

Senior Ad Tracking Specialist (Remote - Pakistan)

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Company: Right Customer

Location: Islamabad

Category: business-and-financial-operations

Right Customer is a performance marketing studio that partners with subject matter experts to create, promote, and deliver online education to their audiences in evergreen niches like real estate investing, business, and personal finance. We are seeking an Ads Tracking Specialist proficient in setting up and troubleshooting conversion tracking for various advertising networks.

Requirements

What You'll Be Doing

Setting up web/pixel conversion tracking with Google Tag Manager for Facebook Ads, Google Ads, TikTok ads, and other advertising networks.

Setting up server-side tracking using Google Tag Manager for Facebook Conversion API, Google Enhanced Conversions, Google Analytics, and TikTok Ads Conversion API.

Troubleshooting existing conversion tracking integrations to diagnose and resolve issues.

Setting up attribution using UTMs and ad network data.

Implementing miscellaneous tracking integrations and 3rd party technologies like Hyros.

Creating data visualization dashboards in Looker Studio.

Standardizing implementation with templates, technical documentation, and SOPs.

Who You Are

Proficient with Google Tag Manager for both web and server tracking implementations.

Experienced in setting up conversion tracking on funnels and websites for ad networks such as Facebook, Google, YouTube, and TikTok.

Experienced in using Unique Event IDs for deduplication across server and web conversion tracking implementations.

Skilled in setting up conversion tracking using direct gateways like Facebook Conversion API gateways.

Experienced in securely hashing user data using SHA256 to send back to ad networks for optimization.

A problem solver, able to quickly identify and troubleshoot issues.

Seeking steady work with a team, offering a great culture and opportunities for growth within the company.

Experienced in creating insightful dashboards using Looker Studio.

What Success Looks Like

30 Days:

Integrated with the performance advertising team, assisting with web conversion tracking implementations.

Begun Conversion API implementation for our clients and internal advertising efforts.

60 Days:

Completed Google Enhanced Conversions and other server-side tracking

implementations.

90 Days:

Standardized and documented tracking implementation for reuse on new funnels, implementations, or new accounts.

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