

Are you the Junior Media Buying Analyst we're looking for?

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 Junior Media Buying Analyst that's passionate about growing and scaling up the performance of a great catalogue of games. You possess excellent analytical skills & are 100% ROI oriented – more than anything, you want to make a huge impact on the growth of PikPok.

If this sounds like you, then please apply. We welcome applications from diverse candidates and those with a range of backgrounds, skills, and experiences.

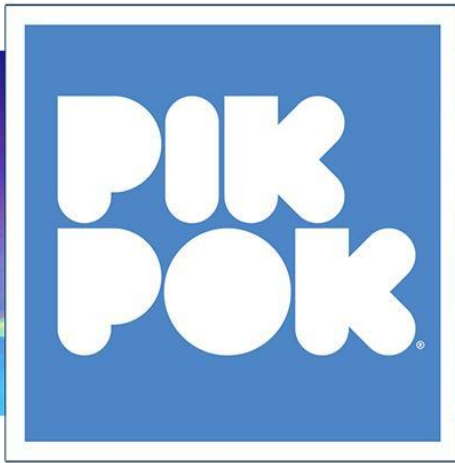
Major responsibilities area:

1. Provide PikPok with professional services which are recognised as:

- Highly professional and competent
- Offering a superior level of service
- A source of value-added input
- Highly proactive in carrying out its functions
- Understanding PikPok strategies/objectives and the support required to achieve these

2. User Acquisition

- Plan, execute, analyse user acquisition campaigns across performance UA channels, and optimize based on ROAS & LTV
- Produce innovative & effective video and display advertising in partnership with our in-house creative team and our localization team to support international advertising
- Conducting technical analysis to optimize these campaigns and sharing learnings cross-functionally. Use analytical and modelling skills to understand channel economics & optimize marketing activities
- Work alongside with other marketing team members & find new ways to develop and constantly



improve our UA strategy through paid & organic channels

- Develop thorough understanding of ad attribution and tracking with Appsflyer, our mobile measurement partner
- Monitor, optimize and report performance of campaigns on an ongoing basis. Daily, weekly and quarterly budget forecasting and reporting of results
- Manage our cross promotional campaigns

3. Skills:

- Exceptional written and verbal communication skills
- Blend of creativity and analytical skills with a strong results-oriented, metrics driven approach to problem solving
- Aptitude to work outside of your comfort zone and get things done quickly
- Strong ability to multi-task, prioritise and organise effectively
- Strong passion for game, mobile apps and advertising

4. Qualifications:

- BS/BA degree in 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 along with a digital copy of your résumé/CV to: careers@pikpok.com.

Additional contact details can be found below and by visiting us online at www.pikpok.com