



XING AdManager Best Practices

Our best tips for your successful campaigns!

The structure of an ad

Website URL

- Link (URL) to the website the ad should link to
- **Use the tracking pixel**, to track events / conversions (more information, see slide 6)

Headline

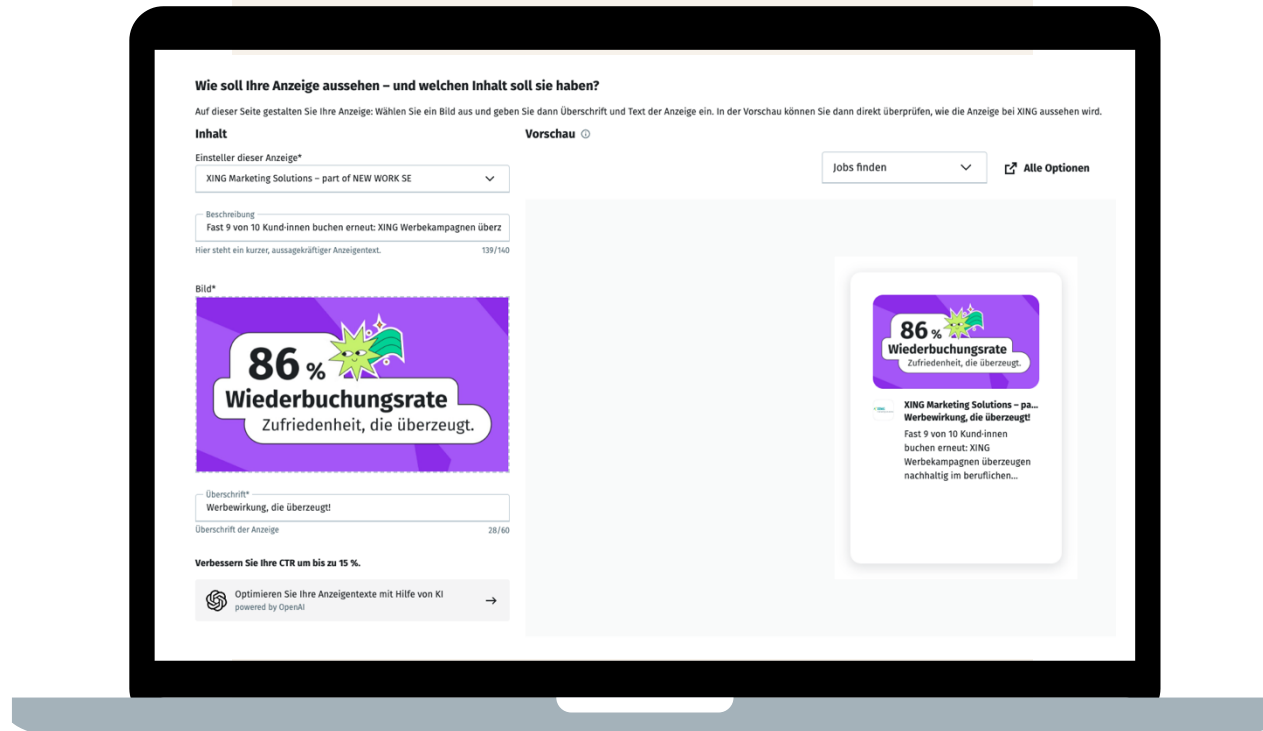
- Serves as a **call to action**

Description

- Short and meaningful advertising text

Visuals

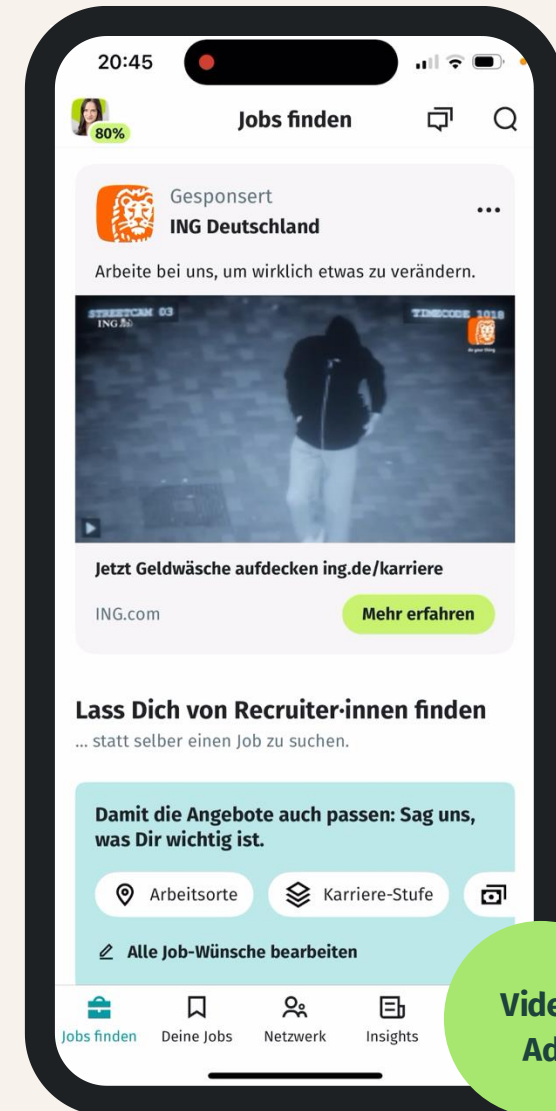
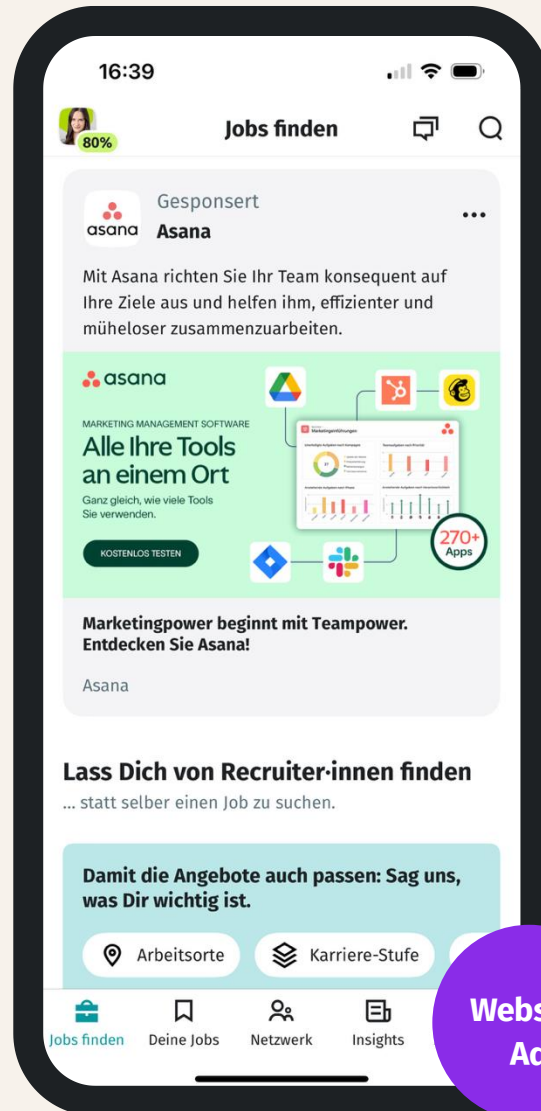
- Simply add JPG or PNG via Drag & Drop



AI-driven CTR improvement of up to 15%

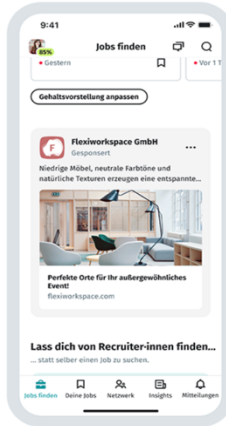


Overview of Formats in the XING AdManager



Specifications for XING Ads

XING Ads



Picture format

Recommended aspect ratio:	16:9 or 1:1
Minimum size:	1200 x 675 px or 1080 x 1080 px
Formats:	JPG, PNG
Maximum file size:	10 MB
Editing in the tool:	You can crop your image to the correct aspect ratio directly in our tool.

Text

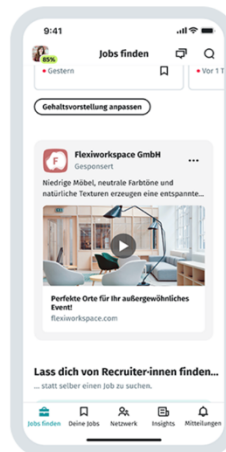
Title:	60 characters
Description:	140 characters



Specifications for
all XING ad formats
can be found here:

<https://werben.xing.com/en/knowledge-cases/specifications-for-xing-ads/>

XING Video Ads



Texts and videos

Text:	80 characters
Title:	60 characters
Standard playback mode:	Video starts automatically, without sound
Subtitles:	The following formats are supported: WebVTT, SRT
Aspect ratio:	optimal 16:9, other formats are scaled to 16:9 and embedded in a black video frame

Video formats

Video formats	AVI, MOV, MP4
File Size	Max. 5GB Video Max. 10 MB Subtitles

Measuring Success: XING Tracking Pixel

Why use the XING Tracking Pixel?



Tracks **relevant user actions** on your website (e.g., page views, conversions)



Displays these **events clearly** in the XING AdManager



Enables the **analysis of user behavior** after clicking on XING Ads



Helps you **evaluate your campaign** so you can make better decisions about optimization



You can find step-by-step instructions for
implementing the tracking pixel
here:

<https://werben.xing.com/en/tracking-pixel/>
or directly in your AdManager Account

What belongs in a good ad?

Activate your Audience

→ **Activate** users by using clear calls to action, such as:

Buy now!
View now!
Download for free!

Position yourself as a problem-solver

→ Identify your target audience's pain points, address them in your ad, and present the **solution** through your product, service, or content.

Problem and
Solution stated
clearly



What belongs in a good ad?

Consistent message from ad to landing page

→ Be mindful of user expectations! Ask yourself the following questions:

Is there a consistent theme that runs from the ad to the website?

Does the linked landing page reflect the ad and the offer?

**Problem and
Solution stated
clearly**



What Makes a Good Ad - Examples

Specific
Benefits

DATEV eG
11,519 followers • Sponsored

Ob Einsteigerpaket oder Software für alle Kanzleibereiche – bei DATEV finden Sie für jede Anforderung die beste Lösung.

DATEV-Startpaket
Jetzt sichern!

„Alles, was ich für meinen Start als Kanzleigründerin brauche.“

Kanzleigründungsberatung und Startpakete von DATEV
datev.de

Commerzbank AG
25.377 Follower • Gesponsert

In erfolgreichen Händen: Gemeinsam mit unserem Expertenteam machen wir Ihre Vermögensplanung zur Erfolgsgeschichte.

COMMERZBANK

Beratung: Jetzt!

Unser Kunde: Oscar da Silva, Profi-Basketballer

„Erfolg braucht Experten. Auch bei Vermögensfragen.“

Erfolgsgeschichten beginnen hier.
Wann sprechen wir über Ihre?

Das beste Mittel für Wachstum: Partnerschaft
commerzbank.de

What Makes a Good Ad - Examples

Direct
Request

Sparkasse
7,955 followers • Sponsored

Hier unterstützt du nicht uns, sondern auch Sportvereine und Athlet*innen aus der Region. Jetzt Job finden!



Nicht nur IT-Projekte, sondern auch Lokalsport supporten.

Wir haben den Job, den du dir vorstellst.

Jetzt bewerben

Deine Ausdauer für die Förderung von Lokalsport
Sparkasse_de

TÜV Rheinland
6,581 followers • Sponsored

🚗 Autohäuser, aufgepasst! Nehmen Sie jetzt am renommierten TÜV Rheinland Award für Kundenzufriedenheit teil 🏆



Award für Kundenzufriedenheit 2024
AUSGEZEICHNETE SERVICEQUALITÄT

Jetzt anmelden!

Award für Kundenzufriedenheit 2024
tuv.com

What increases the click-through-rate?

Build trust

→ Use quotes and testimonials from customers to strengthen your reputation

Tease exclusive content

→ Quote a **surprising statistic** or ask an **interesting question** in the first sentence of the ad—one that makes the audience want to learn more

Offer Incentives

→ A **trial period** or **free offer** lowers the barrier to entry for users

Exclusive coupons or special offers also increase click-through rates

Relevant
question in the
Headline

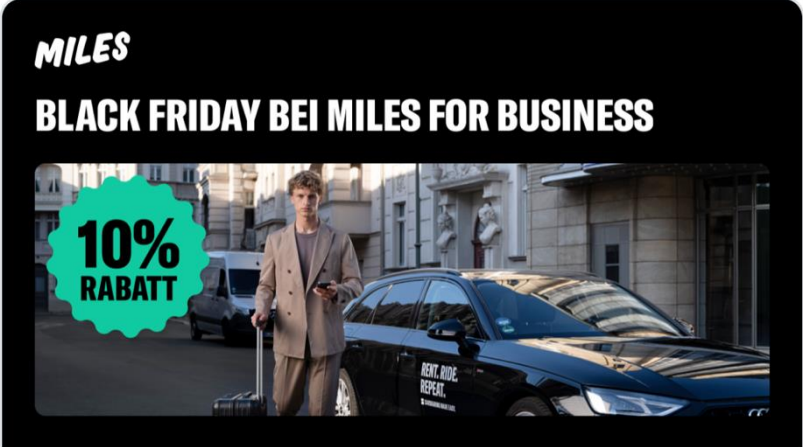


Examples: optimizing click-through-rate

Specific
offer

MILES
163 Follower • Gesponsert

Sichere dir jetzt 10% auf deine ersten 3 Monate MILES for Business. Einfach bis 07.12. mit dem Code BLACK FRIDAY anmelden und sparen!



10% auf deine ersten 3 Monate MILES for Business
miles-mobility.com

HubSpot
913 Follower • Gesponsert

Lassen Sie Ihre Konkurrenz hinter sich und nutzen Sie das volle Potenzial von ChatGPT!



ChatGPT-Playbook (inkl. 84 kostenlosen Prompt-Vorlagen)
hubspot.de

How to create a **good ad**

Specific
benefits

Direct
request

TÜV Rheinland
6,581 followers • Sponsored

🏠 Autohäuser, aufgepasst! Nehmen Sie jetzt am renommierten TÜV Rheinland Award für Kundenzufriedenheit teil 🏆



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tuv.com

DATEV eG
11,519 followers • Sponsored

Ob Einstiegerspaket oder Software für alle Kanzleibereiche – bei DATEV finden Sie für jede Anforderung die beste Lösung.



DATEV-Startpaket
Jetzt sichern!

„Alles, was ich für meinen Start als Kanzleigründerin brauche.“

Kanzleigründungsberatung und Startpakete von DATEV
datev.de

Bundesamt für Sicherheit in der Informationstechnik (BSI)
14,524 followers • Sponsored

Komm ins #TeamBSI! Entdecke unsere spannenden Jobs in der IT-Sicherheit und mache Deutschland digital sicherer.



Sicher im Umgang mit IT? Dann komm ins #TeamBSI!

Gemeinsam machen wir das digitale Deutschland sicherer. Jetzt bewerben!

Bundesamt für Sicherheit in der Informationstechnik

Bist Du ein Digitalent?
bund.de

Test your hypotheses and generate insights!

To improve ad performance, we recommend conducting A/B tests:

Create multiple versions of an ad with different images, text, target audiences, or formats to determine who the right audience is and what actually resonates with them.

Important: Always test only one variable at a time. Otherwise, you won't be able to determine later which change made the difference.



A/B-Testing – Examples

Version A

 **Allianz in Deutschland**
34.521 Follower • Gesponsert

Attraktive Beitragsrückerstattung, digitale Services und Tarif-Flexibilität – jetzt wechseln und profitieren.

ALLIANZ PRIVATE KRANKENVERSICHERUNG

Schütze das Wertvollste, was du hast.

Starke Familienleistungen

Die neuen PKV-Tarife der Allianz - jetzt wechseln
allianz.de

Version B

 **Allianz in Deutschland**
34.521 Follower • Gesponsert

Attraktive Beitragsrückerstattung, digitale Services und Tarif-Flexibilität – jetzt wechseln und profitieren.

ALLIANZ PRIVATE KRANKENVERSICHERUNG

Schütze das Wertvollste, was du hast.

Attraktive Beitragsrückerstattung

Die neuen PKV-Tarife der Allianz - jetzt wechseln
allianz.de

How to use images?

Use an eye-catching visual

→ Don't use generic images; instead, use **authentic images** that grab attention and evoke emotions, such as:

- People
- Colour contrasts
- Well-known brand logos

Keep text in images to a minimum

→ Avoid using too much text in the image and overly detailed visuals; in some placements, the ad will be displayed without an image and still needs to work effectively!

Minimal text,
logo,
positive
emotions



Making the best use of visuals- Examples

Image and text
fit together

Urban Sports Club
509 followers • Sponsored

Urban Sports Club für KMUs: Starte direkt mit Firmenfitness – ohne Beratungsgespräch, einfach selbst anmelden ✓



**Stress adé,
hallo Wellbeing!**
URBAN SPORTS CLUB

Dein Unternehmen einfach anmelden – Firmenfitness starten
urbansportsclub.com

Smartbroker Holding AG
Sponsored

Feiere den Valentinstag 2025 mit einem Investment in deine Zukunft



**FINANZIELLE
UNABHÄNGIGKEIT?**
SMARTBROKER+
be your Valentine!

Jetzt Depot eröffnen!

Einfach mehr Unabhängigkeit mit SMARTBROKER+
smartbrokerplus.de

Making the best use of visuals- Examples

People & positive emotions

 **Coaching Concepts GmbH + Co. KG**
145 followers • Sponsored

Jetzt als Business-Trainer:in durchstarten - mit Qualitätssiegel des Berufsverbandes



Trainerausbildung mit BDVT-Zertifikat
Coaching-Concepts Academy [↗](#)

 **KÖNIGSTEINER digital GmbH**
27 followers • Sponsored

Besser gemeinsam weiterkommen. Bei uns finden Sie vielseitige Aufgaben und einen Job mit Sinn und Zukunft.



Gut:
Die Arbeit machen
Besser:
Den Unterschied machen

Vertriebsmitarbeiter (m/w/d) / Außendienst für Privat- und Firmenkunden
- an verschiedenen Standorten in Hessen -

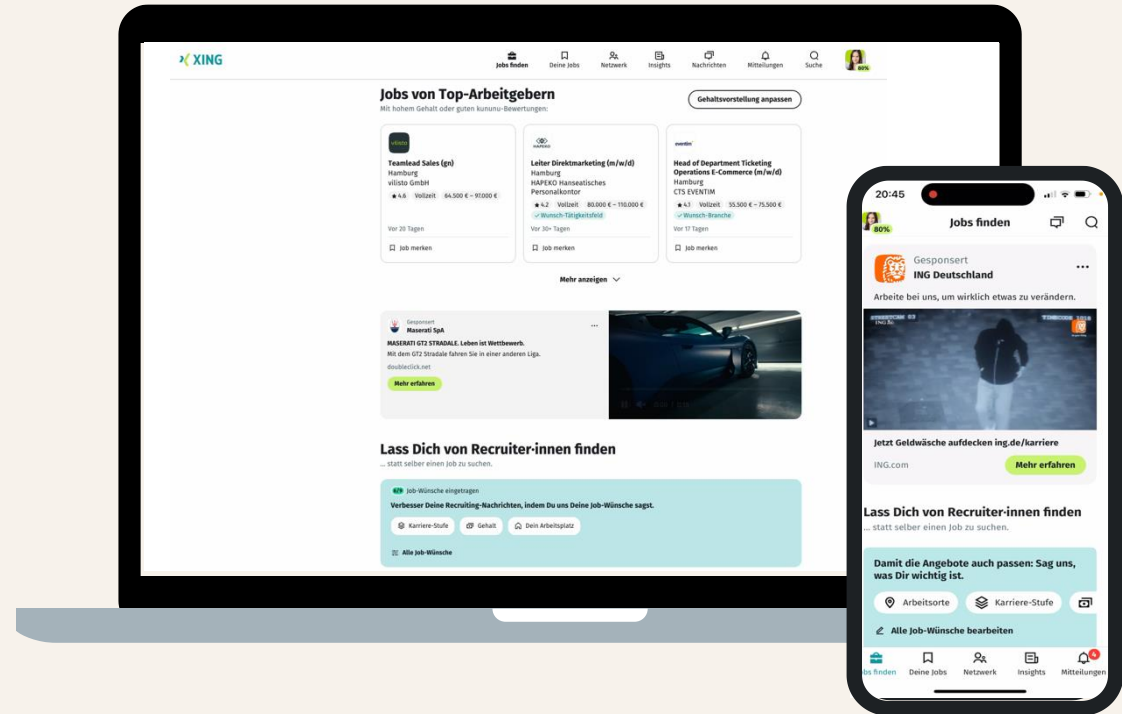
Willkommen im Vertriebsteam der AOK Hessen.
[aok.de](#) [↗](#)

Use Video Ads!

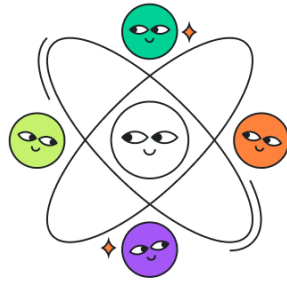
Experienced advertisers know that complementary branding efforts can **significantly boost** a campaign's **conversion rate**.

Therefore, be sure to factor in **brand-building** in addition to performance.

Video ads are ideal for building brand awareness and capturing attention.



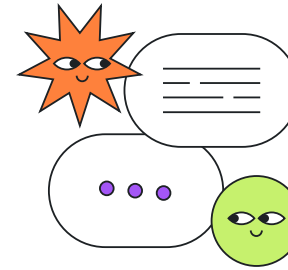
How do I use targeting?



Segment your target groups

On average, six to ten people are involved in B2B purchasing decisions*

So break down buyer groups—for example, by job function—and address each persona individually.



Find a good balance

“As broad as possible and as narrow as necessary” is a good guiding principle for targeting.

Reaches of over 200,000 people are common; for very niche target groups, a smaller reach can be appealing.

Targeting Tips & Tricks



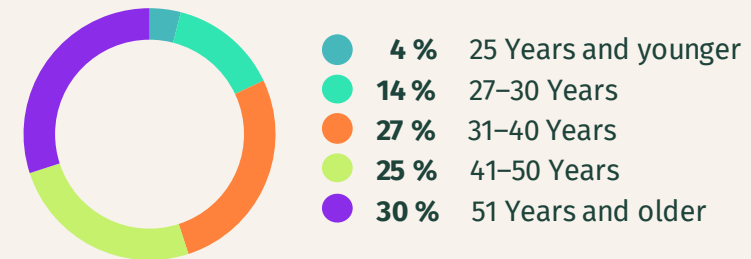
1 Demographic characteristics

Filter your target audience by **demographic characteristics** such as education level, career stage, industry, and region to ensure your messages reach potential customers with precision.

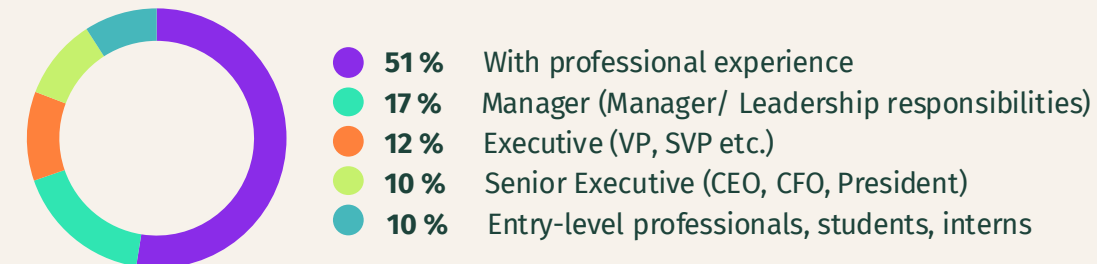
Ideally, use targeting by career stage or job title keywords to specifically target certain age groups, and avoid traditional age-based targeting.

After all, not everyone is comfortable sharing their birth year and would then be excluded.

Age Structure



Career Level



Targeting Tips & Tricks



2 Use keywords strategically

Use keywords to precisely target your campaigns to relevant **job titles, skills, or specific employers (Account-Based Marketing)**.

Using the **bulk upload** feature in AdManager, you can easily add and upload your keywords via copy and paste. You can enter up to 3,000 keywords per ad.

Targeting Tips & Tricks



3 AND operators

When selecting your target audience, make sure to combine the various targeting criteria using an **“AND” operator**.

Focus on the **most relevant characteristics**—less is more.

Targeting Tips & Tricks



4 Retargeting

Create targeted retargeting audiences and reach **users who have already interacted with your campaign.**

Retargeting campaigns are a valuable addition to your regular campaigns and allow you to nurture potential customers throughout the funnel—for greater relevance and higher conversion rates.

Good to know: You don't need a tracking pixel to use retargeting audiences.

How do I use the budget correctly?

Generate Relevant Ad Impressions

The appropriate budget depends on factors such as the desired results, the target audience, and the campaign duration. To determine the right bid, follow the recommendation in AdManager.

Regardless, we recommend a daily budget of at least €300 for short-term campaigns to generate relevant ad impressions.

Continuity is important

Purchasing decisions are a lengthy process and can take months. That's why we recommend **“always-on campaigns”**!

After all, consistent visibility is essential for guiding the buyer's journey and driving that crucial conversion.



The **budget recommendation** is customized for each target audience. You can find the recommendation in the **“Bidding criteria” section** while creating your ad.

What is the right bidding strategy?



CPC or CPM

→ With **CPC bidding**, you can precisely control the costs of your performance-driven campaign. **CPM bidding** is ideal for ads focused on maximizing reach.



How does the Bidding Recommendation help?

→ Depending on the targeting, **the AdManager recommends** an appropriate bid. If you want to see results quickly, this should be considered the minimum bid. For always-on campaigns, you can sometimes bid lower.



How does the Second Bid Price Auction work?

→ Ads on XING are displayed based on an **auction system**. If your bid is **higher** than that of your competitors, your ad will be displayed. However, we do not charge you your maximum bid; instead, we charge the amount that exceeds the second-highest bid.

What is the right bidding strategy?



Ad Pacing

AdManager's ad pacing methods intelligently control how your budget is distributed and spent over the course of the campaign.

Manual Pacing

Goal: The campaign should remain live continuously until the end date

- Settings: Total budget + daily budget (calculated over the campaign duration) + end date
- The daily budget should be fully utilized each day, if possible
- Unused budget is not carried over to subsequent days
- Recommendation: Monitor budget spending and adjust the daily budget around the middle of the campaign if necessary

Runtime Pacing

Goal: The budget should be fully utilized over the campaign period

- Settings: Total budget + End date
 - The daily budget is determined based on performance.
- Campaigns with a duration of **less than 20 days** may end after **75%** of their scheduled runtime.
Campaigns with a duration of **more than 20 days** may end **up to 5 days** earlier.

Helpful Links

Advertising with XING

<https://werben.xing.com/en>

Advertising Code

https://www.xing.com/pdf/XING_Werbekodex_de.pdf

XING Ads Specifications

<https://werben.xing.com/en/knowledge-cases/specifications-for-xing-ads/>

XING Tracking-Pixel

<https://werben.xing.com/en/tracking-pixel/>

<https://help.xing.com/hc/en-us?segment=b2c>

XING Terms and Conditions

<https://www.xing.com/terms/xing>

<https://www.xing.com/terms/marketing-solutions>



Any questions?

Please contact your account manager for personalized advice and a review of your AdManager ads.

Or feel free to email us at:

werben@xing.com