Sr. Data Analyst, Marketing Analytics

Montreal - Full-time - 744000145299369

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The Marketing Analytics team works with the business and marketing stakeholders to analyze and measure the impact marketing has on our business objectives.

The Senior Data Analyst, Marketing Analytics, will be responsible for gathering, structuring and analyzing data to derive compelling insights that drive the strategy & optimization of our marketing initiatives. This includes the design and management of data collection and analytics solutions, analysis of the performance of marketing initiatives and their effect on acquisition, retention, engagement, and conversion.

WHAT YOU'LL DO

- Understand the business objective and marketing initiatives to then identify the key success metrics that help evaluate the performance towards the objectives
    - Analyze correlations between business outcomes and marketing initiatives.
    - Establish a benchmarking methodology and set targets for the key metrics identified.
    - Measure and communicate to stakeholders the results.
- Be a thought leader and spearhead data driven decision making amongst stakeholders.
    - Translate the business questions and challenges from the stakeholders into analytics projects.
    - Deliver a cross-channel, brand level view of performance, insights, and recommendations.
    - Convey the finding on campaign performance and drive strategy and optimization change with stakeholders.
    - Provide data analysis and reporting to identify trends and opportunities across channels, audience segments, and player segments.
- Work with marketing teams to ensure marketing efforts are effective and drive incremental acquisition, engagement, and conversion.
    - Develop marketing experiments to understand the business impact of paid media and creator campaigns.
    - Leverage data from Adobe Analytics, Gamesight, Salesforce, Datorama and various other tools and platforms.
    - Develop robust analytic processes to frame campaign expectations, inform decision making, and provide optimization recommendations based on performance data.
    - Work with Data Science to use predictive analytics to analyze data from viewership, website interactions, media campaigns, CRM, and social platforms.
    - Assist with budget planning exercises to determine optimal budget for a given campaign.

    - Develop marketing experiments to understand the business impact of paid media
- Communicate insights and discuss recommendations with brand teams and cross functional partners.

WHAT YOU'LL BRING

- 4+ years of proven analytical skills; ability to analyze raw data, draw conclusions, and develop actionable insights. 3+ years of that in paid media and marketing analytics.
- Experience in marketing or performance analytics roles for paid media, content creators.
- Previous experience in reporting and dashboards, data infrastructure, and queries to track key marketing metrics across multiple data sources leveraging SQL, R/Python, Tableau, and other data/visualization tools; monitor for changes in trends, share insights and make recommendations
- Familiarity of different paid media measurement options, such as conversion APIs (CAPI), brand lift surveys, conversion lift studies, and audience hold outs.
- Experience with statistical methods such as regression and hypothesis testing
- Fluent in French