



Advertising Monetization Manager (W/M/NB) - Kolibri Games

Berlin - Full-time - 743999801967573

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If you are an analytical person, comfortable with numbers, and seeking to make the difference in a fast-growing gaming company, this job is for you. As a Monetization Manager, you will be responsible for creating the advertising monetization strategy of our games.

Reporting to our VP of Marketing, you will work with our product team and our monetization partners to drive growth through in-game advertising. With your analytical mindset, you'll test different set-ups, learn and apply the best-performing ones.

Responsibilities

- Set up the monetization partners (Applovin, Vungle, Facebook, Google, etc..).
- Optimize the waterfall by testing and learning to drive growth.
- Build reporting dashboards to properly monitor the advertising revenues.
- Work closely with the product team to find the best-performing advertising placements.
- Find new creative ways to improve your work and performance.
- Keep up to date with market development and trends.
- Establish best practices.

Required skills

- You are a problem solver.
- You are analytical and a critical thinker.
- Advanced skills with Excel (other BI tools are a plus).
- You use data to drive your day to day decision making
- You have a hacker and creative mindset.

Desirable skills

- Experience with Ad Networks.

- Experience in App monetization.
- Knowledge of BI tools such as Tableau, Looker, PowerBI, etc...
- R, Python, SQL, and any other programming language experience

We are an equal-opportunity employer and value diversity at our company. We do not discriminate on the basis of race, ethnicity, religion, gender, sexual orientation, and age or disability status.