

PLACEMENT DRIVE NOTIFICATION

Company	DeltaX
About the Company	<p>DeltaX is a unified cross-channel advertising solution which helps advertisers to manage and track across digital media channels from a single dashboard on a unified cookie and empower them with insights that help in improving media efficacy. Quick presentation of the opportunity landscape of DeltaX - http://bit.ly/1n7tqur</p> <p>DeltaX is a cloud-based digital media management platform for advertising agencies and advertisers to efficiently buy, track, attribute, optimize and report media across search, social media, display RTB, Mobile, Video and other media channels.</p> <p>At DeltaX our goal is to bring together the brightest minds to tackle big engineering, Digital marketing and business challenges.</p> <p>DeltaX is an enterprise-grade full stack cross-channel advertising solution. We leverage deep learning technology to break complex data sets and enable digital marketers and advertisers to understand consumer behavior and frame better outreach strategies accordingly, only to help them get the best out of their digital media investments.</p> <p>Our sophisticated data-driven platform help agencies and advertisers monitor, measure, optimize and derive intuitive insights such as multi-channel attribution out of advertising campaigns automatically, across various media channels (search, social, display, etc).</p> <p>The platform integrates with over 10 popular digital media providers (Google Adwords, Bing Ads, Facebook ads, Yahoo Gemini, Twitter etc.) via seamless APIs. Website: https://deltax.com/</p>
Job Title	Digital Marketing Operations
Job Description	<p>DeltaX is looking for a Digital Marketing Operations Associate to join its Account Management team. You will be contributing to all facets of client utilization of the DeltaX cross channel media platform. You will ultimately accountable for clients' satisfaction and ability to leverage DeltaX to drive ROI for digital marketing initiatives.</p> <p>A person, who is committed, disciplined and number driven and with eagle's eye for catching the tiniest of performance, gaps will be a perfect candidate for the role. We are seeking an individual who has sound mathematical ability and interest in digital media who can think on their feet and can drive to insight from data.</p> <ul style="list-style-type: none"> • Plan and execute digital media campaigns (e.g., pay-per-click search engine marketing, paid inclusion, and other pay-for-performance marketing) • Maintain and operate day-to-day campaign spend and allocation for client's paid search portfolio • To actively build relationships with client partners (Agencies) • Ability to understand a client's business goals, to anticipate future needs and help determine the ideal solution. Identify and execute optimization recommendations to increase campaign ROI • To partner closely with the product development, sales and technical account management to drive platform innovation and capture market opportunity • Manage DeltaX bid tool for campaign trafficking, optimization and reporting • Deliver comprehensive campaign analytics including, but not always limited to, paid search insights (may also include organic search, other paid media formats, website, social, mobile, qualitative, secondary data, etc.) • Ability to understand the client's business goals, to anticipate future needs and help determine the ideal solution.
Job Location	Bangalore, Mumbai, Hyderabad
Eligible Degrees	Any UG / PG
Eligibility Criteria	50% and above aggregate marks from 10th to PG
Desired Skills	<ul style="list-style-type: none"> • Eye for precision • Good with numbers and logic • Excellent analytical, organizational skills and project management skills • Interest in Digital Marketing is a plus
Compensation (CTC)	Rs. 3.30 LPA

Selection Process	1. Online Assignment 2. Personal Interview (Video)
Date & Time of Interview	Will inform later
Venue	Virtual/Online