

Detailed parameters provide accurate targeting.

Detailed criteria based on member data let you accurately select your target group and who should see your campaigns. XING can also use SQL database queries to select all member profile entries, such as interests, hobbies, activity, degrees and skills.

Discipline	Career level		Industry
Administration	Unemployed		Architecture & Planning
Analysis & Statistics	Student/Intern		Art, Culture & Sport
Consulting	Entry Level		Auditing, Tax & Law
Controlling & Planning	Professional/Experienced		Automotive
Customer Service	Freelance/Self-employed		& Vehicle Manufacturing
Engineering & Technical	Manager (Manager/Supervisor)		Banking & Financial Services
Finance, Accounting & Controlling	Executive (VP, SVP, etc.)		Civil Service, Associations & Institutions
Graphic Design & Architecture	Senior Executive (CEO, CFO, President)		Consulting
Health, Medical & Social	Company owner & Partner		Consumer Goods & Trade
HR	Job title and skills		Education & Science
IT & Software Development	Keyword search		Energy, Water & Environment
Law	Field of study and university*		Health & Social
Management & Corporate Development	Free text search		HR Services
Marketing & Advertising	Job searcher*		Industry & Mechanical Engineering
PR & Journalism	Can be selected or deselected		Insurance
Process Planning & QA	Companies*		Internet & IT
Product Management	Age		Marketing, PR & Design
Production & Manufacturing	Free text search	Freely selectable	Media & Publishing
Project Management			Medical Services
Purchasing, Materials Management & Logistics			Real Estate
Sales & Commerce			Telecommunication
Teaching, R&D			Tourism & Food Service
			Transport & Logistics
Region	Company size		Gender
D-A-CH	Self-employed	201–1,000 employees	Male
States	1–50 employees	1,001–5,000 employees	Female
Cities	51–200 employees	5,000 or more employees	Both

*Available only with AdManager-access for agencies and companies