Tatvic Analytics

Campaign Manager

Description
Job Description:

- Build digital marketing roadmap & proposals involving DV360 for clients which includes awareness & acquisition campaigns, remarketing campaigns, app installs and video branding, etc.
- Creating different ad tags/ floodlight tags in CM / DV360 for tracking campaign conversions, audience activity and integration of different platforms to import / export audiences and conversions.
- Collaborating with other internal teams to get implementation of tracking mechanism completed
- Perform client account management responsibilities associated with display/ TrueView/ video/ search campaigns by structuring campaigns, IOs, Line Items, ad groups on DV360 / CM / Google Ads platform
- Monitor account daily and monthly with respect to budget caps, campaign pacing, lost bidding, impression share, and other important account metrics to carry out optimization strategies
- Provide support to creative design team with ideas for creative copy and graphical ad templates including VAST, Rich Media, HTML 5, static display creatives
- Communicating with clients / POC to keep the campaign achievements in sync with the predefined goals
- Generating relevant reports at three stages of the campaign – Before, During and After Campaign
- Auditing the advertising account and find gaps in existing structure and targeting
- Keep the promises made to the customer in terms of deliverables.
- Continuous research on Audience and product to ensure an appropriate match and share as well as get insights from the customer.
- Design a marketing plan and get it approved by the customer.
- Design and implement the planned campaign to achieve the customer KPI.
- Implement the campaign by ensuring traffic (Campaign Trafficking)
- Keeping the floodlight implementation at the correct trigger points to get the data
- Deep analysis of the data & optimizing campaigns
- Report the results to the customer
- Keep the customer updated and aware of the progress.
- Communicate to keep customer sentiment high
- Stay abreast with the concepts and updates in the core technologies DV 360, Campaign Manager , Facebook Ads, Instagram Ads, Google Ads & GA4.

- Only the client you work on will be considered for spend growth
- Case studies should be published on the website. If client doesn't approve try and get it published on the website without names , but for publishing without names also we will need permission from the client
- If you work on 3 clients and 1 is churned your client retention will be ⅔
- To improve CHI, should engage the customer by presenting decks/new ideas/learnings/features/strategies/ do quarterly meetings
- The total here is 85%, 15% will be rolling KPIs which will be communicated to you soon

Responsibilities
Primary Outcomes:

- **PLANNING:** Understand the marketing objectives of the client and define the campaign Goal / KPI. Prepare a campaign plan to achieve the campaign Goal / KPI and take sign off on the same by the client.
- **TRAFFICKING:** Traffick/execute the campaign plan in Advertising platforms with predefined KPI goal set as campaign performance goal and deliver the KPIs that were planned (& agreed)
- **SYNCHRONIZATION:** Maintain Daily/Weekly communication with POC as well as Internal Team to highlight changes in campaign goal / KPI and shared campaign dashboard with the client.
- **OPTIMIZATION:** Build Learning framework by documenting the changes done for achieving the campaign goal / KPI and record the impact of each change in project management tool.

Hiring organization
Tatvic

Employment Type
Full-time

Job Location
Ahmedabad/ Mumbai/ Gurgoan, (Initial 3 Months at Ahmedabad (Corporate Office) for traning pourpose)

Date posted
July 23, 2024