

Integrated campaign in cooperation with the Federal Employment Agency



Faktor A
Das Arbeitgebermagazin

The Federal Employment Agency positioned Faktor A as an information digital employer magazine for SMEs.

The Federal Employment Agency conducted a targeted online campaign on XING to position its Faktor A employer magazine as a professional platform for the latest trends in the labour market.

Campaign goals

The aim of the campaign was to boost awareness of Faktor A and increase the website's reach (www.faktor-a.arbeitsagentur.de – in German). An additional goal was to acquire print subscribers as digital readers.

Various sequential media promotions were rolled out to let managing directors, entrepreneurs, recruiters and tradespeople know about the employer magazine.

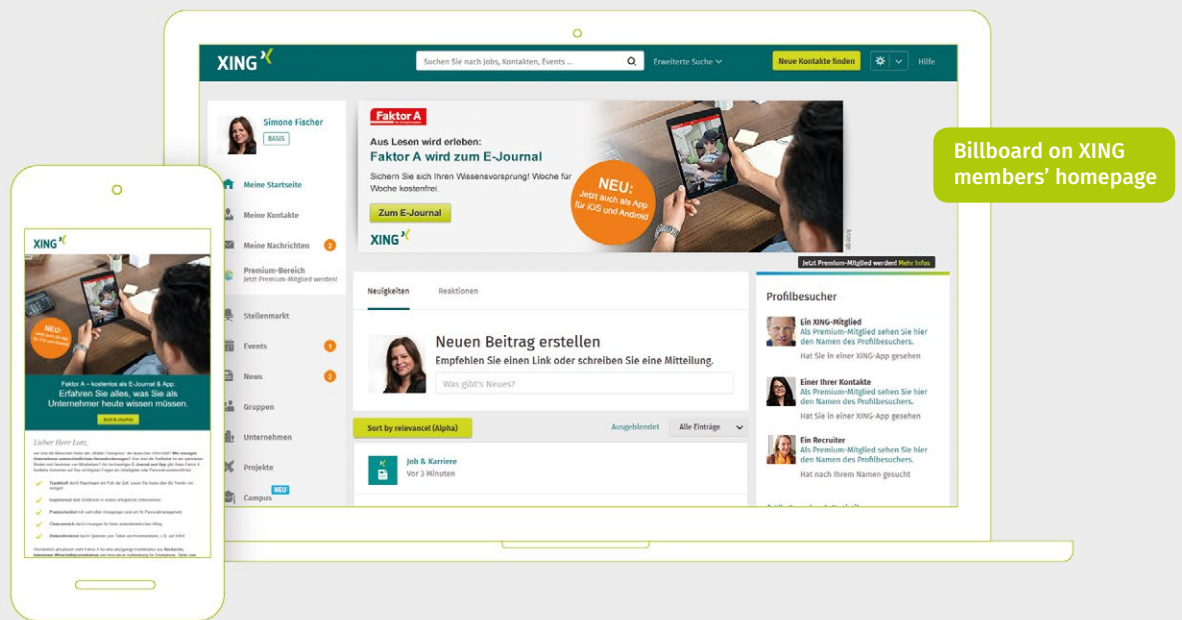
Solution

15 million workers from every industry connect on XING, making it the perfect platform for an effective integrated campaign rolled out in four steps:

- Targeting aimed at managing directors, entrepreneurs and recruiters at SMEs
- Co-branded XING Sponsored Mailing sent as a standalone e-mail to the inbox of the intended target group
- Display ads and content teasers to boost advertising impact
- Inclusion in the XING Industry Newsletter and on XING spielraum.

XING
Marketing
Solutions

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Results

Reach: 1.8 mill. recipients;
4 mill. ad impressions

Unique users: 800,000 targeted
mailing recipients

Opening rate: 23.29% \emptyset for mailings

Click rate: 0.57% \emptyset in mailings

Term: Four steps, each lasting
4-5 weeks per year

“XING proved to be our most successful channel for reaching employers within a business context. We’ll continue to foster this successful partnership in the future and post content on XING.”

Christoph Schneider, Digital Marketing Manager,
Federal Employment Agency

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