

Integrated campaign in cooperation with VisualVest



VisualVest conducted an integrated campaign on and with XING to boost brand recognition among private investors.

VisualVest used a multi-step integrated campaign to XING to position itself as a sustainable financial services provider and to boost brand recognition.

Campaign goals

VisualVest set out to boost brand recognition for its new Robo Advisor and generate awareness for sustainable investment options.

VisualVest rolled out a multi-step integrated campaign to inform and entice XING users interested in the fintech market.

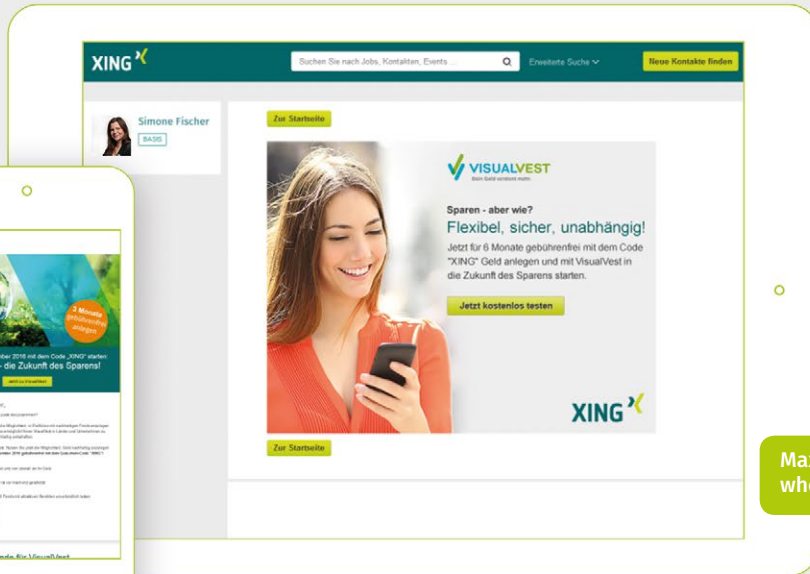
Solution

15 million workers from every industry connect on XING, making it the perfect platform for an effective campaign to boost awareness among discerning target groups. The integrated campaign consisted of the following:

- XING Sponsored Articles served to members in financial circles
- XING Sponsored Mailings sent to the target group's inbox
- A separate XING Business Page for Visual Vest with the aim of generating and qualifying leads
- Comprehensive accompanying display campaign

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XING Sponsored Mailings sent to the target group's inbox



Maxi ad served when users log in

Results

- Reach:** Over 4.4 mill. contacts throughout the entire integrated campaign
- Clicks:** The campaign generated over 8,000 clicks
- Readership:** More than 4,000 people have read the XING Sponsored Articles
- Leads:** Over 1,400 XING members visited VisualVest's Business Page on XING to find out about the new Robo Advisor

"VisualVest's novel product, Robo Advisor, requires a bit of explanation. XING's content marketing products are an excellent way for a young company like VisualVest to boost recognition levels and foster trust. XING Sponsored Articles proved particularly successful in helping us to gain a foothold in the tricky fintech market."

Katja Speck, Digital Market Expert, Marketing & Strategy, VisualVest GmbH

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