Performance Marketing Specialist
[MA26CXR]

TWIPLA is a world-leading website intelligence platform with extensive functionality for the statistical collection and behavioral analysis of website visitors, all delivered to the highest data protection standards. The platform enables website operators, digital marketers, and demand specialists to clearly identify what works and what doesn't, helping them continuously improve their website(s).

Founded in 2016, **TWIPLA** has offices both in Munich, Germany, and Cluj-Napoca, Romania, with active users in more than 190 countries worldwide.

With privacy-by-design, **TWIPLA** has developed a unique, innovative, and proprietary solution that requires zero cookies for tracking data.

The platform fully complies with global data privacy regulations, including GDPR and CCPA, with no data shared with third parties.

More than 2.5 million websites have already installed **TWIPLA** to improve website performance, better understand visitor behavior, and create a consistently positive customer experience.

TWIPLA offers a free package that allows any user to explore the analytics platform without commitment, upgrading to a paid subscription only when needed. With a comprehensive suite of website statistics, behavioral analysis tools, and communication features, websites gain clearer insights and stronger decision-making.

With over 1.13 billion websites worldwide, an increasingly competitive digital landscape, and an ever-growing focus on data privacy, the website intelligence provided by **TWIPLA** will be in high demand for years to come.

We are looking for a **Performance Marketing Specialist** to join our marketing team.

Everything takes place in a very flat hierarchy – with everyone closely working together around our common goal of building the #1 analytics application on the planet.

Key Responsibilities:

- Plan, execute, and optimize performance marketing campaigns across digital channels, including paid search (Google Ads), social media (LinkedIn, Meta, Twitter/X), programmatic, and other performance platforms.
- Manage end-to-end campaign lifecycle: strategy, targeting, budgeting, execution, reporting, and optimization.
- Analyze campaign performance using analytics tools and dashboards to identify trends, ROI, and opportunities for improvement.
- Collaborate with product, analytics, and content teams to design data-driven campaigns and creative strategies.
- Conduct A/B testing, conversion rate optimization, and audience segmentation to improve campaign efficiency.
- Monitor industry trends, competitor activity, and emerging digital marketing channels to stay ahead.

Core skills:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- 2–5 years of experience in performance marketing, digital advertising, or growth marketing.
- Strong hands-on experience with Google Ads, Meta Ads Manager, LinkedIn Ads, and/or programmatic platforms.
- Proficient in analytics tools such as Google Analytics, GA4, or similar platforms.
- Data-driven mindset with strong analytical and problem-solving skills.
- Ability to manage multiple campaigns simultaneously and meet revenue targets.

Nice to Have:

- Experience in SaaS, analytics, or tech-focused companies.
- Knowledge of marketing automation platforms (e.g., HubSpot, Marketo).
- Strong creative thinking to design high-performing campaigns.
- Excellent communication and collaboration skills.

Things we can guarantee:

- Competitive salary and performance-based incentives.
- Flexible and remote-friendly work environment.
- Opportunities for professional growth in a rapidly scaling company.

How to apply?

Please send your CV to our email hr@twipla.com