



## User Acquisition Manager

PikPok is a leading digital publisher of fun and addictive games across mobile, tablet, and desktop. With a portfolio of original, licensed, and third party developed properties, PikPok delivers games that appeal to all consumers with pick-up-and-play game play, high-quality art, and immersive audio design which provide rich game experiences.

We are building our growth team ahead of major new releases, and we're looking for a User Acquisition Manager that's passionate about growing and scaling up the performance of a great catalogue of games. You possess excellent analytical skills and are 100% ROI oriented – more than anything, you want to make a huge impact on the growth of PikPok.

### Responsibilities:

#### User Acquisition

- Lead and oversee our performance marketing campaigns for our current and upcoming games to deliver a high volume of qualitative installs and achieve ROAS goals
- Monitor, optimize and report on the performance of each campaign on a weekly, monthly and quarterly basis to division heads and producers
- Work alongside other marketing team members and find new ways to develop and constantly improve our UA strategy through paid and organic channels
- Work closely with analytics, marketing, and art teams to create the best converting ads to maximize acquisition efforts and returns
- Manage allocated marketing budget to ensure maximum efficiency of marketing spend purely based on ROI
- Manage our cross promotions and retargeting campaigns

#### Ad Monetization

- Optimize campaigns across ad networks and territories using quantitative analysis to yield market leading prices and fulfil revenue targets
- Improve existing advertising funnels to increase overall ad ARPDAU and ad engagement without impacting retention
- Source and onboard advertising partners who align with PikPok's vision, negotiate terms and monitor impression allocation based on network performance

- Share best practice standards for advertising across the studio and provide clarity on the optimal set up to the development team. Support all stakeholders during integration for easy adoption
- Manage and monitor advertising performance through analysis and make effective recommendations to improve integrations and terms with our advertising partners

### Skills:

- Exceptional written and verbal communication skills
- Blend of creativity and analytical skills with a strong results-oriented, metrics driven approach to problem solving
- Strong negotiator, able to manage relationships with stakeholders, ad networks and industry peers
- Aptitude to work outside of your comfort zone and get things done quickly
- Strong ability to multi-task, prioritise and organise effectively
- Passion for problem solving
- Proven ability to effectively influence others without directly managing them
- Strong passion for game, mobile apps and advertising

### Qualifications:

- 2+ years of experience in mobile user acquisition, media buying or advertising with a strong record of measurable results
- BS/BA degree in Science, Math, Marketing or Business
- Fluency with MS Office (Excel, Power Point, Word)
- Strong analytical skills and experience working in metrics based companies

### Bonus Points for:

- SQL and/or Programming Experience is a plus
- Managerial experience
- Multi-lingual

### Contact:

- Please send your application to: [careers@pikpok.com](mailto:careers@pikpok.com)