

XING



Content Ads

Convincing content with an impressive impact.





The screenshot shows an email interface with a sidebar on the left containing a list of messages. The main content area displays two sponsored advertisements. The first ad, from 'ottonova', is titled 'Die 4 häufigsten Irrtümer zur privaten Krankenversicherung - was steckt wirklich dahinter?' and includes a photo of a woman thinking. The second ad, from 'Zukunft.machen.', is titled 'Nebenjob Bestatterin: Mein zweites Handy ist das „Totentelefon“' and includes a photo of a person in a dark setting. A 'Folgen' button is visible next to the second ad.

Win over your target group with interesting, first-rate content posted in a professional environment.
XING Content Ads offer exclusive messages in XING industry newsletters.

How you benefit:

Effective targeting

You can reach around 21 million members from various target groups on XING. Therefore, the network is the optimal platform for the successful positioning of your content.

Exclusive placement

Your articles appear in a professional environment in an otherwise ad-free XING industry newsletter.

Accurate placement

You can either target a certain industry or XING users. That way, you always reach the right target group for your content.

Call-to-action integration

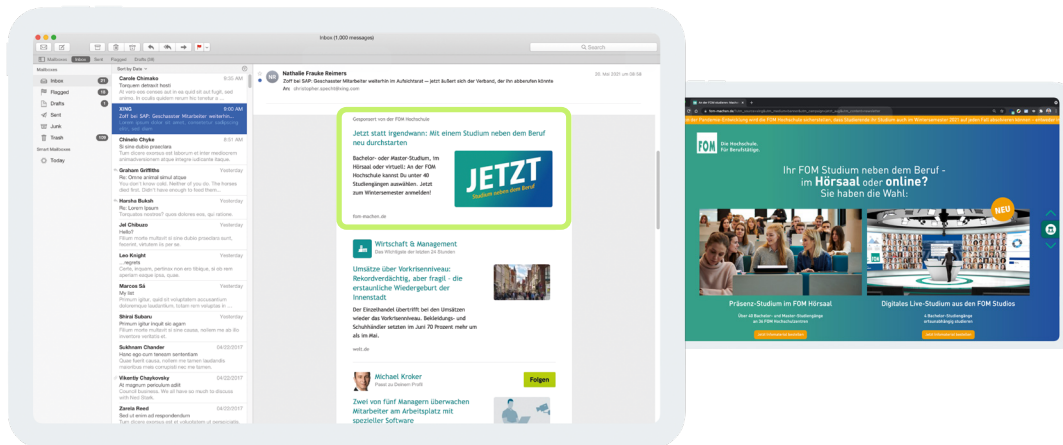
Activate your target group and link to your content, such as blog articles or whitepapers from within your articles.

Extensive reach

Specific industry newsletters are sent out to more than 6 million people every day.



XING Content Ads



We have 18 industry newsletters to choose from:

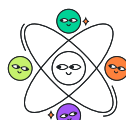
- Human Resource
- Student News
- Swiss Business
- Logistics & Supply Chain
- Automotive
- Chemistry & Pharma Industry
- Business & Management
- Energy & Environment
- Banking & Consulting
- Internet & Telecommunication
- Marketing & Design
- Austrian Business
- Construction & Real Estate
- Tourism
- Consumer Goods & Retail
- Insurance
- Engineering & Industry
- Media

Good to know:



Successful content marketing

Use XING Content Ads with XING co-branding to exclusively address your target audience and share your content via XING industry newsletters without any other distracting advertising.



Precise target group addressing

Your XING Content Ad appears in our daily industry newsletter. Choose from 18 different industries and reach highly attractive target groups. You can also target XING users effectively via SQL query. In addition, there is the possibility of retargeting.



Swift and simple support

For a no-obligation quote, tell us your target audience and campaign goal. After booking, you name your contact person for theme and text coordination, e.g., your media agency. Then just send us the URL for the page you want to link to, as well as image and copy, and we'll handle the rest.

Your contact person at XING will help make sure your content campaign is as successful as possible. After the campaign ends, you'll receive a summary report.