Employer Branding Profile
Always get noticed by the right people.
Showcase yourself on two platforms.

An Employer Branding Profile gives you two great profiles to showcase yourself as an employer on XING and kununu. Prospective candidates can search for attractive employers on both platforms. Check out all the advantages you get with XING and kununu.

Your Employer Branding Profile offers you the following:
- An extensive company description with images and videos, as well as the option to include awards
- Employer reviews, insights into the corporate culture and salary ranges* 
- Keyword integration to make your Employer Branding Profile easier to find online
- Ad-free profile, while your company is displayed in competitors’ profiles
- Extensive statistics on visitors, interested persons and followers
- Traffic analysis to see how visitors found out about your Employer Branding Profile
- Keep visitors up to date by posting news and status updates
- Enjoy customisable modules you can tailor to suit your company’s needs

Employer Branding Profile Professional offers you even more functions.
An Employer Branding Profile Professional provides you with even more ways to approach people directly. Employer interviews with images and videos enable you to give authentic insights into what it’s like to work at your company on kununu. Share company updates and answer frequently asked questions. By the way, an Employer Branding Profile Professional is included in the XING E-Recruiting 360° licence package.

Draw more attention with Google for Jobs
XING is a Google Careers launch partner, enabling you to generate more attention for your employer brand as Google's new offering also includes your kununu and XING employer reviews. This puts technology at your fingertips you can use to boost your employer branding activities.

More information:
recruiting.xing.com/en/employer-branding-profile

Boost your employer brand.

XING helps you communicate effectively to boost awareness of your employer brand.
Thanks to the XING BrandManager, you can adapt your EBP modules to meet your company’s needs. Integration of the XING AdManager also means you can use targeted advertising to serve relevant content to your target group. To determine which messages work best with your company’s target group, the XING BrandManager also offers stats so you can analyse your profile and individual news posts in detail.

The XING BrandManager is included in the Employer Branding Profile and integrates seamlessly into the XING E-Recruiting portfolio.

The perfect partnership: XING and kununu
Showcase your company on the two most relevant German-speaking platforms for your applicants and benefit from more than 62.7 million visits per month.

Your benefits at a glance

- A strong employer brand attracts candidates
- Lots of extras and extremely user-friendly
- The XING BrandManager

With an Employer Branding Profile, you can actively shape your employer image, increase the reach of your brand message and generate interest among potential candidates.

Integrate logos, photos, videos, information, social media channels and your job ads on XING. Monitor your performance thanks to extensive statistics.

* Exclusive to kununu
**Employer branding:**

the cornerstone of recruiting.

Good employees are a company’s most valuable resource and crucial to its future. Well-trained specialists are becoming increasingly important in times of skilled labour shortages. This is why it’s all the more important for companies to position themselves with their own employer branding so they stand out from the crowd and have the edge when it comes to recruitment.

What’s the best way to go about it? Authenticity is your top priority here. You need to clearly identify what the company stands for and which career paths are on offer. An Employer Branding Profile on XING and kununu offers perfect communication opportunities on the two largest German-speaking career platforms. XING provides the stage for this, while kununu provides independent and genuine employer ratings which enhance a company’s trustworthiness.

Find out more at:


**Maximum reach for attractive employers.**

Showcase your company on XING and kununu and attract applicants’ attention.

- **Strong employer branding** – generates interest among potential candidates.
- **Use multimedia to showcase your business** – combine your corporate design with photos and videos to enhance your image.
- **Use the power of two platforms** – the largest German-speaking career networks.

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**19 m**

Access to around 19 m potential candidates in D/A/CH¹

**62,7 m**

62,7 m visits per month on XING and kununu¹

**3,5 m**

Over 3,5 m reviews for more than 950,000 companies on kununu¹

**474,000**

More than 474,000 companies already use a company profile¹

**10 x more**

Traffic rates for an Employer Branding Profile are 10 times higher compared to a basic profile¹

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¹ XING, internal survey - from January 2021. ² kununu, internal survey - from January 2021. ³ kununu, internal survey.
Combined efficiency: XING E-Recruiting 360°

The Employer Branding Profile on XING and kununu unleashes its full potential when bundled with the other XING E-Recruiting 360° products.

**XING TalentpoolManager**

Use people’s interest in your company: Followers of your Employer Branding Profile and users who set your company as an ideal employer are added to a separate talent pool in the XING TalentpoolManager.

**XING Jobs**

Make more people aware of your job ads on XING by displaying them in your Employer Branding Profile as well. That way, prospective candidates can see if your company has a suitable opening for them.

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