



Targeted advertising on XING.

Draw more attention
to your campaigns.

“Business network XING is a strong partner at our side as it provides a professional environment where we can achieve our clients' advertising goals.

Both the collaborative partnership and option to accurately target our clients' specific audiences make XING a valuable network for successful campaigns.”

esomeTM

Esome Advertising Technologies GmbH

Dear advertisers and partners,

We're all facing great challenges at the moment as skills shortages, digitalisation and changing values are all driving a fundamental and lasting transformation throughout the working world. This change presents a number of challenges, ranging from defining and communicating an employer brand to the introduction and establishment of entirely new work models.

At XING, a NEW WORK SE brand, we aim to deliver a suite of solutions that give you a competitive edge. To this end, we offer features and services that help you master the challenges of the new working world, coupled with modern advertising formats allowing you to promote your portfolio in a professional environment.

Home to some 21 million members, XING is the largest online business network in German-speaking countries. The hallmarks of our platform are a professional environment, affluent members and above-average activity rates.

This brochure introduces you to our marketing solutions, a carefully crafted portfolio that lets you position your brand credibly and effectively within our professional platform. Based on your individual advertising objectives and budgets, we help you in developing effective communication strategies ranging from native advertising to integrated marketing campaigns. In a nutshell, we offer you the perfect place for you to position your brand.

Further details are provided in this brochure. We hope that the sheer number of options, impressive performance data, and positive customer feedback are a source of inspiration for you. We look forward to supporting you in your future marketing activities.



Kind regards,

Jens Meyer

Managing Director, XING Marketing Solutions – part of NEW WORK SE



You bring the goals, we bring the target audience. Advertise on XING.

Would you like to target specific audiences in a professional environment? We advise and support you in putting together an effective communication strategies and advertising formats that are individually tailored to your goals and budget.

Say goodbye to wastage thanks to accurate targeting. Your dedicated point of contact is always on hand to help you manage and evaluate your campaigns to optimise them at any time.

XING Marketing Solutions: A perfect 10 for your campaigns

Appealing ad formats

Take advantage of the various formats on offer and spread your messages effectively in a conventional or editorial environment, or even with XING co-branding.

Affluent target group

Reach out to well-heeled XING members by offering bespoke added value to win them over as new customers.

Accurate targeting

Targeting on XING is based on real user data such as gender or age rather than probabilities.

Advertising exclusivity

XING serves very little advertising, meaning that your marketing message will draw far more attention than on other platforms.

Professional environment

XING has an active and professional user base, making it a highly appealing environment for your targeting.

Individual concept

Your XING campaign can comprise multiple ad formats aimed at helping you meet your goals. Only a few select XING partners have access to this kind of cooperation.

Build on powerful marketing solutions.

Some of our ad formats are available as a self-service offering in the XING AdManager, or as a paid managed service. Get in touch with us to find out more.

Available in the XING AdManager



XING Ads

Boost your reach and draw more visitors to your corporate website, campaign landing page or XING profiles with XING Ads – ads that appear in members' news feeds.



XING Video Ads

Your videos will be displayed in XING members' news feed and grab people's attention thanks to the autoplay feature.

Paid managed service



XING Content Ads

Attract new customers with high-quality editorial content that enjoys prominent placement in an otherwise advertising-free XING industry newsletter.



XING Mailing

Use XING as a trusted sender and send your marketing messages straight to your target group's inbox. Exclusive co-branded mailings help you target XING members in a professional and appealing manner.



XING Audience Network

Reach XING users beyond the platform as well to benefit from greater online reach coupled with high-quality user data.

Facts and figures that speak volumes.

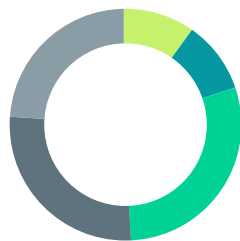
XING is the leading online business network in German-speaking countries with 20 million members there, giving you unique reach among highly relevant target audiences. Filter your target groups, e.g. by educational level, career level, industry, region and age group. That way you can target high-income potential customers with your messages.

21 million members in D-A-CH.²

Monthly XING traffic data:

- Page impressions (PIs): 277 million¹
- Unique visitors: 15 million¹

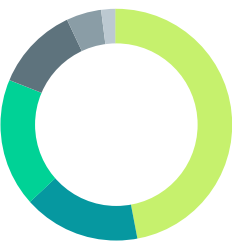
Age distribution¹



- 10% 26 years and younger
- 10% 27 - 30 years
- 29% 31 - 40 years
- 27% 41 - 50 years
- 24% 51 years and older

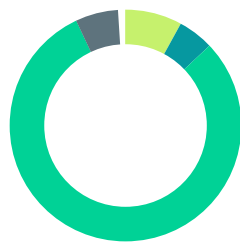
Career level¹

Highly qualified: mainly experts and executives.



- 47% Professional/experienced
- 16% Executive (VP, SVP, etc.)
- 18% Manager (Manager/Supervisor)
- 12% Senior executive (CEO, CFO, President)
- 5% Entry level
- 2% Student, intern

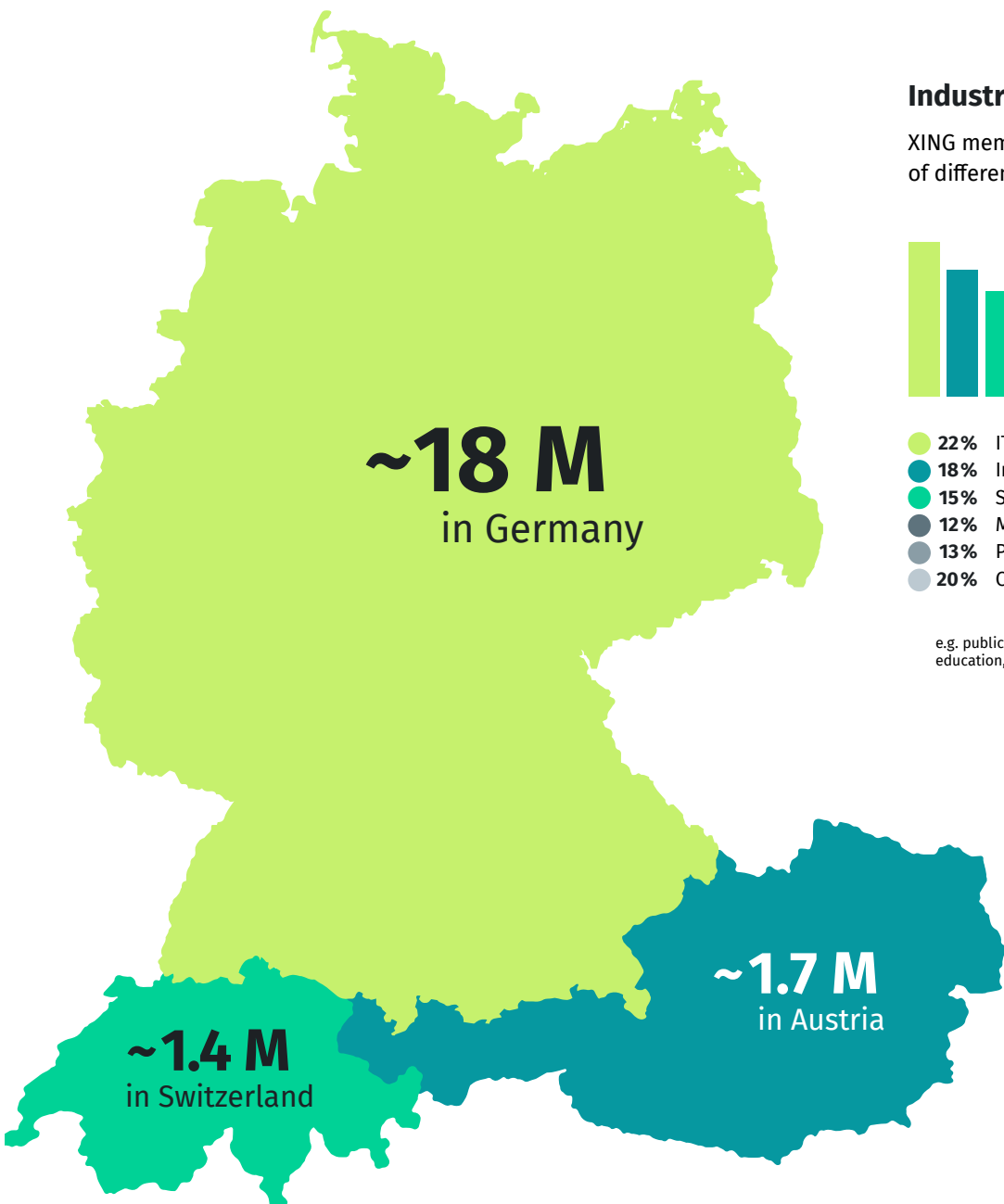
Type of Employment¹



- 8% Students
- 5% Freelancer & Self-employed
- 80% Employed
- 6% Retired/unemployed

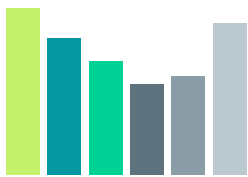
Age structure¹

		Work	Home
GER	♀	42%	37%
	♂	58%	63%
AT	♀	45%	38%
	♂	55%	62%
CH	♀	40%	32%
	♂	60%	68%



Industries¹

XING members work in a number of different industry.

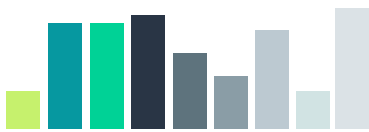


- 22% IT and trade
- 18% Industry
- 15% Services
- 12% Media
- 13% Pharmaceuticals, construction
- 20% Other

e.g. public service, associations, institutions, education, science and health

Company size¹

XING has companies of all sizes, ranging from sole proprietorships to large corporations.



- 6% just me
- 14% 1-10
- 14% 11-50
- 15% 51-200
- 10% 201-500
- 7% 501-1,000
- 13% 1,001-5,000
- 5% 5,001-10,000
- 16% 10,001 or more

Mobile use¹

Mobile Share
68% Mobile
32% Desktop



¹ Last updated: November 2021, source: XING data
² Last updated: September 2022, source: XING data

Detailed parameters ensure accurate targeting.

Detailed criteria based on member data let you accurately select your target group and who you want to see your campaigns. XING can also use SQL database queries to select all member profile entries, such as interests, hobbies, activities, degrees and skills.

Discipline

- Administration Analysis & Statistics
- Consulting
- Controlling & Planning
- Customer Service
- Engineering & Technical
- Finance, Accounting & Controlling
- Graphic Design & Architecture
- Health, Medical & Social
- HR
- IT & Software Development
- Law
- Management & Corporate Development
- Marketing & Advertising
- PR & Journalism
- Process Planning & QA
- Product Management
- Production & Manufacturing
- Project Management
- Purchasing, Materials Management & Logistics
- Sales & Commerce
- Teaching, R&D

Region

- D-A-CH
- States, cities
- Radius DE

Career level

- Unemployed
- Student / Intern
- Entry Level
- Professional / Experienced
- Freelance / Self-employed
- Manager (Manager / Supervisor)
- Executive (VP, SVP, etc.)
- Senior Executive (CEO, CFO, President)
- Company owner & Partner

Job title and skills

Freely selectable

Field of study and university*

Free text search

Job-seeker*

Can be selected or deselected

Companies*

Free text search

Age

Freely selectable

Company size

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

Industry

- Architecture & Planning
- Art, Culture & Sport
- Auditing, Tax & Law
- Automotive & Vehicle Manufacturing
- Banking & Financial Services
- Civil Service, Associations & Institutions
- Consulting
- Consumer Goods & Trade
- Education & Science
- Energy, Water & Environment
- Health & Social
- HR Services
- Industry & Mechanical Engineering
- Insurance
- Internet & IT
- Marketing, PR & Design
- Media & Publishing
- Medical Services
- Real Estate
- Telecommunication
- Tourism & Food Service
- Transport & Logistics

Gender

- Male
- Female
- Other

Satisfied customers speak for themselves.

“XING Ads deliver numerous: they’re scalable, highly efficient, and bring measurable success. This makes XING an indispensable partner for us to acquire new customers.”

Daniel Kern, Marketing Manager MetaComp GmbH

“This was the first Marketing Solutions campaign we rolled out on XING, and we’re thrilled as it exceeded our expectations. Within a short space of time, we received hundreds of applications from engineers wanting to attend our recruiting events. Our XING campaign generated far more traffic for our careers site and for our recruiters’ XING profiles than we expected to see.”

Michael Bütow, Head of Employer Branding Deutsche Bahn

“XING’s content marketing products are an excellent way to boost awareness and foster trust in a company as new as VisualVest that offers an innovative product (Robo Advisor) which requires some explanation. Sponsored Articles helped us to gain a foothold in the tricky FinTech industry.”

Katja Speck, Digital Market Expert Marketing & Strategy VisualVest GmbH

“The users we won over on XING are extremely valuable to us. We also saw a considerable increase in retention rate, i.e. the number of users who continue to use our product after 30 days, when comparing the XING campaign to other channels.”

Dr Jost Schwaner, Managing Director Cliqz GmbH

*Available only with AdManager access for agencies and companies

A team that's as unique as your needs.

We're here to help! Send an e-mail to werben@xing.com



XING Ads



XING Content Ads



XING Video Ads



XING Mailings



XING Audience Network