

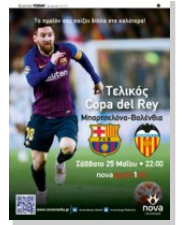
1. ADWEB

Μέσο: BUSINESS TODAY

Ημ. Έκδοσης: . . . 23/05/2019 Ημ. Αποδελτίωσης: . . . 23/05/2019

Σελίδα: 7

Innews AE - Αποδελτίωση Τύπου - <http://www.innews.gr>



We are Hiring!

DMP Audiences Manager Job Description

Purpose: A few years ago, Adweb introduced advanced audiences targeting capabilities backed up by Nugg.ad, a leading German expert company in the field. We still lead this area by providing advanced targeting options and 650 different clusters to target in the programmatic marketplace - Premium Publishers Network (PPN). We recently moved to the next level by incorporating the Nugg.ad DMP (Data Management Platform) that will help us to continuously formulate valuable data of audiences and to consolidate it in a single place. We are satisfied that we will bolster our offering and we will be providing a matchless service to our clients and Brands.

The DMP Audiences Manager will be responsible for realizing the full potential of the DMP. He/she works together with the Sales/Account teams, the buying and optimization teams, our CRM expert consultant and our clients to create a better connection and engagement between the brand and consumers using data.

Key Responsibilities:

Drive DMP functionality and use.
Coordinate data across a range of 1st, 2nd and 3rd party data sources. Analyze, identify and create custom segments to be used by a range of Brands/campaign needs.
Maintaining taxonomy and classifying behaviors.
Work together with our clients, ensuring full adoption on their end. Work closely with buying.

Knowledge, Skills and Abilities:

Understanding of the digital advertising ecosystem.
Strong analytical, problem solving and critical thinking skills.
Strong quantitative and qualitative analytical skills.
Demonstrated ability to multi-task and prioritize.
Advanced computer skills, proven experience in Excel.
Experience in database software is highly preferred.
Bachelor in relevant business or analytic field.
2+ working experience in Adtech, agency or software business.

Please send your CV to: info@adweb.gr