

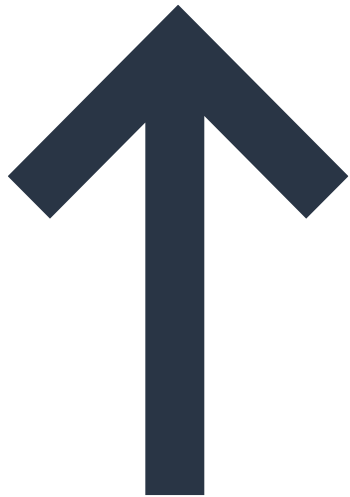
XING AdManager

First Steps

The XING Admanager has been set up for you?

Great! Please find the link to your account here: xing.com/xam.

You can log in with the login details of your personal XING profile.



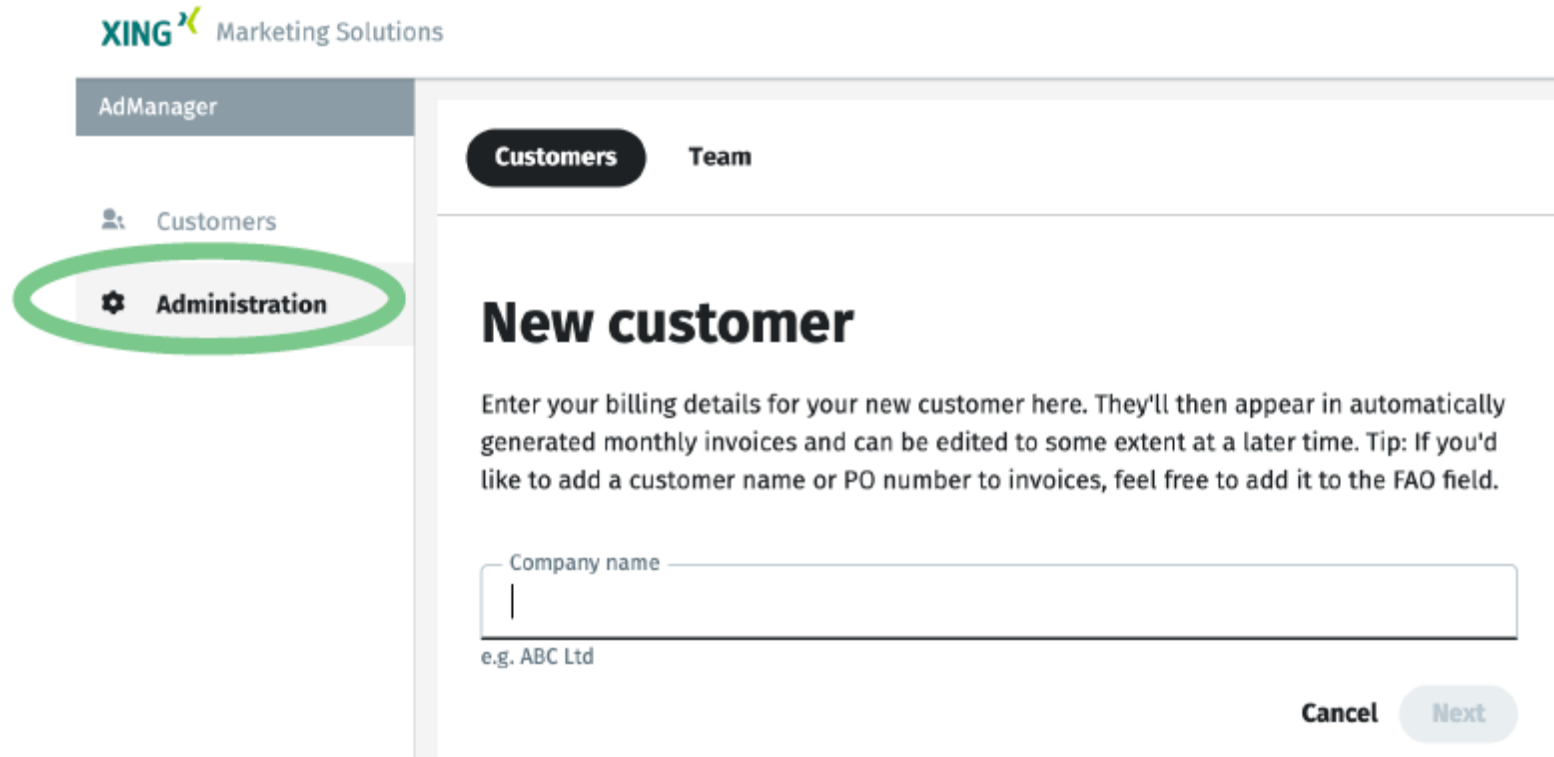
01

Administration

Go to the “Administration” tab on the left. Now you can add a “customer” and enter the payment data.

A “customer” is your own company or an agency customer.

After saving, click on “Back to customer overview” or log out once and log in again – now you will find the created customer and can go to the next step.



The screenshot shows the XING Marketing Solutions AdManager interface. The left sidebar has a green oval around the 'Administration' tab, which is marked with a gear icon. The main content area has two tabs: 'Customers' (active) and 'Team'. Below the tabs, the heading 'New customer' is displayed. A text input field for 'Company name' is shown with a placeholder 'e.g. ABC Ltd'. At the bottom right, there are 'Cancel' and 'Next' buttons.

XING Marketing Solutions

AdManager

Customers Team

Customers

Administration

New customer

Enter your billing details for your new customer here. They'll then appear in automatically generated monthly invoices and can be edited to some extent at a later time. Tip: If you'd like to add a customer name or PO number to invoices, feel free to add it to the FAO field.

Company name

e.g. ABC Ltd

Cancel Next

02

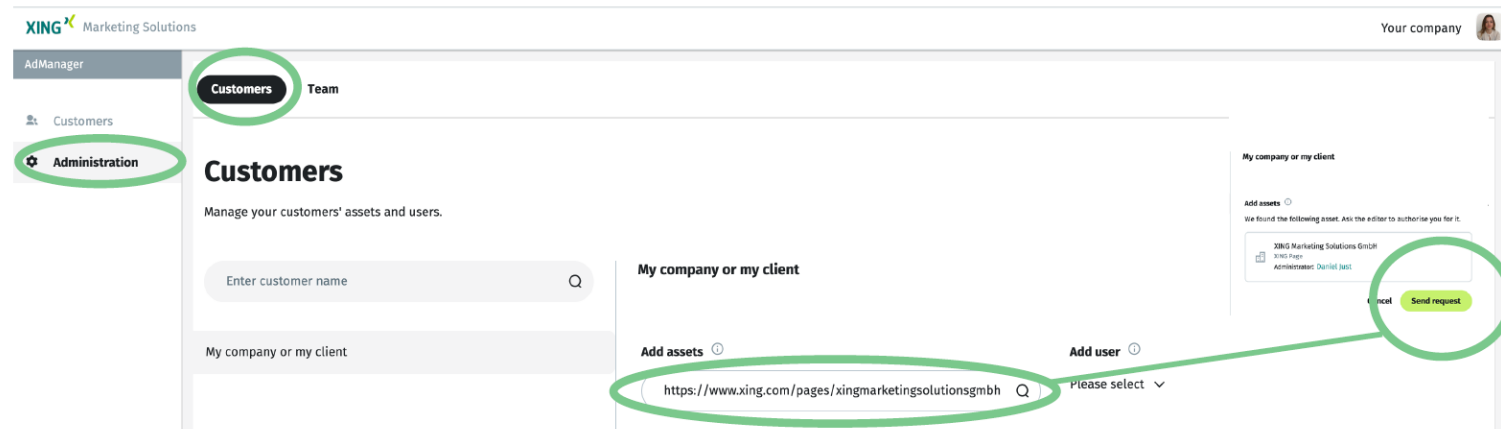
Add an asset

You add an asset for the created customer.

This is the sender for placed ads and usually an employer profile on XING.

You can simply add the URL of the XING employer profile and send the request.

The administrator of the profile will receive the request per mail and has to accept it.



You don't have an Employer
Branding profile yet?

Please click here

(The free profile-option is
completely sufficient)

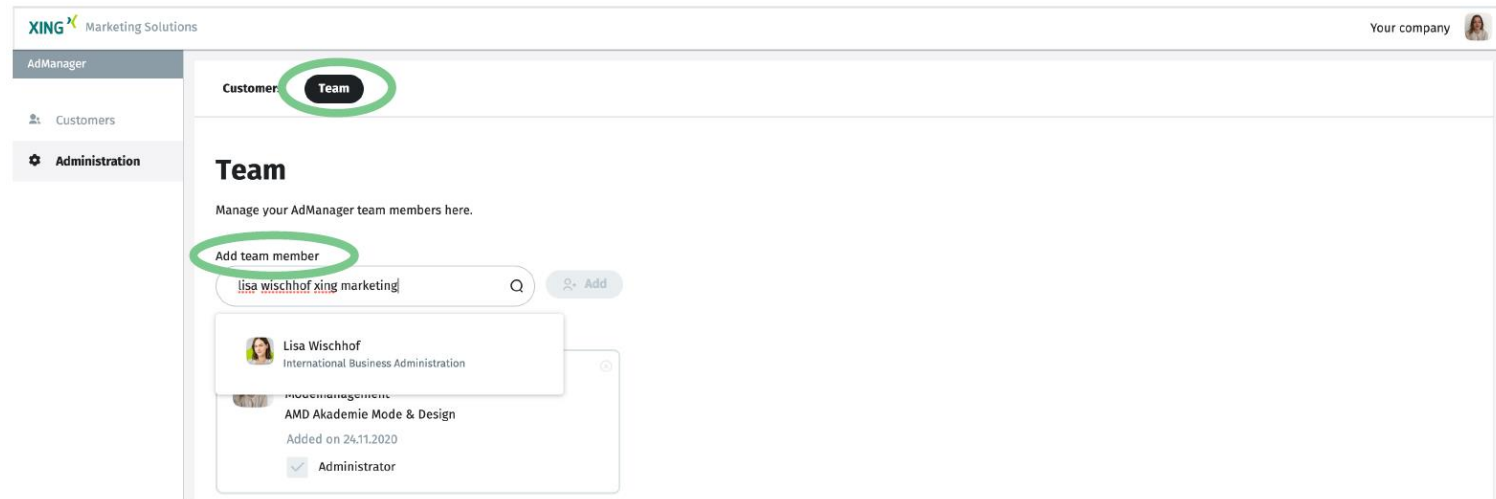
03

Add users

On the „Team“-tab you can add your colleagues to the account. (Of course, your colleagues need personal XING profiles)

When you search for them, you can also add the company name into the search bar.

You can also assign them administration rights by checking the box in their profile card.



04

Assign roles

Go back to the tab “Customers” and add your colleagues as users to the customer accounts.

An editor can publish advertisements.

The analyst role is only for monitoring and evaluating campaigns.

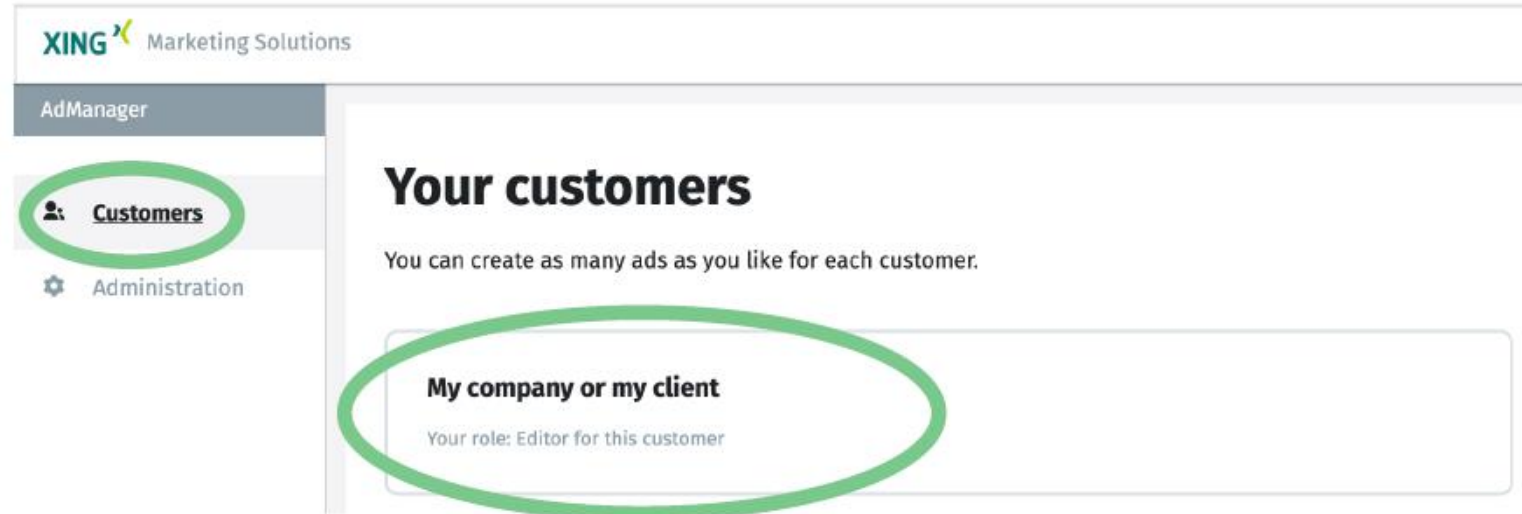
The screenshot displays the XING Marketing Solutions interface. The top navigation bar includes the XING logo, 'Marketing Solutions', and a user profile icon labeled 'Your company'. The left sidebar contains the 'AdManager' menu with sub-items 'Customers' and 'Administration'. The main content area is titled 'Customers' and includes a search bar for customer names. Below this, there are sections for 'My company or my client' and 'Add assets'. The 'Add user' section is highlighted with a green oval, showing a dropdown menu with the following options: 'Analyst' (selected with a checkmark), 'Editor', and 'All users assigned'. The 'Add user' section also includes a search bar for user names and a button to '+ Add customers'.

05

Place ads

Switch from "Administration" to "Customers" in the left column to start placing ads.

Click on the corresponding advertising mandate - now you can create the first ad incl. target group targeting, budget and runtime.



Links & Sources

Also feel free to join our free webinars on XING AdManager for an introduction to creating and managing ads.

Alternatively, you can also watch our video tutorials on YouTube or contact werben@xing.com if you have any further questions.

→ [Video-Tutorials](#)

→ werben@xing.com