



Example of Programmatic Analyst Job Description

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Our innovative and growing company is looking for a programmatic analyst. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for programmatic analyst

- Work closely with internal stakeholders to set up pricing and inventory packages
- Manage RTB flow and the relationship between teams and the flow to network
- Work closely with sales teams along with the head of programmatic to build and service relationships
- Assist Head of Programmatic and sales in negotiations
- Deliver 'operational excellence' e.g ensuring minimal leakage of impressions, limited conflict between channels etc
- Anticipate trends and events and maximising arising revenues
- Campaign setup, monitoring and required reporting
- Optimise and make recommendations for effective campaigns to drive performance, delivery and upsell
- Client servicing- provide smooth intro to programmatic service and provide insight, guidance and recommendations pre, during & post campaign
- Work closely with internal teams on product developments and how they could improve/impact performance

Qualifications for programmatic analyst

- Understanding of bidded social landscape and experience with Social platforms (PMDs)
- International media buying and/or planning experience a plus, but not required

a plus

- Ideally 2+ years' of quantitative analysis
- Bachelor's degree in a quantitative subject
- Experience working with Programmatic Partners, a strong plus