

## Job Description

<b>Company</b>	Course5 Intelligence
<b>Position Title</b>	IC
<b>Reporting to</b>	Senior Director
<b>Schedule</b>	Full-Time
<b>Work Location</b>	Bangalore / Mumbai/Gurugram

### OVERVIEW

#### Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Market Intelligence, Big Data Analytics, Digital Transformation, Artificial Intelligence, and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients. More information can be found at [www.course5i.com](http://www.course5i.com)

#### Global Offices

United States | United Kingdom | United Arab of Emirates | India | Singapore

#### Job Responsibilities:

The incumbent will work with client marketing analytics as well as business teams to define and measure Key Performance Indicators, (KPIs). You will define the best analytics approach using Adobe Analytics and other Product Suites.

- Manage the setup of web analytics within client defined platforms and how campaigns influence them.
- Assess and report on web metrics performance to all stakeholder on weekly/monthly basis
- Extract highly relevant, actionable insights and optimization recommendations for paid/organic campaigns.
- Perform key competitor analysis on website performance, including traffic and user interactions.
- Deliver campaign results, insights and recommendations, as well as performance updates and ad hoc analysis as required to business stakeholders on all related web metrics.
- Create and maintain media, social and SEM campaign repository data file. Ability to pull historical data in a monthly, quarterly and yearly basis. Also liaise with global teams to help advise on future global data storage and help define use cases and structure.
- Monitor and report in the Americas segments health, monitoring tactics and metrics for optimizations and benchmarks.

- Creation of PowerBI dashboards to support Americas reporting needs, based on both global data cubes and locally maintained database.
- Documentation of reporting related processes, training, etc.
- Act as the back-up for social listening and campaign analytics.

### Requirements & Qualifications:

- Minimum 4 years of experience designing and implementing Adobe Analytics.
- Demonstrated ability to leverage data to generate Customer insights.
- Experience with web optimization and personalization platforms (Target, AAM).
- A plus if you have experience with DMP, CDP, and/or data layer.
- Strong logical, analytical, and problem-solving skills.
- 3+ years of experience with Adobe Analytics (certification ideal).
- 2+ years of experience with tag management platforms (Launch, DTM, Tealium).
- 3+ years of experience designing and implementing web analytics solutions.
- Deep understanding of digital marketing.
- Excellent written, oral, and communication skills.
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy