

Analyst, Ad Insights

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Company: The Knot Worldwide

Location: India

Category: computer-and-mathematical

Analyst, Ad Insights

India Be the First to Apply

WHAT WE DO MATTERS:

Here at The Knot Worldwide, we believe in doing work that matters. In more than 16 countries around the world, The Knot Worldwide's leading family of brands—including The Knot, WeddingWire, Bodas, The Bash, The Bump, and more—help people take celebration planning from inspiration to action. When you join our global team, you'll be a part of a diverse group of individuals passionate about serving and enabling our communities to celebrate the moments that make us.

ABOUT THE ROLE AND OUR TEAM:

The Global Media Solutions Team holds the responsibility for shaping the company's ad strategy and driving revenue growth. They play a crucial role in developing and implementing advertising initiatives, optimizing ad products, and maximizing revenue opportunities. By leveraging their expertise in ad operations, insights, and technologies, the team aims to deliver successful ad campaigns and reporting, effectively meeting the needs of both internal and external stakeholders while driving the company's overall business growth.

The role includes being responsible for producing regular and ad hoc reporting to support business and client reporting requirements. The main focus is on providing accurate and timely reporting, with the ability to analyze specific data sets when necessary to identify and highlight trends and changes relevant to the business and clients.

RESPONSIBILITIES:

This role reports to the Team Lead GSO Ad Insights

Responsible for the production of regular and ad hoc reporting to support business and client reporting needs.

Provide accurate and timely reporting

Where needed, analyze specific data sets to identify and highlight trends and changes

SUCCESSFUL CANDIDATES HAVE:

You have 1-2 years of experience working in Reporting & Analytics, required experience with Business Intelligence Platforms

Knowledge of media and the ad technologies used to support online and/or mobile advertising operations: ad serving, audience management tools, inventory applications, HTML, XML, Javascript, and third-party ad tags

You operate with a sense of urgency and high level of customer service

Keen problem-solving and troubleshooting abilities

Keen ability to be detail oriented and organized.

Ability to multitask, and prioritize work

Professional communication, both written and verbal

Collaborate cross-functionally with various departments and stakeholders to find solutions, increase productivity, efficiency and team success.

At The Knot Worldwide, we believe you are more than a resume and invite you to go for it, take the leap of faith, and apply for this job if it sparks your passion to join TKWW and make a difference!

WHAT WE LOVE ABOUT YOU:

You Dream Big. You iterate and experiment to drive innovation.

You Love Our Users. You keep our global community at the center of everything you do.

You Do the Right Thing. You strengthen your team through respect, fairness, and inclusion.

You Hustle Every Day. You favor urgency and own your outcomes.

You Win Together. People are at the heart of our success and you play as a team.

WHAT YOU LOVE

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