

## XING makes its job listings even more relevant for its 6.5 million members

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Successful beta test phase completed; Marketplace improved

- XING members can decide which listings are relevant
- 20 percent increase in job listings since Summer 2008

Hamburg, November 21, 2008 – Starting today over 6.5 million members at XING, the leading network for business contacts in Europe, can rate the job listings displayed on their start page. This will allow job listings on XING to be even more custom tailored to individual qualifications and career paths than before.

After a successful beta testing round with 10,000 members in a variety of industries and professions, XING Marketplace is now an even more effective tool for professionals, managers and specialists to find their desired job. Members can rate the listings themselves using a star scale from "very interesting" to "not interesting". Simply rating a few job listings will considerably increase the accuracy of the results displayed to members.

If an individual's career goals change, the ratings system can be reverted back to standard settings and new ratings can be entered. Combined with the search function, the job listings can be thus customized to meet each individual member's desired career path. The ratings system is conducted anonymously, and neither other members nor the job poster can view ratings. Individual members who do not wish to rate listings will continue to see postings that match one's individual XING profile. The new rating system will go live for all XING members today.

Marketplace offers added value for XING members and human resource professionals

"Human resource professionals have the opportunity to reach considerably more top candidates on XING than using standard job ads. XING Marketplace postings attract the attention of managers and experts who may not be actively looking for a job, but who are open to new professional challenges," explained Davide Villa, Senior Vice President B2B at XING AG. According to Mr. Villa, this is the main reason why HR managers and recruiters are increasingly using XING to search for highly qualified candidates, leading the number of job listings to jump by 20 percent since last summer. Mr. Villa heads international B2B activities, which includes the complete Marketplace, Advertising, BestOffers, Corporate Pages and Enterprise Groups. Davide Villa was previously CEO of Central and Eastern Europe for Monster.com Mr. Villa has international experience in recruiting, and has established an active contact network in the industry.

Marketplace a major success

"Our eCommerce business model, established just over a year ago, is a resounding success for XING. Our members have clicked on job listings nearly 9 million times, generating over 3 million euros in revenues," said Lars Hinrichs, CEO and Founder of XING AG. Companies and recruiters are also showing increasing interest in posting job ads on Marketplace, because a Marketplace ad reaches millions of qualified business professionals, experts and managers in all of Europe and the world.

About XING

XING is the leading network for business contacts in Europe. Far more than a directory of business contacts, XING makes your professional network an active part of your life, enabling members to discover professional people, opportunities and privileges through its unique discovery capability and advanced contact management tools. With the successful IPO of XING as the first Web 2.0 company to go public, XING AG has had a long-term impact on the social networking trend amongst professionals. By focusing on the target group 'business people worldwide', the company is able to offer tailored features, thereby making networking and contact management simpler. Besides Headquarters in Hamburg, XING AG is also represented with offices in Barcelona, Istanbul and Beijing.

XING. Powering Relationships.

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