

Tatvic Analytics

<https://www.tatvic.com/job/campaign-manager-2/>

Campaign Manager

Responsibilities

As a Senior Campaign Manager Qualification criteria:

- Certificates
 - **Mandatory:** DV360, Google Ads – Search, Display, Video and GA4
 - **Preferrable:** CM360
- Experience for Minimum Years in Media: 4 Years
- Client servicing role: 3 Years
- Media planning experience: 1 Year
- Team management: 1-2 Years
- Client industry services: FMCG, E-commerce, Gaming
- Client Location – Ahmedabad [Work from Office only]
- Optional – Pre-sales experience: 1 year
- Communication Skills: Excellent written and verbal communication skills
- Good Hands experience on G-sheet, excel, Looker or any other similar reporting tool

Role overview:

Campaign Execution & Management:

- Ensure error-free campaign trafficking in DV360, CM360, and other platforms.
- Maintain accurate floodlight implementation and tracking.
- Adhere to agreed media plans, pacing budgets efficiently, and minimizing under-delivery.

Optimization & Performance Analysis:

- Analyze campaign data to drive optimizations that meet performance KPIs.
- Implement A/B testing, bid strategy adjustments, and audience refinements.

Client Engagement & Reporting:

- Provide weekly/monthly performance reports with actionable insights.
- Conduct quarterly business reviews (QBRs) with strategic recommendations.
- Ensure proactive communication with clients to maintain high sentiment and retention.

Planning & Business Growth:

- Assist in creating media plans for both prospective and existing clients.
- Identify new business opportunities for Tatvic to increase revenue from the Media business.

Process Improvement & Industry Knowledge:

- Follow and continuously improve upon the work processes established at Tatvic.

- Stay updated on new DV360 features, audience targeting strategies, and creative innovations.
- Share learnings with internal teams and contribute to knowledge documentation.

GA4 & Third-Party Tracking Tools:

- Maintain a strong understanding of GA4 to enhance campaign tracking, analysis, and reporting.
- Leverage GA4 to enhance attribution modeling and cross-channel analysis.
- Utilize third-party mobile app tracking tools such as Branch and Appsflyer for comprehensive app tracking and measurement.
- Ensure seamless integration of tracking tools to maintain data accuracy and campaign efficiency.

Hiring organization

Tatvic Analytics

Employment Type

Full-time

Job Location

Ahmedabad

Date posted

April 23, 2025