Traffic Quality Analyst
Technology/Engineering | New York, NY, United States

adMarketplace is looking for a Traffic Quality Analyst to drive our quality and compliance functions. The right person will be enthusiastic about ensuring the trust and safety of our advertising marketplace from an ad, site, and traffic perspective utilizing big data and technology solutions.

You will be responsible for designing innovative fraud and anomaly detection analyses, leading investigations, and data mining to improve our traffic intelligence. You are passionate about data mining, statistical and behavior analysis, and collaborating with our business and engineering teams to improve the traffic quality of our platform.

This is an excellent opportunity for an experienced data analyst looking to expand their career and contribute to the growth of the first programmatic marketplace for search advertising.

Responsibilities:
• Lead critical investigations across our platform (e.g.: botnets, non-human ghost traffic), coordinate across business, platform, and engineering teams during response, implement scalable solutions to reduce continued risk
• Develop algorithms, tools, and techniques to efficiently segment traffic and apply statistical and behavior models to proactively monitor traffic quality
• Maintain detailed knowledge of industry best practices, emerging trends, and technologies
• Drive Innovation for our fraud analysis and technology solutions
• Develop and maintain effective KPI reporting, benchmarking, and forecasting
• Develop and implement compliance models and 3rd party solutions for privacy management (NAI, Evidon, Truste, etc.)

Requirements:
• BA/BS Degree require, focus on computer science, engineering, statistics, or mathematics preferred (Graduate Degree a plus)
• 1-3 years relevant work experience in advertising fraud or relevant Internet-based fraud or abuse preferred
• Demonstrated big data experience
• Experience with privacy and user management preferred
• SQL & database experience, advanced Excel, VBA experience
• Knowledge of DNS, HTTP, and TCP/IP networking preferred
• Knowledge of JavaScript a plus

Skills:
• Analysis & Insight: Able to organize large data sets to answer critical questions, extrapolate trends, and tell a story
• Innovation: Demonstrate creativity and proactive thinking to solve our top business challenges
• Business Acumen: Demonstrate an understanding of key business drivers and sound business judgment
• Cross Group Collaboration: Proven success gathering and sharing information and collaborating across functional groups
• Prioritization: Able to handle complex situations and multiple responsibilities, balance long term projects with the urgency of short term requests and projects
• Communication: Excellent communication, leadership, and negotiation skills; the ability to manage up/down/ across

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