

# XING Sponsored Articles campaign in cooperation with the Online Marketing Rockstars

The logo for Online Marketing Rockstars (OMR) is displayed in white, bold, sans-serif capital letters. The letters are contained within a black speech bubble shape that points downwards and to the right. The background of the top half of the page is a colorful grid of squares in shades of green, yellow, pink, and teal.

**The Online Marketing Rockstars used XING Sponsored Articles to promote their Rockstars Reports and win over new customers.**

**The Online Marketing Rockstars used targeted XING Sponsored Articles within relevant industries to boost the level of recognition of their Rockstars Reports and drive their sales figures.**

## **Campaign goals**

The Online Marketing Rockstars wanted to target people in the marketing and advertising as well as the Internet & Technology industries with the aim of promoting and increasing sales of their Rockstars Reports.

Additional sales were to be generated by way of calls to action in articles.

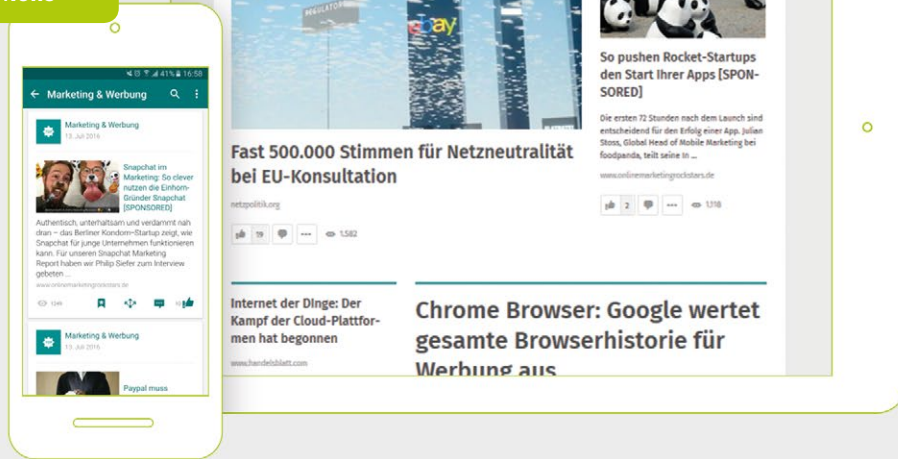
## **Solution**

15 million workers from every industry connect on XING, making it the perfect platform for an effective Sponsored Articles campaign consisting of the following:

- Two editorials featured within a period of two weeks
- XING Sponsored Articles featured in the Marketing & Advertising and the Internet & Technology Industry Newsletters
- The featured articles were both promoted on the respective date of publication by e-mail as well as on the XING desktop platform and in the app

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Sponsored Articles featured in XING Industry News



## Results

**Reach:** Over 540,000 recipients via e-mail, in the app and on the desktop platform

**Readership:** Over 3,200 readers who interacted with the Sponsored Articles

**Click rate:** Above-average rate of 0.6% when compared to regular articles on the same day

**Rockstars Reports:** Above-average sales of Rockstars Reports

*“XING Sponsored Articles offer direct access to B2B target groups that are hard to reach. Sponsored Articles are definitely a useful channel for our Rockstars Reports.”*

Philipp Westermeyer, Managing Director, Ramp 106 GmbH, Online Marketing Rockstars

## Contact persons:



**Anna-Katharina Reimer**  
Pre-Sales Manager  
annakatharina.reimer@xing.com