

# 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](http://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.

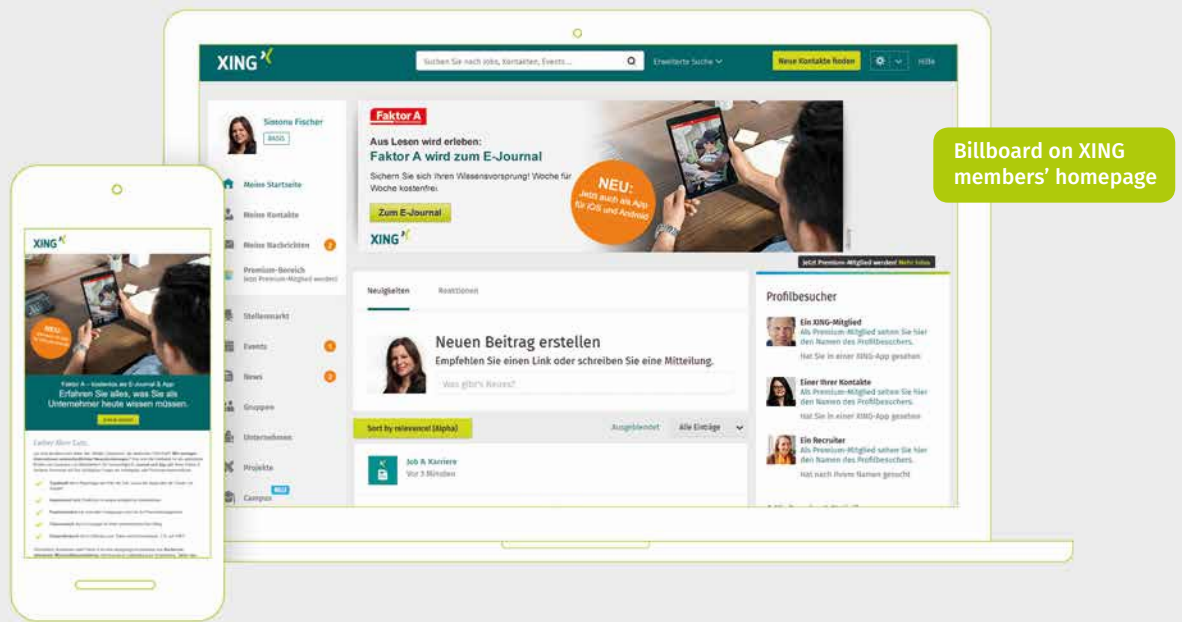
### Solution

13 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 Mailings 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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