

Ad Monetization specialist

ZiMAD



Job Overview

Location: Remote work
Website: <https://zimad.com/careers/>

Description

Are you passionate about your work and want to pursue your dreams?

Join the ZiMAD team, and let's collaborate to create exceptional games together!

ZiMAD is a US mobile game publisher and developer that has been at the forefront of the gaming industry since 2009. We are a dynamic multinational team, speaking 15 languages and living in 63 cities across 17 countries. With an impressive portfolio of world-class free-to-play projects, including titles like Magic Jigsaw Puzzles, Puzzle Villa, Art of Puzzles, Dominoes, and many others, we constantly push boundaries and believe that games can be more than just entertainment.

We've forged partnerships with internationally renowned IPs (like Disney, Nickelodeon, LIFE, Sony Pictures etc.) and strive to develop games that sharpen mental well-being and deliver remarkable user experiences.

We're inviting a **Middle Ad Monetization specialist** to join our company to manage ad monetization of the entertainment apps.

Responsibilities:

- Management and development of the portfolio of the ad traffic of the company's mobile apps (including mediation, bidding)
- Optimization of the ad impressions in order to increase eCPM, ARPDAU, and total revenue from the ads
- Daily monitoring of the monetization indicators (revenue, fill rate, CTR, ANR, latency) and quick response to the abnormalities or declines
- Interaction with current ad partners, networks, and DSP platforms, as well as search and testing of the new ones
- Analysis of the efficiency of the ad sources, completion of the A/B tests, and implementation of the new monetization strategies
- Cooperation with the analytical team on creating reports, dashboards, and identification of the growth points
- Interaction with technical specialists while integrating SDK, participation in QA and release cycles

- Preparation of the regular reports and presentations on the revenue dynamics and ad efficiency of the projects
- Monitoring of the ad market trends, SDK network changes, privacy policies (ATT, TSF2.2, etc.), and new monetization tools.

Requirements:

- 2+ years of experience in the mobile ad monetization area
- Deep understanding of working principles of the in-app ads, mediation platforms (ex., AdMob, AppLovin MAX, Unity LevelPlay, etc.)
- Understanding of the key monetization metrics: eCPM, ARPDAU, fill rate, CTR, latency, waterfall & bidding mechanics
Data analysis skills (Mediation reports/Google Analytics/Firebase/Superset)
- Skill of formulating hypotheses and conducting A/B tests
- Basic technical skills: principles of work of SDK, API, and logs
- Experience in interacting with technical and product teams, as well as with external ad partners
- English proficiency of the Upper-Intermediate level or higher (for communication with partners, managing correspondence, and reading technical documents)
- Ability to work with the big amount of data, prioritize tasks, and manage projects through to completion
- Attention to detail, systematic approach, ability to quickly figure out how to use new tools and ad solutions
- Soft skills—great writing and communication skills, as well as skills to work with partners from different cultures.

It will be a plus:

- Relevant experience of working with mobile ad traffic (User Acquisition expertise can also be treated as relevant)
- Technical education
- Experience in working with ad monetization in WEB.

We offer:

- Opportunity to work for ZiMAD, a US company with a diverse portfolio of global free-to-play (F2P) projects with a multi-million monthly user base
- Involvement in the entire product development cycle
- Career growth prospects within an international company
- Remote work opportunities
- Flexible working schedule
- Bonuses based on the achievement of KPIs and financial results of projects
- Paid conferences, training (including language courses), and workshops

- Opportunity to have sessions with psychologists to improve your mental health and well-being
- Participation in charity projects.

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