9576 12181 Adobe Target Consultant (m/w/d) Hamburg -What you do with us-  
  
  
  
  
· You analyze, design and manage projects to increase  
conversion rate. You are responsible for the development and further development  
responsible for the CRO processes so that our customers achieve their goals  
can. This is how you create and control standardized and  
statistically valid AB or multivariate tests.  
· You carry out simple tests and personalizations independently in the  
common tools, but you can also look forward to the implementation of more complex ones  
Projects in close cooperation with our developers.  
· Also market observation, obtaining qualitative user feedback or  
quantitative data and competitive analysis are among yours  
essential tools.  
· In order to discover optimization potential, you work analyzes and  
Reports that prove your hypotheses and derive from them  
recommendations for action.  
· The close exchange with your team is important to you. You're first  
Contact person for analytical questions and for improvement  
the user experience in terms of increasing the conversion rate  
responsible.  
· Consulting projects in which you provide your well-known customers with necessary  
CRO know-how round off your diverse area of ​​responsibility.  
· As an Adobe Target Consultant with an eye on market trends and  
You like to break new ground and find optimization potential  
Tried and tested. We offer you the freedom you need!  
  
-when you fit in with us-  
  
  
  
  
· You are a real team player. One for all, all for one - that  
is your motto and ours.  
· You enjoy interdisciplinary collaboration, think  
analytical and solution-oriented and have a strategic  
Approach.  
· Ideally, you already have several years of experience as an Adobe Target  
Consultant and understand the requirements of our customers. your projects  
you manage with enthusiasm.  
· Here you have extensive knowledge of Adobe Target regarding  
Personalization and A/B/n testing collected. In addition, you bring  
Knowledge of e.g. Optimizely, Dynamic Yield / eSpirit ICE, SAS CI 360,  
etc. with.  
· Your strong analytical skills and your experience in  
Dealing with web analysis tools such as Adobe Analytics and Google Analytics  
You in the creation of testing and personalization concepts.  
· You have already worked on several projects in the online and e-commerce environment  
proven to improve the customer journey and thus increase it  
contributed to the conversion rate. This gives you good knowledge  
in design principles, best practices in user experience design,  
Website Navigation, Information Architecture and Traffic Retention.  
· We look forward to basic knowledge of Javascript, HTML and CSS  
especially, even more about other (besides Target) experiences with Adobe  
Experience Cloud.  
· With your empathetic nature, you ensure that everything runs smoothly  
Communicate in our interdisciplinary teams and make sure that  
your developed strategy and technical feasibility fit together.  
· You have no problems with it, in the context of example  
Workshop appointments sometimes for a few days at the customer's site  
work. This is not the rule, but it can happen.  
· Your German is great, and your English can see and hear each other  
let.  
  
-Your advantages-  
  
  
  
  
· Unfortunately, we are not allowed to name everyone, but our customers have rank and  
names. You can find a selection on our reference page.  
· the technician comes to your home or the day care center is  
today? - that's not a problem for us. You can also from home  
work.  
· Whether internal chapter sessions, hackathons, the diva-e academy or the  
Visiting conferences and barcamps – we do it for your further education  
everything and are open to your wishes. You also develop  
you "on the job" steadily and always learn something new.  
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