

AFFLE

Designation:

Brand operations.

Eligibility:

3-5 years of Experience.

Job Profile/Description:

Monitoring and Auditing Campaigns (and when required executing too) on platform like Appnexus, DV 360, Native Platforms,

- ✓ Ensuring campaign performance and identifying insights to drive incremental results.
- ✓ Collaborate with tech specialists, creative & client-servicing teams for campaign planning.
- ✓ Exposure to multiple verticals like Ecommerce, BFSI, Realty, Travel, etc.
- ✓ Proficient at Google Analytics, Appsflyer, Similar web, Adobe solutions, etc.
- ✓ Strong knowledge of JS/Iframe/VAST/PAID, Multiple tracking tools like sizmek/DCM/IAS and their macro implementation.