

Digital Marketing Analytics Manager

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Company: Gorillas

Location: İstanbul

Category: other-general

Getir is about making life easier and more enjoyable. Our unique model and value proposition put us on the forefront of mobile retail. At Getir, we like to grow fast. Our ambitions are simply big. To accomplish these big goals, we need to do a mix of big and small things so Getir reaches more people faster than it naturally would.

What You'll Do?

As a Digital Marketing Analytics Manager, you will be a key player in our data-driven decision-making process. You will be responsible for analyzing complex data sets, extracting meaningful insights, and providing valuable recommendations to optimize our digital marketing strategies and enhance overall business performance. Your role involves:

Develop and execute a comprehensive digital marketing analytics strategy aligned with business objectives.

Identify key performance indicators (KPIs) and establish measurement frameworks for various marketing channels.

Conduct in-depth analysis of marketing campaigns, user behavior, and app performance.

Use data insights to make recommendations for optimizing digital marketing efforts and improving overall performance.

Create and maintain regular and ad-hoc reports for key stakeholders, providing insights into marketing performance.

Build and optimize dashboards to track KPIs and communicate trends.

Plan and execute A/B tests to improve campaign effectiveness, user experience, and conversion rates.

Analyze test results and provide actionable recommendations.

Work closely with digital marketing teams to understand campaign objectives and provide analytics support.

Collaborate with IT and data engineering teams to ensure data accuracy and completeness.

Oversee the implementation and management of tracking tags for web analytics and marketing tools.

Ensure accurate data collection for proper attribution and analysis.

Create visually compelling presentations to articulate complex analytical findings.

Manage multiple projects concurrently in a fast-paced environment.

Ensure timely delivery of high-quality analyses aligned with business objectives.

Utilize statistical methods and tools to interpret data and generate actionable insights.

Develop dynamic dashboards for real-time tracking of team progress, implementing individual performance metrics, and achieving service excellence.

What You'll Bring?

Bachelors degree in a relevant field (e.g., Statistics, Mathematics, Business Analytics).

4+ years of experience in digital marketing and data analysis areas.

Proven experience in data analysis and interpretation.

Familiarity with e-commerce platforms and understanding of digital marketing channels (Google, Meta, Tiktok, ASA etc.) and principles of mobile app growth.

Proficiency in data visualization tools, particularly Tableau. Strong knowledge of Excel, gsheet and familiar with modeling tools.

Hands on experience on Google measurement tools (GA4, GTM etc.), mobile measurement partners (Adjust, Appsflyer etc.) and reporting automation.

Strong analytical and problem-solving skills.

Excellent communication and presentation abilities.

Ability to work both independently and collaboratively in a team.

Ability to translate complex data into actionable insights for non-technical stakeholders.

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