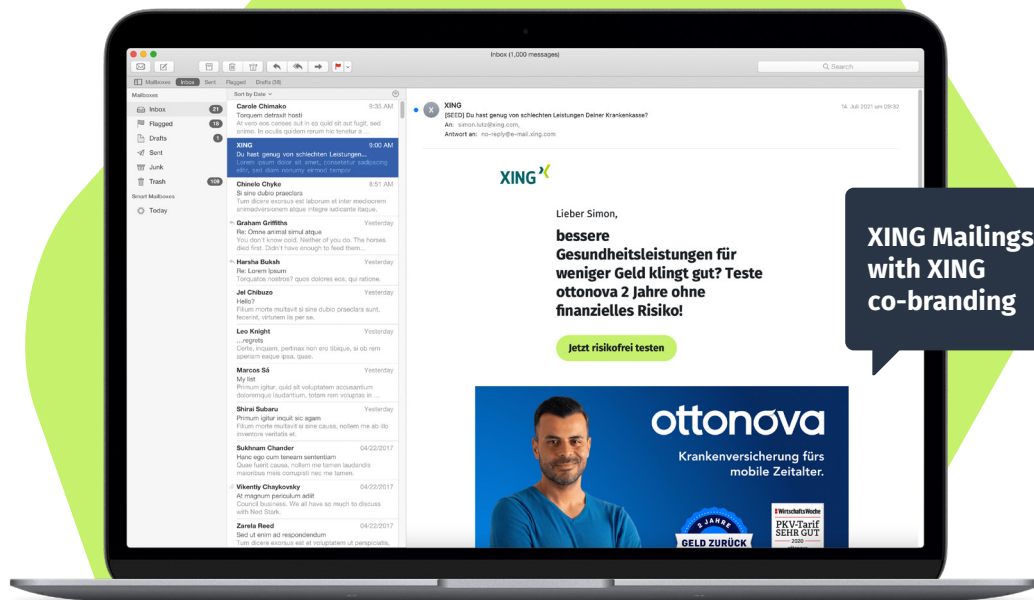




# XING Mailings

Message your marketing campaign to XING users.



**XING Mailings with XING co-branding**

E-mail your marketing message to potential customers. We help you choose the right target audience for your marketing messages from among 19 million members and then put together together an appealing standalone mailing for you. That way your marketing message is sent directly to your potential customers' e-mail account.

## How you benefit:

### Professional environment

Thanks to its professional, active user base, XING is the ideal place for you to reach out to potential customers.

### Advertising exclusivity

XING displays very little advertising, meaning that your message always captures people's attention.

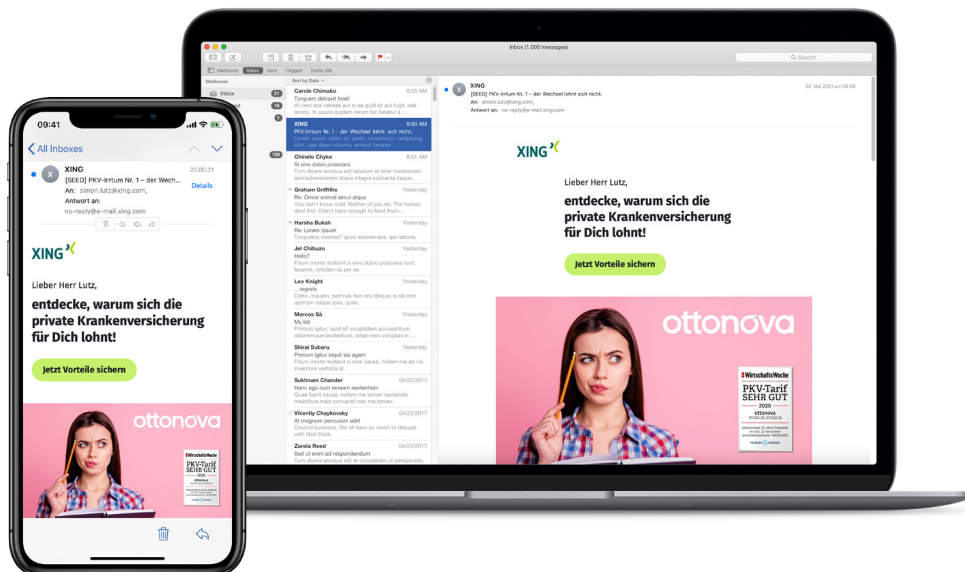
### Real data

Targeting is based on real data rather than probabilities.

### Bespoke concept

Only a few select XING partners enjoy this kind of cooperation, meaning that your campaign is one of the exclusive few.

# XING Mailings



## Good to know:

### Exclusive e-mail marketing with XING

We help you put together an effective, cross-digital advertising campaign coupled with exclusive offers for XING members.

Your XING Mailings are sent out with XING co-branding to foster trust, in turn ensuring greater acceptance and interest among your potential customers.

### Tailored targeting for your target groups

Focus your communication thanks to a broad range of target group parameters and individual clustering.

### Direct approach

Mailings are sent to XING members directly via the e-mail address linked to XING. That way you boost your reach and opening rate by reaching XING members outside of the platform.

## 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

SQL database queries allow XING to select any member profile details, including interests, activity, qualifications and skills. Special companies can also be identified and targeted by campaigns.