



Employer Branding Profile by XING and kununu

Showcase yourself as the ideal employer.

With an Employer Branding Profile, you can actively shape your reputation as an employer. Benefit from up to 32 million visits a month thanks to your profile's double presence on XING and kununu, the largest employer review portal in the German-speaking countries. Use this reach to find the best candidates for your company and ensure employees' long-term loyalty. In addition, the authentic employer review environment on kununu creates trust and credibility for you as a transparent and open employer. Sign up now!



kununu 
Ein Service von XING 

*“XING and kununu offer us
an outstanding platform
for getting in touch with
interesting candidates.”*

MICHAEL LAMPEN
HR RECRUITING LEAD
Jack Wolfskin GmbH & Co. KGaA

Your benefits

- **Reach and efficiency**

Use our reach to increase your prominence as an employer. Our combined product allows you to benefit from up to 32 million visits a month.

- **Effectiveness**

Your attractive company presence enables you to appeal to more potential – and indeed suitable – candidates. As a result, you will receive better quality applications.

- **Be found more easily**

Thanks to your Employer Branding Profile on XING and kununu, you can be found more easily on both platforms – and on search engines such as Google.

- **Image and differentiation**

Position yourself as a top employer and attract the interest of talented people. Stand out from your competitors.

- **Feedback and evaluation**

Use kununu tools for better, faster monitoring and management of valuable feedback from your employees and candidates. Extensive tools and statistics on both platforms allow you to find out more about potential candidates.

NEXT LEVEL RECRUITING

XING 

The Employer Branding Profile on XING:

Harness the reach of the largest career network in the German-speaking countries.

Company logo

Give your company logo a prominent position.

Slogan

Publicise your slogan.

Company stage

Use audiovisual aids to present your company.

News

Keep your visitors up to speed.

Company description

Present your strengths as an employer using photos, videos and presentations.

The screenshot displays the XING profile for Jack Wolfskin GmbH & Co. KGaA. At the top, the company logo is prominently featured. Below it, the slogan 'DRAUSSEN IST ÜBERALL' is visible. The profile includes statistics such as 830 followers, 501-1,000 employees, and 268 employees on XING. There are also 18/19 confirmed benefits listed. The 'About us' section provides a detailed description of the company, mentioning its founding in 1981 and its focus on outdoor gear. The 'Awards' section shows several accolades from Kununu. The 'Company summary' section provides key facts about the company, including its size, establishment date, and industry. The 'Contact' section offers the company's address, phone, fax, and website.

Recommendations

Multiply your success by means of reviews, recommendations and loyal subscribers.

Employees

Use the XING network as a basis to introduce the people behind your success.

Employee benefits

Take advantage of the opportunity to present your employee benefits.

Awards

Present your successes and seals of approval.

Contact details

Give prospective applicants your direct contact details.

Exclusive benefits for Employer Branding Profile customers

**Reach
Efficiency
Effectiveness**

**Stay one step ahead
of the competition**

Recommendations for your company
on direct competitors' profiles

**Enable applicants to
find you more easily**

Your employer brand's presence
on the most visited pages

Be seen as a leader in your industry

Increased publicity and greater
visibility in your industry

The Employer Branding Profile on kununu:

kununu visitors have just one aim: finding attractive employers. Make your presence felt!

Company stage

Use audiovisual aids to present your company.

Company logo

Give your company logo a prominent position.

Employer reviews

The combination of authentic reviews with extensive information on your company enables you to create a unique employer profile.

Company description

Present your strengths as an employer and use photos and videos to provide additional evidence of these.

Employer profile

Detailed information for applicants.

Awards

Present your successes and seals of approval.

Job ad integration

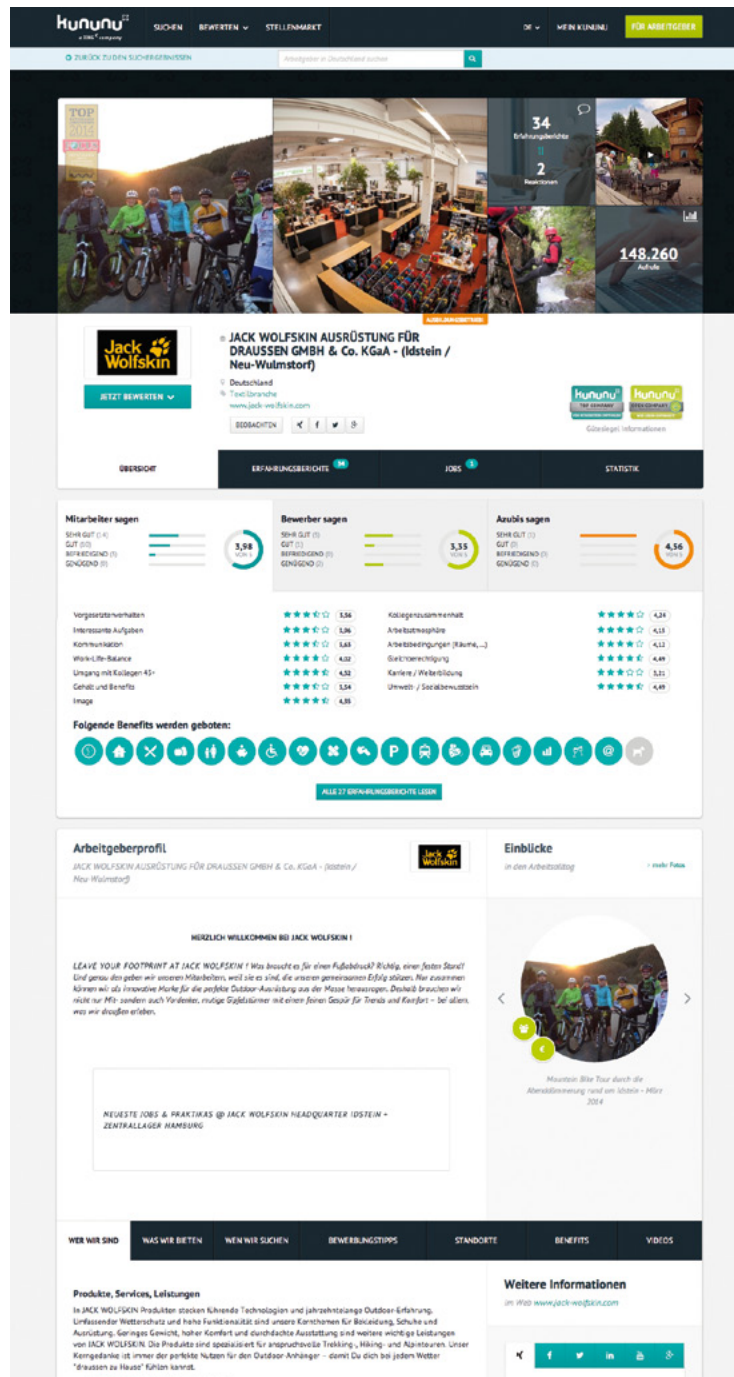
Simplify things for your applicants by including your job ads on kununu.

Employee benefits

Take advantage of the opportunity to present your employee benefits.

Insights

Make your profile more informative and authentic by including insights into everyday working life at your company.



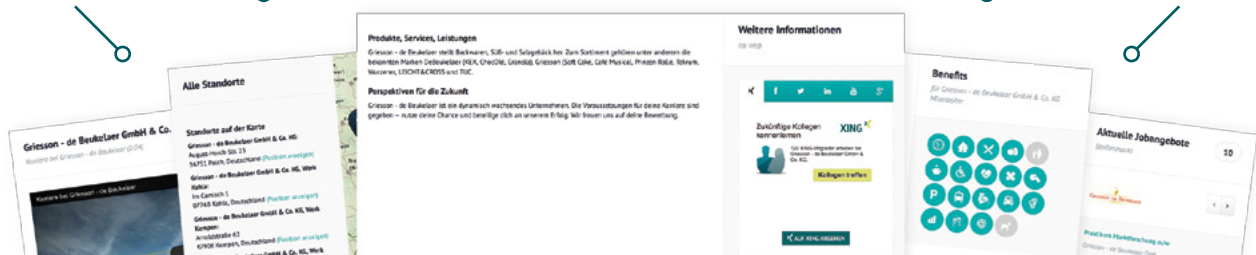
Employer profiles

Locations

Inclusion of videos

Employee benefits

Job offers



Employer branding with XING and kununu:

Showcase your business as the ideal employer

An Employer Branding Profile is an excellent way to actively develop your reputation as an employer. A dual presence on XING and kununu, the largest employer evaluation portal in German-speaking countries, exposes your profile to about 32 million visits per month. Such wide exposure makes it easier to attract the best candidates to your company and retain good employees for the long term. The integrity of the employer review process on kununu raises the level of trust and gives you additional credibility as a transparent and open employer. Sign up now!

Employer evaluations on kununu*

675,000

Employer evaluations

for 175,000

companies in German-speaking countries

Media data for kununu

XING**

kununu*

30.3
million

Visits per month

1.7
million

6.5
million

Unique users per month

1.1
million

194.1
million

Page requests per month

4.7
million

Harness the reach of the two most successful career platforms in G-AT-SZ.

Features

- Perfect company showcase with direct access to company information and inclusion of your logo
- Define your own keywords so that you can be found more easily on Google, kununu and XING (maximum of 10 keywords)
- Advertise your company on competitors' profiles
- Integrate your job ads
- Up-to-date statistics on access, visitors and subscribers
- Inclusion of photos, videos, podcasts and downloads
- Links to your social media activities, presentations and videos
- Links to your company and/or career website
- Display the names of up to 10 contacts
- Easy-to-use portal for managing profile content (maximum of 10 editors)
- One contact for both platforms (including data management, reporting and advice)
- Ongoing advice and support



Number of employees	Price per month
1 - 199	€ 395
200 - 499	€ 495
500 - 999	€ 695
1,000 - 4,999	€ 895
≥ 5,000	€ 1,095

We would be happy to advise you on the Employer Branding Profile of XING and kununu at +49 40 570 065 35-0. Please send written inquiries to recruiting@xing.com.

Find out more here: recruiting.xing.com
www.kununu.com

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