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# Example of Measurement Analyst Job Description

Our innovative and growing company is searching for experienced candidates for the position of measurement analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for measurement analyst

* Perform daily analysis of multiple campaign results across multiple data partners to ensure premium performance
* Own the relationship with data providers (such as MOAT, DoubleVerify, IAS) and manage the processes for day to day execution
* Troubleshoot data discrepancies based on daily analysis to ensure proper measurement across all vendors
* Provide guidance on T&C’s for video syndication partners based on findings with data providers
* Audit campaign data and tracking requirements while managing measurement systems for data and reporting
* Work internally with Advertising Operations, Inventory & Client Services to perform ongoing analysis using Excel, Adobe Omniture, MOAT and other reporting tools
* Recommend timely optimization for campaign management, along with other supply partner adjustments for successful delivery
* Monitor traffic acquisition costs of supply partners for video campaigns to limit wastage and maximize yield
* Analyze performance of ad products across campaigns against a variety of variables
* Assessing data rule effectiveness and efficiency in the current data validation environments, visualization of results and proposing enhancements to the business owned data standards that are consistent within the overall DQ strategic framework

## Qualifications for measurement analyst

* Define and standardise the KPI reporting process for each HR function
* Bachelor's Degree or Equivalent Experience (finance or business preferred)
* University degree (Finance, Business or Engineering) with a strong quantitative foundation
* Hands-on proficient experience with SAS, SQL, relational databases, data warehouse, BI tools, UNICA
* Experience with Business Intelligence software such as Tableau or Tibco Spotfire, or reporting software such as Crystal Reports, SQL Server Reporting Services, , is highly preferred
* Expert knowledge of the principles and application of key indicator reporting, dashboard creation and Business Intelligence