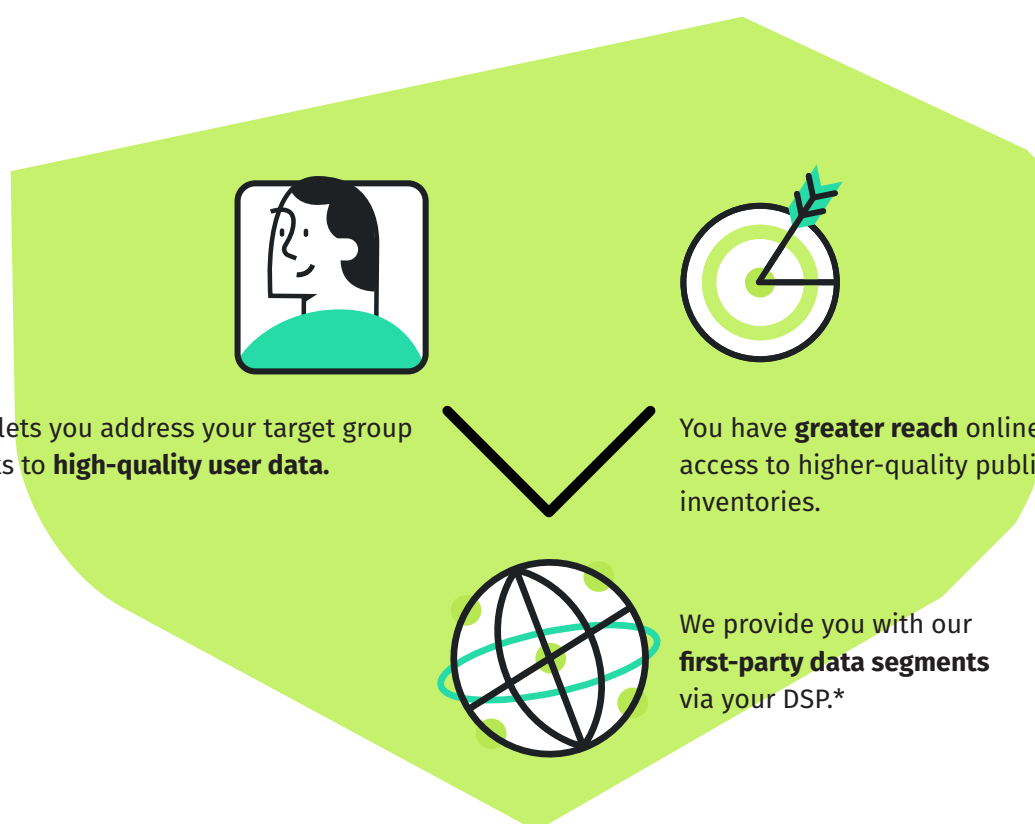




XING Audience Network via Data Only

Reach high-quality XING users across the web



Our **product**

Precisely addressing a target group is often a challenge on the web in general. We provide you with our XING Audience Network as an individual data segment via a data marketplace.

Your **advantages** at a glance:

Increased reach

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

High-quality targeting

Our XING segments contain exclusively deterministic first-party data.

Control and transparency in procurement

Benefit from our high-quality data segments that deliver on your campaign objectives.

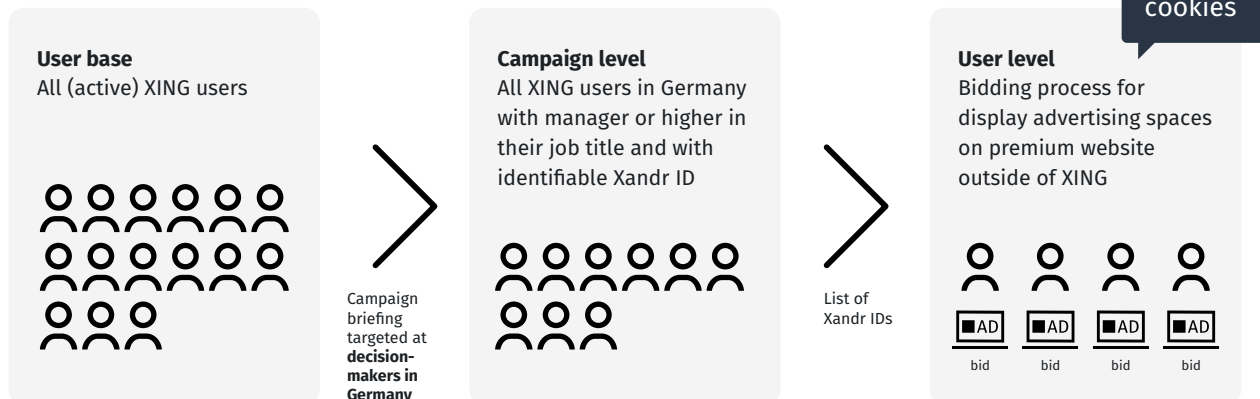
Access to XING data segments

Control your campaign flexible according to your preferences. The choice of formats and contexts are 100% in your hands.



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Exemplary **technical control** of your campaign



3 steps to **success**:



1. Professional service

We take care of the audience setup for your campaign. Feel free to contact us and tell us your target group.



2. Define the target group

Define your target group with different criteria such as career level, job title or gender.



3. Providing the data segment

We push the data segment 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