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# Example of Programmatic Analyst Job Description

Our growing company is looking to fill the role of programmatic analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for programmatic analyst

* End-to-end ownership of retail network campaigns in DFP, including trafficking, troubleshooting, optimization, and reporting
* Identify trends and technology in digital advertising and online shopping landscape
* Assist with setup and management of existing and future third party partners
* Work closely with Programmatic System Analyst team to develop and execute scalable campaign optimization solutions to deliver highly targeted campaign optimizations
* Own advertising platform performance across a large volume of campaigns with a high degree of accuracy
* Focus on advertising platform tool and process development to drive additional efficiency gains for the program at large
* Support the budget formulation requirements within the Planning, Programming, Budgeting, and Execution System (PPBES)
* Develop programmatic data and assists in keeping this data current
* Maintaining regular reporting across multiple supply side platforms and header bidding partners, producing analysis and providing recommendations on yield optimizations
* Partnering with Business Intelligence team to ingest, organize, and present data within automated reporting dashboards

## Qualifications for programmatic analyst

* Strong understanding of underlying advertising technology is required, working knowledge of current and emerging digital marketing trends and technologies
* Prepare and lead training activities for internal and external stakeholders
* Support the Programmatic Solution lead and work with central functional teams to define guidelines and best practices for Nestlé Programmatic business and optimize the programmatic media value chain by identifying risks & issues improvement opportunities
* Degree in IT, Computer Science, Engineering or equivalent work experience
* 3+ years of experience in DSP campaign management/optimization, with a focus on direct response practices
* Direct experience with ad serving platforms, verification partners, and related technologies