



<https://moonee.io/job/experienced-ad-monetization-manager/>

## Experienced Ad Monetization Manager

### Description

Moonee is a Mobile Game Publishing company. The company provides all the essential services your studio needs from day one, including personal game design, creatives, and data analysis. Moonee team members are user growth experts with more than 15 years of experience, specializing in game design, monetization methods, user engagement, and data-driven decision making. The company's ability to create accurate predictions allows it to be more aggressive at an early stage.

Moonee's vision is to redesign the way games are published today. Coming with a studio-oriented approach that creates a win-win situation for its partners, and ensures to generate the most revenue your next mobile game deserves. Focused on long-term partnerships, each studio is an essential part of Moonee's family.

### Responsibilities

- Work closely with the User Acquisition team to establish the desired KPIs within the ad monetization strategy.
- Hands-on daily management of various monetization platforms (AdMob, Applovin, Unity, ironSource etc.)
- Manage relationships with existing (and new) partners that we use to monetize our traffic.
- Conduct A/B tests to optimize monetization settings.
- Test new demand partners and understand their fit in the current ad monetization strategy.

### Qualifications

- 2+ years of experience in waterfalls optimization – must
- Creativity, out of the box thinking – bring new ideas and ways of doing things.
- Motivated (a can do approach!) and organized.
- Ability to handle multiple projects simultaneously.
- Experience working in hyper-casual waterfalls – huge plus
- BA/BSc, preferably in a quantitative field – plus.
- Experience in A/b testing – plus
- Excellent English – must
- Ability to work independently and as part of a team.

**Hiring organization**  
MOONEE

**Employment Type**  
Full-time

**Job Location**  
Remote work possible

**Date posted**  
May 3, 2022