



CRM Analyst - Targeting

Contact: DICKS SPORTING GOODS

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https://ak-fairbanksnorthstar.countybuyselltrade.com/jobs/crm-analyst-targeting_coraopolis_90214

Address:

1852 N Commerce Dr, Coraopolis

Price:

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Details
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Description
The CRM Analyst - Targeting is responsible for the identification of targeted customer populations for direct marketing campaigns (email, mail, mobile pushes, etc.). This position is also responsible for aspects of individual campaign set up including data preparation, audience selection, testing plan execution, quality assurance and campaign performance measurement activities. Other activities include analyzing marketing data and performing ad hoc analysis as needed that create actionable insights.
Qualifications
Job Responsibilities: Conduct campaign setup activities in a timely and accurate manner

Collaborate with Marketing Planning team to define targeting criteria for direct mail / email / mobile campaigns based on basic business rules.

Escalate high priority targeting decisions to leadership.

React to changing campaign requirements in a timely and accurate manner.

Clearly communicate targeting criteria to offshore Unica list pull contractors.

Utilize analytical tools (SAS, Unica, MS Excel) to perform basic data manipulation and analysis to create targeted customer lists for direct mail and/or email campaigns which increase customer retention and drive ROI.



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