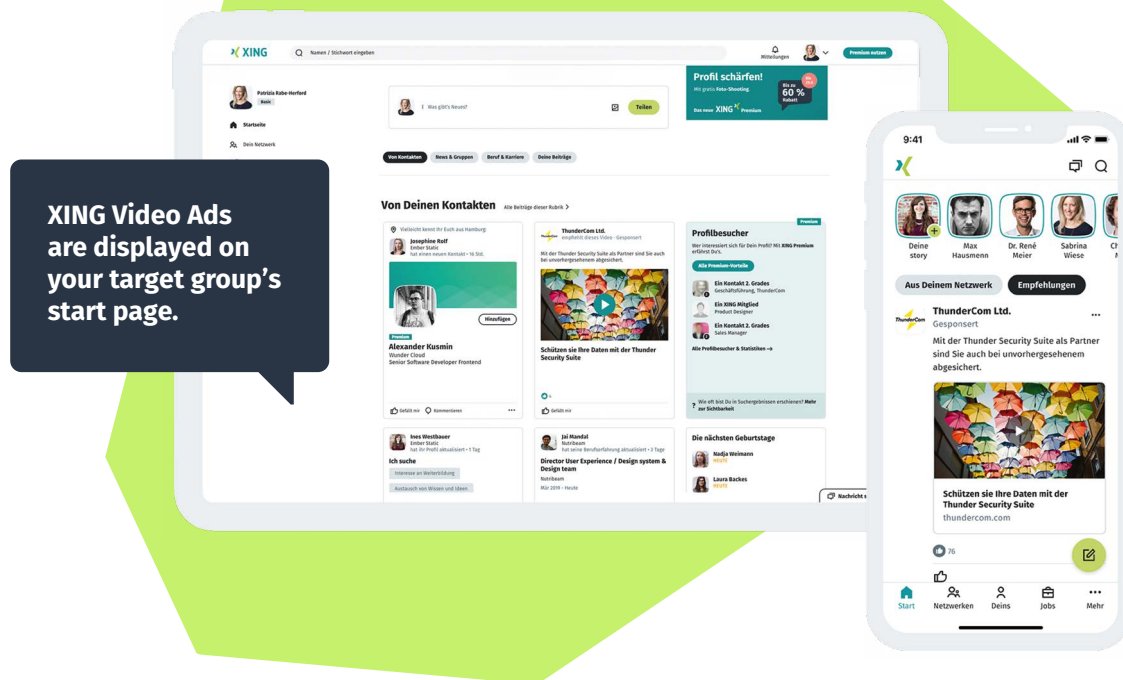




XING Video Ads

Post videos on your target group's start page.



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 Video Ads to place your videos on the XING start page and convey your messages to great effect among your accurately defined target audience.

How you benefit:

Professional environment

XING connects about 20 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.

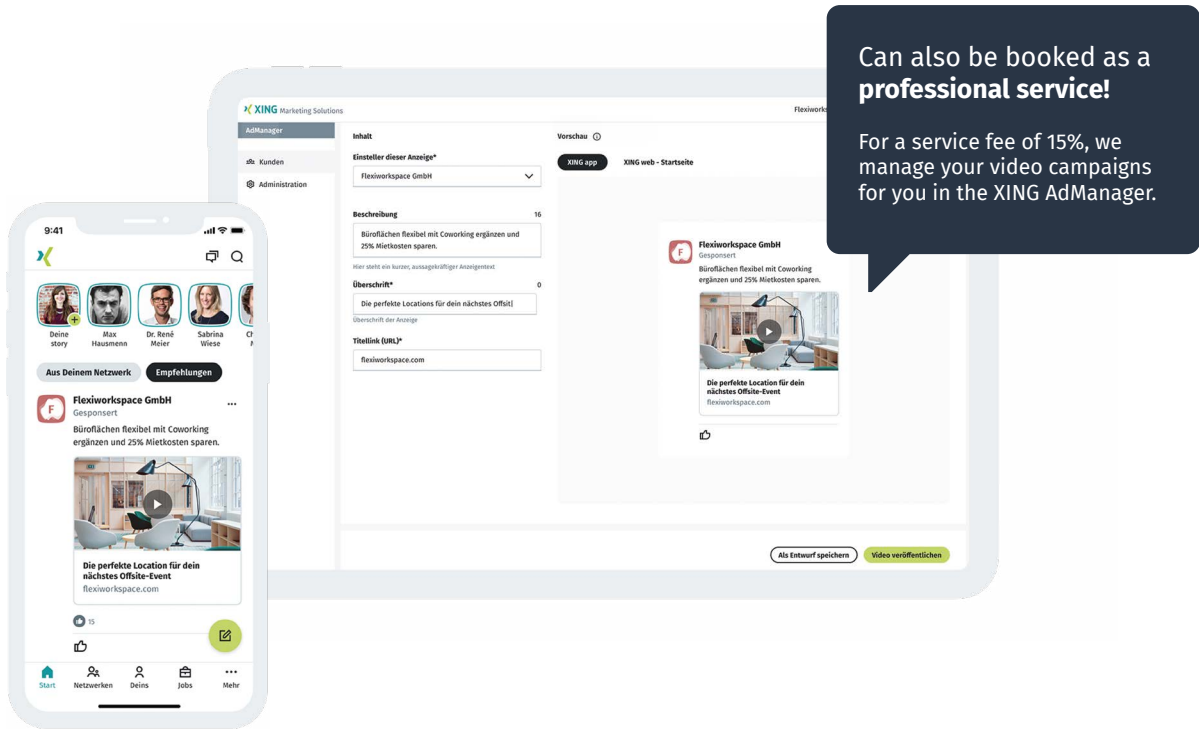
Exclusive placement

Your XING Video Ads 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.

XING Video Ads



Follow the 3 steps to success:

1. Manage and optimise

Decide whether you want to manage your campaign in the AdManager on your own or take advantage of our professional ad management service.

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

Just enter your copy, upload your video file, and then use the preview feature to optimise your layout in line with various display options.

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