

LOGO**mybestbrands d.o.o.**

App Performance Marketing Manager (m/f)

To enrich our team, we are looking for a new team member with passion for app marketing at our location in the heart of Split. Your responsibilities:- You plan, implement and execute performance app marketing campaigns - from app install to re-engagement in the areas of paid social, Apple search, programmatic advertising, etc.- You continuously monitor all relevant KPIs (budgets, ROAS, CR, CLTV), create analyses and reports and derive recommendations for optimization from them- You control and optimize independent campaigns (user acquisition, re-engagement) and always have the performance goals in mind- You observe trends and developments in the market around the topic of app marketing, data protection (DSGVO, ATT), generate ideas and implement them profitably for MYBESTBRANDS- You identify scalable performance marketing potentials for the MYBESTBRANDS app, conduct tests and evaluate them- You are also responsible for the use of app tracking and tools and take over the implementation- You continuously optimize the MYBESTBRANDS app as a whole together with the cross-functional app team

Izvor: www.moj-posao.net

Lokacija: Split, Zagreb, remote

Datum objave: 07. Apr 2022.

Datum isteka: 27. Apr 2022.