

## POSITION TITLE: SENIOR AUDIENCE MONETIZATION ANALYST

LOCATION: BALTIMORE, MD, USA

### About the Opportunity

The Monetization team is responsible for the efficiency, profitability, and scalability of our clients' marketplaces. This includes coordinating the ingestion, monitoring, and maintenance of first and third party data; partnering with Platform Operations to train our clients on platform offerings; partnering with Commercial and Platform Operations teams to advise clients on the construction of targetable audiences. Additional responsibilities may include partnering with Publishers Services to provide insight into optimizing marketplace size, balance, constitution, and efficiency; and partnering with Product and Technology on all related Videology Products, building solutions for comprehensive data-driven cross-media solutions across the TV & Digital Video landscape.

The Senior Audience Monetization Analyst is responsible for consumer data at Videology. This includes supporting data-focused clients, working with external vendors to ensure data integrity and reach, and coordinating with internal resources – primarily Commercial, Operations and Product – to efficiently monetize data. The ideal candidate will develop a knowledge of the constantly changing targeting options within the industry and will work to ensure that the relevant capabilities are available to internal and external Videology clients. Additionally, the Senior Audience Monetization Analyst will perform detailed research into existing targeting options to surface strategic recommendations to the larger Monetization team and Videology executives.

### Job Responsibilities

- Deliver actionable business insights, including analysis of overall data availability and analytical support for campaign planning and pricing.
- Maintain data provider relationships through ongoing data provider support, usage reporting, forecasting and internal communication of offerings.
- Operationalize analytical processes to help provide tools and insights in consumable manner, working with Product and Research and Development teams to build into product suite.
- Serve as main point of contact for primary operational contact for questions about data.
- Provide operational oversight of audience verification vendors (Nielsen DAR, comScore vCE).
- Support business through data-related POVs, best practices, and key learnings.
- Provide specialized campaign support for data targeting.
- Ensure accurate accounting data payouts and usage.
- Utilize and contribute to the development of tools that power smarter media solutions to drive better yield and performance across mobile, desktop, and TV (both linear and advanced).

### Minimum Qualifications

- Strong analytical and problem solving skills and abilities.
- Strong verbal and written communication and client relationship skills.
- Ability to own work flow, relationships and deadlines in a fast-paced environment.
- Ability to respond to frequent demands of multiple internal and external customers.
- Ability to articulate technical / complex points to non-technical individuals.
- Proficiency with Microsoft Office applications.
- BA/BS degree.
- 2-4 years of experience in digital advertising or related field.

### Preferred Qualifications

- Bachelor's degree in Economics, Business, Statistics, Engineering, or related field or demonstrated strength in such disciplines.
- 3-5 years of experience within digital advertising or a related field, ideally managing external relationships.
- Expert knowledge of Excel and familiarity with Relational Databases / SQL.
- Team-oriented, with recognized inclination to work in a collaborative manner internally and externally.
- Proclivity for leadership, innovation, and creativity.
- Recognized self-starter capable of flourishing in fast-paced and dynamic environments.



## Resume Submission

Please submit your resume to [careers@videologygroup.com](mailto:careers@videologygroup.com) and denote the position title and location of the job you are applying for in the email subject line.