Ad Monetization Analyst

Description
We are seeking an experienced AD Monetization Analyst to join our team and drive revenue growth through advertising optimization.

Responsibilities

1. Develop and execute monetization strategies to optimize revenue generation from mobile ad placements.
2. Conduct in-depth analysis of mobile ad performance, identify trends, and recommend improvements to enhance monetization outcomes.
3. Collaborate with cross-functional teams to integrate and implement mobile ad SDKs and third-party ad networks.
4. Monitor and analyze ad inventory, fill rates, and eCPMs to ensure optimal ad placements and performance.
5. Identify and explore new ad formats, technologies, and industry trends to drive innovation and revenue growth.
6. Maintain relationships with ad network partners, negotiate contracts, and manage performance evaluations.
7. Conduct A/B testing and implement data-driven optimization strategies to improve ad performance and user experience.
8. Stay updated on industry developments, changes in ad policies, and emerging ad monetization strategies.

Qualifications
Requirement

- Bachelor's degree in Marketing, Business, or a related field.
- 3+ years of experience in mobile ad monetization or a related field.
- Strong analytical skills with experience using data analysis tools such as Excel or SQL.
- Knowledge of mobile advertising industry trends, ad formats, and ad networks.
- Excellent communication and interpersonal skills with the ability to work collaboratively with cross-functional teams.
- Strong project management skills with the ability to prioritize tasks and manage multiple projects simultaneously.
- Must have experience with ad mediation platforms such as AdMob, Applovin, Ironsource, Firebase and Google Analytics.
- Knowledge of Principles of programmable Ad-tech

Hiring organization
A1Apps

Job Location
Gurgaon

Date posted
October 30, 2023