



Employer Branding Profile

Always get noticed by the right people.

XING^X + kununu^{KS}



Maximum reach and search visibility by the right applicants.

Actively shape your own employer image.

Present yourself as an attractive employer with an Employer Branding Profile on the two biggest career platforms in German-speaking countries: XING and kununu

A strong employer brand attracts interest

- Present your company in a particularly high-impact way and stand out clearly from the competition.
- Increase the reach of your brand message – including as an employer.
- Your professional company profile will draw suited candidates' attention to your company, in turn saving you time and money during your hiring process.
- Make it easier for people to find your company on XING, kununu and in search engines by using freely definable keywords and ads served in competitor profiles.

Many extra benefits, extra user-friendly

- Integrate logos, photos, videos, company information, social media channels and your XING job ads.
- Measure and control your success with the aid of comprehensive statistics.
- kununu makes it easier for you to monitor, structure and react to feedback from your candidates and staff.

The perfect combination:

- Present your company on the two most relevant platforms for your target audience group in D-A-CH: XING and kununu
- XING is your main stage, while kununu instills further confidence thanks to genuine employer reviews.
- Benefit from up to 32 million visits per month on the two portals.

kununu^{KS}

- The largest employer review portal in German-speaking countries.
- Over 1.15 million reviews of 258,000 companies.
- Independent, authentic company reviews are an important criterion when looking for a job.

XING^X
E-Recruiting



The Employer Branding Profile on XING

Benefit from the reach of the largest careers network in German-speaking countries.

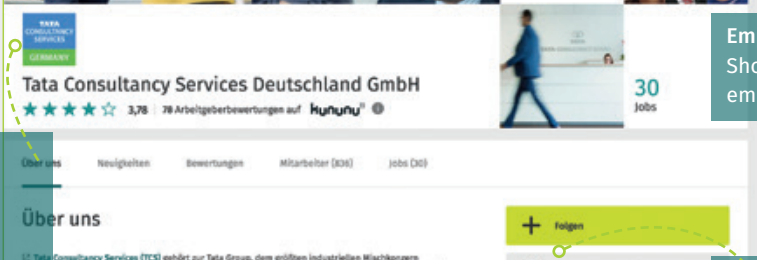


Company stage
Create an audio-visual presentation of your company.



Employees
Show how many of your employees are on XING.

Company logo
Use your logo to strengthen your employer brand.

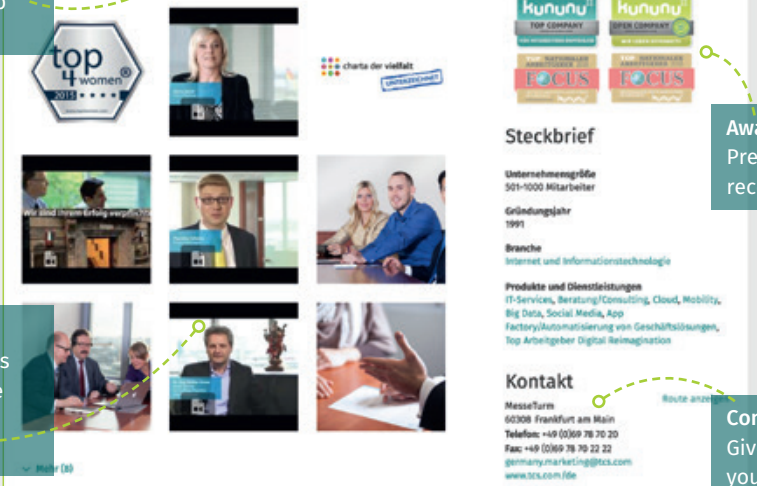


News
Keep potential candidates and other interested people up to date.



Recommendations
Boost your success by sharing reviews, recommendations and attracting followers.

Company description
Present your strengths as an employer and include images, videos and presentations.



Awards
Present any awards you've received to foster trust.

Contact details
Give prospective applicants your direct contact details.

The advantages of your XING Employer Branding Profile compared to a free company profile

- Search engine optimisation by adding suitable keywords
- Ad-free profile and have your profile displayed in other companies' free profiles
- Automatic company updates display
- Comprehensive statistics on the visitors, interested people and followers of your company profile
- Visitor analysis by company, industry, career level and age group
- Traffic analysis showing how visitors came across your company profile

¹ Source: AGOF internet facts 2015-01, IVW March 2015, OWA 2015-01



kununu

2.5 million
visits/month²

The Employer Branding Profile on kununu

kununu visitors have one aim: to find a great employer.



Company logo
Use your logo to strengthen your employer brand.

Company stage
Create an audio-visual presentation of your company.

Company description
Present your strengths as an employer and use photos and videos to reinforce your position.

Employer reviews
A combination of authentic reviews and a comprehensive presentation of the company enables you to create a unique employer portrait.

Awards
Present any awards you've received to foster trust.

The advantages of your kununu Employer Branding Profile compared to a free company profile

- Search engine optimisation by adding suitable keywords
- Ad-free profile and have your profile displayed in other companies' free profiles from the same industry and in 2 selected industries
- Link to your own company website and social media channels
- The option of using the statement function and the ReputationManager for review notifications
- Present your benefits and USPs
- Comprehensive statistics on visitors, followers and the number of times your company profile has been accessed
- Traffic analysis showing how many visitors have viewed your company profile and a list of search engine queries in the past 180 days

² kununu.com, Google Analytics, June 2015



The Employer Branding Profile Professional

Enhance your profile with detailed, up-to-date content, send more personalised messages, and address potential candidates in a more targeted way. Provide additional insights into everyday working life for your staff, provide people interested in your company with updates, an FAQ and gain access to detailed analyses.

Additional features of the Employer Branding Profile Professional

• Job profiles in your company

Show authentic insights, as well as requirements and everyday working life for different job profiles in your company on kununu by posting staff interviews with photos and, optionally, videos.

• News

Keep your kununu profile visitors up to date with company news, optionally with videos and photos.

• FAQ

Answer questions often asked about your company on kununu.

• Extended reporting

Select your kununu evaluation criteria (e.g. working atmosphere, behaviour of line managers) and compare them for different time periods, with the competition and with your industry.

Tip!

Try one of our free online introductory seminars.

Your additional benefits: More reach. More efficiency. Higher effectiveness.

With an Employer Branding Profile ...

- you can present your employer brand on the two largest careers platforms in German-speaking countries, XING and kununu, to boost the reach of your brand message.
- you can actively shape your employer image, get noticed by suitable applicants, and boost your standing among current employees.
- you can make sure you're one step ahead of the competition by being displayed in competitor profiles.
- you enjoy additional promotion and visibility, thus positioning you as an industry leader.
- you can build up an ideal base for your recruiting activities and for fostering employee loyalty.

Book your Employer Branding Profile the easy way:

recruiting.xing.com/employer-branding-profile