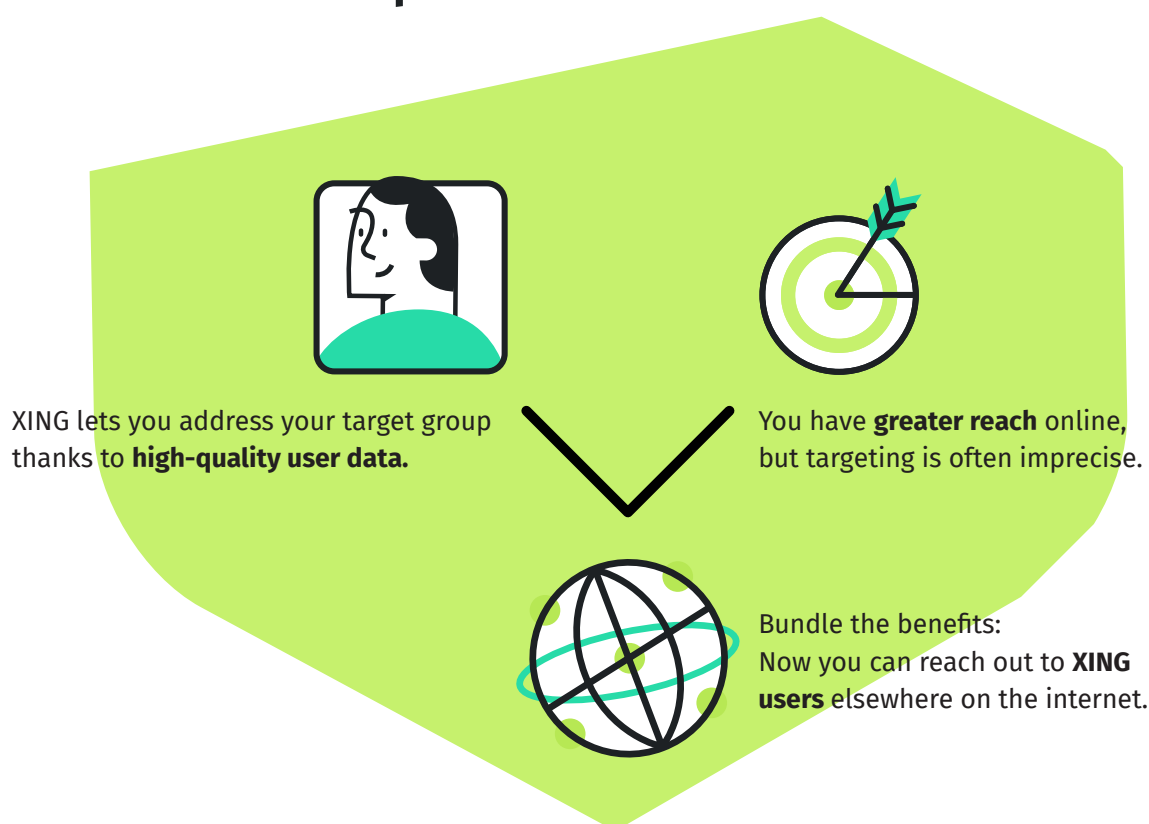




# XING Audience Network via Curated Deals

## Reach high-quality XING users across the open web



### Our product

The precise targeting of a target group is often a challenge on the open web. With the XING Audience Network, you can address high-value XING users via curated deals. We bundle your individual target group with your preferred inventory. The curated deal is provided to you once and you can use it directly for your campaigns.

### Your advantages at a glance:

#### Increase reach

Target XING users outside the platform and reach more relevant users with your campaign.

#### High-quality targeting

Use the high-quality targeting from XING for your campaign and address the right target group for your campaign.

#### Control and transparency in procurement

Benefit from our Curated Deals and a centralised supply strategy that contributes to your campaign goals.

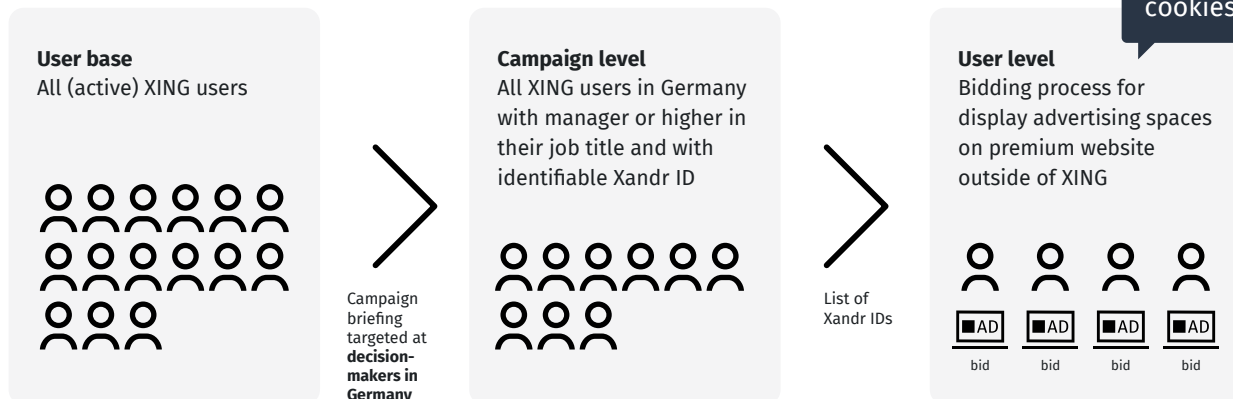
#### Access to XING curated deals

Benefit from our data and manage the campaign in your own DSP seat. We will create a curated deal with your individual targeting criteria and preferred inventory from all inventories available.



# XING Audience Network via Curated Deals

Exemplary **technical control** of your campaign



## 3 steps to **success**:



### 1. Professional service

We will gladly take care of the audience and inventory set-up of your campaign. Please feel free to contact us and tell us your target group as well as the planned duration to discuss your curated deal.



### 2. Define target group

Define your target group using the criteria below, e.g. career level, job title or gender and your inventory.



### 3. Distribution into your preferred Demand-Side-Platform

We push the deal into your DSP Seat and you manage, control and optimise your campaign according to your own preferences.

## Detailed parameters guarantee you **precise targeting**:



Field of activity



Career level



Industry



Region



Age group



Gender



University and study programmes