

Job Profile: Delivery – Affiliate Marketing

Designation: Junior Level

Department: Performance

Location: Mumbai

Experience: 1 to 3 yrs

Qualification: Graduate / Post Graduate - Any Specialization

**Roles & Responsibilities:**

- Manage Affiliates/Publishers for performance accounts of the agency
- Identify, reference check and recruit new publishers for the successful execution of the campaigns
- Campaign delivery management and reporting with publisher and sales manager
- Planning, strategizing and implementation of performance campaign
- Adhering to KPI and ROI for responsible accounts
- Reporting and billing streamlining for respective accounts for both publisher and client

What are we looking for:

**Skill Sets Required: -**

- Must have experience in Affiliate Marketing and handling publishers for performance accounts
- Must have knowledge on App Install, Lead generation, Display Marketing etc. campaign execution with publishers
- Knowledge about performance and affiliate marketing campaign process for both app and web
- Should have a fair understanding of tools like Has offers, Cake and other relevant platforms
- Should have understanding about MMP platforms like appsflyer, singular, branch, kochava etc.
- Should have analytical skills and must be excellent in Microsoft excel

**Soft Skills Required: -**

- Should be aggressive and be able to take up new challenges
- Meet deadlines and take responsibility of completion of work
- Multi-Tasker and Team Player

## **About Ventes Avenues:**

Ventes Avenues is a Mobile Media Company specializing in Mobile Performance & Branding.

Ventes is a preferred display and performance marketing partner to several leading international publishers in the Indian market on an exclusive basis and works with over 200 advertisers and digital agencies across campaigns to help them reach and engage with their audiences and meet their performance and brand solutions objectives

Ventes Avenues with its innovative ad units especially created for smartphones coupled with its unconventional approach is creating disruptions in the mobile advertising space in India. Our USP s includes multi-level targeting & a direct control over our inventory.

At Ventes we are strong believers in technology and marketing precision, and to achieve our goal we leverage our strong relationships, our network, our varied experience and a deep understating of brand requirements