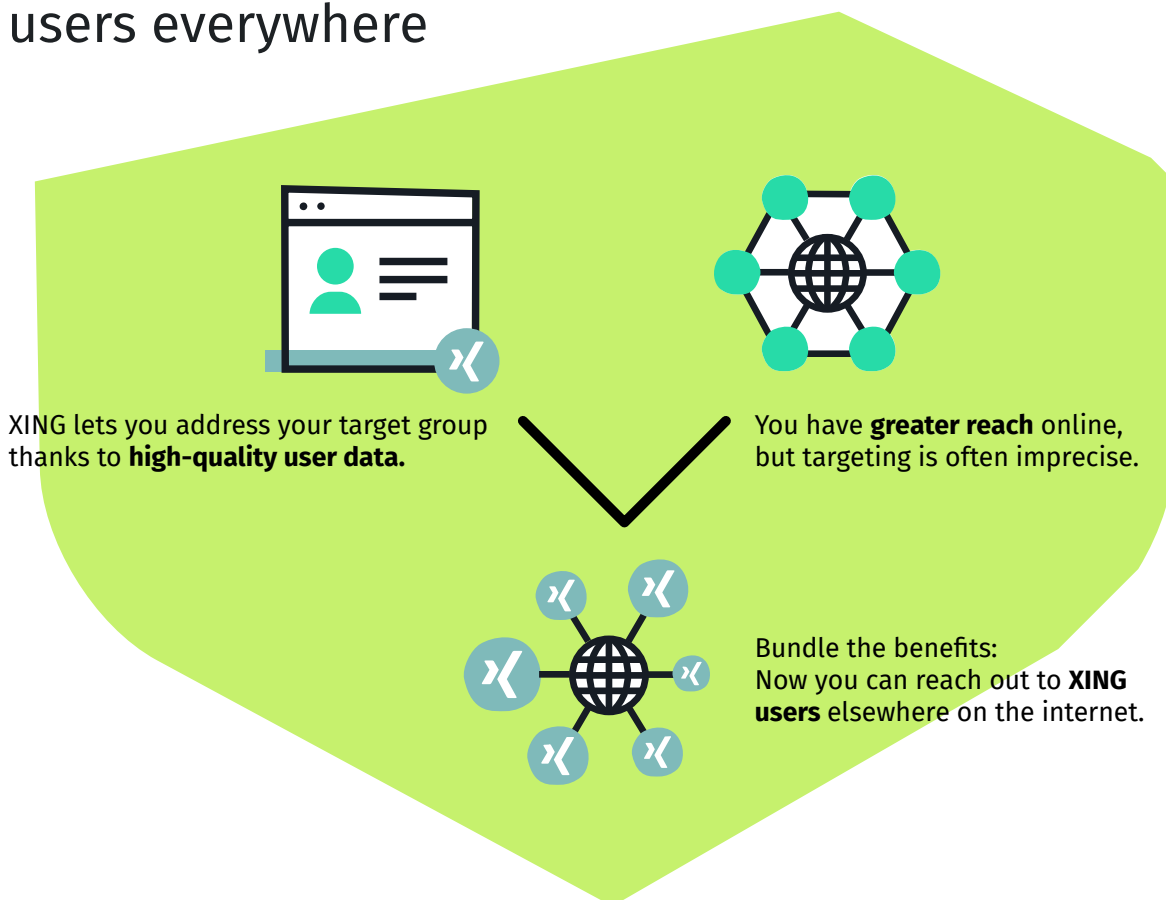


XING User Network



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.

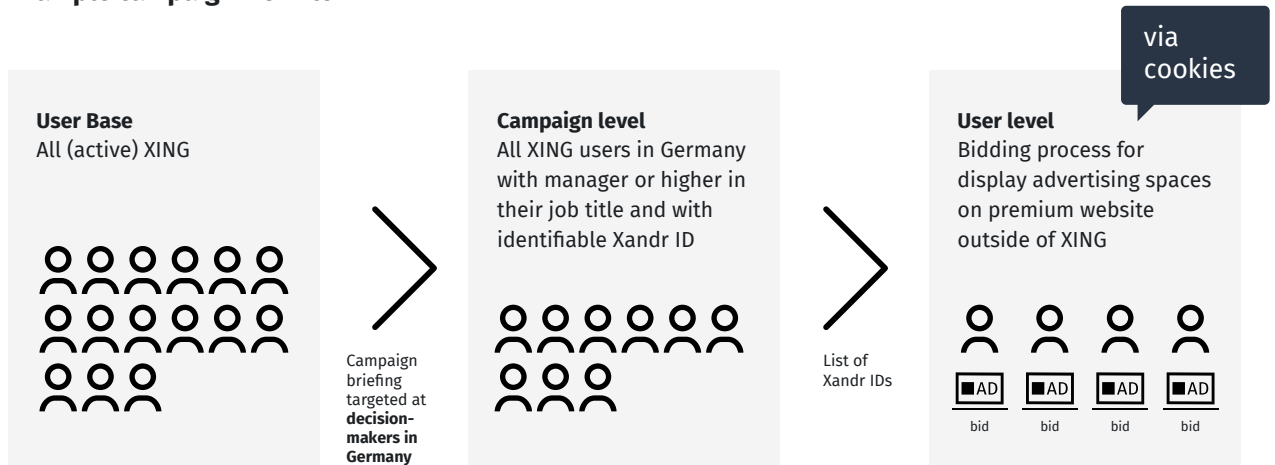
Enjoy end-to-end service

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