Ecommerce Performance Analyst

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Company: Mediabrands

Location: Netherlands

Category: computer-and-mathematical

NIKE Inc. is the world's leading designer, marketer, NIKE Inc. is the world's leading designer, marketer, and distributor of authentic athletic footwear, apparel, equipment, and accessories. Founded by Bill Bowerman and Phil Knight in 1972, Nike has grown over the last 50 years into one of the most valuable, most loved and most emulated brands in the world, singular in its ability to create cultural conversation within the world of sports and fashion and far beyond. Nike's mission is to bring inspiration and innovation to every athlete* in the world; a mission expressed every day through product design, digital and physical retail consumer experiences, and brand communications.

Initiative is Nike's and Jordan brands newly-appointed media agency of record for EMEA, responsible for strategy, integrated media planning and activation, measurement, and data & technology services across 34 countries. Kinesso partners with Initiative to create best in class solutions for Nike.

Partnering with Nike is an extraordinary opportunity requiring extraordinary talent. Our vision is to build the best integrated team connecting brand and performance to deliver best in class outcomes. The Nike Initiative EMEA team will be a highly diverse team, attracting the sharpest emerging and established media experts across all disciplines in the industry. With the chance to grow and do great work people all over the region will see, admire, and respond to.

*If you have a body, you are an athlete.

Key Responsibilities

As Ecommerce Performance Analyst, you will:

Work closely together with channel experts on SEA, Programmatic and Social to analyse and report on Nike's cross channel performance on regular basis.

Explore data at channels, campaigns, creative, audience and markets level to identify key insights that can help Nike unlock performance.

Feel comfortable reviewing platform metrics and understand how they can be used to optimize a campaign towards a primary and secondary KPIs.

Be eager to deep dive into media activation platforms, understand the INs and OUTs of individual channel strategies and develop a POV on what works well or can be further improved.

Work together with senior performance experts across channel teams to develop PCAs, gather Key Learnings and best-in-class recommendation.

Help identify and consolidate innovative opportunities across channels that our teams can test to further drive our performance up in a scalable manner.

Be eager to actively participate on knowledge share sessions and lead your own projects while developing Best-in-class practices with channel experts

REQUIRES SKILLS:

2 to 4 years of experience in Paid Search with an international client

Hands-on experience with reporting platforms such as Tableau and Google Analytics

Working knowledge of other media and Adtech platform (i.e. GA360, DV360, CM360, Business Manager, Data Studio, Smartly).

Advanced use of MS Office (Excel, PowerPoint, Word).

Client facing experience and able to simplify technical subjects for discussion with non-technical people.

DESRIED SKILLS:

Tagging and trafficking experience.

Familiar with attribution models.

App marketing experience.

Experience with the following Platforms: Looker, Terraform and Adverity.

Digital Marketing Experience.

At Kinesso, we believe in the power of connection – connected data, connected identity, and connected ecosystems. In a marketing and advertising world held back by disconnections, we build open and flexible solutions that play well with others and solve real marketing problems for brands and agencies. We do it with our market-leading identity and patented technologies, creating solutions that are responsible to people and that perform for brands. Matterkind is the company within Kinesso focused on activating addressable marketing. Matterkind's approach is to put the audience at the forefront of everything we do, creating marketing that is relevant for people while still delivering results for brands. This is something Matterkind calls conscious marketing, and we believe it should be the only kind of marketing. We also believe you can be conscious and kind while delivering outcomes, which is why we create intentional, high-performance marketing that delivers guaranteed outcomes and results without risk.**We are Mediabrands!**
IPG Mediabrands is the media holding company of, among others, UM, Initiative, Kinesso, Yune & Magna, offering services such as media strategy, research, planning, procurement, creation, activation, and design. Alongside 450 colleagues, we strive to surprise and challenge brands and marketers. The emphasis on our growth culture is evident through traineeships for our young professionals, development programs, and a culture of continuous learning.

Our people are the heart of our company. We are a company of Challengers, focused on collaboration as one family. Diversity strengthens us, and we aim for an inclusive culture where equal opportunities take center stage. Regardless of age, disability, race, gender, sexual orientation, or any other legally protected characteristic, we invite all applicants to be part of our team. We believe in a workplace where everyone can thrive, and we encourage diverse talent to join our team. We are 'The House of Challengers!'

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