

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 & Vehicle Manufacturing
Customer Service	Freelance/Self-employed		Banking & Financial Services
Engineering & Technical	Manager (Manager/Supervisor)		Civil Service, Associations & Institutions
Finance, Accounting & Controlling	Executive (VP, SVP, etc.)		Consulting
Graphic Design & Architecture	Senior Executive (CEO, CFO, President)		Consumer Goods & Trade
Health, Medical & Social	Company owner & Partner		Education & Science
HR			Energy, Water & Environment
IT & Software Development			Health & Social
Law			HR Services
Management & Corporate Development			Industry & Mechanical Engineering
Marketing & Advertising			Insurance
PR & Journalism			Internet & IT
Process Planning & QA			Marketing, PR & Design
Product Management			Media & Publishing
Production & Manufacturing			Medical Services
Project Management			Real Estate
Purchasing, Materials Management & Logistics			Telecommunication
Sales & Commerce			Tourism & Food Service
Teaching, R&D			Transport & Logistics

Job title	Company size		
Keyword search	Self-employed		
	1-50	employees	
Region	51-200	employees	
	201-1,000	employees	
D-A-CH	1,001-5,000	employees	
States, Cities	5,000 or more employees		

Age	Gender		
Freely selectable	Male	Female	Both