



# XING Sponsored Video Posts

Post videos on your target group's start page.

Post videos to draw maximum attention



**Video, especially online video, is currently the most popular medium available as it lets you convey your message in the most emotive way possible. Use XING Sponsored Video Posts to place your videos on the XING start page and convey your messages to great effect among your accurately defined target audience.**

## Focus on the following business goals:

### 1. Emotive message

Post videos to showcase your brand, products and services in an extremely effective way.

### 2. Uncomplicated service

Our end-to-end service package ensures that everything runs smoothly.

### 3. Automatic eye-catcher

Autoplay videos are an immediate eye-catcher, making them the ideal medium for conveying your content to your target audience.

## How you benefit:

### Professional environment

XING connects about 18 million employees from every industry, making it the ideal platform for your effective video campaign.

### Effective storytelling

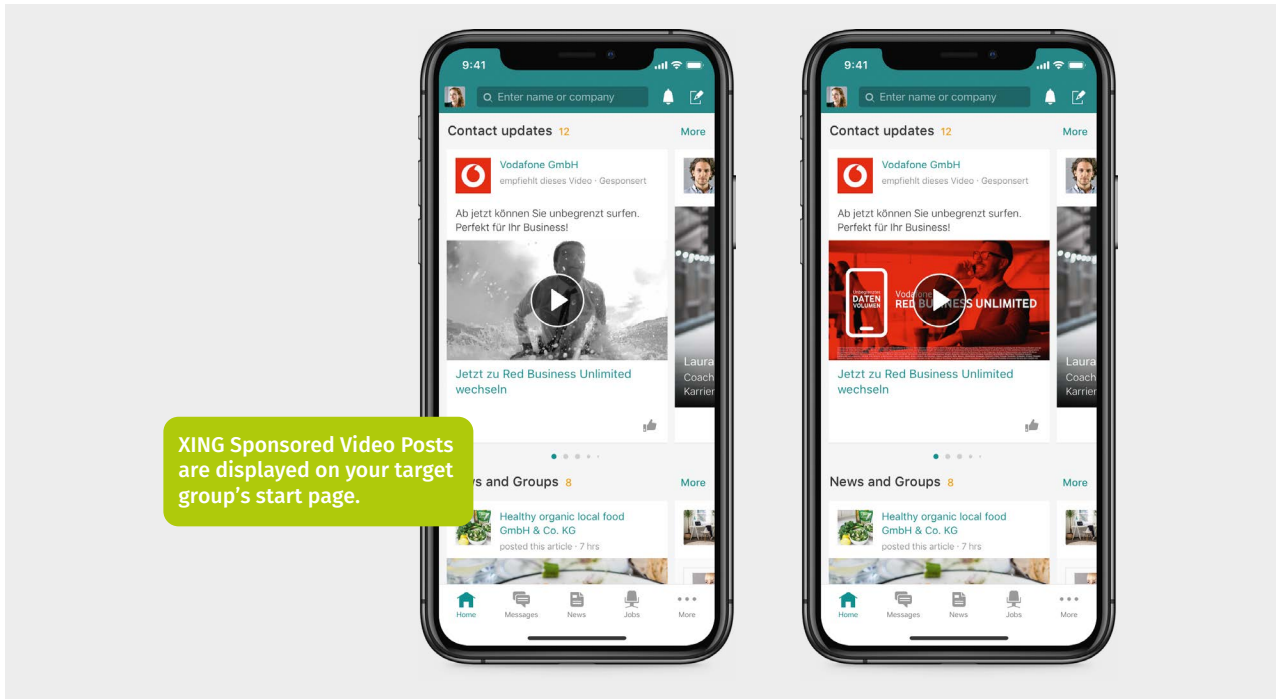
Video is a unique medium when it comes to conveying your messages. Take advantage of this great opportunity to post videos on XING to raise awareness for your brand, products and services among your target group.

### Exclusive placement

Your XING Sponsored Video Posts and integrated website link are available to your target group both on desktops and in mobile apps.

### Target-group-specific placement

Our detailed targeting criteria ensure that your videos are shown to your pre-defined target audience.



## The three steps to your next successful video campaign on XING:

### 1. Submit your material

After booking a post, just send us your video and copy, the aim of your campaign, your target audience, and a contact person to coordinate your campaign. This could be your media agency, for example.

### 2. XING will put together your Sponsored Video Posts

XING will check your copy, including the headline and tone, and then proceed to create your XING Sponsored Video Posts which will be posted on the start page of your target audience.

### 3. XING will measure performance and optimise your posts

Your main contact at XING will check your video campaign on a regular basis and make any changes needed to help it perform better. After the campaign has come to an end you'll receive a comprehensive report.

## Detailed parameters guarantee accurate targeting:



Discipline



Career level



Industry



Job title/skills



Company size



Region



Age group



Gender