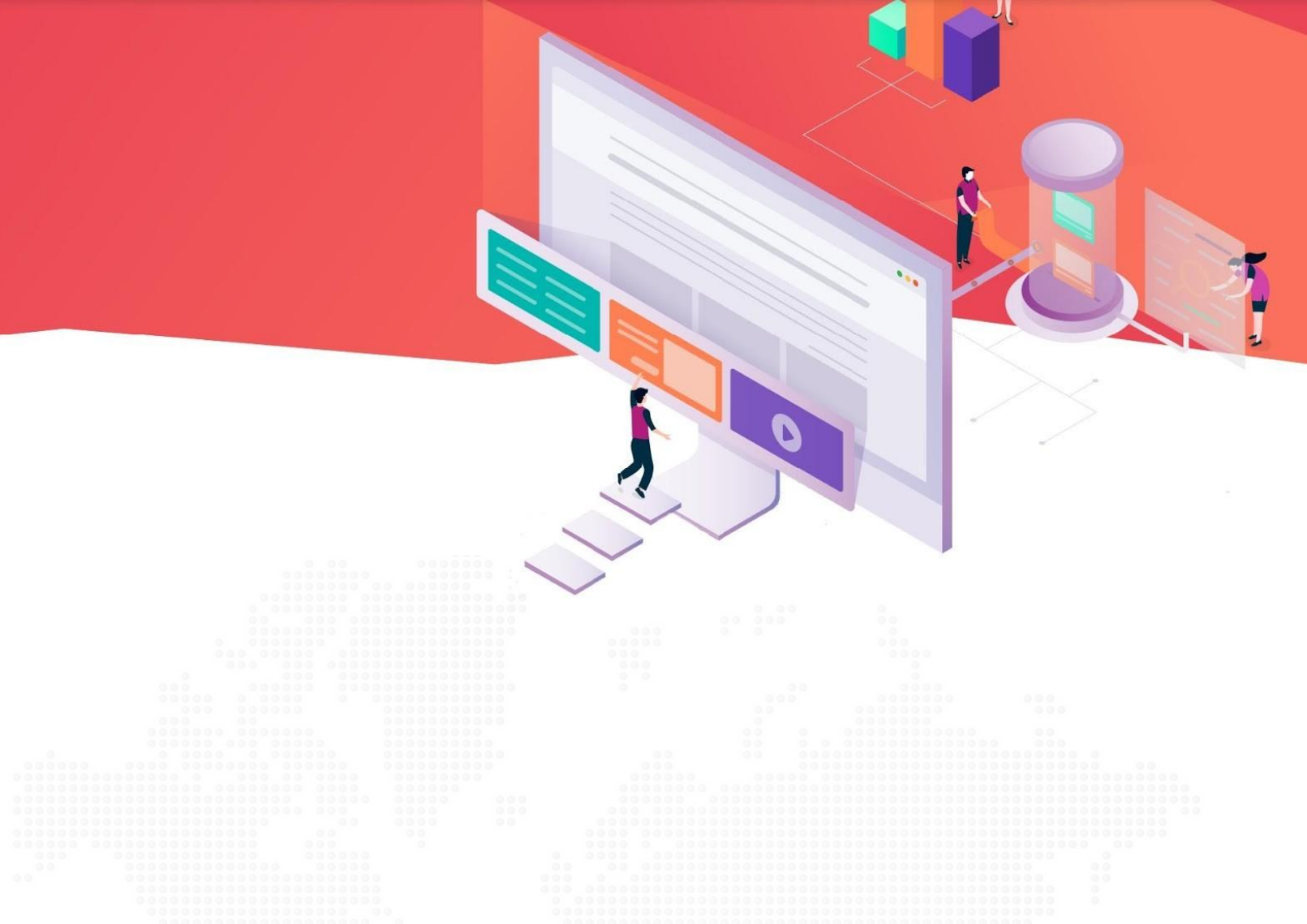


**Leaders in  
technology  
& advertising  
globally**



**Contextual &  
Programmatic  
Advertising**

**Software  
Development  
& Licensing**

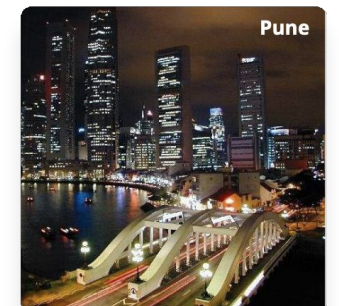
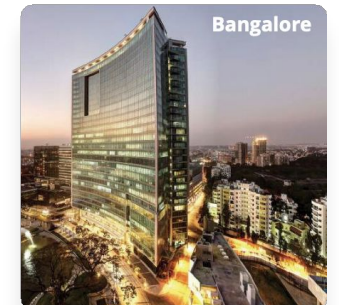
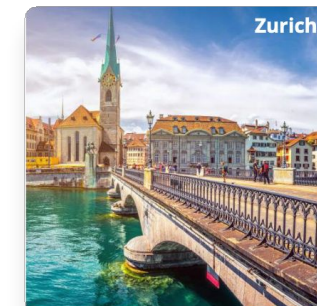
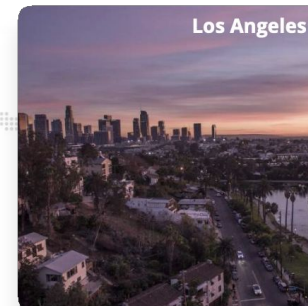
**Digital &  
Performance  
Marketing**

# Our Locations

# 1500+

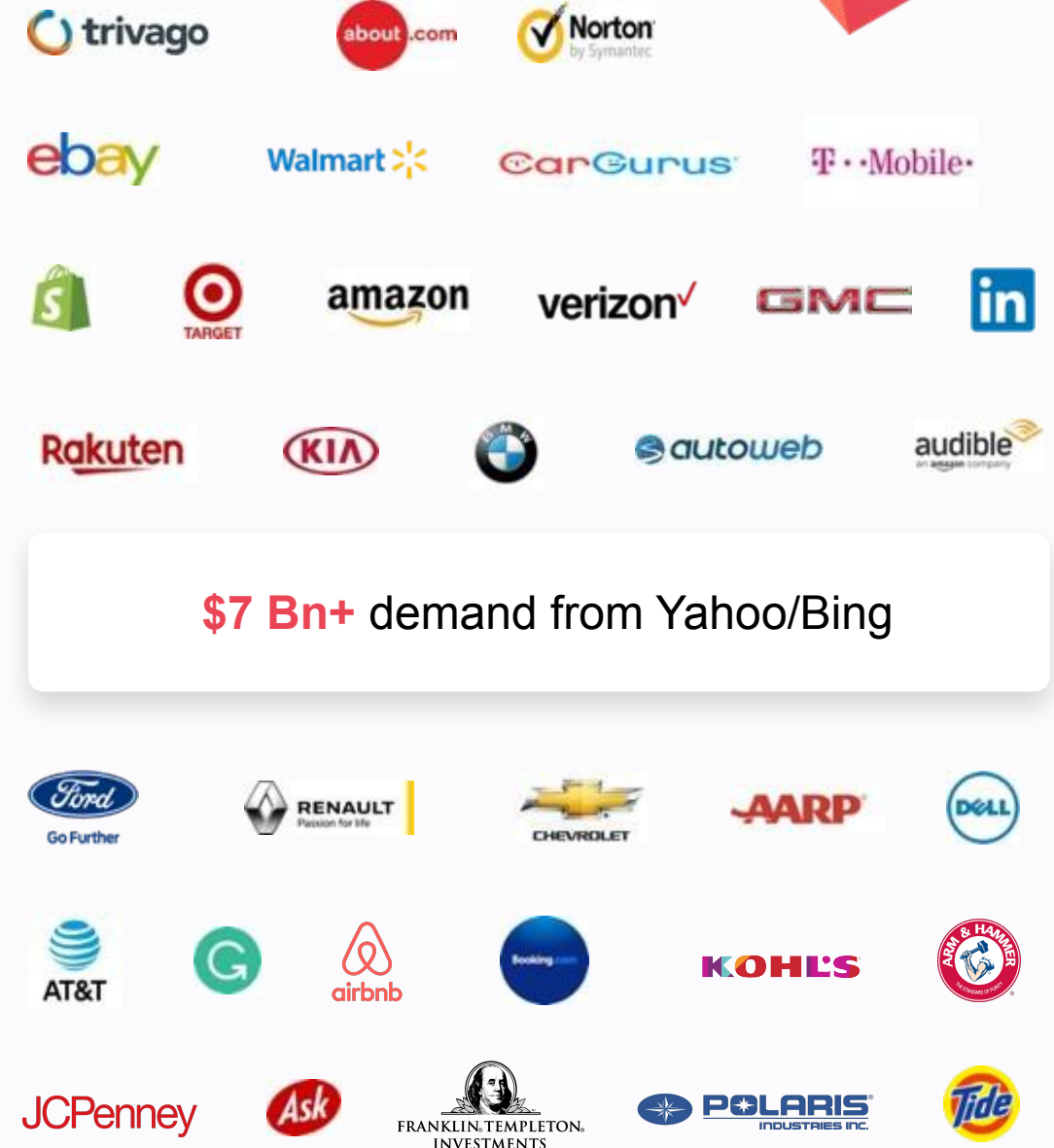
Team Strength Across 9 Locations

Dubai, Los Angeles, New York, San Francisco,  
Miami, Zurich, Mumbai, Bangalore, Pune



# Some of our Advertisers

## Selected Direct Advertisers



**\$7 Bn+** demand from Yahoo/Bing



## Some of our Publisher Relationships



WebMD

ebay

yahoo!

Aol.

The New York Times



Forbes

wayfair



healthline



parenting

USA TODAY



EatingWell

HEARST



TheStreet



.dash



Seeking Alpha<sup>α</sup>

SCRIPPS

EVERYDAY HEALTH



GIZMODO

# Recruiting Top Talent

Under our recruitment brand names, Directi & Media.net, we compete and win for top global talent

## Business Standard

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### Media.net to hire over 130 freshers from top engg colleges, B-schools

Press Trust of India | New Delhi  
Last Updated at December 11, 2019 21:05 IST





Email delivery service that gets to the inbox in 2.6 seconds



**ALSO READ**  
Google tightens political ads policy to thwart abuse

Media.net, an advertising technology company, on Wednesday said it plans to hire over 130 freshers from top engineering colleges across the country.

## Welcome to the campus, IIT-style

### ORIENTATION IIT-B has unique programme to ease in the fresh batch

**Rishu Mathur**  
For the first time, the orientation programme of the Institute of Technology, Bombay (IIT-B) is being run in a fresh batch, marking a historic moment. The programme, which is a unique blend of academic and non-academic activities, is designed to help the new batch of students settle into the campus life. The programme is run by the Institute's faculty and staff, and is a key feature of the Institute's commitment to providing a holistic education to its students.

## Global Tech Cos Go to Town to Hire Fresh Talent

Line up more offers, better perks at regional tech colleges

Company	Salary offered	College visited
Google	Rs 20 lakh	IIT Bombay
Microsoft	Rs 18 lakh	IIT Bombay
Amazon	Rs 15 lakh	IIT Bombay
Facebook	Rs 12 lakh	IIT Bombay
Oracle	Rs 10 lakh	IIT Bombay
IBM	Rs 8 lakh	IIT Bombay
DE Shaw	Rs 6 lakh	IIT Bombay
Flipkart	Rs 4 lakh	IIT Bombay

“Sample this: Amazon, Google, Pepsi-Co, Yahoo, Cisco, Oracle, Deloitte, Adobe, DE Shaw, Flipkart, Directi, Caterpillar, Future First and IBM are making offers is year at non-IIT campuses in Vellore, Madurai and Mesra

“All was so much fun with videos and interactive sessions and every evening seniors have some fun activities planned for us. He told students the story of how he began his career with Rs. 25,000 loan from his father and now his company is worth \$300 million operating in 60 countries. Students were very inspired.

“With salaries of Rs 20 lakh a year for an engineer just out of college, Directi is a good paymaster too. The firm recruits just 35 freshers every year after interviewing at least 600 applicants

## Directi takes on Google in pampering employees

**Rajesh Karpur**  
Mumbai, Sept. 17  
Bharat Anandhi sits relaxed in his plush Andheri office, wearing pastel-green Adidas track pants and a grey T-shirt on a weekday. The 32-year-old head of Directi, the Web products development company he founded in 1998, is rarely seen in formal, not even when meeting investor clients.

“Nobody comes to us for what we wear... They come to us for what we are and for the quality of our products,” said Anandhi, who is also chairman and CEO.

The company's office in the Mumbai suburb is much like a college, swarming with teenagers in jeans and T-shirts, some even in Bermudas paired with matching sandals.

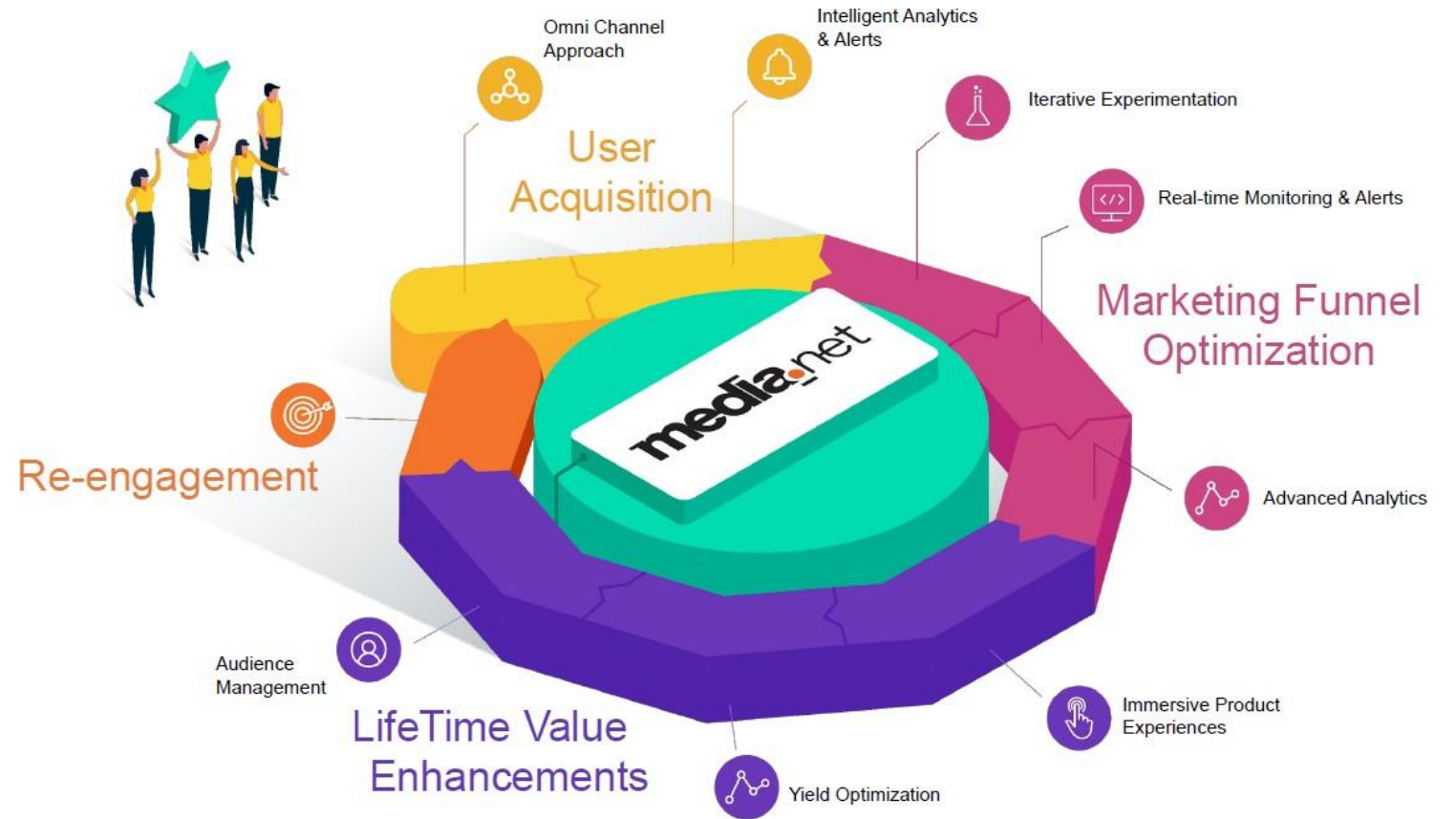
Directi's employee referral plan takes the cake. The staffer who refers a candidate has to conduct the first interview. And if the candidate gets the job, the employee is rewarded with a car (Honda Brio) or cash equivalent.

With salaries of Rs 20 lakh a year for an engineer just out of college, Directi is a good paymaster too. The firm recruits just 35 freshers every year, after interviewing at least 6,000 applicants.

*rajesh.karpur@directi.com*

media<sub>net</sub>

# Associate – Digital Marketing



# About The Role

If an environment that challenges, lets you thrive & practices a flat hierarchy for idea exchange is what you're looking for - Media.net is the place to be. Just short of a decade, I couldn't be any more surer.

**Alita Alvares**  
**Senior Manager – Digital Marketing**



We are looking for **creative and analytical minds** that can conceptualize and execute on the synergistic union of technology, user experience and monetization of online products..

As an Associate-Digital Marketing, you will have the chance to work on **high-budget performance marketing campaigns** across multiple verticals and paid media sources for multiple clients. This would be a **high ownership role** where you will manage both the marketing spend as well as the revenue generation from the client.

You will have the chance to **experiment with various growth strategies** and **work cross-functionally** to get your ideas implemented.



# What You Will Do

## End to End Campaign Management

- Plan, manage and scale performance-based marketing campaigns on Search/Social/Native
- Perform ongoing paid keyword discovery, expansion and optimization.
- Analyze campaign performance across various metrics and strategize on optimizing various campaign settings based on performance
- Perform daily account management of ad campaigns for websites targeted to the North American Markets, across various categories like Autos, Retail, Finance, Health, etc.
- Efficiently grow new ad spends via new launches and optimization of existing ad spends based on the client goals
- Develop an in-depth understanding of the different elements of an ad creative and how they perform for each unique advertising goal – traffic, conversions, engagement etc.
- Generate weekly and monthly reporting for all major metrics, goals tracking, revenue tracking, and other paid native ad initiatives.

## Collaboration

- Brainstorm new and creative growth strategies which are focused on increasing campaign ROAS.
- Provide recommendations and execute strategies for new ad spend opportunities based on performance of existing ad spends, market research, audience behavior, etc
- Work with your team and management on project development, analysis, timelines, and results.

## Continuous Research & Improvement

- Keep pace with online advertising trends and developments.
- Experiment, scout and implement new digital marketing channels, tools, best practices to consistently improve ROAS.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance with internal revenue goals.
- Run Traffic and Competitor Analysis regularly & routinely to maintain an edge.

I began my journey with media.net fresh out of college and have had an enriching experience in my tenure of 10 years. During this term, I have had the opportunity to take up several challenging roles alongside some gifted people that groomed me as a professional. I truly appreciate the company culture and flexible working hours that allow me to strike a perfect work life balance

**Vaisakh Nair**  
**Associate Manager – Digital Marketing**





# What We Look for in a Candidate

If you are looking for a big company to work and grow comfortably in, this is the place to be. Media.net is a great workplace to start your career. The culture here rewards risk-taking and creative thinking. One can never keep bored as there are many different areas you can explore for professional development. In my experience, the freedom to experiment and collaborate with varying team departments makes the work environment a lot more challenging and fun.

**Joanita D'souza**  
**Senior Manager – Digital Marketing**



## Competency, Skills & Qualifications

- Strong analytical, problem solving and critical thinking skills
- Excellent written and verbal communicator
- Forward / innovative thinker with ability to design / deliver within current capability, process & technology
- Collaborative team-player yet comfortable with independence
- Can multi-task, prioritize, and balance time across aspects of the project
- Must be comfortable with revenue responsibilities
- Ability to deliver results under pressure
- Stress tolerant and well organized with the ability to prioritize heavy workloads
- Proficiency in Microsoft Office; deep experience with data analysis in Excel, including pivot tables and advanced functions is a bonus.
- Graduate in any field

# Your Growth Path



In my tenure of 14 years at Media.net, I have had the opportunity to work with some of the brilliant & brightest minds as well as explore various areas of the business as my career has progressed through time. Learning for me at Media.net never stops as online advertising is an ever-evolving business and will always keep one on their toes. I have never been a 9 to 5 person as I love what I do and will go lengths to achieve goals put in front of me. Some of the reasons I am still here are because of supportive leaders, learning aspects, open door policy, work culture, collaborative teams, work recognition and work life balance. It's truly been an enriching experience working for Media.net and I could not have asked for anything better just out of college.

**Shannon Murzello**  
**Senior Manager – Digital Marketing**



# Our Culture

## Work Life

- Flexible work hours and leaves
- Salary advance
- Maternity/Paternity leave benefits & adoption assistance
- Butler & Concierge services
- Team Off-sites & Celebrations

## Beyond Work

- Insurance benefits for you and family
- Interest-free loans
- Gift vouchers for special moments
- Fully-equipped Gym
- Education Sponsorship Programs



**Pool & Foosball  
Tables**



**Breakout Rooms**



**Friday Night Chill  
Sessions**



**media.net**

**Thank you**



### **Media.net Has Been Quietly Helping Publishers Move To Server-Side Bidding**

Two years ago, Media.net started helping publishers move their header bidding partners to a speedier...



### **Media.net Launches Next Generation Ad Targeting at IAB Annual Leadership Meeting**

Today at the Internet Advertising Bureau's Annual Leadership Meeting (#IABALM)...

PPC•LAND

### **Media.net donates OpenRTB 3.0 converter code to IAB Tech Lab**

Media.net yesterday announced the donation of code to help IAB Tech Lab...

**The Drum.**

### **Lost in translation: Gaining clarity around AdTech transparency**

It is the latest and likely the most enduring concern to hit the advertising industry in recent times...



### **White Ops, Media.net Partnership Extends Pre-Bid Fraud Protection For Brands**

Media.net has announced a partnership with White Ops to extend protection across programmatic...



### **Media.net Bets Its Contextual Data Can Offset Death Of The Cookie**

The amount of online media with audience data attached is shrinking, thanks to Apple...