OgilvyOne

Position	Analyst/Senior Analyst(Analytics)
Job Description	The Analyst plays a vital role by supporting the global analytics teams and internal staff to analyze all digital and offline marketing communications, leverage marketing information to help develop and support more specific targeting and treatment strategies. As part of the Marketing Analytics team, the Analyst leverages client internal web data, often integrated with off line data to provide insights and information to make digital marketing programs optimally effective. Responsibilities include: - Harnessing large volumes of website as well as offline data from different sources for development of reports(in PPT or PDF or excel dashboard format) and data analysis with interpretation of results in business context, including detailed findings and implications presented to key stakeholders at all levels. - Collaborating closely with internal teams (marketing analytics, account management, interactive strategy) to socialize findings to improve campaign performance and user experience. - Working with analytic steam to develop digital measurement solutions covering measurement strategy, vision, and insights to support business objectives and improve decision making processes. - Gathering business requirements and identifying measures, approaches and methodologies for measuring success against objectives. Designing and generating frameworks that provide insight to the success of digital marketing programs. - Applying various quantitative methods to analyze and interpret information from digital sources such as Websites, social media pages, online advertising (i.e. banner ads), and email campaigns – occasionally combining these data with offline measures such as retail sales and coupon redemption. - Establishing measurement infrastructure for data capture and reporting. As necessary, determining and documenting processes to ensure end to end tracking of customer journeys. - Maintaining a functional expertise in database marketing, integrated channel marketing, analytical tools, techniques, and other similar requirements. - Creating holistic dashboards by pulling data from different data sources and websites. - Analysts will typically focus on multiple business unit websites and support the decision making platform (click stream analysis,

	outcomes analysis, search analysis, multivariate testing analysis). • The person will also work with the website technology team closely to identify gaps in the data capture strategy and collaboratively implement enhancements.
Skills Required	• 0-3years' experience in interactive marketing, business consulting using website/offline data and information to help drive specific targeting and marketing recommendations • Strong knowledge on Quantitative & Qualitative analysis methods • knowledge on Advanced excel &ppt • Experience/knowledge in one or more of the following online measurement practices: web analytics, online market research, data analysis, social media Analysis, and optimization. • Knowledge on statistical tools like SAS/SPSS etc. • Bachelor's degree in quantitative, marketing or business area • Superior written, verbal and presentation skills
About **OgilvyOne**	OgilvyOne is the largest, most experienced direct and interactive marketing network in the world. We work with the world's best brands to drive growth, optimizing the value of prospective and current customer relationships with targeted marketing communications, online and offline. Our clients range from experienced targeted marketers who seek to take their game to the next level through data-driven, and often trigger-based communications … to beginners who view the web and direct response communications as extensions of their brand campaigns.
Qualification	PGPM/MBA (Marketing)
Location	Bangalore
Compensation	Competitive, as per industry standards
Work Experience	Prior work experience of 3-4 years is preferred
Contact Person	Interested candidate may send their resume on "Deepika.Mittal@orcapodservices.com"