

Turkey Jobs Expertini®

Web & App Analytics Senior Analyst

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Company: Publicis Groupe

Location: Şişli

Category: other-general

Job Description

- 2+ years of hands-on web & app analytics job experience
- Four-year degree required with concentrations in business, marketing, computer science, information technology, or related preferred

Duties

- Work with teams to develop/inform data acquisition strategies (including KPIs and personas) for websites and individual campaigns to ensure their success
- Report beyond key metrics; tell the full story using data
- Proactively evaluate the performance of campaigns and recommend opportunities to improve targeting, messaging, and user experience
- Identify notable traffic patterns and determine their origin
- Provide data and insight to assist with paid media tactics including search and display
- Build ad hoc reports, and dashboards, and perform deep dives upon need
- Deliver reports to gauge the effectiveness of digital media advertising programs including search engine marketing, display, mobile, social, video, etc
- Monitor and analyze performance through campaign dashboards and readouts, provide strategic optimization recommendations
- Analyze site behavior using Web analytics tools to determine areas for site improvement
- Analyze A/B and Multi-variate tests, communicate results, and provide recommendations

Qualifications

Skills/Qualifications

- In-depth familiarity with GA4 (Google Analytics IQ certification a major plus) as well as advanced implementation knowledge/experience
 - Great sense of awareness and ability to think on your feet
 - Experience with Web site and app analytics tools such as GA4, Adjust, Firebase, AppsFlyer, VWO, Hotjar, Clarity etc.
 - Strong quantitative and research skills with proven ability to demonstrate data collecting, analyzing, and interpretation capabilities
 - Ability to work with HTML and JavaScript (including jQuery). Additional development skills are a plus.
 - Good understanding of UX (customer journeys, conversion funnels)
- SQL, Python knowledge and expertise for fundamental for data analysis
- Understanding of dataLayers, Consent Management & CMPs and Data Analysis tools (including Looker Studio).

Experience with Google Marketing Platform, Server Side Tracking, BigQuery and Data Privacy initiatives.

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

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