

Job Description

Company: Hiring for our client.

This position involves supporting advertisers who use Adwords to manage/run revenue campaigns. The Adwords Optimization Analyst will be required to support the APAC / EMEA / AMER Advertisers and optimize their campaigns to achieve KPIs.

Responsibilities

- Assist in optimization of keywords, bids, account daily and monthly budget caps, impression share, quality score and other important account metrics/ KPIs.
- Follow Optiscore first approach in optimizing Adwords accounts
- Manage and maintain updates for keyword lists.
- Provide creative copy suggestions.
- Implement recommendations for keyword opportunities, campaign structuring, targeting and other facets of paid search in accordance with client goals.
- Support the generation of new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.
- Keep pace with search engines and PPC industry trends and developments.
- Analyze and optimize video ad campaigns based on client KPIs to increase return on investment (ROI).
- Provide campaign structuring, targeting and budget recommendations.
- Provide deeper and proactive need - based suggestions to ensure meeting of the client KPI.
- Foster an environment of shared learning and act as a trusted digital Guru addressing client requirements.
- Stay up-to-date with video network and industry happenings to support optimisation recommendations

Shopping

- Knowledge of Shopping campaign structure, ad groups, product listing, ads etc.
- Audit the shopping feeds and diagnose the issues with inventory stock, listing, offers etc.
- Optimizations to improve ROAS, budget & audience recommendations.
- Knowledge of Smart Shopping campaign and the recent updates would be an added advantage.

Display

- Understanding of Display network, pricing model, usual KPIs for Display campaigns
- Budget pacing and tips to improve under-pacing
- Knowledge of Display ads, ad dimensions, size etc.
- Knowledge of Discovery campaigns would be an added advantage

Execution and Productivity

- Works independently to help clients achieve their goals basis recommendation coming in Opti score recommendations tab.
- Adjusts working style to meet the needs of specific customer types and geographies.
- Correctly interprets Opti score recommendations and applies them on clients Adwords accounts via ICS and AWE.
- Compare data-driven analysis and campaign Opti score recommendations to drive performance to meet or exceed campaign goal(s).
- Barring external factors, monitor and optimize campaigns effectively to make the performance on par or better MoM.
- Effectively act as a partner to drive performance for clients, show ownership in helping drive Client delight with a solution mindset as against task mindset.

Communication

- Diligently documents campaign optimization recommendations to ensure that clarity on the current and past state of campaign is available to all stakeholders at any given point in time (and recurrence of any negatively impactful changes is avoided).
- Provide decisions enabling insights in addition to or along with data along with the ability to use graphical methods and tools to present numbers and trends to tell a compelling story.
- Demonstrates solid English pronunciation and projects confidence when speaking.
- Must be able to clearly showcase ideas with written communication.

Requirements

- 0 - 1 years of Digital Marketing experience in customer support and/or search advertising, SEM/PPC Adwords.
- Exposure to and experience of having worked for global clients and a good understanding of cross-cultural context and international brands.
- Strong understanding of Adwords , online advertising (search and/or display) and 3rd party advertising concepts.
- Good to have an understanding with other ad-serving platforms such as YouTube for advertising.
- High degree of MS Excel proficiency (including advanced features such as Functions and Pivot Tables)
- Proven ability to become expert in new technologies in a short time frame.
- Strong communication skills with a proactive and positive approach to tasks.
- Objective and analytical approach to decision making
- Strong work ethic and ability to work with minimal supervision
- Fluent in spoken and written English.
- Flexible to work in night shifts.