

XING Sponsored Articles campaign in cooperation with the Online Marketing Rockstars

The logo for Online Marketing Rockstars (OMR) is displayed in white, bold, sans-serif capital letters. The letters are contained within a black speech bubble shape that points downwards and to the right. The background of the top half of the page is a colorful grid of squares in shades of green, yellow, pink, and teal.

The Online Marketing Rockstars used XING Sponsored Articles to promote their Rockstars Reports and win over new customers.

The Online Marketing Rockstars used targeted XING Sponsored Articles within relevant industries to boost the level of recognition of their Rockstars Reports and drive their sales figures.

Campaign goals

The Online Marketing Rockstars wanted to target people in the marketing and advertising as well as the Internet & Technology industries with the aim of promoting and increasing sales of their Rockstars Reports.

Additional sales were to be generated by way of calls to action in articles.

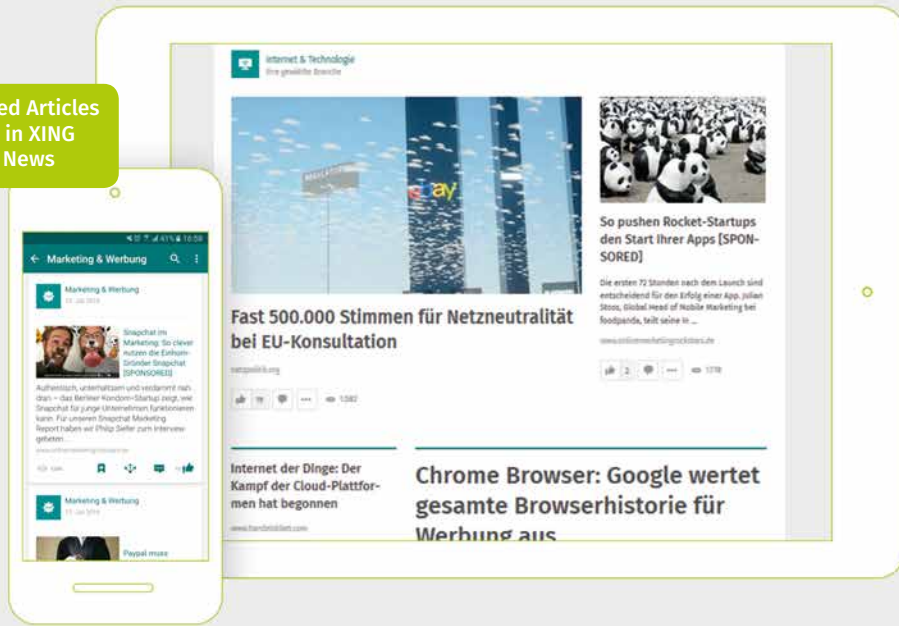
Solution

13 million workers from every industry connect on XING, making it the perfect platform for an effective Sponsored Articles campaign consisting of the following:

- Two editorials featured within a period of two weeks
- XING Sponsored Articles featured in the Marketing & Advertising and the Internet & Technology Industry Newsletters
- The featured articles were both promoted on the respective date of publication by e-mail as well as on the XING desktop platform and in the app

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Sponsored Articles featured in XING Industry News



Results

Reach: Over 540,000 recipients via e-mail, in the app and on the desktop platform

Readership: Over 3,200 readers who interacted with the Sponsored Articles

Click rate: Above-average rate of 0.6% when compared to regular articles on the same day

Rockstars Reports: Above-average sales of Rockstars Reports

“XING Sponsored Articles offer direct access to B2B target groups that are hard to reach. Sponsored Articles are definitely a useful channel for our Rockstars Reports.”

Philipp Westermeyer, Managing Director, Ramp 106 GmbH, Online Marketing Rockstars

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