

Ad Insights Coordinator

PFB the Job Description and Company Details.

Company Name: AdMedia Digital Labs Pvt. Ltd.

Website: www.admedia.com

Headquarter: California, USA

Job Location: Anywhere in India (WFH)

About the Company:

AdMedia helps Agencies and Brands meet their KPIs and hit their ROI objectives. AdMedia's cross-channel advertising platform enables advertisers to purchase media across Video, Display, Search, Email, Social Media, Mobile and more, thus giving businesses numerous options to touch base with their customers. We operate over 1 million high-quality domains and have more than 150,000 developed websites. AdMedia generates a billion impressions per month. No other ad network on the web optimizes traffic across this many channels, and AdMedia continues to advance its technology in order to widen its reach. The company is headquartered in Burbank, California and has several domestic offices throughout the state.

At AdMedia, we believe your job description is just the starting line. Our fun, highly motivated team has pioneered the largest search marketplace outside of the major engines! We have an award-winning ad tech platform, and we compete head-to-head with Google. We're enjoying unrivaled success as a formidable disruptor in the paid online search advertising industry.

Job Summary:

The Ad Insights Coordinator will be responsible for managing and delivering comprehensive advertising performance reports to clients. This role involves collecting, analyzing, and interpreting data from various advertising platforms to provide insights that help clients understand the impact of their ad campaigns. The coordinator will work closely with account managers and ad operations to ensure data accuracy, timely reporting, and actionable insights.

Work Location: Work from Home

Work Shift: Night Shift

KEY RESPONSIBILITIES:

❖ Data Collection & Reporting:

- Gather and compile advertising performance data from internal databases.
- Create custom reports and dashboards that highlight key metrics
- Ensure timely delivery of weekly, monthly, and campaign-specific performance reports to clients.

❖ Collaboration & Communication:

- Collaborate with account management and ad operations teams to align reporting with client expectations.
- Serve as the point of contact for Account Manager reporting requests, troubleshooting any issues related to data collection or reporting accuracy.
- Keep account managers updated on deliverables and ensure their needs are met through proactive communication.

❖ **Tool & Platform Management:**

- Use analytics tools to generate and automate reports.
- Stay up-to-date on reporting best practices and the latest trends in advertising analytics.

❖ **Ad-hoc Analysis & Support:**

- Assist in preparing ad-hoc reports and quarterly business reviews for clients.
- Support internal teams with data analysis to inform advertising strategy and optimize client budgets.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Bachelor's degree in marketing, advertising, data analytics, or a related field.
- Master's degree in Data Science & Data Analytics or equivalent.
- 1-3 years of experience in a data reporting, marketing analytics, or ad operations role.
- Strong proficiency in Excel or other data reporting tools.
- Knowledge of or experience working with digital advertising platforms such as Google Ads, Facebook Ads, and programmatic advertising, Google Analytics, and other ad reporting platforms.
- Exceptional attention to detail and accuracy in data reporting.
- Ability to interpret complex data and communicate insights clearly to non-technical audiences.
- Strong organizational skills with the ability to manage multiple tasks and meet deadlines.
- Excellent communication and interpersonal skills.

PREFERRED SKILLS:

- Knowledge of SQL or other database querying languages.
- Experience with automated reporting systems or data visualization tools.

BENEFITS & PERKS:

- Competitive Salary
- 12 Paid Company Holidays & 24 Paid Time Off
- 5 Days working → Good Work/Life Balance!
- A Friendly & Supportive Culture!