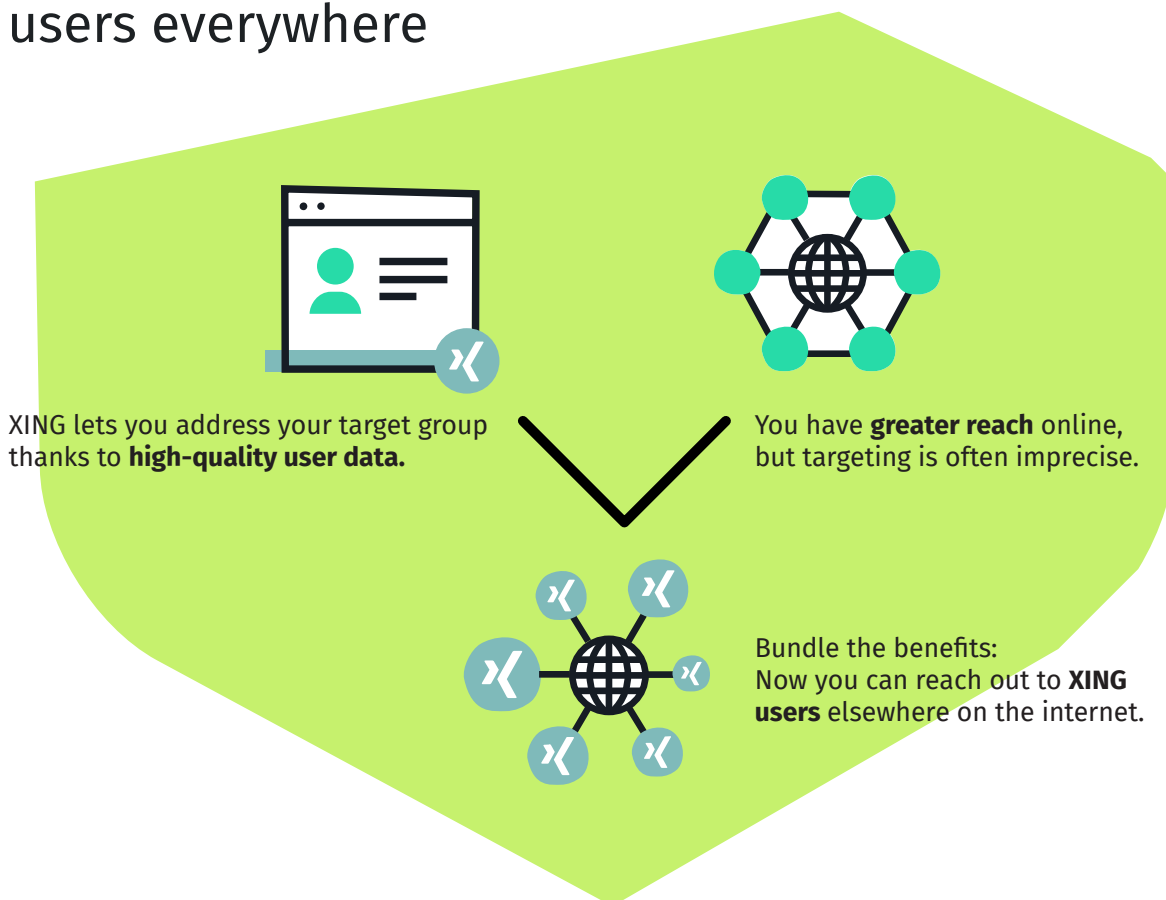


# XING User Network



Reach high-quality XING users everywhere



Good targeting for a specific audience is often a challenge on the internet. With the XING user network, you can address first-rate XING users even when they're not on the platform, giving you both enhanced reach and accurate targeting.

## How you benefit:

### Boost your reach

Target your display campaign at XING users outside of the platform and reach more relevant users.

### Get high-quality targeting

Use the high-quality targeting options from XING to target your campaign at the right people.

### Ensure brand safety

Your campaign only appears in high-quality environments.

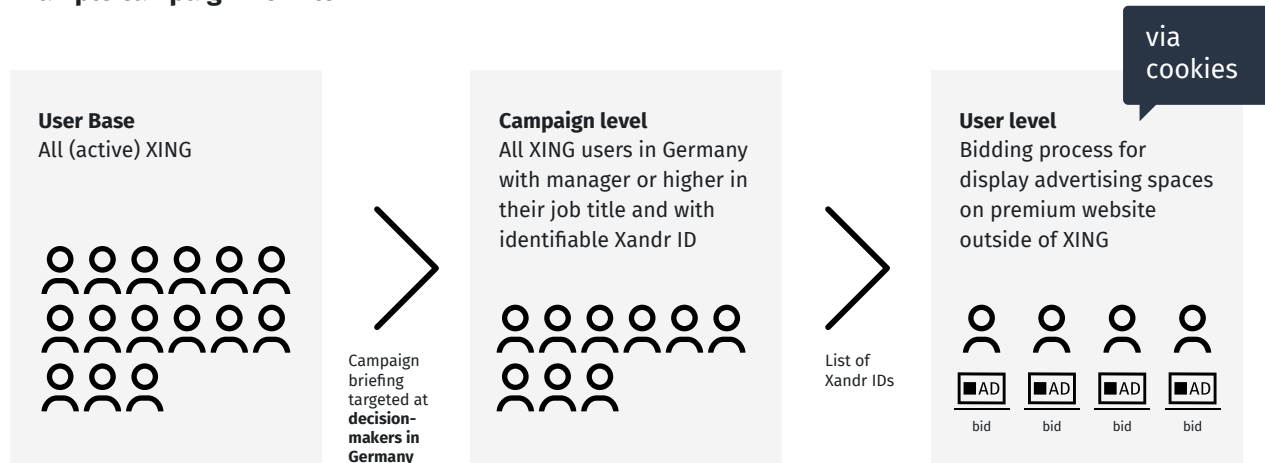
### Enjoy end-to-end service

Benefit from our consulting and implementation services based on your ideas. We create your campaign with our ad-tech partner Xandr, all you need to do is book it via IO.

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## Example campaign workflow



## Follow the 3 steps to success:

### 1. Professional service

We're more than happy to handle the complex set-up of your campaign. Please contact us and let us know your target group and how long you'd like your campaign to last so we can make the necessary arrangements.

### 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

After choosing a suitable format for your campaign, you receive the technical specifications and can then deliver the advertising material.

## 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