



**Targeted
Advertising
with XING**

Advertise with XING. Make an **impact** in a **professional** environment.

21 million people pursue their professional goals on XING. They search for jobs, maintain their networks and profiles, and research companies. They are attentive, focused, and ready to make decisions. These are exactly the people you reach – in a credible, trustworthy environment.

Why XING:

People who drive change

40% decision-makers – budget-holding professionals and executives across all industries.

Flexible placement. Focused impact.

On XING, via email, and via programmatic advertising across the entire web.

Targeting that delivers results

A wide range of professional targeting criteria based on first-party profile data – from job title to willingness to change jobs.

Sustainable campaign success

Transparent performance data. Proven campaign results with existing customers.

Rebooking rate

87%

Satisfaction that convinces:
Nearly **9 out of 10** of our customers book again.

Reborn to perform

+ 57%

Improved performance
Higher click-through rate

+ 13%

Greater visibility
Higher open rates for mailings

- 40%

Lower costs
Reduced cost per click

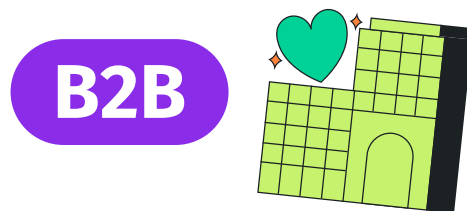
since the transition to a jobs network

As of March 2026 – compared to October 2023



One network. Three areas of impact.

On XING, you reach people in their different roles:



Business decision-makers

- Make investment and procurement decisions for their companies
- A highly relevant audience for B2B products and services



Consumers

- Make purchasing decisions in their private lives
- Reachable for consumer goods, services, and lifestyle brands



Employees & talents

- Make career and job decisions
- Reachable for recruiting and employer branding campaigns

Our recommendations for your objectives

Channels:	XING Ads	Video Ads	Content Ads	Mailings	Audience Network
Awareness	✓	✓	✓	✓	✓
Lead generation	✓		✓	✓	
Traffic / Reach	✓		✓	✓	✓
Conversion	✓		✓	✓	✓
Employer Branding / Applications	✓	✓	✓	✓	



XING is an underestimated marketing channel. Even just a few touchpoints a year give us access to a very high-quality audience – for the OMR Festival and OMR Education.

Isabelle Gardt, Head of Marketing, OMR



Formats that perform.

Some formats can be booked directly via the XING AdManager – giving you full control over budget and runtime. For others, our experts handle planning, setup, delivery, and optimization for you.¹

Self-managed in the AdManager

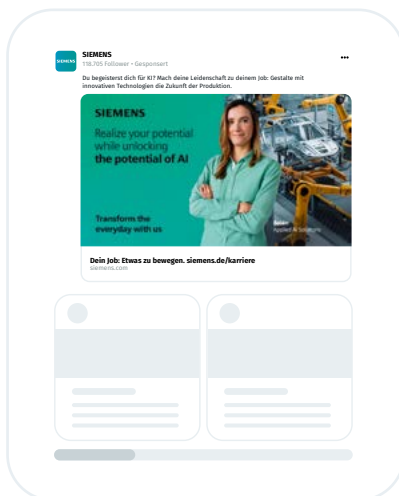
XING Ads

- Premium placements on XING
- No minimum daily budget
- Full cost control
- Ideal for reach, traffic, and leads



Video Ads

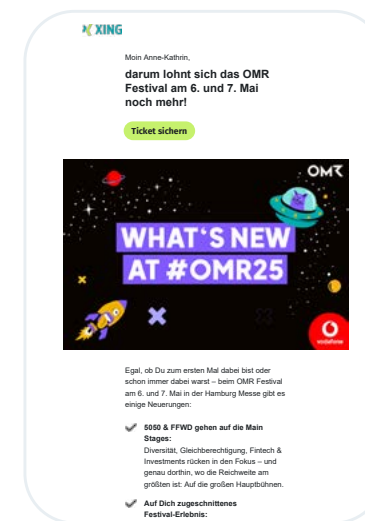
- Attention that lasts
- Autoplay video formats
- Instant visual impact
- Ideal for emotional brand messaging and product launches



With XING Support

XING Mailings

- Delivered directly to users' email inboxes
- Personalized subject lines, A/B testing, and retargeting of openers
- Average open rate: 34 – 38 %
- Ideal for direct customer communication with relevant offers



Content Ads

- Native placements in XING's ad-free industry newsletters
- Sent on weekdays across 18 industries
- Maximum visibility in a high-quality editorial environment



Audience Network

- XING targeting combined with full web reach
- Programmatic delivery via brand-safety partners
- Additional reach and scalable campaign performance

¹Subject to a format-specific minimum booking volume.



Targeting, that goes further: First-Party data and precise targeting parameters.

First-party data from 21 million profiles with well-maintained information.
You decide who sees your message, based on a wide range of targeting criteria.

Targeting by professional attributes

Region

- D-A-CH
- Federal states, cities
- Radius targeting (Germany)

Gender

- Female
- Male
- All

Age group

- Freely definable

Career level

- Unemployed
- Students / Interns
- Entry Level
- Professional/Experienced
- Self-employed
- Manager/Supervisor
- Executive (VP, SVP, etc.)
- Senior Executive (CEO, CFO, President)
- Company owner / partner

Income level

- Under € 50,000
- € 50,000 – € 70,000
- € 70,000 – € 100,000
- € 100,000 – € 150,000
- € 150,000 or more



High job-change motivation

- Selectable or excludable

Universities and fields of study

- Freely definable

Employers

- Freely definable

Company size

- Self-employed
- 1 – 50 employees
- 51 – 200 employees
- 201 – 1,000 employees
- 1,001 – 5,000 employees
- 5,000 or more employees

Job titles and skills

- Freely definable

Industries

- Architecture and planning
- Automotive and vehicle manufacturing
- Banking and financial services
- Consulting
- Energy, water and environment
- Education and science
- Health and social
- Real estate
- Industry and mechanical engineering
- Internet and IT
- Consumer goods and trade
- Art, culture and sport
- Marketing, PR and design
- Media and publishing
- Civil service, associations and institutions

- HR services
- Pharmaceutical and medical technology
- Telecommunications
- Tourism and food service
- Transport and logistics
- Insurance
- Auditing, tax and law

Discipline

- All disciplines
- Analysis and statistics
- Consulting
- Purchasing, materials management & logistics
- Teaching, R&D
- Graphic design and architecture
- IT and software development
- Marketing and advertising
- PR and journalism
- Product management
- Process planning & QA
- Sales and commerce
- Administration
- Customer service
- Finance, accounting & controlling
- Health, medical and social
- Engineering and technical
- Management and corporate development
- HR
- Production and manufacturing
- Project management
- Legal
- Other

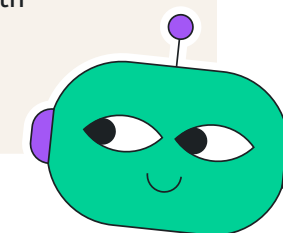
Maximum flexibility

Additionally available: Need custom targeting criteria? Our Customer Success team can curate profile data on request – from interests and hobbies to specific skills.

Account Based Marketing: Upload lists of your target companies and use targeting (e.g. job title, career level) to reach the relevant employees.

High data quality

100,000 new profiles per month
AI-powered data enrichment
GDPR-compliant





You have goals. We have your target group.

On XING, you reach:

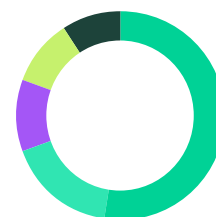
21 million members in the DACH region

40% decision-makers

Distribution by country

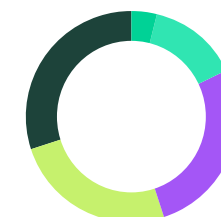


Career levels



- 53% professionals with experience
- 17% managers
- 11% directors
- 10% managing directors
- 9% career starters, students, interns

Age structure



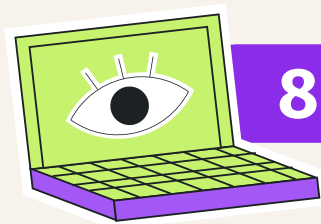
- 2% 25 years and younger
- 10% 26 – 30 years
- 28% 31 – 40 years
- 28% 41 – 50 years
- 32% 51 years and older

Industries



- 21% IT & retail
- 21% industry
- 21% services
- 6% media
- 6% transport, pharma, construction
- 25% others (public sector, associations, education, science, healthcare)

How XING is used



80 million

page views per month

> 3 pages



per visit

> 3 minutes

average time spent



19 million

considered interactions per month
(profile views, messages, connection requests)

17 million

monthly visits to the job market

7 million

connections per month
(birthdays, job changes, contact requests)

7 million

recipients of daily industry news

1 million

profile updates per month



Satisfied customers speak for themselves. And for us.

”

Working with the XING marketing team is very pleasant and personal. Unlike other platforms, you have direct contacts who are easy to reach and respond quickly to requests. Running XING Ads delivers strong results for us and XING mailings in particular have exceeded our expectations.

Elena B., Marketing Manager,
TÜV Rheinland Akademie GmbH

”

Our video campaigns via XING Marketing Solutions achieved exceptionally high click-through rates and significantly strengthened our employer brand within a hard-to-reach target group.

Lisa Sander
Employer Branding & Communications Manager
Siemens AG

87% rebooking rate

These companies trust us



Your next campaign –
let's get started!



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