



Position: Business Operations Associate
Reporting to: Business Operations Manager
Job Location: Bangalore

Work Profile:

- Track and report campaign performance regularly
- Understand business context, analyze campaign data and propose implementable recommendations for campaign performance improvement
- Collaborate with tech team to execute the recommendations and measure performance/results
- Understand business context, analyze campaign data and collaborate with sales team to identify and launch specific customer acquisition solutions for advertisers
- Identify business process and operations process improvement avenues. Define and implement process improvements.
- Part of a high caliber, qualified and motivated team

Candidate Profile:

- MBA from a top B-School
- Very strong analytical and communication skills
- Excellent knowledge of MS Excel, Word and PowerPoint
- Ability to work independently
- Interested in internet marketing and technology
- Knowledge of data analysis tools, experience in analytics is a plus
- Experience of 1 to 2 years

About Vizury:

Vizury (www.vizury.com) is a leading internet marketing company committed to delivering substantial and measurable ROI to advertisers. Vizury delivers value through its proprietary, behavioral targeting engine. Vizury's services have delivered an incremental ROI of up to 1500%, making it one of the most sought out partners' in the Internet advertising world.

One of Vizury's path-breaking products - Visitor Relationship Management (VRM), empowers advertisers to engage their website drop-off users in a 1:1 marketing conversation, resulting in both measurable and tangible value, as well as contributing to intangible branding impact. The 1:1 marketing conversation is enabled through thousands of highly personalized rich media ads that are powered by statistical modeling





of user behavior, dynamic message generation module and response optimization system.

Vizury is the preferred partner of some of world's leading advertisers in the e-commerce, travel & leisure, financial services, banking, consumer durables, Hi-Tech and Web 2.0 verticals amongst others. Vizury is aggressively expanding its foot-print globally and is on a continuous lookout for smart and talented folks who are ready to take on the challenge and to join its A-team.

VIZURY

