



XING Ads

Get the attention your content deserves.

Detailed view of the XING Sponsored Post in the XING App.

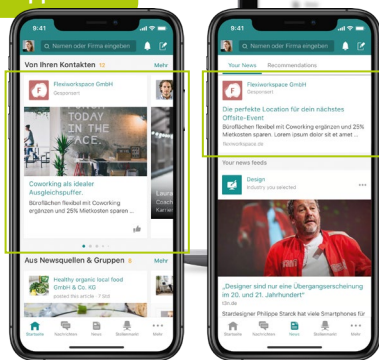


Illustration of XING Sponsored Post on the XING homepage

Are you looking to draw more visitors to your corporate website, campaign landing page, employer news or Company Profile. Boost your reach with XING Sponsored Posts – ads that are displayed on the XING start page. You can also use them to promote your website, group, or event among a specific target audience on XING.

How you benefit:

Simple ad posting

The XING AdManager lets you create and manage your ads and campaigns on your own so you can tailor them to suit your specific needs.

Accurate targeting

Use detailed targeting criteria to determine who will see your ad, and narrow down your target audience by region, industry, job title, skills and career level, for example.

Complete cost control

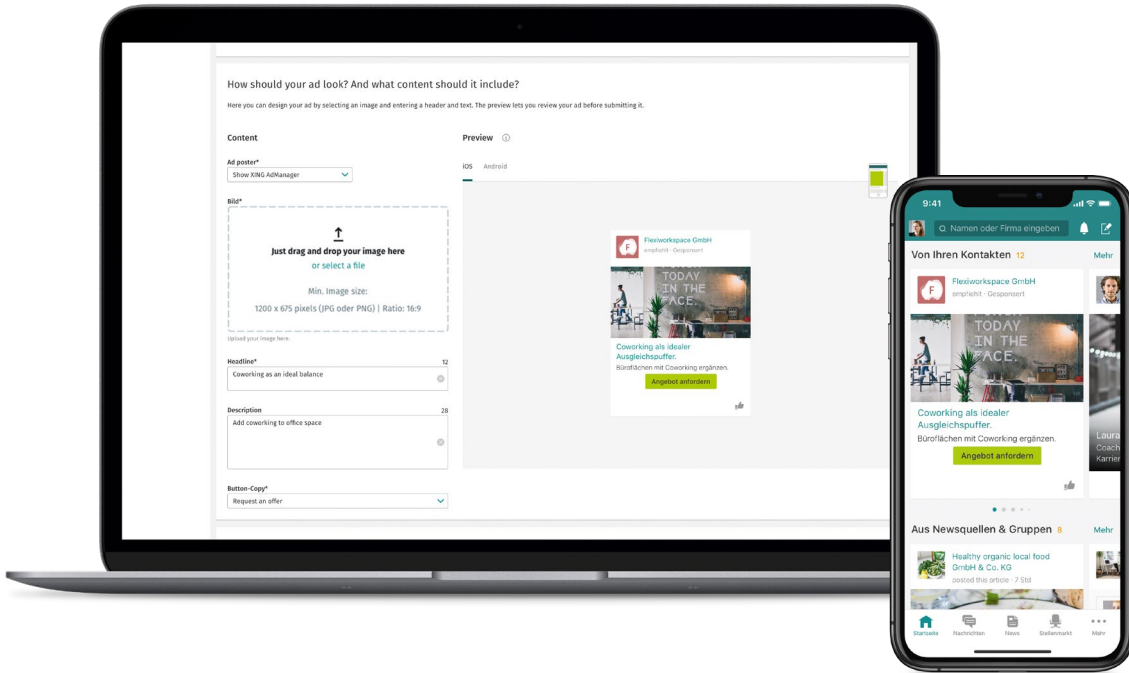
Choose how long you want ads to run, the amount of your budget you'd like to use, and whether to pay per click or per ad impression.

Excellent value for money

We always post your ad at the lowest rate, meaning that you always get excellent value for money and make the most of your daily or total budget.

AdManager

Get access to the AdManager for companies and agencies to swiftly and simply manage your ad campaigns and those of your customers.



The three steps to your XING Sponsored Posts:

1. Choose your content

What do you want to promote? Choose between a corporate website, campaign landing page, XING profile, Company Profile, group, event, news page, or job ad.

2. Define your target group

Narrow down your target audience using the following criteria: country and region, age and gender, industry, skills and job title, career level, discipline and company size, universities and field of study, companies and job seeker.

3. Design your ad

Just enter your copy, upload a photo, and then use the preview feature to optimise your layout in line with the various available display options.

Detailed parameters guarantee accurate targeting:



Discipline



Career level



Industry



Job title



Company size



Region



Age group



Gender



Job seeker*



Field of study and university*



Companies*

*Available only with AdManager-access for agencies and companies