

# Integrated recruiting campaign in cooperation with Deutsche Bahn



## Deutsche Bahn positioned itself as an appealing employer by using XING to send out invitations to exclusive recruiting events.

**Deutsche Bahn conducted a targeted recruiting campaign on XING to position itself as an appealing employer for engineers and to attract more engineers to its exclusive inhouse recruiting events.**

### **Campaign goals**

Deutsche Bahn wanted to position itself as an appealing employer among engineers. It also set out to get the attention of engineers looking for a job or willing to change jobs and attract them to exclusive Backstage DB recruiting events.

A recruiting campaign was rolled out on XING to draw more visits to the Deutsche Bahn careers page with the aim of reaching at least 100 participants for exclusive inhouse recruiting events.

### **Solution**

15 million workers from every industry connect on XING, making it the perfect platform for an effective recruiting campaign. The one-month XING campaign included the following:

- Targeting aimed at qualified engineers looking for a job
- Sequential co-branded XING Sponsored Mailings sent directly to the inbox of engineers open to new opportunities
- Display ads and content teasers on XING to boost advertising impact.

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Mobile version of the co-branded XING Sponsored Mailing.



Maxi ad on the login page to boost the campaign.

## Results

**Reach:**  
1,3 mill. mailing recipients and over  
1,5 mill. ad impressions

**Unique users:**  
650,000 targeted mailing recipients

**Opening rate:**  
Above-average mailing opening rate of  
up to 35%

**Click rate:**  
Click rate of up to 6% (more than four  
times higher than initial expectations)

**Event applicants:**  
More than 560 applications for the  
recruiting events (more than five times  
higher than initial expectations)

**Job applications:**  
Over 40% rise in applications for vacancies

*"This was our first-ever campaign with XING Marketing Solutions, and we're really happy with the outcome. Our expectations were exceeded as hundreds of engineers applied for our recruiting events within a very short space of time. The level of traffic to our careers page and recruiters' XING profiles was much higher than we expected as a result of our campaign on XING."*

Michael Bütow, Head of Employer Branding,  
Deutsche Bahn

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