MARKETS

Adobe Analytics Lead – Bajaj Markets

Job Description

Bajaj Finserv Direct Limited

Pune

Our Journey so far

A 100% subsidiary of Bajaj Finserv Ltd, we are a 3-year old exciting startup having launched "**Finserv MARKETS**" - A unique & diversified Marketplace for Financial Services and eCommerce in India. Our Open Architecture platform offers 103 Financial product variants across Loans, Cards, Insurance, Investments, Payments along with 70K Electronics, Consumer Durable and Lifestyle products, in partnership with 23 leading industry players. Our digital properties attract 12 MM visits, 6 MM unique visitors, 1.2 MM Consumers show interest in our products & we acquire ~80,000 customers in a month. Our App has a Monthly Active User base of 0.8 MM. We have recently started our B2B journey by offering our Marketplace Platforms as a Technology Platform provider.

Our Long-Term Vision

Financial Services Marketplace will be across Assets, Liabilities, Payments, Insurance & Investment in partnership with 50 Banks, Insurers & Financial Institutions by providing choice & convenience of 1,300+ Financial Products. Our ambition is to create India's largest FLDG partnership model by leveraging our deep domain in lending space to offer White Label Loan & Card products.

We will create an **Omni-channel eCommerce Marketplace** Platform focused on Electronics, Furniture, Travel, Auto & Apparel. It will be a Partnership led model, which leverages our eComm Platform & B2B domain capabilities, with a strategic partner responsible for fulfillment. It will serve as an acquisition engine to originate millions of consumers for our Financial Services Marketplace.

Our **Platform Business strategy** is to re-architect & offer our proprietary Marketplace platforms to our B2B clients. Our ambition is to be a leader in SaaS application for Credit, Insurance, Investment & eComm. We will offer these platforms in India & target South-East Asia & Middle-East geographies.

Our Marketplace

Loans Marketplace	Cards Marketplace	Insurance Marketplace	Investments Marketplace	eCommerce Marketplace	Payments	Solutions
Salaried Loan	Credit Card	Retail & Group Health	Fixed Deposit	Electronics	UPI	Credit Report
Professional Loan	Debit Card	Motor – 2W,4W,CV	Mutual Fund	Furniture	BBPS	Money Manager
Business Loan	EMI Card	Travel Insurance	Digital Gold	Travel	PPI Wallet	VAS – GI
HL Salaried		Property Insurance	Equity Basket	Auto		VAS – LI
HL Self Employed		Pocket Insurance	Trading Account	Apparel		White Label VAS
LAP		Business Insurance				VAS
Vehicle Loan		ULIP				
		Term Insurance				
		Endowment				

Our People

We are a strong brand with long-term orientation which provides tremendous stability & freedom to innovate. Our success is attributed to an efficient and passionate team of highly skilled 500+ Technology & Domain specialists across Financial Services & eComm. With a strong foundation already established, you have an opportunity to be part of a distinct consumer technology company with high growth in 3 most exciting spaces viz. Financial Services, eCommerce and Platforms business.

Primary Role

- Adobe analytics Analyst/Tech lead - Finserv Markets

Position Summary

We are looking for an Adobe analytics professional with high level of proficiencies in adobe analytics tools like Adobe Analytics, Adobe Launch, Adobe Target. The person should have strong experience in troubleshooting and debugging of Launch implementation issues. The person should be willing to learn and implement best practice solutions. He / She should have experience in MobileApp SDK implementation

Duties and Responsibilities

- Understand existing Adobe Launch and Adobe Analytics implementation
- Implement new tracking requirements
- Troubleshoot any Launch implementation issues
- Troubleshoot discrepancies between adobe launch data and data captured through backend application
- Defining and tracking KPIs to achieve maximum business goals
- Extract maximum potential of Adobe
- Explore and make suggestions for how to get the most out of the Adobe Analytics platform.
- Track and analyse website traffic patterns and online customer behaviours through dashboarding and reporting
- Discuss with business and participate in creating business requirement document
- Train and groom Juniors

Desired Skills

1. 6 + Yrs. in adobe analytics tools like Adobe Analytics, Adobe Launch, Adobe Target
2. Experience in Adobe MobileApp SDK implementation
3. Knowledge of Java script, HTML, web technologies
4. Experience in troubleshooting and debugging of Launch implementation issues.
5. Knowledge of Adobe Experience Manager and Adobe Audience Manager
6. Ability to train and groom juniors

Personal Attributes

1. Technology passionate
2. Good analytical, reasoning and debugging skills
3. Ability to communicate with multiple stakeholder to resolve issues,

Other Expectations
   • Role is based out of Finserv MARKETS Head office in Pune