

# MetaComp continues to grow thanks to XING Ads.

The IT system company doubled its new customer sales by accurately targeting the right places.



## Reach

**760,000**  
relevant XING  
users reached.

## Visits

**30 % more visitors**  
to the MetaComp  
website.

## Leads

**5 times more**  
**leads** than  
planned.

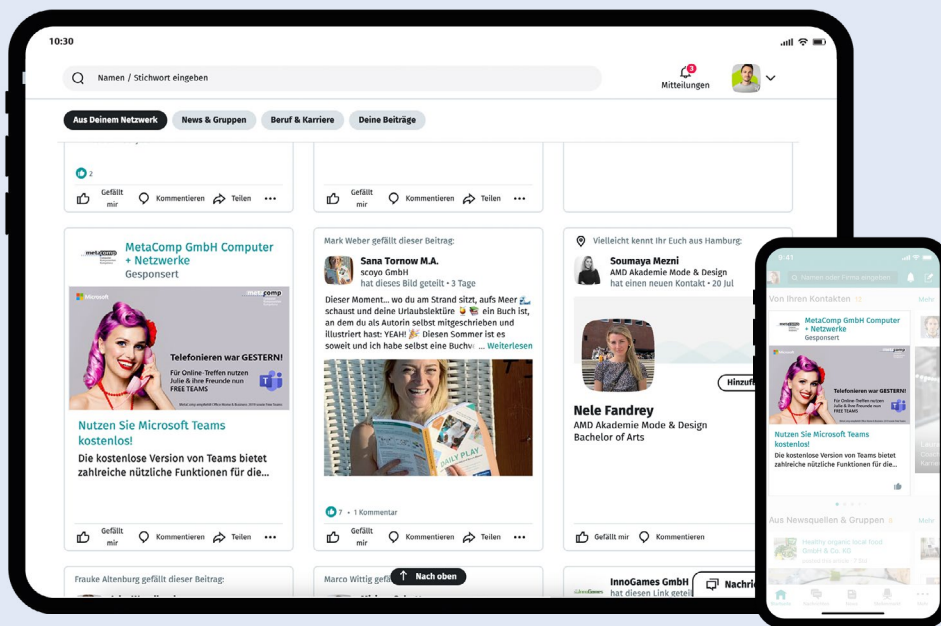
## Revenue

**Doubled new**  
**customer revenue**  
during the campaign.



**The company's history began almost 30 years ago in the founder's old bedroom.**

Today, MetaComp is in the top 100 IT system companies in Germany with seven different locations. To achieve its ambitious growth targets, MetaComp always takes advantage of multiple marketing channels, with XING becoming an essential part of their marketing mix.



## The challenge: awareness and lead generation.

MetaComp was to be positioned as a competent IT service provider, especially among medium-sized companies and public institutions. Particular emphasis was placed on addressing IT decision-makers, who ultimately make the purchasing decisions. This is a highly sought-after target group that's extremely difficult to reach with conventional marketing measures and involves a great deal of wastage. Other than aiming to boost reach, MetaComp also set itself the goal of establishing a scalable lead channel.

## The solution: XING Ads

As the largest online business network in German-speaking countries with over 19 million professionals and executives from all industries, XING offers the perfect environment for achieving these campaign goals. When it came to choosing the right marketing solution, MetaComp decided to go with XING Ads, which appear prominently on the XING homepage. Thanks to the specific targeting options in particular, MetaComp was able to extend its reach and generate leads from among the defined target group.



**“XING Ads are absolutely essential to our marketing mix. They’re highly effective, allowing us to reach precisely the right people. This in turn helped us generate 30% more traffic to our site and collect 5 times more leads than planned.”**

Daniel Kern  
Marketing Manager, MetaComp GmbH

## Joint conclusion: success without wastage.

MetaComp far exceeded its goals within just a few weeks of running the campaign. The positive experience with XING Ads proved to be a source of inspiration for MetaComp: **“XING Ads provide us with a number of benefits: they’re scalable, highly effective and provide tangible success. This makes XING an indispensable partner when we look to attract new customers.”** says Daniel Kern from MetaComp. In view of the campaign results, MetaComp has decided to make XING its main channel for future ad campaigns, with both parties looking to expand and build upon the existing partnership.