



# User Acquisition Analyst - Mobile Apps

## Who We Are - AdMaven

**AdMaven is a performance-driven ad-tech company helping advertisers reach high-converting audiences and publishers maximize revenue from their traffic.**

As part of our consumer apps activity, we run a portfolio of mobile apps and approach user acquisition the way a product analyst approaches a product: with models, experiments, and decisions grounded in data.

Media buying is the visible part of the role. The work underneath is analysis and forecasting: predicting LTV, understanding signal quality, and translating those models into how we deploy budget across multiple channels.

We're hiring a User Acquisition Analyst who wants to own that loop end to end.

## The Role

**You'll manage and optimize paid user acquisition campaigns, but this is not just a campaign-operations role. You'll be expected to understand performance deeply, challenge assumptions, design tests, and make budget decisions based on data.**

You'll work across several apps and projects in parallel, using campaign data, attribution signals, creative performance, monetization metrics, and LTV forecasts to decide where we scale, where we pause, and what we test next. This role requires someone who can operate independently, manage priorities, and take ownership without needing step-by-step direction.

## Responsibilities

- Analyze campaign performance, identify key insights, and implement optimizations to improve ROI
- Define the measurement framework: what we track, how we attribute, when we trust the signal, and when we don't
- Build and refine LTV, ROAS, and payback forecasts to support budget allocation decisions
- Design experiments to validate creative, audience, bidding, and channel hypotheses
- Manage and optimize user acquisition campaigns across multiple paid media channels
- Collaborate with Product, Monetization, and Data teams to sharpen our UA strategy
- Brief the creative team on which concepts to test, how they should look, and what hypothesis each creative is meant to validate

## Required Skills and Qualifications

- Degree in Industrial Engineering, Economics, Statistics, Computer Science, or another quantitative field
- Fluency in Sheets or Excel
- Comfortable working with SQL
- Strong written and spoken English

## Preferred Skills and Qualifications

- Hands-on user acquisition experience for mobile apps, including familiarity with mobile attribution, SKAN, cohort analysis, retention, ROAS, CAC, and LTV
- Experience managing campaigns on Meta, Google, TikTok, or other paid channels
- Comfortable working with AI-assisted tools such as Claude Code, Codex, or Cursor, with familiarity in AI workflow concepts such as MCP, agents, tool use, and structured prompting

## How to Apply

Send your CV as a PDF attachment to [careers@ad-maven.com](mailto:careers@ad-maven.com). Include the job title and your name in the subject line: **[JOB TITLE] - [YOUR NAME]**.

