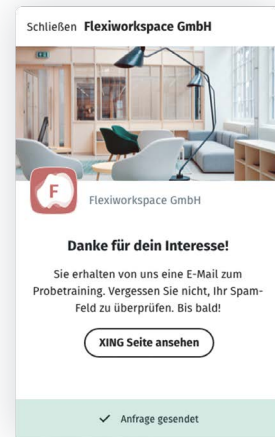
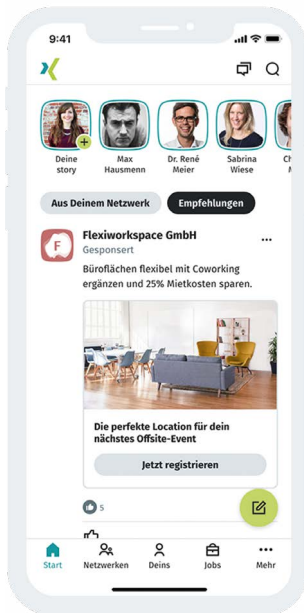
Create customised ads

Design the look of your advertisement, contact form, call-to-action and confirmation page to suit your specific needs.

Integrate a Call to action

Use your customised call-to-action button to get your target group's attention and foster their curiosity for your products.

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Follow the 3 steps to success:

1. Define your target group

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

2. Design your ad

Shape your advertisement to suit your given needs and to generate first-rate user data. Customise your headline, the body copy, your campaign motif, the call-to-action button, and the questions in your form.

3. Generate leads

Access the data that leads submit via the contact form in your dashboard or by downloading the CSV file. You can then transfer and save all of the details from the CSV file to your CRM or other systems.

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