

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

Administration
 Analysis & Statistics
 Consulting
 Controlling & Planning
 Customer Service
 Engineering & Technical
 Finance, Accounting
 & Controlling
 Graphic Design & Architecture
 Health, Medical & Social
 HR
 IT & Software Development
 Law
 Management
 & Corporate Development
 Marketing & Advertising
 PR & Journalism
 Process Planning & QA
 Product Management
 Production & Manufacturing
 Project Management
 Purchasing, Materials Management
 & Logistics
 Sales & Commerce
 Teaching, R&D

Region

D-A-CH
 States
 Cities

Career level

Unemployed
 Student/Intern
 Entry Level
 Professional/Experienced
 Freelance/Self-employed
 Manager (Manager/Supervisor)
 Executive (VP, SVP, etc.)
 Senior Executive (CEO, CFO, President)
 Company owner & Partner

Job title and skills

Keyword search

Field of study and university*

Free text search

Job searcher*

Can be selected or deselected

Companies*

Free text search

Age

Freely selectable

Company size

Self-employed
 1–50 employees
 51–200 employees
 201–1,000 employees
 1,001–5,000 employees
 5,000 or more employees

Industry

Architecture & Planning
 Art, Culture & Sport
 Auditing, Tax & Law
 Automotive
 & Vehicle Manufacturing
 Banking & Financial Services
 Civil Service, Associations
 & Institutions
 Consulting
 Consumer Goods & Trade
 Education & Science
 Energy, Water & Environment
 Health & Social
 HR Services
 Industry
 & Mechanical Engineering
 Insurance
 Internet & IT
 Marketing, PR & Design
 Media & Publishing
 Medical Services
 Real Estate
 Telecommunication
 Tourism & Food Service
 Transport & Logistics

Gender

Male
 Female
 All