

# index Salesdriver (formerly index AnzeigenDaten)



website: [www.index-salesdriver.com/de/](http://www.index-salesdriver.com/de/)  
last update: October 2026

## target group characteristics

sexcode

companies: 100%

target groups  
+ companies  
+ executives

## acquisition

+ ads  
+ online



## product information

For over 30 years, index Salesdriver (formerly index AnzeigenDaten) has been tracking the activities of advertisers in the recruitment market. What began as a small research project analyzing job advertisements in the IT/telecommunications industry has grown into a company with over 180 employees.

Each year, index Salesdriver analyzes approximately 38 million job postings from companies seeking employees across more than 500 print and online media outlets, company websites, and various other online sources in 13 countries. The information in the database provides a comprehensive overview of current trends in the job market and is frequently used to tap into new sales opportunities.

The database contains active companies seeking employees, with a wide range of selection criteria: positions sought, industries, occupational groups, ad date, or number of job openings. It is also possible to filter the job postings using keyword searches, for example, by terms such as: SAP, Oracle, DATEV, wind power, photovoltaics, or by employee benefit terms such as: company bike, fruit basket, gym membership, home office option, company car, etc.

## selections and prices

|         |                                              |          |           |
|---------|----------------------------------------------|----------|-----------|
| 640.000 | Comp. with job advertisements last 12 months | € 240,00 | o/oo      |
|         | with contact person from job advertisements  | € 260,00 | o/oo      |
|         | plus telephone                               | € 120,00 | o/oo      |
|         | plus Feature URL                             | € 120,00 | o/oo      |
|         | plus Feature email without Opt-In            | € 60,00  | o/oo      |
|         | plus Feature job searched                    | € 0,00   | inclusive |
|         | plus Feature occupational category           | € 0,00   | inclusive |
|         | plus Feature industry                        | € 0,00   | inclusive |
|         | plus Feature number of employees             | € 0,00   | inclusive |
|         | plus day of publication                      | € 0,00   | inclusive |
| 4.500   | security/workplace safety l. 12 months       | € 260,00 | o/oo      |

## selection improvements

|        |                                                   |          |      |
|--------|---------------------------------------------------|----------|------|
| 18.000 | healthcare l. 3 months                            | € 260,00 | o/oo |
| 9.500  | welfare l. 6 months                               | € 260,00 | o/oo |
| 13.200 | assistance/secretariat l. 6 months                | € 260,00 | o/oo |
| 32.000 | hotel/hospitality, tourism, reception l. 3 months | € 260,00 | o/oo |

## conditions and additional costs

### basic selection/delivery costs

€ 11,00 per thou. min. € 225,00  
€ 50,00 flat

### minimum order quantity

1.000 addresses

### minimum invoice amount

50 % of delivery quantity

### additional costs:

#### flagging

€ 150,00 flat

### GDPR compliant delivery of curr. suppressions

€ 75,00 flat