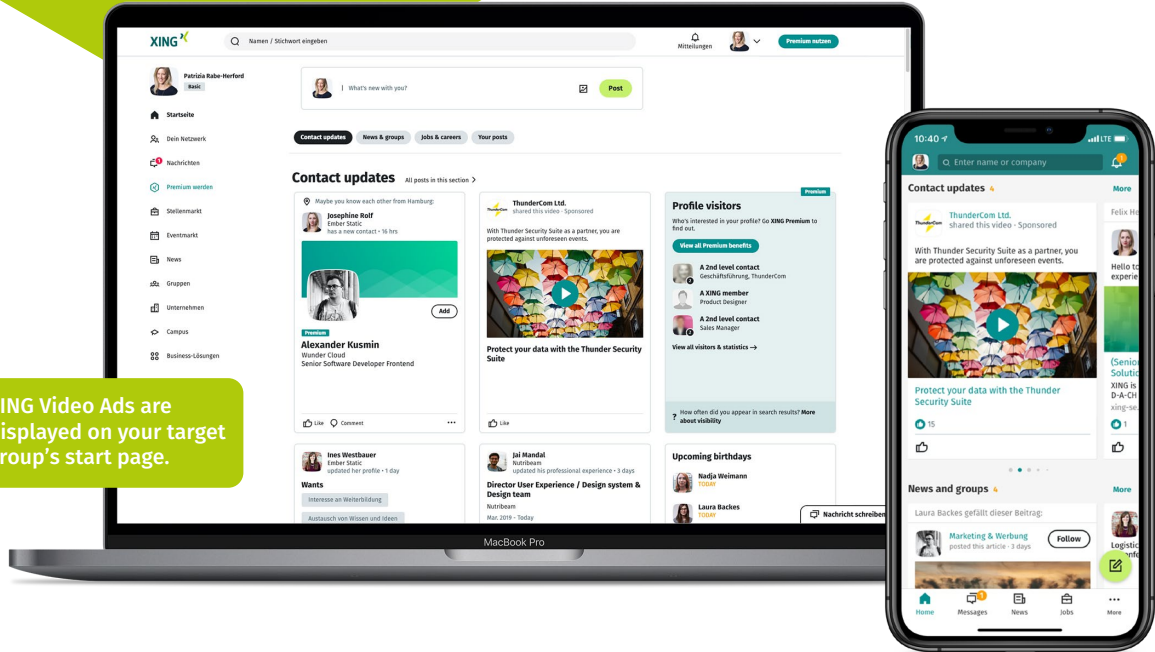




XING Video Ads

Post videos on your target group's start page.



XING Video Ads are displayed on your target group's start page.

Video, especially online video, is currently the most popular medium available as it lets you convey your message in the most emotive way possible. Use XING Sponsored Video Posts to place your videos on the XING start page and convey your messages to great effect among your accurately defined target audience.

How you benefit:

Professional environment

XING connects more than 18 million employees from every industry, making it the ideal platform for your effective video campaign.

Effective storytelling

Video is a unique medium when it comes to conveying your messages. Take advantage of this great opportunity to post videos on XING to raise awareness for your brand, products and services among your target group.

Exclusive placement

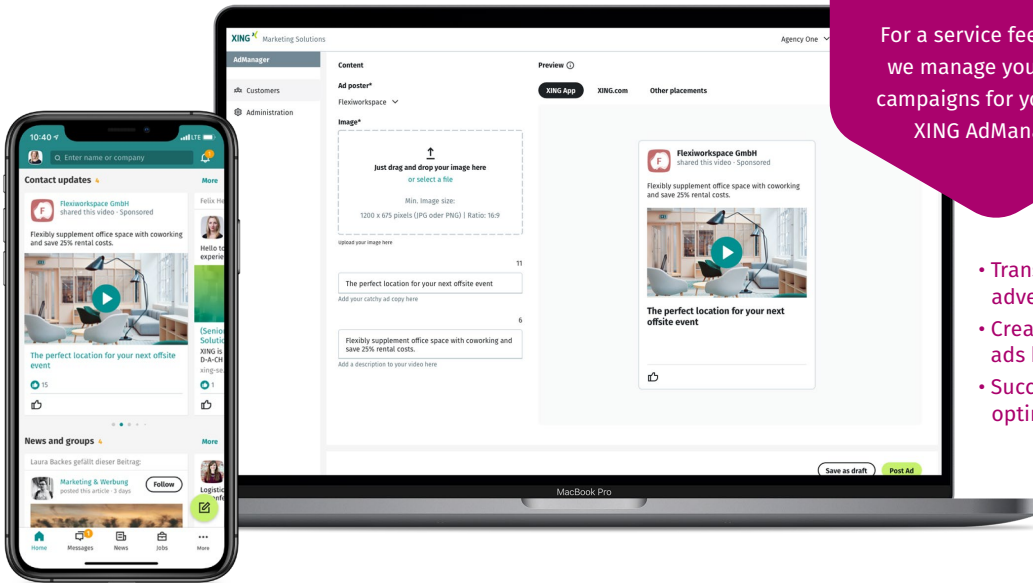
Your XING Sponsored Video Posts and integrated website link are available to your target group both on desktops and in mobile apps.

Target-group-specific placement

Our detailed targeting criteria ensure that your videos are shown to your pre-defined target audience.

Can also be booked as a **professional service!**

For a service fee of 15%, we manage your video campaigns for you in the XING AdManager.



- Transmission of your advertising material
- Creation of your video ads by XING
- Success measurement and optimization by XING

The three steps to your next successful video campaign on XING:

1. Design your ad

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

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. Success measurement and optimization

Check and optimize the control of your video campaign continuously. At the end, you have a comprehensive report available.

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

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